

ABSTRACT

A. The Initial Idea

There are numerous cities in Indonesia that have a lot of tourism potential, Bintan Island is one of them. Bintan Island, part of the Riau Archipelago, with area of 1,462.77 km², and population of 161,89 million (Bintan Central Bureau Statistics, 2020). This island is abundant in natural resources, Stunning beaches, and distinct civilization (Nadzmi, 2021). As a result, Bintan's economy is heavily reliant on tourism, as the tax, which includes hotel and restaurant taxes, contributes significantly to the economy. (Bintan Central Bureau Statistics, 2015).

Today, the food and beverage industry has grown in popularity as a result of changing trends and the modern lifestyle. Walker (2014) added that more people are eating out not only to satisfy hunger, but also for social gatherings, gatherings, and refreshment. In response to a variety of trends and consumer demands, the food and beverage industry has begun to emphasize the unique characteristics of each product.

North Bintan itself shows a large profit opportunity, Due to the fact that this area has the second highest population in Bintan, combined with numerous natural attractions such as beaches, lakes, and mangroves, this area has become popular with both domestic and international tourists (Central Bureau Statistics 2020). Even though there are many attractions in Bintan, however the existing of restaurant in North Bintan is still small, with

38 establishments in 2020 (Bintan Central Bureau Statistics, 2020). To meet the growing demand for seafood, a new establishment is required in North Bintan.

The writer decided to open a family-seafood restaurant in *Jalan Permaisuri*, North Bintan, which is a very strategic area. It's near to the tourist attraction, Beach, Gurun Pasir Bintan, and mangrove; it takes approximately 25 minutes to Bintan's international harbor, Bandar Bintan Telani. Additionally, this area is near to other facilities in the city, including a school, a traditional market, and offices.

The restaurant will serve grilled seafood and traditional Bintan cuisine, with an emphasis on self-service cooking for outside dining. The grill concept was inspired by Bintan's New Year's Eve tradition. As is customary in other cities, Bintan residents always celebrate the New Year's Eve with grilled food such as fish, chicken, sausage, and corn in their front or backyard, so it's unsurprising that many families will congregate and grill meals together on new year's eve.

The restaurant specialty is in selling grilled living seafood, fish, and others Bintan local food, the food will be grilled with dried coconut shell instead of charcoal as it's to minimize the waste caused by coconut, besides grilled seafood the restaurant also sell several kinds of Bintan local cuisine. The specialized menu of the restaurant is the Steam gong-gong with condiment of restaurant special peanut sauce and the grilled *otak-otak* which both food are Bintan typical food, unlike usual *otak-otak*, Bintan *Otak-otak* are wrapped in a coconut leaves, and it's red colour instead of white, with

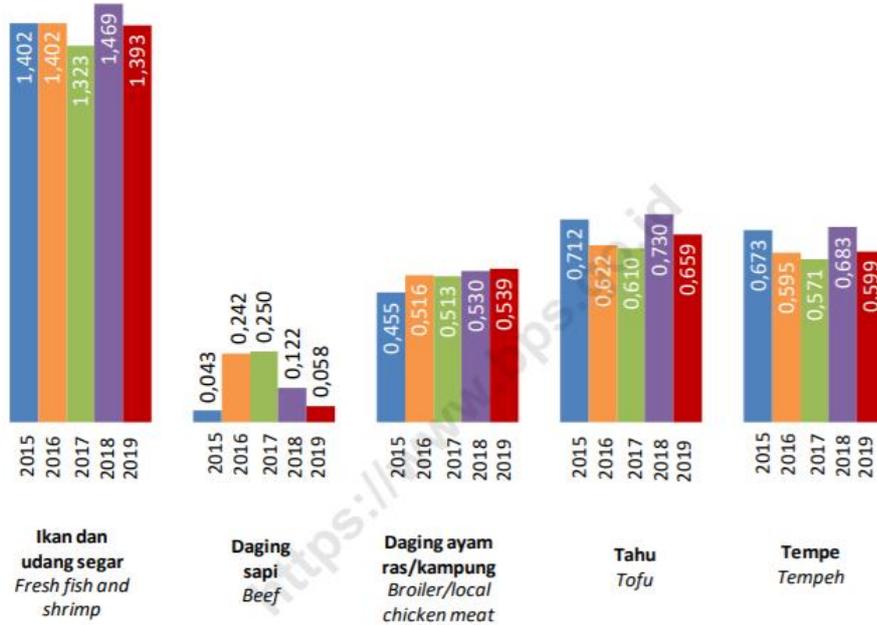
soft texture instead of chewy like regular *otak-otak*, with combination of fish and squid meat.

The menu price will range from Rp30,000-Rp60,000. Writer believes by opening this business, writer can help to introduce the cooking technique in creating grilled food not only by using charcoal but also using dried coconut shell, additionally the writer want to promote Gong-Gong to more people through the restaurant. Also the writer hopes this business will attract family to know more about local food and grilled food.

The restaurant concept is indoor and outdoor dining space, with wood theme, the indoor dining room facilitated children playground, meanwhile the outdoor will have small and large cottage which is inspired from the beach cottage, the second floor is an open space restaurant with an LCD projector to display recent movies from netflix, as there's no cinema in Bintan.

FIGURE 1

Monthly Average Consumption per capita of Fresh Fish, Beef, Broiler/Local Chicken, Meat, Tofu, and Tempeh (Kg), September 2015-2019



Source: BPS (2020)

According to the data above, fresh fish and shrimp make up the largest category of monthly average consumption among Indonesians, so this presents a good commercial opportunity for the seafood sector. With this in mind, the writer decided to start a food and beverage business, focusing on the seafood sector. The writer chose Bintan Island because he discovered that the island has a lot of potential for doing business, one of the reasons being that, as shown in table one, fish and seafood are the second largest food commodity category in Bintan after processed food and beverages.

TABLE 1
Monthly per capita expenditure of commodity in Percentage

| Rata-rata Pengeluaran per Kapita Sebulan Menurut Kelompok Komoditas | | |
|--|---------|---------|
| Kelompok Komoditas | 2019 | 2020 |
| Makanan | 581,389 | 597,333 |
| Padi-padian | 60,019 | 58,434 |
| Umbi-umbian | 5,247 | 6,454 |
| Ikan/Daging/Cumi/Kerang | 72,529 | 76,612 |
| Daging | 25,821 | 25,967 |
| Telur dan Susu | 39,823 | 41,431 |
| Sayur-sayuran | 55,283 | 61,318 |
| Kacang-kacangan | 12,471 | 11,798 |
| Buah-buahan | 21,585 | 25,053 |
| Minyak dan Kelapa | 15,090 | 14,755 |
| Bahan Minuman | 18,728 | 19,911 |
| Bumbu-bumbuan | 14,877 | 15,214 |
| Konsumsi lainnya | 14,309 | 14,550 |
| Makanan dan Minuman jadi | 168,821 | 154,894 |
| Rokok | 56,786 | 70,943 |
| Bukan Makanan | 594,140 | 633,827 |
| Perusahaan dan Fasilitas Rumah | 328,915 | 349,814 |
| Aneka Komoditas dan Jasa | 135,223 | 124,328 |
| Pakaian, Alas Kaki, dan Tutup Kepala | 34,296 | 36,407 |
| Komoditas Tahan Lama | 42,223 | 61,412 |
| Pajak, Punguta, dan Asuransi | 37,760 | 46,348 |
| Keperluan Pesta dan Upacara | 15,722 | 15,518 |

Source: BPS (2020)

The second reason is that Bintan is the third largest fish producer in the Riau Islands, making it easier to access the restaurant's key resources, which include fish. This means that the writer will rely on a local supplier to provide the source that the restaurant needs; as a result, the restaurant will contribute to community development while also saving time, as the delivery estimate time will be considerably shorter with a local supplier.

TABLE 2
Total Production of Fish based on Regency in Riau Islands

| No. | Kabupaten/kota | 2018 | 2019 |
|---------------|----------------|------------|------------|
| 1 | Karimun | 73,619.29 | 61,174.94 |
| 2 | Bintan | 52,025.71 | 56,315.00 |
| 3 | Natuna | 82,123.17 | 47,579.32 |
| 4 | Lingga | 33,650.37 | 44,137.53 |
| 5 | Kep. Anambas | 28,790.99 | 28,776.88 |
| 6 | Batam | 32,866.81 | 60,663.47 |
| 7 | Tanjung Pinang | 1,898.69 | 10,640.00 |
| JUMLAH | | 304,975.02 | 309,287.14 |

Source: Ppid (2020)

The third reason is that the number of restaurants in Bintan continues to expand throughout the year; even in the midst of the epidemic, demand for dining out continues to grow, creating an advantageous chance to open a restaurant. On Bintan Island, the writer's restaurant will be located in North Bintan, which has greater natural potential for attracting domestic and international tourists than other subdistricts. Also, there is an international harbor in North Bintan, which makes it more accessible.

TABLE 3
Total of Restaurant based on Subdistrict (Unit)

| Jumlah Rumah Makan Restaurant Menurut Kecamatan (Unit) | | | |
|---|------|------|------|
| Kecamatan | 2018 | 2019 | 2020 |
| Teluk Bintan | 11 | 11 | 14 |
| Bintan Utara | 21 | 30 | 38 |
| Teluk Sebong | 40 | 47 | 55 |
| Seri Kuala Lobam | 6 | 7 | 7 |
| Bintan Timur | 85 | 85 | 91 |
| Gunung Kijang | 25 | 28 | 30 |
| Mantang | 3 | 3 | 3 |
| Bintan Pesisir | 2 | 2 | 2 |
| Toapaya | 13 | 13 | 20 |
| Tambelan | 2 | 2 | 2 |
| Bintan | 208 | 228 | 262 |

Source: BPS Bintan (2020)

The fourth reason is that Bintan's economy is heavily reliant on the tourism sector, as Bintan Regional revenue is derived from the taxes and retribution of the tourism sector in Bintan. From 2013 to 2015, more than half of Bintan Regional revenue came from the tourism sector, with 2015's revenue totaling 178.384.571.161,00. The largest contribution comes from hotel and restaurant taxes, implying that restaurant taxes also contribute significantly to Bintan Regional revenue. With the opening of "Taste of Bintan" restaurant also contribute toward the Regional revenue in Bintan.

TABLE 4
Bintan Regional Revenue 2013-2015

| Tahun | Target PAD | Realisasi PAD |
|--------------|-------------------|----------------------|
| 2013 | 134.088.654.257 | 136.077.603.306,04 |
| 2014 | 158.959.953.600 | 167.196.747.853,00 |
| 2015 | 176,000,000.006 | 178.384.571.161,00 |

Source: Diskominfo Bintan (2016)

TABLE 5
Bintan Tourism Taxes and Retribution

| No | Pajak dan Retribusi | Tahun | | |
|-----------|----------------------------|-----------------------|----------------------|--------------------------|
| | | 2013 | 2014 | 2015 |
| 1 | Pajak Hotel | 49.432.344.969 | 56.962.396.124 | 55.351.79.940,26 |
| 2 | Pajak Restaurant | 24.109.901.280 | 28.067.097.762 | 26.567.88.089,12 |
| 3 | Pajak Hiburan | 1.194.734.100 | 1.208.811.673 | 1.669.705.742,02 |
| 4 | PBB | | 10.148.816.969 | 11.311.052.282,00 |
| 5 | Pajak Parkir | 238.673,000 | 239.982.302 | 207.718.677,00 |
| 6 | Retribusi Pelabuhan | | | 2.599.440,000,00 |
| | Jumlah | 74.975.653.349 | 96.627.104.30 | 95.368.081.730,14 |

Source: Diskominfo Bintan (2016)

Finally, because the writer's restaurant concept is truly appropriate for now and future conditions, as there is currently a worldwide pandemic issue, the writer

decided to open a restaurant called “Taste of Bintan” by renting a two-story structure, taking this pandemic problem into account.

The Taste of Bintan is a two-story family-style seafood grill restaurant with both indoor and outdoor seating. For guests who bring their children, the interior restaurant features a playground. The outdoor restaurant features large and small cottages. The second-floor restaurant is an open space with an LCD projector that plays popular new films via Netflix subscription; this service is provided because Bintan lacks a theater; the nearest cinema is about an hour and a half away by road in Tanjung Pinang city.

As a result of the epidemic, the outdoor and open-space restaurant designs have been adapted to accommodate changes in people's requirements, behaviors, and desires. According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia, 70% of people currently use online food services such as delivery and takeaway. People now prefer contactless services, and the Republic of Indonesia's Ministry of Tourism and Creative Economy predicts that once the pandemic is over, outdoor dining will be immensely popular, as people will keep follow health standards and maintain physical distance to prevent virus spread (Kementerian Pariwisata dan Ekonomi Kreatif, 2020). With this, Taste of Bintan will provide delivery and takeaway services to suit the wants and needs of the public.

B. The Objectives

The objective is critical because it enables the writer to track the progress of the business feasibility study and to take corrective action if the results do not meet the objectives. The feasibility studies have two major purposes and several subsidiary objectives, as follows:

1. Major Objectives

a. Market Aspect

Market aspect is regarding assessment of the market feasibility, in consideration of several issues (including the target market, the competitor, the marketing mix (8P), the segmentation, the positioning, and other marketing aspects that could directly or indirectly give impact towards the business).

b. Operational Aspect

Operational aspect is regarding the assessment of operational feasibility, in consideration of several issues (including the location of the proposed business, the activities of the proposed business, the assets on hand to run the business, the suppliers that will supply the material that the proposed business needs).

c. Organization and Human Resources Aspect

Organization and human resources aspects is regarding the assessment of these two-aspect feasibility, in consideration of several issues (including the management ability, whether the proposed business has a sufficient non-financial resource to run its business, the availability of the specialized labor, the availability of good management team, the government rules and regulation to run a new business, and the organization charts).

d. Financial Aspect

Financial aspect is regarding the assessment of the financial feasibility, in consideration of several issues, (including the total capital need for the proposed business, also estimated the proposed business financial performance by comparing it with the similar business financial performance, revenue and rate of return projection, Break-even point, investment analyze, and lastly risk management).

2. Minor Objectives

- a. “The Taste of Bintan” Restaurant aim to Create job opportunities in Bintan island, hence lowering the island's unemployment rate.

- b. “The Taste of Bintan” Restaurant aims to boost local revenue and economic growth by paying taxes and collaborating with local suppliers.
- c. “The Taste of Bintan” Restaurant's mission is to entice tourists to visit the island of Bintan.
- d. “The Taste of Bintan” restaurant aims to popularize the practice of grilling with dried coconut shells.
- e. “The Taste of Bintan” restaurant aims to introduce tourists to Bintan's traditional cuisine, particularly Gong-gong and Otak-otak.
- f. Every data and research in “The Taste of Bintan” Restaurant feasibility business study can be used by every academic researcher.

C. Research Methods

According to, Sekaran and Bougie (2016, p. 2) Research is The entire process of activities that people do in order to solving problems ahead, (Bougie, 2016, p. 2) also stated that business research is every attempt of investigation that are structured and well ordered to solve a problem in the working environment, the attempt including recognize the critical problem, collecting all information needed to solve the problem, analyzing the data collected for decision making, and lastly by implementing precise action to solve the problem.

To have an accurate and reliable Business Feasibility study, it's important for the writer to collect a valid and reliable data, the validity and

the reliability of the data will be tested through IBM SPSS 28.0 (Statistical Package for the Social Sciences).

1. Validity

According to, Sekaran and Bougie (2016, p. 220) the definition of validity is test of the credibility or accuracy of the instrument that are going to use to measure every concept that people are interested in. The validity test that will be conduct is The Pearson Correlation Coefficient.

2. Reliability

According to, Sekaran and Bougie (2016, p. 137;220) the definition of Reliability is a test of the consistency of the measuring instrument, which be proved repeatedly obtain same result for same event, regardless of whoever the observer is.

The writer will use the Cronbach Alpha for the reliability test. According to, Sekaran and Bougie (2016, p. 137) Cronbach's Alpha is an appropriate assessment of internal consistency reliability.

There are several conclusions that can be taken from the test result, include:

- a. Reliabilities <0.60 , are poor.
- b. Reliabilities $0.60-0.80$, are considered acceptable
- c. Reliabilities >0.80 , are considered good.

There are two method in collecting data that can be used in the Business feasibility study which is as follows (Bougie, 2016, p. 2):

1. Primary Data

According to Muhammad (2016) and According to, Sekaran and Bougie (2016, p. 111) the definition of primary data in which the writer have concluded from the two definition that the primary data is data that are collected directly from the original Source by the researcher.

Primary data can be collected through two ways include:

a. Survey Method by Questionnaires

According to, Sekaran and Bougie (2016, p. 97) the definition of survey is a method in collecting data through people attitudes, behavior, description, in which through the data collected it's used to know about people itself.

For this Business Feasibility study the writer will used the survey method to collect a quantitative data, Quantitative data are data in the form of numbers as generally gathered through structured questions (Bougie, 2016, p. 2) the quantitative data are gathered by questionnaires, Questionnaires are a list of questions include, open-ended and close-ended questions, for which the respondents give answers (Muhammad Sajjad Kabir,

2016). Meanwhile According to, UNWTO Questionnaire is a group or sequence of questions for drawing out information regarding a subject, from a unit that provides data for survey or called reporting unit.

According to, Sekaran and Bougie (2016, p. 143) There are many ways to distributed the questionnaires which is as follows:

1) Personally Administered questionnaires

This method are used by the researcher who need to collect the data in a short period of time, with this method the researcher can get a high response rate, which means that the researcher can ensure that the total amount of questionnaires that have been distributed is almost equal with the response that will be collected, With this method the researcher also can answered the questions from the respondent in case the respondent doesn't quite understand regarding the questions. The personally administered questionnaires will be one of the methods that the "The Taste of Bintan" will used to distribute the questionnaires.

i. Mail Questionnaires

A mail questionnaire is questionnaire that is conduct by sending the paper and pencil to respondents via the mail,

and then the respondent will answer it without the presence of the researcher(Bougie, 2016, p. 143).

2) Electronic and Online Questionnaires

For electronic and online questionnaires means that the researcher will use web forms and will need to share the link to the prospective respondent, this type of method is very convenient, fast, and it's very cheap, with this method the researcher can reach to everyone who has an internet data. But even though it can reach a huge prospective respondent, but usually the response rate is very low.

The writer will use the electronic and online questionnaires method to collect large scale of quantitative data. As with combination of both methods the writer it's more effective.

To collect data in a population the researcher needs to get through sampling process. Sampling is the process of selecting enough of the right elements from the population, so that a study of the sample and an understanding of its properties or characteristics make it possible for us to generalize such properties or characteristics to the population elements. Meanwhile a

sample is thus a subgroup or subset of the population. By studying the sample, the researcher should be able to draw conclusions that are generalizable to the population of interest (Bougie, 2016, p. 143)

Based on Sekaran and Bougie (2016, p. 240) there are five major steps in sampling process include:

1) Defining the population

Population are there to take into consideration the important aspects of the research, includes the geographical limitation, and time (Bougie, 2016, p. 240), According to Sekaran and Bougie (2016) population means group of each part which will be accustomed to search information of the research.

The North Bintan Island citizen will be the population for the business feasibility study, as north Bintan Island is the location where the business will take place.

2) Determining the sample frame

According to, Sekaran and Bougie (2016, p. 240) the definition of sampling frame is representation of all component within the population that sample are drawn.

There are some criteria that the writer set to meet the target population, with the criteria the writer can obtain more accurate

information regarded the needs and preference of the target market which later can be used as a based in decision making. The first criteria are the people who lives in the North Bintan island and people who visited Bintan Island minimum once a week, as the people who frequent visit Bintan also the citizen of Bintan will know better regarding the situation in the Bintan and also regarding the information that the writer need. The second criteria are people with the age of 17-64, even though the food can be consumed by every age people, but in consideration of the bias percentage, the writer will limited the age, so only people who have identity card can be the respondent of the survey, the limit of age 64 is based on the major population generation in Bintan.

3) Determine the sample design

Sample design means the method that the researcher accustomed to elect the sample unit for the survey.

According to, Sekaran and Bougie (2016, pp. 242–249) there are two method in selecting the sample as written in below:

a) Probability Sampling

Probability sampling means that the researcher doesn't put any criteria for the selected sample that participate in the research study, so the sample that are taken for the survey are very randomly.

According to, Sekaran and Bougie (2016, pp. 242–247) there are two basic probability sampling plan:

i) The Unrestricted or simple random sampling

This sampling design give every element in the population has a known and equal chance of being selected as a subject (2016, pp. 242–243)

ii) The restricted or complex probability sampling design

The restricted probability sampling plan are like the simple random sampling which gives an equal chance to every element of being selected as a subject, the difference between the two-sampling plan is in the restricted sampling, even though the sample will be selected randomly but there also certain restriction that will affect the sample selection process.

The five most common Restricted probability sampling design (Bougie, 2016, pp. 243–247) are as follows::

(a) Systematic Sampling

This sampling design sa this means that the researcher will set a certain criterion for the

sample, then the sample will be taken randomly. According to, the fixed interval refers to the certain criteria.

(b) Stratified Random Sampling

Stratified random sampling begins with a process of classifying the elements into several groups, and then the researcher will need to select a random sample from each group. In stratified random sampling, the researcher can decide whether to use proportionate stratified random sampling, which the researcher will take a sample in the same ratio, or the researcher also can use disproportionate stratified sampling design, which the samples are taken in different ratios.

(c) Cluster Sampling

Cluster sampling are samples gathered in groups or chunks of elements that, ideally, are natural aggregates of elements in the population (Bougie, 2016, p. 246).

(d) Double Sampling

A sampling design where initially a sample is used in a study to collect some preliminary information of interest, and later a subsample of this primary sample is used to examine the matter in more detail (Bougie, 2016, p. 247) . So, this means that the sample that has been used to do the research will be used again to get more detailed information from the respondent.

(e) Area Sampling

Area samplings are the probability sampling that are based on certain area or geographical.

b) Non-Probability Sampling

Non-Probability sampling means that the researcher selected sample that participate in the research study based on certain factor, so unlike the probability sampling which select the sample in random way.

i) Convenience sampling

Convenience samplings are the sample take based on, with this simple method this makes this sample design are very

useful if the researcher want to gather the information in an efficient and quick way.

ii) Purposive Sampling

Purposive sampling is the sample take based on certain target group, who have the information that needed by the researcher. The certain target group must fulfill the criteria set by the researcher.

(a) Judgment Sampling

Judgment samplings are taking based on the expert who have more detailed information that are beneficial for the researcher.

(b) Quota Sampling

Quota sampling is taking based on the quota that has set by the researcher.

For the feasibility business study, the writer will use the convenience sampling so the writer will take the sample based on who are available now, this sampling is very useful as the limited time that the writer must conduct this business feasibility study, with this the writer can gather the information in an efficient and quick way.

4) Determine the appropriate sample size

According to, Sekaran and Bougie (2016, p. 241) there are six factors that will effecting the appropriate sample size for the research include:

- a) The research Objective
- b) The extent of precision desired (the confidence interval).
- c) The acceptable risk in predicting that level of precision (confidence level).
- d) The amount of variability in the population itself.
- e) The cost and time constraints.
- f) In some cases, the size of the population itself

According to, the rule of thumb 2, There are some considerations in determining the sample size (F. Hair Jr., C. Black, J. Babin, & E. Anderson, 2018) which is as followings:

- a) Simple Regression can be done with only 20 samples, but maintaining at .80 in multiple linear regressions requires a minimum sample of 50 and ideally 100 observations for most research condition.
- b) The minimum ratio of observations total variables is 5:1, but the preferred ratio is 15:1 or 20:1. Which should increase when the researcher want to adding or removing an independent variable

- c) Maximizing the degrees of freedom improves generalizability and addresses both parsimonious model which only using a minimum of independent variables and sample size concerns model.

Meanwhile the other rules of thumb propose by Roscoe (1975) as According to, citation (Bougie, 2016, p. 264) the following rules of thumb for determining sample size:

- a) Sample sizes larger than 30 and less than 500 are ideal for most research.
- b) Where samples are to be split into subsamples, every category need to have a minimum sample size of 30.
- c) In multivariate research (including multiple regression analyses), the sample size should be several times (ideally ten times or more) of the number of variables that used in the study.
- d) For simple experimental research with tight experimental controls (matched pairs, etc.), successful research is feasible with 10 to 20 sample sizes.

According to, both theories the writer “The Taste of Bintan” the total sample that the writer needs to collect is the total question times with ten with the range of the sample larger than 30 and less than 500. The writer decide to times the question to 10 instead of the minimum 5 is because as to provide more accurate primary data as with more

respondent it means that the lower the percentage of bias data in the sample.

5) Execute the sampling process

The writer will distribute the questioner from September until October via online which is very suitable for this pandemic situation, as it will be difficult for the writer to reach people in physically, and also it's very convenient and cost efficiency, beside the online questionnaires method, the writer also use self-administered questionnaires method, as even though the writer will distributed the questionnaires via online, but as there's chance that the response rate are low, so to prevent insufficient sample data the writer also will distributed the questionnaires personally to the respondent, this method also used in consideration that there's are still some people that are not proficient with the online survey platform that the writer will use, which is the Google form, especially the middle age people.

As the questionnaires will be measuring the personal attributes the writer will used the test of Rating Scale which is the Rensis Likert Scale, because in compare to other measurement tool this Rensis Likert scale have many advantages include: (1) the consideration criteria is certain and easy to use and (2) The questions are not too many but give higher reliability than other rating scale types (Snaw and Wright, 1967) as According to, citation (Sciences & Publications, 2010). Based on Chang (2010) the appropriate model to measure the

personal attribute is the 6-point Likert scale, as the scale is cutting the opportunity of choice for answering without considering the items of measurement. The respondents cannot choose the moderate value, middle point in this kind of rating scale because the respondents must choose between one of the two qualifications of the scale to be the answer.

With this method, the respondents must consider for a while or a level. With this model the three won't be a bias answer. The other reason is According to, the research regarding Quality of Psychology Test Between Likert Scale 5 and 6 Points the Likert's scale 6 points gave the reliability by Cronbach's Alpha Coefficient higher than the Likert's scale 5 points (Sciences & Publications, 2010).

b. Interview

Interview is also one of the methods that are used to collect primary data. According to Muhamad (2016) Interview is a face-to-face conversation with the respondent to gain information regarding a matters. Interview is one of Qualitative data gathering method, According to, Sekaran and Bougie (Bougie, 2016, p. 2) Qualitative data are data in the form of words as resulted from the wide ranging answers to questions.

c. Observation

According to Jiao, Wu, and Wang (2018) observation is an systematically activity that people do by seeing a specific matters around us and then make a judgment regarding the relation between one things with another.

In this study the writer also will include the observation method, by take notice of the behavior of Bintan consumer, analyze it and draw a conclusion based on the information that the writer obtain.

2. Secondary Data

According to, Sekaran and Bougie (2016, p. 2) the definition of secondary data is a data that are published by the company, industry, archives, and so on, which makes this data available for public..

The Writer will obtain the reliable secondary data through recent research and journal, from official local and international news and official government website like the *Bank Indonesia*, the *Badan Pusat Statistik*, the Indonesia ministry (include the Ministry of Tourism and Creative Economy of the Republic Indonesia, Ministry of Marine Affairs and Fisheries), and lastly the writer also will obtain the secondary data through the official organizational websites.

D. Theoretical Conceptual Review

1. Definition of Tourism

According to, UNWTO Tourism definitions is all activities of persons commute from one place to another place that is not their origin place, within a year According to, their own purposes (UNWTO,2008)

Meanwhile According to Camilleri (2018) Tourism may be defined as people doing selected particular activities away from home, and it can be involve overnight stay or not.

Tourism can be into three classifications as stated by (Visit Britain,2021) which is as follows:

a. Domestic tourism

Domestic tourism is tourist who is doing the activities of a visitor in their country of residence and away from their home (e.g., an Indonesian visiting Bali).

b. Inbound tourism

Inbound Tourism is tourist from other country resident, who visits the residence country (e.g., a Singaporean visiting Indonesia).

c. Outbound tourism

Outbound Tourism is when the resident of the country visit other country for tourism purpose (e.g., an Indonesian visiting an overseas country).

Definition of Tourist

According to Camilleri (2018) Tourist are visitor who travelling from one place to another to do many activities, activities that tourist do are considered as tourism.

In General, if the people travelling activities doesn't include an overnight stay not in their original place, it's classifies as a (same-day) visitor, meanwhile, it's called tourist if the people travelling activities include an overnight stay. (Visitbritain,2021).

2. Definition of Hospitality

According to, Hemmington (2007) the definition of hospitality is as follows: the exchange that happen for the same time, to boost mutual wellbeing of both parties, by supplying accommodation, food, and beverages.

With this it's important for a restaurant to have a very superb hospitality as this will affect the customers' satisfaction towards the restaurant, which leads to choose whether want to come back to the restaurant again or not.

3. Restaurant Definition

Yilmaz and Gultekin (2016) stated that restaurant businesses are businesses in which customers have their private table and seat for sitting, in which they are being served food and beverages with a menu that stated food prices. Yilmaz and Gultekin (2016) also stated that restaurant is referred to a foodservice place which providing tables where one can sit and enjoy their meal. Restaurants within the context of tourism are defined as businesses to fulfil the demand of food and beverage needs of both tourists and locals people (Hjalager & Corigliano, 2000) According to,

citation (Yilmaz & Gültekin, 2016). From various restaurant definition provides from various Sources, the writer can conclude that restaurant is the establishment that provides food and beverage to the tourist and locals to meets their needs with a nice atmosphere that will make the customers feel at home, with this they will willingly spend their time.

4. Restaurant History

Beginning of the middle century, the guild is the one who have a controlled over food production. There are many specific guilds such as the guild of stew maker, the guild of pastry maker, the guild of roaster makers but at that time there's no guild of soup maker. With this group in control every institution that need or required to produce food must obtain a license of the menu item from the guild, with this it's minimized the choice of the customers. But in 1765, there is a Parisian which called Boulanger, this Boulanger open a shop which served soups, the restaurant is called *restauranttes or restoratives*, which means "Fortifying", among the dishes he sells, there are sheep's feet in a cream sauce. This result in the guild of stew maker brings the issues to the court, but as Boulanger didn't use stew method in cooking the sheep feet, instead of stew he used soup cooking method by serving the sheep feet in the sauce he wins the court. With the first step that Boulanger takes in challenging the guild rules, this result in history changing.

In that period the French nobility hired many great chefs to tend their family food, but as the French revolution started, which happen in

1789, the great chef that was worked in the nobility house become unemployed, this result in many great chefs opened their own restaurant. With this revolution also the guild was dispersed, which give the great chef chance in developing their own style cuisine, without being bound to the guild rules. At first there's only about 50 restaurants opened in Paris, but as time passed by the restaurant gain its popularity which are proven by about 500 restaurants that were opened ten years after the revolution. (Gisslen, 2018, pp. 2–6)

5. Restaurant Category

For a restaurant category it doesn't necessarily fall into one category, one restaurant can fall into two categories or more, such as KFC which falls into a franchised and quick service restaurant.

According to, John R. Walker (2011, pp. 24–50) there are several restaurant category as stated below:

a. Chain or independent Restaurant

For independent restaurant as the restaurant are standing alone, the owner can express their creativity without restriction, whether in the concept of development, the decoration of the restaurant, the design and the choice of the menu and other things. As for chain restaurant in buying the material for the restaurant or other ingredients, need to buy in bulk, the restaurant can buy it in a cheaper price. One

essential thing for the restaurant owner is the restaurant owner need to know about the restaurant operation, if in case the owner doesn't have the ability, the owner can hire trustable people which have an ability to operate the restaurant.

Example: Auntie Anne's, Starbucks.

b. Franchised Restaurant

Franchised restaurants are suitable for the owner who are inexperienced in operate the restaurant, as with this franchised restaurant, the franchisor (The Company that gives the right to the other owner in opening the restaurant) will provide many supports to the franchisee such as training, management, and marketing support. Besides that, the franchisor also provides the franchisee the building design the menu, and marketing plans. As before franchising the restaurant the company has gain many experiences and have already proved that the business is success. This decreases the risk of failed business for the franchisee, but in exchange of that all advantages the franchisee needs to a franchising fee, a royalty fee, advertising royalty, and must fulfilled all franchisor requirements. The franchisor and the franchisee will be bond to a franchising business arrangement.

Example: KFC, McDonald's, Warunk Upnormal.

c. Quick Service

As According to, its names, quick service restaurant is built to offer the customers food as soon as possible, to do this the restaurant food are usually precooked or the food are partially cooked to cutting off the time in food preparation. In the quick service restaurant, the customers will pay their meal first before grabbing their food, and it's a self-service, the restaurant expected the customers will grab their own drink seasonings and pick up their food tray when their food are ready.

Example: Subway, Wendy's, Papa John.

d. Family Restaurant

The family restaurant is designed to appeal to families, offering an informal simple menu and decor, a variety of food suitable for all meal times at an affordable price, group packages, a truly comfortable and relaxing environment which makes it really suitable for gathering, as well as an indoor play area. Most importantly, the family restaurant does not serve alcoholic beverages (Gloria, 2015).

Example: Smitty's, The Playground, Pingo restaurant.

e. Fine Dining

The fine dining restaurant offer a luxury food and services which makes this restaurant are quite expensive; people only come to the restaurant when there is special occasion, such as anniversary, valentine days, birthdays, and other occasion.

With the expensive services and food, and the longer period of eating the courses of meal, it causes this restaurant to have a low turnover table rate, per evening the turnover table are less than one table.

Example: Plataran, 1945, Namaaz Dining Restaurant.

f. Steakhouses

This restaurant offers limited menu with various form of steak, this restaurant targets only limited to steak eaters, the food cost for the steak house restaurant can reach up to 50 percent, and meanwhile the labor cost is quite low it reaches 12 percent.

Example: Tomahawk, Loghorn, Steak 21

g. Seafood restaurants

a seafood restaurant is a restaurant that specializes in serving various types of seafood, ranging from fish to oysters, and is typically owned and operated by individual owners.

Example: Red Lobster, Golden Dragon Seafood, Batik Kuring

h. Ethnic Restaurant

For ethnic restaurant, the menu is build based on the ethnic food characteristics, different ethnic restaurant will have a different range of menu, for instance the Mexico restaurant, and the menus that are available will be the tortillas, many dishes with spicy sauces, and so on. For Italian restaurants, will offer spaghetti and Pizza with different kind of sauces, meanwhile for the Chinese restaurants will offer dim sum served with the bamboo containers, and stir fry dishes cooked with wok.

Example: Panda Express, Imperial Kitchen & Dim sum, Paradise Dynasty.

i. Theme Restaurants

Theme restaurant are build based on the creativity and the idea of the owner, so each restaurant will have different themes such as sports theme, the fantasy themes, travel themes, and other themes, as the restaurant design, menu and the ambience will need to reflect the theme, so to build these kinds of restaurant are more costly compared to other categorized restaurant.

Example: Odysseia, Jimbaran Outdoor Lounge, and The Garden.

Taste of Bintan Restaurant is classified as a family-seafood restaurant because it offers a variety of simple menu items at an affordable price range of Rp30,000-Rp60,000, as well as a simple restaurant wood design with a magnificent sea view, which contributes to the restaurant's very comfortable and relaxed atmosphere. Additionally, the restaurant features cottages for gatherings, an open space restaurant with LCD projector ideal for family gatherings, featured a children's playground, and a dine-in baby highchair, very suitable for family who brings their kids. Additionally, this restaurant sells a variety of live seafood and fresh fish, sourced from local suppliers and is operated and managed by its owner.

6. Types of Menus

According to, John R. Walker (Walker, 2011, p. 128,132-135) classified menu into 7 Categories which is as follows:

a. *À la carte*

À la carte in French means “According to, the menu”, this Menu is menu that provide list of individual dishes with price per portion of the dishes, with this the customers can select how many dishes they want.

b. *Table d'hôte*

Table d'hôte in French means “the host’s table”, it’s means that the customers will get menu as the meals they will eat when they went to someone’s home as a customers. This menu is a fixed menu with a fixed price also, the customers can select several selections of appetizer, soup, salads, desserts to make a complete dish with a set price, with this the customers will only need to pay for a certain price regardless the selections they made to complete a meal, but usually this menu also comes with a very limited choice.

c. *Du Jour* Menu

Du Jour means “of the day”, this menu offer dish that only served on a certain day.

d. Cyclical Menu

Cyclical menu is a menu that will changes for every day for a fix period, so after a certain period the menu will be repeat in the same way (usually 7,10,14,or 28 days). This menu usually is used by an institution such as hospitals and schools.

e. California Menu

For California menu means that the restaurant will offer different menu for different meals time, there will be a different menu for breakfast, lunch, dinner, or brunch.

f. Tourist Menu

As stated in the name the tourist menus are the menus that are made to attract the tourists.

g. Degustation Menu

This menu means “to taste with relish”, this menu offers the Chef’s best dishes, which showcase the chef expertise in combining the flavour and texture.

h. Kids Menu

As its name suggest kids’ menu is menu that are prepared for kids, with a prize, various colour meals that catchy, with different character shapes, this menu usually are provided in the family’s restaurant.

7. Types of services

According to Dahmer and Kahl (2009, pp. 18–28), there are seven types of services as follows:

a. French Service

It's a type of services that the food is cooked in front of the customers, and the food are served on a heavy silver platter and are put on a cart named *Guéridon* with a small stove named *réchaud* to ensure the food still warms when served to customers table. Usually, this type of services can be found in elegant hotel, resorts, casino, upscale restaurants, and dining rooms.

b. Russian Service

The Russian service is services that served cooked food personally from a server heavy silver service ware to each customer's heated plate. This service is usually used for banquets as in the banquets every customers will eat the same selection of food.

c. English Service

This service is services that the food is served personally by the host of the dinner; the server will bring food on a platter and the heated plates. Then the host will divide the food based on the number of customers. After the host divided the food to each plate, the host will give it to the server to serves it to the customers. These services are usually found in a private dining restaurant room or used in a private home to host a meal.

d. American Service

Unlike the French, Russian, and English style service which is very formal. American services are less formal, whereas the dish is already plated in the kitchen before served to the customers. There will be customers who will serve the food and cleared up the plates.

e. Banquet Service

These services usually used the American services style, whereas the server will serve plated dishes from the kitchen to the customers. As this banquet is usually held for a group of people and it had been paid beforehand, with this the server doesn't need to collect the payment from every customer. This service usually is offered in the resorts, the hotels, the restaurants, the casino, the country clubs, and also the casino.

f. Family-style Service

This style of services is like the Russian services which the food is place together in one plate, the difference is instead of a silver plate service ware, in the family style services the food are served in a large bowl and platters, after the food have been prepared, the server will put the food in the center, then the customers will help themselves with the food.

g. Buffet Service

For buffet services the customers' needs to get their meals from the long serving tables, usually the customers' needs to help themselves with the vegetables, salads, juices, rice, and other kinds of food and beverages. Meanwhile for the meat, omelets, and other dishes that require the chef assistance will be served by the chef. After the customers get their meals, they will eat in the tables that have been featured with silverware, napkin and other condiments like salt and pepper, if there's no such featured in the Tables the customers must get it themselves along with the foods on the long serving table.

E. Restaurant Concept

The Taste of Bintan is an independent family-seafood restaurant with locations in Tanjung Uban, North Bintan, and the Riau Islands. The restaurant idea will blend indoor and outdoor dining; the front portion of the restaurant will be reserved for indoor dining, while the back area will be reserved for outdoor dining; there will be tables and chairs made of wood for two and four people. Meanwhile, the design for the outdoor restaurant will be numerous little cottages within a safe distance; the cottages are influenced by Bintan's beach cottages design, as Bintan is well-known for its beaches.

The writer created this concept restaurant while considering health protocols. The indoor and outdoor restaurants are designed with a safe

distance between one table and another, as well as one cottage to another. The indoor restaurant is for customers who are waiting for take-out food as well as dining in customers, as the meat has been precooked ahead of time to save time in food preparation. By reducing the amount of time spent cooking, it also reduces the amount of time spent gathering people. Very small droplets and particles will continue to move through the air in the room or space and can build in an indoor environment (EPA,2020) As a result, it is critical that the space be designed with adequate ventilation and air filtering.

The outdoor restaurant was designed for guests who want to self-serve by grilling their own cuisine using restaurant-prepared ingredients. The restaurant will prepare an outdoor BBQ grill; however, because the capacity of the BBQ grill is moderate, it will take considerably longer for self-services. Also, because the cooking time varies depending on the clients, there's a good likelihood that the time spent together will be much longer than while dining indoors. As a result, in order to reduce the possibility of the virus spreading, the restaurant has adopted an outside eating idea, where air circulation is considerably better than in an indoor restaurant.

Finally, the restaurant will use dried coconut shell as grilling media; this is a regular practice in Bintan because the island produces a lot of coconut; for example, in 2020, Bintan produced 2,307 tons of coconut, which is a lot of coconut. The restaurant thinks that by using this technology, it will be able to reduce the amount of garbage generated by

coconut in Bintan. Aside from that, this is to reduce the health risks associated with charcoal-grilled meals, as it increases the chance of cancer cell multiplication or growth (Nazri & Abdul, 2018).

TABLE 6
Bintan Coconut Production

| <i>Produksi Kelapa Bintan</i> | |
|-------------------------------|-------|
| 2019 | 2020 |
| 1,873.92 | 2,307 |

Source: BPS Bintan (2020)

