

CHAPTER I

INTRODUCTION

A. The Initial Idea

Indonesia is known as a country with a lot of beautiful natural scenery, which is a very supporting aspect to attract tourists from all around the world to come and see the nature's beauty. Indonesia has thirty-four provinces, starting from the very west, the city of Sabang, until the very east, the city of Merauke. Each and every province in Indonesia has their own unique culture, which makes them have a very different experience to offer when tourists come and visit Indonesia. Table 1 below shows the number of foreign tourists who come to Indonesia every year.

TABLE 1

Number of Foreign Tourists in Indonesia (2014-2019)

Year	People
2014	9,435,411
2015	10,230,775
2016	11,519,275
2017	14,039,799
2018	15,810,305
2019	14,915,610

Source: *Badan Pusat Statistik* (2019)

Based on table 1 above, we can conclude that the number of foreign tourists coming to Indonesia is increasing every year. Due to lots of tourists coming, it is natural to make a new business opportunity from the tourism side, which is why tourism has become one of the most contributing business sectors in Indonesia's economy.

Every tourist has a basic need to eat. According to the theory of Maslow's hierarchy of needs (1970), there are five levels of human needs. Each level of needs must be fulfilled in order to move on to the next need level. The first level of need which is the most important and must be fulfilled first is the physiological needs. Humans tend to have more encouragement to look for food, water and shelter, and the action they conduct to get them will be strengthened. Generally, humans will not need any assistance to fulfil their physiological needs, except those with cognitive deterioration. From the theory above, we can conclude that humans will not survive without food, water and shelter, which is exactly the reason why the writer choose food and beverage as the area to start my business. With lots of tourists coming to Indonesia to see its beauty, more people will have to be fed, it means more demands will emerge. Moreover, innovating in this area have a lot of business opportunity since humans tend to look for something new to try and satisfy their needs of self-actualization (Thielke & Harniss, 2011) . Despite the importance of tourists, the local society also takes part in the importance of a restaurant.

Without taking the tourists into account, Indonesia is already the fifth most populated country in the world with a total of 274 million citizens (Jayani, 2019). With that much people living their life inside a country, the daily food and drinks intake must be incredible. Every single mouth must be fed three times a day, which is a supporting aspect that food and beverage can be the demand that needs to be fulfilled. Thus, building a new cafe can be the supply that will fulfil that demand. The number of domestic coffee consumers in Indonesia keeps growing each year. Table 2 below shows the growth of domestic coffee consumers each year from 2014 to 2019.

TABLE 2

Number of Domestic Coffee Consumption in Indonesia (2014-2019)

Year	60 Kg Bago
2014 – 2015	4,417
2015 – 2016	4,550
2016 – 2017	4,650
2017 – 2018	4,750
2018 – 2019	4,800

Source: *Badan Pusat Statistik* (2019)

Not only the cities in Indonesia with a lot of beautiful natural sceneries that can attract tourists have the opportunity to expand business in food and beverage area, other cities for example the capital city Jakarta and the cities around it, Bogor, Depok, Tangerang and Bekasi, which is the main business city in Indonesia, is also a convenient place to start business in food and beverage area. Because of the term business city, more people come in and out of these cities to fulfil their jobs. This is exactly the reason why modernization spreads so fast in business cities. Businessmen/women meet different people every day in order to complete contracts and deals. In these exact meetings, they tend to trade things or even information. The rapid exchange of information cause people to gain more knowledge of one another's culture, thus adapting to the change of activates and the developments of technology, resulting in modernization. As the outcome of modernization, visiting coffee shop either just to pick up their daily intake or to sit and chill with friends or families has become a lifestyle to most of town people (Kartono & Demartoto, 2015). With this trend going on, a lot of coffee shops has popped up the last few years, innovating and growing.

TABLE 3

Gross Regional Domestic Product on Current Price Based on Business Sectors in Banten Province, 2017-2019

Business Sector	Gross Regional Domestic Product (Billion Rupiah)		
	2019	2018	2017
Agriculture, Forestry and Fisheries	37,021.57	35,573.82	33,265.71
Mining and Excavation	4,408.72	4,272.13	4,146.09
Process Industry	203,405.83	191,862.86	179,931.24
Electricity and Gas Supply	12,072.66	12,770.04	11,984.08
Water Supply	513.34	481.83	449.42
Construction	73,504.01	65,452.94	58,182.25
Wholesale and Retail Trade, Car and Motorcycle Repair and Maintenance	85,477.70	76,816.28	69,275.35
Transportation and Warehousing	72,359.11	68,139.77	61,257.75
Provision of Accommodation Food and Beverage	15,940.22	14,632.81	13,477.23
Information and Communication	23,278.14	21,695.57	20,484.98
Financial and Insurance Activities	19,930.66	18,969.24	17,063.67
Real Estate	52,618.07	46,873.41	42,103.76
Company Services	7,492.06	6,673.74	6,082.32
Public Administration and Defence; Compulsory Social Security	13,657.22	12,301.12	11,458.84
Education	23,749.88	21,129.74	18,648.87
Human Health Activities and Social Work Activities	8,384.23	7,444.37	6,655.41
Other Services	11,149.97	10,018.08	9,130.73

Source: *Badan Pusat Statistik* Banten Province (2019)

Based on table 3 above, the GDRP number of the provision of accommodation, food and beverage in Banten is increasing over the year. This is the reason that the writer chooses Banten to be the place to start Lexitory Coffee Shop. People in Banten have big interest in trying new foods and beverages, which

means that there are business opportunities in Banten, or we can say the buying power in Banten is quite large. These aspects are exactly the reason that Banten is the right place to start a new food and beverage business. To be precise, the writer chooses BSD in South Tangerang to start his business, the reason can be seen in table 4 below.

TABLE 4
Area and Population per District/City
Banten Province, 2017-2019

District/City	Area (km ²)	Population		
		2019	2018	2017
Pandeglang District	2,746.89	1,211,909	1,209,011	1,205,203
Lebak District	3,426.56	1,302,608	1,295,810	1,288,103
Tangerang District	1,011.86	3,800,787	3,692,693	3,584,770
Serang District	1,734.28	1,508,397	1,501,501	1,493,591
Tangerang City	153.93	2,229,901	2,185,304	2,139,891
Cilegon City	175.50	437,205	431,305	425,103
Serang City	266.71	688,603	677,804	666,600
South Tangerang City	147.19	1,747,906	1,696,308	1,644,899
Banten Province	9,662.92	12,927,316	12,689,736	12,448,160

Source: *Badan Pusat Statistik* Banten Province (2019)

From the data we can conclude that ratio of population to area of South Tangerang City is the second highest, after Tangerang City. But other than the population, the writer also considers the economic growth in each area to choose the place to start his business. Table 5 below will provide the data of the economic growth of each district/city in Banten.

TABLE 5

Economic Growth per District/City (%)
Banten Province, 2019

District/City	2019	2018
Pandeglang District	5,04	6,02
Lebak District	5,77	5,80
Tangerang District	5,88	5,93
Serang District	5,08	5,33
Tangerang City	4,31	5,92
Cilegon City	5,65	5,97
Serang City	6,44	6,46
South Tangerang City	7,35	7,37

Source: *Badan Pusat Statistik* Banten Province (2019)

Based on table 5 above, the economic growth in South Tangerang City is the highest among other districts in Banten. Which is the reason why the writer chooses BSD as the place to start Lexitory Coffee Shop.

Due to the pandemic of COVID-19 virus, the global economic in the year 2020 has encountered massive depreciation, including Indonesia. Because of this pandemic, Indonesia's economic growth is dropping day by day, the number of tourists entering Indonesia is also dropping because of this pandemic (Hanoatubun, 2020). To prevent the spreading of the corona virus, Indonesia's government has applied social distancing in every city, reducing contacts made. Unfortunately, this solution is resulting in more economic degradation and the contract terminations. To stabilize the economy, the government then applying a new solution, the era of new normal. In this era people can do their daily activity, but physical distancing and mask wearing is a must. Lexitory Coffee Shop is built to adapt in new normal era, the use of an application to order in Lexitory Coffee Shop believed to be a new business model which reduces the physical interactions needed to order foods or

beverages. The writer believes that Lexitory Coffee Shop can provide this new and rare business model that can facilitate people who want to drink coffee.

The writer's Idea of starting a new coffee shop actually inspired by the predecessors like Starbucks and Maxx coffee. But there are a few things that the writer finds less convenient. Not knowing what to choose from the menu or even do not find what we are looking for on the menu sometimes can be a nuisance. The writer is sure that everybody has their own criteria on how they want their drinks made. For example, what is the base of the coffee? Will it be a cappuccino? Latte? Macchiato? Then what flavouring they would like to add to their coffee? Will it be a caramel syrup? A splash of sugar syrup? These questions are the writer's cornerstone to build Lexitory Coffee Shop. The writer's idea in Lexitory Coffee Shop is that everyone can have their own personal menu.

B. The Objectives

Business Feasibility Study is an activity which involve studying whether a business is worth putting money in or not, whether a project built will be beneficial or not (Kasmir & Jakfar, 2015). When starting a business, no matter how big or small the business will be, it will need to be funded. By doing business feasibility study, the business owner will be assisted. The business feasibility study can be used as a consideration when the business owner is looking for an investor or requesting credits in bank. The objective of this business feasibility study is to help the business owner analyse whether Lexitory Coffee Shop is worth to be run considering all the aspects inside. The objectives of doing the business feasibility study of Lexitory Coffee Shop divided into two parts, major objectives and minor objectives.

1. Major Objectives

Analysing whether the aspects related in the planning of building the business Lexitory Coffee Shop is feasible.

a. Marketing Aspect

In this aspect, the business owner analyses the market to find out how big the demand is, how the market will be segmented, which segment of the market will be targeted, how to position the brand in the market, what strategy will be used in each marketing mix and also considering economy, social, political and the living environment around Lexitory Coffee Shop.

b. Operational Aspect

In this aspect, the business owner analyses the operational system, building operational standard, planning the facilities that will be used and the choosing of location and technology that will be used in Lexitory Coffee Shop.

c. Organizational and Human Resource Aspect

In this aspect, the business owner analyses organizational structure, making the job description for each position and considering the job specification needed to fill the position, planning the human resources training and development and listing the legal aspects of Lexitory Coffee Shop.

d. Financial Aspect

In this aspect, the business owner analyses the source and the need of funding, counting operational costs, income statement and cash flow, business revenue, break-even point analysis and risk management of

Lexitory Coffee Shop to find out how big the need of funds to start the business, and also analyse whether the business is feasible.

2. Minor Objectives

- a. Lexitory Coffee Shop aim to increase local economy. By regularly paying the tax every month, Lexitory Coffee Shop participates in increasing the local economy.
- b. Lexitory Coffee Shop aim to facilitate people to be creative with their drinks. The personalization application of Lexitory Coffee Shop facilitates its customers to personalize their own drinks.
- c. Lexitory Coffee Shop aim to generate employment opportunity for local society. By opening a new business, Lexitory Coffee Shop will need human resources which opens opportunity for the local society to fill the position.
- d. Lexitory Coffee Shop aim to prosper the local society. By generating revenue every month, Lexitory Coffee Shop increase monthly local revenue in the district it is in.
- e. The data and theories in business feasibility study of Lexitory Coffee Shop can be used by academic researchers who wish to research in the same field.

C. Research Method

Business feasibility study is an investigation to detect problems and finding solution to solve them. The investigation must be organized, data-based, systematic, critical and objective (Sekaran & Bougie, 2016), therefore in doing business feasibility study which requires analysing data that has been collected to locate

problems and finding solutions to solve that problem, the writer needs valid and reliable data, so that the business owner can analyse whether the business is feasible. There are some points that need to be considered in finding valid reliable data:

1. Research types

The research will be done in mixed way, which involves combining quantitative data and qualitative data. The reason behind using the mixed way is because not all aspects can be judged by only qualitative or only quantitative. Quantitative research is a research method that based on positivism philosophy which is used to research on certain population or sample, data collecting process is using research instruments, data analysis is either quantitative or statistic, with the purpose of testing hypothetic that has been set before (Sugiyono, 2015).

Based on the definition above, quantitative research referring to statistic data, and is done to test the existing hypothetic. Quantitative data is used to collect information in market demography, market demands, business location, and others.

Qualitative research is a research method that is done by triangulation (combination of observation, interview and documentation), data collected tend to be qualitative, data analysis is either inductive or qualitative, and research results are used to understand meanings and uniqueness, constructing phenomenon and finding hypothesizes (Sugiyono, 2015).

Qualitative data is made to support qualitative data, just like the research done in an observation to know how operational system works, products quality and services that a restaurant or coffee shop must have.

2. Population

Population is the generalization area that consists of object/subject with certain quality and characteristic which is appointed by the researchers to be learned then concluded (Sugiyono, 2015).

Population is becoming the most important parts of a research, the reason is that by choosing the right population, researchers can get the right information needed. If the researchers choose the wrong population, then the data will not be valid.

3. Sample and Sampling Process

Sample is a group of observation unit which is a part of population, that gives information or data that will be used for research purpose, consisting of unlimited value or size of variables. Where sampling is the systematic method to choose the subject that will be researched (Nurdiani, 2014).

From the definition above, we know that sample is a part of population. Sampling is done because the quantity of population is too many. Thus, the sample has to be decided before the sampling process started.

As to the sampling method, there are two sampling methods, random sampling or sometimes known as probability sampling where in involves some form of random members of a population without any criteria and each member of the population has same probability to be selected, and also convenience sampling or non-random sampling or sometimes also known as non-probability sampling

where in involves members of the population who fulfilled certain criteria (Sedgwick, 2016).

Sampling process will be done in convenience sampling or non-probability sampling method. The sample of the research of Lexitory Coffee Shop is people that live in BSD or visiting BSD minimum once every two weeks. According to Sekaran and Bougie (2016) the definition of convenience sampling is as follows:

“The collection of information from members of the population who are conveniently available to provide it.”

Because of the physical distancing, convenience sampling is used by the writer to collect data from the sample determined. This sampling method is used to collect data as fast and efficient as possible because by using convenience sampling, the writer can target people with the criteria needed to be pointed as samples. The sampling will be done online.

4. Data Type

There are two data type used in the Business Feasibility Study of Lexitory Coffee Shop.

a. Primary Data

According to Sekaran and Bougie (2016), the definition of primary data is as follows:

“Information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study.”

Based on the definition of primary data above, primary data is data and information that is obtained by the researchers by doing the research themselves.

b. Secondary Data

Secondary data is data that is already provided, which has been collected by other sources or researches before for reasons, other than research. Secondary data can be helpful by giving information such as backgrounds or theories about business proposed (Sekaran & Bougie, 2016).

These data can be obtained from internet, books that have been published in libraries, valid online journals, government and publications by government organizations, and also *Badan Pusat Statistik* (BPS). The examples of secondary data needed are information for the initial idea and conceptual review, amount of population, and others.

5. Data Collecting Instrument

Either primary or secondary data need to be collected. Both of these types of data have different data collecting instruments. The instruments to collect primary data are interview, observation, questionnaire and experiment (Sekaran & Bougie, 2016). Lexitory Coffee Shop uses questionnaire and observation as the methods to collect primary data.

a. Questionnaire

Questionnaire is a collecting data technique which is done by giving a number of questions to the respondents. These questions are arranged structured so that the respondents can answer the questions easily (Sugiyono, 2015).

To process the data easier, the questionnaire will use Likert scale of six points. According to Sekaran and Bougie (2016) the definition of likert scale is as follows:

“A scale designed to examine how strongly respondents agree with a statement.”

Likert scale will help the researchers to know is a respondent agrees with the questions given or no. This scale is made with the interval 1-6, which is: (1) Strongly Disagree; (2) Disagree; (3) Slightly Disagree; (4) Slightly Agree; (5) Agree; (6) Strongly Agree. Statistical analysis of the result of this interval scale will help giving the information of market demands and all the marketing mix of the proposed business. The benefit of using questionnaire is that the researchers do not need to spend a big amount of cost and the time consumed will be shorter. The minimum amount of respondents will be five times of total questions of 8Ps (Hair et al., 2019, p. 100).

b. Observation

Observation is an empirical scientific activity which based on either field facts or texts, with the experience of five senses without any manipulation (Hasanah, 2016).

The instrument of collecting the secondary data is the data collected for research other than the study purpose. Usually secondary data is the data sources in statistic bulletin, publications made by government, published information, website and internet.

6. Validity and Reliability Tests

After every data, both primary and secondary, has been collected through each instrument, the next thing to do is testing the validity and reliability of the data. According to Sekaran and Bougie (2016) the definition of validity test is as follows:

“A test of how well an instrument is developed measures the particular concept it is measuring.”

We can say that the validity test is important because through this test, we can know which instruments are proper for the questionnaire and which ones are not. Expressions that are not valid cannot be used in the questionnaire and need to be replaced with the more proper ones. We can say that an expression is valid if “r” in the equation is bigger than “r” in the table.

According to Sekaran and Bougie (2016) the definition of reliability test is as follows:

“The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in instruments.”

Through this test, the writer can know if the instrument used can be consistent in measuring the same symptoms. The expressions that have passed the validity test, will then enter the reliability test. Here are the criteria:

- a. Cronbach’s Alpha less than 0,60 = Bad reliability
- b. Cronbach’s Alpha 0,60 - 0,80 = Mediocre reliability
- c. Cronbach’s Alpha more than 0,80 = Good reliability

7. Data Processing Technique

a. Quantitative Data Processing

The quantitative data collected will be processed in SPSS (Statistical Package for the Social Sciences).

b. Qualitative Data Processing

The qualitative data collected will be analysed further. There are three steps in testing qualitative data, data reduction, data display and data coding. Data reduction is a process of choosing, coding and categorizing

the data. Data display is how to present the data. The choosing of quote, matrix, graphic, or the chart that visualize a pattern in a data can help the researchers both to develop the idea of how a data can be presented and to conclude an early conclusion.

D. Theoretical Conceptual Review

1. Tourism

Tourism in Indonesian word means “*Pariwisata*”, which comes from the word “*Wisata*”.

According to *UU Republik Indonesia Nomor 10 Tahun 2009* the definition of *pariwisata* is as follows:

“Berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, Pemerintah, dan Pemerintah Daerah.”

Pariwisata means various type of tourism activities that are supported by facilities and services provided by the society, entrepreneurs, government and regional government.

According to *UU Republik Indonesia Nomor 10 Tahun 2009* the definition of *wisata* is as follows:

“Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara.”

Wisata is traveling activities done by a person or a group of people, visiting places for recreational purpose, self-development, or learning the uniqueness of tourism attraction visited in certain time period.

2. Tourism Industry

According to *UU Republik Indonesia Nomor 10 Tahun 2009* Article 1 the definition of *industri pariwisata* is as follows:

“Kumpulan usaha pariwisata yang saling terkait dalam rangka menghasilkan barang dan/atau jasa bagi pemenuhan kebutuhan wisatawan dalam penyelenggaraan pariwisata.”

There are some businesses that belong to tourism industry, such as hotels, restaurants, travel agents and others.

3. Restaurant

Walker (2017) said that nowadays the restaurants have become a main part of our daily lifestyles, the reason is that we as the society visit the restaurants several times a week either just to meet or socialize with friends or family or to eat and drink.

4. Restaurant Classification

Here is the classification of restaurants according to Walker (2017):

a. Sandwich Shop

This type of restaurant is very simple. The menu served usually just sandwiches, which is various types of breads with fillings and toppings, and also beverages, either hot or cold. This type of restaurant usually is not big in size and does not have many or even no table.

b. Quick-service Restaurant

This type of restaurant serves fast foods with limited choices of menu, such as burger, fried chicken, taco, burrito, hotdog, French fries and others. The guests usually order the foods and drinks in the cashier area, then they will do self-service by taking the orders to their table by themselves.

c. Quick-casual Restaurant

This type of restaurant is a combination type between quick-service restaurant and casual restaurant, so this type of restaurant has the traits of both restaurants. The system of this restaurant is using raw ingredients

with higher quality, more interesting decorations, serving a healthier foods and drinks, but having informal setting with counter service to maintain speed.

d. Family Restaurant

This type of restaurant usually seen as formal restaurant. Family restaurant serves various types of menu that can be accepted and eaten by everyone, starting from children to oldsters. Usually this type of restaurant is located in suburbs or in the area with easy access to suburbs. The serving system usually informal.

e. Casual Restaurant

This type of restaurant is an informal restaurant or known as restaurant that following trend and lifestyle. This type of restaurant usually has special menus and comfortable decoration.

f. Fine Dining Restaurant

This type of restaurant is known as the elegant restaurant. Fine dining restaurant serves high quality foods and beverages with formal serving according to Standard Operating Procedure (SOP)

g. Steakhouse

Corresponding to the name “steakhouse”, this type of restaurant is a unique restaurant that only serves steak.

h. Seafood Restaurant

This type of restaurant only serves seafood and fish specifically. Seafood restaurant serves various types of fish and numerous kinds of seafood, such as squid, prawn, lobster.

i. Ethnic Restaurant

This type of restaurant serves a specific type of foods from a certain criterion, which is location. For example, the restaurant serves Japanese foods, Korean foods, and others.

j. Theme Restaurant

This type of restaurant generally serving limited menu but offering an extraordinary ambience that is inspired by a certain theme to bring a unique experience to the guests.

k. Coffee Shop

This type of restaurant serves a numerous kind of beverages, usually made from coffees or teas. Coffee shop also serves some light snacks like breads, sandwiches, cookies, puffs and others. Coffee shop usually has a relaxing interior design which makes the guests feel comfortable.

l. Chef-owned Restaurant

This type of restaurant is owned by the chef himself. One of the plus points that this type of restaurant gets is that the restaurant is owned by someone with a lot of experience, which resulting in foods with higher quality (good taste, smells good, innovative) and consistency.

m. Centralized Home Delivery Restaurant

This type of restaurant is serving drive-thru or home delivery as its main serving type. Usually the foods can be ordered via telephone call, website, application and internet.

5. Menu Definition

Walker (2017) said the definition of menu is as follows:

“The heart of any restaurant; it showcases everything you have to offer for food and beverages.”

From the definition above, we can conclude menu is the main property in a restaurant, through the menu the guests can know everything that a restaurant sells, starting from the appetizer, soup, main course, dessert, or even beverage.

6. Restaurant's Menu

According to Chon & Maier (2010) restaurant's menu can be classified into two types, table d'hote and a'la Carte:

a. Table d'hote

Table d'hote is a type of menu that is structured from the very first food to appetite the guests (appetizer) until the last mouthwash food (dessert). The restaurant serves the set of food in a price that has been determined before.

The type of menu is banquet, buffet and cyclical.

1) Banquet

The guests are given various choices of menu with a certain price. The guests can choose the set of menus with the foods that they desire with the price given. Usually the foods inside the package is set, but some changes can be made as a special request.

2) Buffet

This type of menu is already served inside the restaurant with the food warmer. This type of menu can help the guest take their food according to their own desire, both the type of foods and the quantity. the guests do not need to order the food from the server, but already prepared so they can take the food that they want. They also do not need to pay for each menu that they eat, only a certain price that has

been determined before to enter the restaurant and eat the foods that has been prepared before. This type of menu can usually be met inside wedding receptions, conferences or meetings and inside the hotel.

3) Cyclical

This type of menu can be met in businesses like catering. Catering often ordered as a food in a convention, meeting, or even as a food to hospital's patients. Cyclical is a type of menu which consists of a set of menus for a certain time period with a determined price. the guests can choose whether to buy the food or not in that time period. The benefit of using this type of menu is the business owner does not need a lot of space since the food will be delivered to the guests, not vice versa, and the business owner can prevent ingredients waste by applying pre order system with certain menus, so that he can lists the quantity of ingredients that need to be bought to cook the foods.

b. A'la carte

A'la carte means the guests can choose whatever he or she likes in the menu, then order them. The menu lists a numerous type of food that the guests can choose, starting from the appetizer, soup, salad, pasta, main course, dessert or even beverage. Due to these many choices that the restaurant has given to guests, the price will be higher than table d'hote menu. The reason is that it is harder to control the a'la carte menu since the restaurant does not know what menu and how many portion the guests will order, thus the restaurant have to buy a lot of ingredients for every

menu as a stock, which makes the possibility of ingredients waste in a la carte menu way higher.

7. Service Classification

According to Cousins, Lilicrap and Weeks (2014), the service in food and beverage industry can be classified as follows:

a. Table Service

This type of service is the service when the guests are served right on their table. Table service is often met inside a restaurant or café. The table service consists of:

1) Silver/English Service

In this type of service, the server serves the plate directly onto the guests' plate using a spoon and a fork.

2) Family Service

In this type of service, the main course is put in the middle of the table on a plate (silver plated), with additional vegetables also served directly on the table. The guests can take the foods that they desire by themselves.

3) Plate/American Service

In this type of service, the food has been prepared on a plate and will be served directly on that plate by the server straight to the guest.

4) Butler/French Service

In this type of service, the server will present the foods one by one, then the guests can take whichever foods that they desire by themselves.

5) Gueridon Service

In this type of service, the food is first served on a side table or a trolley beside the guests' table, then moved directly onto the guests' plate. In this type of service usually the servers will perform a special service such as flambé, filleting, carving, jointing, and others.

6) Bar Counter

This type of service usually met in a bar and will be offered to the guests that sit in front of the bar. In this type of service, the guests are served directly by the product maker, in this case the bartender. Bar counter service also usually met inside a sushi restaurant.

b. Assisted Service

Assisted service is a combination of self-service and table service. In this type of service, some of the menus will be served directly onto the guests' table, and the remaining menus will be served on a display table as a buffet. If the guests want to enjoy the foods on the buffet table, they will have to take the food themselves.

c. Self Service

In this type of service, the guests will have to help themselves by taking the foods directly from the buffet table or counter provided. This type of service is usually met inside a canteen. Self-service consists of:

1) Counter

In this type of service, the guests will have to queue on the counter provided and choosing the menus that they want, the foods will then put on the tray. Counter service can also be in the form of carousel,

where the guests take the menu that they want directly from the spinning machine around the counter.

2) Free flow

This type of service is similar with counter service, the only different is that the guests do not need to queue on the counter but are able to move freely to the service points desired.

d. Single Point Service

In this type of service, the guests do the order, payment and products receiving directly on a bar or the counter of fast-food restaurant, or from a vending machine. Single point service consists of:

1) Takeaway

In this type of service, the guests will make the order and receive the order in a single point, the food will then be consumed in another place (of the premises).

2) Drive-thru

Drive-thru service is the type of takeaway service which the guests make the order, payment and receive the order from inside their vehicles.

3) Fast Food

Fast food was a phrase used to define on-counter service which the guests trade coupons or pay in cash to get the food desired. Nowadays, the phrase fast food is used to define restaurant with limited menu, fast service with dining area and takeaway facility.

4) Vending Machine

In vending machine, the guests will get the foods or drinks they desire from an automatic vending machine.

5) Food Court

Food court is an area where there are several counters selling different food and beverage products. The guests can choose to buy the product they desire from any counter, then enjoy the products in the dining area provided, or even takeaway.

e. Specialized Service (Service in Situ)

In this type of service, the food will be served directly to where the guests are. Specialized service consists of:

1) Tray

The type of service which the food will be served directly on a tray to where the guests are.

2) Trolley

The type of service which the food will be served directly on a trolley to where the guests are.

3) Home Delivery

The type of service which the food will be delivered directly to where the guests are, either in their home or office.

4) Lounge

The type of service which the food will be served directly to the guests inside a lounge.

5) Room

The type of service which the food will be delivered directly to where the guests are, either in their room or inside a meeting room.

6) Drive-in

The type of service where the guests will be served directly to their vehicles.

8. Coffee History

Esquivel and Jiménez (2012) said that the definition of coffee is as follows:

“Coffee brew is known as a stimulant, property mainly attributed to caffeine”

Coffee is a type of drink that contain caffeine and brewed from a fruit called coffee cherry where the coffee cherry must go into a few steps first before ready to be brewed. The coffee cherry must first be harvested, milled, dried, roasted and grinded before brewed. The coffee beans that most people used are *Coffea arabica* (Arabica), *Coffea canephora* (Robusta) and *Coffea Liberica* (Liberica). The characteristics of each coffee bean can vary on the origin and the treatment of the coffee beans, start from harvesting until brewing the coffee.

9. Business Concept

According to the theories above, Lexitory Coffee Shop will be a business that belongs to the tourism industry. This is because Lexitory Coffee Shop is a restaurant that sells various kind of foods and beverages. Lexitory Coffee Shop belongs to coffee shop in the restaurant classification. From the service type point of view, Lexitory Coffee Shop will be a combination of table service and single point service. From the table service Lexitory Coffee Shop will apply bar counter type of service where the guests can sit in front of the bar to just enjoy the beverages while watching the bartender and barista making orders.

The single point service is because every transaction starting from choosing what to order, ordering, making the payment, and receiving the order. The menu that offered in Lexitory Coffee Shop is a'la carte menu where the guests have to order each menu that they desire.

The concept of how Lexitory Coffee Shop will bring simplicity for the guests is through an application that facilitate the order of the guests, they will not have to queue in line just to make the order. Instead, the guests can make the order through the application by making their own drink. In the application, they can choose the type of glass they want to use for their drink. Then the guests can choose the base of their drink, either coffee or tea, and what type of coffee or tea that they want to be the base. Next the guests can choose the flavouring and topping for their drinks, the quantity can also be selected from the options provided. Finally, the guests can name their own drink, it can be under their own name or any customized proper name. For the guests who do not want to make their own menu can choose from the menu of the day section, where the list of the best menus made by the guests on the day before will be starred. Favourite drinks can be saved as a personal favourite. The guests can then choose how they want to order their drinks, by going to cashier to scan the order barcode so that the barista will then make the order, confirm a pickup time so that the barista will make the order in advance and the guests can pick up their drinks at confirmed time, or delivered to their home or office. This type of service is chosen as it is fit to both normal condition and this pandemic era where physical contact must be limited, to adapt to the new normal era. For the guests who prefer the old-fashion way, order onsite is also available.

Lexitory Coffee Shop will be located in BSD, specifically in The Icon Business Park, *Jl. Raya Cisauk No. 8, Sampora, Kec. Cisauk, Tangerang, Banten*. Operational hours in Lexitory Coffee Shop will be 08.00 – 20.00. The concept of Lexitory Coffee Shop’s interior design will be an elegant yet relaxing design where the guests can sit and chill just to enjoy their drinks or even hanging out with their friends and families. The centre bar area, where the barista will make the guests’ order will be located in the middle of the coffee Shop, so that the guests can watch the barista in action.

