CHAPTER I

INTRODUCTION

A. The Initial Idea

The increasing number of tourist trips in Indonesia, by both domestic and foreign tourists, gives opportunities and challenges for the national tourism development. Availability of facilities and infrastructure which support tourism activities, including accommodation services, food and beverage services, and travel agencies, becomes important for the development of tourism. Foreign tourists visit Indonesia for various purposes, such as business, recreation, culinary, and many more. Hence why the availability of facilities and infrastructure which support tourism is important.

TABLE 1
Population by Regency/Municipality in Banten Province, 2014 – 2018

Regency/ Municipality	**Population (people)**				
	2014	**2015**	**2016**	**2017**	**2018**
Regency					
1. Pandeglang	1,154,207	1,194,911	1,200,512	1,205,203	1,209,011
2. Lebak	1,209,207	1,269,812	1,279,412	1,288,103	1,295,810
3. Tangerang	2,852,182	3,370,594	3,477,495	3,584,770	3,692,693
4. Serang	1,408,796	1,474,301	1,484,502	1,493,591	1,501501
City					
1. Tangerang	1,808,498	2,047,105	2,093,706	2,139,891	2,185,304
2. Cilegon	376,404	412,106	418,705	425,103	431,305
3. Serang	580,802	643,205	655,004	666,600	677,804
4. Tangerang Selatan	1,298,504	1,543,209	1,593,812	1,644,899	1,696,308
Banten	10,688,600	11,955,243	12,203,148	12,448,160	12,689,736

Source: Central Bureau of Statistics (2019)

In recent years, Indonesia has had increasing urbanization and a rise of the number of working age population with disposable income and need for household consumption. Banten Province has shown a growth in population in recent years, as shown on Table 1. Based on the data collected from the Office of Culture and Tourism Service of Banten Province, there were 21,711,820 tourists that visited tourism destinations in Banten Province during 2017, which consists of 20,863,460 domestic tourists and 848,360 international tourists. This data shows the number of tourists who could contribute to the economic growth of Banten Province. The growth in population and tourists affect the level of interest in trying out new cuisines and dining experiences. Indonesia is a promising location for food and beverage production industry due to the large number of population and unique consumer behavior. This steady growth makes Banten Province a suitable location for establishing a food and beverage business.

TABLE 2

Distribution of per Capita Expenditure and Gini Index in Banten Province, 2014 – 2018

Year	Distribution of per Capita Expenditure (percent)			
	40% Population with Low Expenditure	40% Population with Medium Expenditure	20% Population with High Expenditure	Gini Index
2014	18.94	36.75	44.31	0.395
2015	17.34	34.85	47.81	0.401
2016	17.55	35.34	47.11	0.394
2017	17.50	36.83	45.67	0.382
2018	17.54	36.53	45.93	0.385

Source: Central Bureau of Statistics (2019)

Table 2 shows the expenditure and gini index of Banten Province population with low, medium, and high expenditure. In 2015, a research by Nielsen shows that 11 percent of Indonesian citizens eat outside their house at least once a day, which is higher number than the global average which is nine percent. A survey done in 2018 shows 29.06% of Banten Province's population had 1,500,000 rupiahs of expenditure, 22.72% had 1,000,000 – 1.499.000 rupiahs of expenditure, and 19.88% had 500,000 – 749,999 rupiahs of expenditure. The average percentage of expenditure per month is 711,628 rupiahs for non-food expenditure and 672,917 rupiahs for food expenditure (Central Bureau of Statistics, 2019).

TABLE 3
Number of Restaurant by Regency/Municipality in Banten Province, 2014 – 2017

Regency/City	2014	2015	2016	2017*
Regency				
1. Pandeglang	99	102	102	116
2. Lebak	50	52	52	21
3. Tangerang	131	132	132	…
4. Serang	86	86	86	…
City				
1. Tangerang	172	179	179	385
2. Cilegon	86	87	87	121
3. Serang	155	155	155	107
4. Tangerang Selatan	331	354	354	202
Banten	1,110	1,147	1,147	952

Source: Office of Tourism Service of Banten Province (2019)
* Preliminary Figures

Table 3 shows the number of existing restaurants in each regency and city in Banten Province from year 2014 to year 2017. There have not been significant changes in number, which brings a conclusion that not many new restaurants have opened. However, the number of restaurants had not dropped, meaning the demand for food and beverage provider had not dropped.

Hanu, which is located in Tangerang Regency of Banten Province, is located approximately 30 km to the west of West Jakarta and could be reached within a 30-minute time (*Badan Pemeriksa Keuangan Perwakilan Provinsi Banten*). Thus, visitors from West Jakarta could become possible customers of Hanu. The economic growth of West Jakarta in the year 2018 is 6.39%, which shows a slight slowdown compared to the year 2017 which reached 6.48%.

However, it is shown on Table 4 that the number of populations in each district grows each year, with Cengkareng district having the highest number of populations, and Taman Sari district having the lowest number of populations. This allows for an increase in the number of visits from customers residing in West Jakarta in upcoming years.

TABLE 4
Population of West Jakarta by Sub District, 2014 – 2018

District	Population (Thousand)				
	2014	2015	2016	2017	2018
Kembangan	251,811	307,538	251,811	269,756	327,543
Kebon Jeruk	316,598	363,139	316,598	326,590	378,384
Palmerah	214,836	203,193	214,836	215,619	205,580
Grogol Petamburan	226,275	234,714	226,275	224,040	240,042
Tambora	263,933	239,991	263,933	260,384	241,439
Taman Sari	125,965	110,073	125,965	124,656	110,219
Cengkareng	494,703	565,372	494,703	512,998	592,507
Kalideres	380,561	439,540	380,561	392,678	463,648
West Jakarta	2,274,682	2,463,560	2,274,682	2,326,721	2,559,362

Source: Central Bureau of Statistics (2019)

Hanu is a restaurant which provides a twist to Hawaiian dish called *poké*. The word *hanu* means breathe in Hawaiian, which is related to the interior design of the restaurant, as salt cave benefits a person's respiratory conditions. According to Cheng (2017), *poké* is a raw fish salad consisting of seasoned fish, ranging from sweet to salty, nutty to crunchy. It is a Hawaiian dish consisting of fingertip-sized chunks of raw fish seasoned with Hawaiian salt, chopped seaweed, and roasted, ground kukui nut meat (*inamona*). The name came from the meaning of the word *poké* which means a cut piece or a small piece. Besides the traditional seasonings, *poké* now has a wide range of variations, including the addition of soy sauce, green onion, sesame oil, and chili pepper. In Indonesia, Hawaiian food is not commonly found yet, however, in the recent years, several *poké* restaurants have been established, mostly in Jakarta areas. The taste of local Hawaiian dish might not fit Indonesians' preferences, which is why five variations of traditional Balinese *sambal* will be implemented into Han*u*'s *pok*é in order to bring a taste of familiarity to Hawaiian *pok*é. The Balinese are known for their liberal use of chilis in their cooking. Chilies, often in the form of *sambal* are used in different kinds of dishes.

The location chosen for Hanu is *Ruko* South Goldfinch, which is located in Gading Serpong, Tangerang. Gading Serpong is surrounded by major developers and has direct access from and to Toll Jakarta-Merak and Toll JORR, leading it to become a "new economic hub". Gading Serpong is also equipped with complete facilities such as hospitals, hotels, mall, supermarkets, golf course, international standard schools, universities, financial centers, office buildings, and many more. From this study, writer could find whether the food and beverage items served by Hanu is favored by the participants of the research and future consumers.

B. The Objectives

This business feasibility study is done to attain two objectives, namely major objectives and minor objectives. The major objectives include all core aspects of a business such as marketing aspect, technical aspect, management aspect, and financial aspect. The minor objectives focus on the impact of the establishment of this business to the surrounding environment and society. The details of the objectives are as follows:

1. Major Objectives

   The major objective of this business feasibility study is to determine the feasibility of this business. The feasibility of a business is determined by analyzing its marketing aspect (including an analysis of demand and supply, segmentation, targeting, positioning, and marketing mix), technical aspect (including an analysis of site selection, calculation of space and capacity, facilities provided, and technology needed), management aspect (including analysis of organizational chart, job analysis, job description, job specification, human resource management, and legality aspect), and financial aspect (including an analysis of capital fund needed, operating expense and revenue projection, balance sheet, income statement, cash flow projection, break-even point analysis, and risk management).

2. Minor Objectives

   This business feasibility study covers two minor objectives which are:

   a. To help the decision-making process of investors interested in the business field;
   b. To develop a sense of entrepreneurship and entrepreneurial skill, especially for young people interested in business;
   c. To offer a new food and beverage and relaxation spot for consumers to enjoy Bali-inspired alternative of Native Hawaiian cuisine *Ahi Poké*;
   d. To offer a new concept of restaurant with a relaxing salt cave interior inspired by the beauty of Bali's natural beaches;
   e. To provide job opportunities for people, especially in Gading Serpong and surrounding areas, therefore increasing the local economy;

f. To discover new information which would help future researchers.

C. Research Method

According to Rajasekar et al. (2013, p.5), research methods include all the various measures, arrangements, and procedures used in research. The methods are fundamentally planned, scientific, and value-neutral. They include theoretic procedures, experimental studies, numeric schemes, statistic approaches, etc. Research methods help gather samples and data, and find a solution to a problem. Explanations are provided based on not only reasoning, but also collected facts, measurements, and observations.

Research methodology is a methodical way to resolve a problem. It studies the way a research is to be carried out. It is also defined as the study of methods by which information is gained. For the purpose of this study, two sources of data collection are used. The sources of data are as follows:

1. Quantitative

   According to Yusuf (2014, p.58), quantitative method is a method that uses numbers where the numbers are used as an assessment to analyze. Creswell (2009, p.17) added that quantitative research is structured with predetermined variables, hypotheses and design, which is why this method does not require creative and critical thinking.

   a. Questionnaire

      According to Sekaran and Bougie (2016, p.142), questionnaire is defined as:

      > "Preformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives."

As stated by Sekaran and Bougie (2016, p.143), questionnaires are in most cases designed to gather a large number of quantitative data. The distribution of questionnaire could be through personal administration, distributed electronically, or by mail. This method is in general less costly and less time consuming, however it has a bigger change of nonresponse and nonresponse error.

Population refers to the people, events, and things of interest that the researcher wants to look into (Sekaran and Bougie, 2016, p.236). According to Zikmund et al. (2010, p.387), the population is also defined as any complete group or body which shares a number of common set of characteristics. From this population, a sampling is taken for research purposes.

According to Sekaran and Bougie (2016, p.239), sampling is the selection process of a sufficient number of the right elements from a population so that it would be possible to make a generalization of properties or characteristics of the population elements. The two major sampling designs according to Sekaran and Bougie (2016, p.242-247) are as follows:

1) Probability Sampling

   Probability sampling is used when the representativeness of each sample is important for achieving the interests of a wider generalizability.

a) Simple Random Sampling

Each element of a population has an equal chance of being selected as a subject.

b) Systematic Sampling

This sampling design involves drawing each *n*th element in the population, starting with a randomly chosen element between 1 and *n*.

c) Stratified Random Sampling

The population is first divided into mutually exclusive groups which are relevant in the context of the research. After the data is collected and the analysis is done, the result could be different than what was previously expected. This type of sampling requires a process of stratification or separation.

d) Cluster Sampling

The target population is divided into clusters, then a random cluster would be chosen. For each cluster that is selected, some or all the elements are included in the sample.

e) Double Sampling

This sampling type is used when further information is needed alongside another set of information that has previously been collected.

2) Nonprobability Sampling

Nonprobability sampling is used when factor other than generalizability is of importance.

a) Convenience Sampling

The sampling is taken from people who are conveniently able to provide an information.

b) Judgement Sampling

This sampling type is used when there is a limited number of people have the sought for information.

c) Quota Sampling

This type of sampling ensures that each group are adequately represented using the assignment of fixed quota.

Sekaran and Bougie (2016, p.264) stated that in the year 1975, Roscoe proposed the rule of thumb in order to determine sample size:

1) Sample size in a number of larger than 30 and fewer than 500 is suitable for most research.
2) When samples are broken into sub-samples (males/females, juniors/seniors, etc.), it is necessary to have at least 30 sample size for each sub-sample.
3) For multivariate research (which includes multiple regression analysis), sample size should be ten times or larger than the number of variables in the study.
4) For simple experimental research with tight experimental controls, successful research is possible with samples at a minimum of 10 to 20 in size.

Hair et al. (2014, p.176) specified a general rule in which the ratio should never fall below 5:1, requiring five observations to be made for each variable in the variate.

2. Qualitative

According to Sekaran and Bougie (2016, p.332), qualitative data comes from a variety of primary and/or secondary sources, which includes individuals, focus groups, company records, government publications, and the internet. Analysis of qualitative data is aimed at making valid inferences from the often-overwhelming total of collected data. According to Berg and Lune (2012) instruments of qualitative research include observation, open-ended questions, in-depth interview (audio or video), and field notes. Through qualitative research, the factors which motivate people to behave in a particular way could be found in natural settings. Qualitative research methods according to Sekaran and Bougie (2016) are as follows:

a. Interviews

According to Sekaran and Bougie (2016, p.113), interview is a guided, purposeful conversation between two or more people. Interview techniques to be followed are as follows (Sekaran and Bougie, 2016, p.118-119):

1) Funneling

Asking open-ended questions in order to get a broad idea and to form impressions about the condition. Open-ended questions could then be followed by more focused questions regarding the matter.

2) Unbiased Questions

Asking unbiased questions minimizes bias in the response, which otherwise could influence the responses given by the respondents.

3) Clarifying Issues

Making sure that the understanding of respondents is the same as what the researcher envisions. If a phrase is unclear, clarification is needed to prevent misunderstanding and acquire a more precise answer.

4) Helping Respondents

Providing help for respondents with low understanding of questions, or difficulties in verbalizing their perceptions.

5) Taking Notes

Taking notes is necessary as it helps gather information from the interviews. Researcher should not rely on memory alone as memory could be imperfect and some information could be forgotten.

b. Observation

According to Sekaran and Bougie (2016, p.126), observational methods are best suited for research which require non-self-report descriptive data; which means that the behavior is examined directly without directly asking the respondents to contribute. The advantage to observational methods is that the data are rich and free from self-report bias. However, the downside is the methods are time-consuming and have its own challenges. Observations are distinguished by four key dimensions that characterize the type of observation (Sekaran and Bougie, 2016, p.127-129), namely:

1) Controlled and Uncontrolled

   Controlled observation occurs when observation is done in a controlled or set up setting, while uncontrolled observation takes place without an attempt to control, manipulate, or influence the situation.

2) Participant and Nonparticipant

   Participant observation requires the researcher to gather data by participating in the daily life of the group or organization under study. In, nonparticipant observation, the researcher observes from outside the group or organization researched, and is never directly involved.

3) Structured and Unstructured

   Structured observation is generally more quantitative, while unstructured observation is claimed to be the symbol of qualitative research.

4) Concealed and Unconcealed

   In concealed observation, the research subjects are unaware that they are being observed, while in unconcealed observation, there is an awareness of a research, therefore the authenticity of the research could be obstructed.

For the process of this business feasibility study, data is collected through two data collecting methods, namely primary and secondary data. The differences between primary data and secondary data are as follows:

1. Primary Data

   According to Sekaran and Bougie (2016, p.111), primary data refers to:

   > "Data collected directly from original sources by the researcher for the specific purpose of a study."

   Observation and questionnaire methods are used for obtaining the primary data needed for this business feasibility study. The observations will take place in Gading Serpong area. The observations are done to find out direct and indirect competitors, price range of similar product, the activities of people from surrounding areas, and the space available and needed for the restaurant. The location chosen for Hanu is *Ruko* South Goldfinch, considering its strategic location which is in between Gading Serpong and Bumi Serpong Damai (BSD). Surrounding the area are housing clusters, schools, universities, supermarkets, hotels, office buildings, gas stations, banks, and hospitals. The questionnaire requires a minimum of 135 respondents, as there would be 27 questions within the marketing mix section (27 questions times five equals to 135). Questionnaires are distributed to the target market which include the population of Banten Province and surrounding areas to give accurate information about the variables that are observed by the researcher. Consequently, the selected sample are the people who reside in Banten Province and surrounding areas such as West Jakarta, especially Tangerang Regency, where Hanu is located. The main objective is to find out whether the establishment of the business is feasible or not.

2. Secondary Data

As stated by Sekaran and Bougie (2016, p.37), the definition of secondary data is:

> "Data which have previously been collected by other researchers for purpose different from the purpose of the current research."

According to Andrews et al. (2012), secondary data are collected and archived by researchers from across the world for research topics that are increasing in popularity. Secondary data are collected by researchers for their primary research purposes which provide basic theories. The researchers who have limited time and resources could use secondary data for their researches. For obtaining the secondary data needed for this business feasibility study, the data would be obtained from textbooks from class and from The Johannes Oentoro Library, mainly to acquire definition of terms related with Food and Beverage industry and data collection methods. Information from government publications (Central Bureau of Statistics, Office of Tourism Service of Banten Province, *Badan Pemeriksa Keuangan*) is used to obtain statistical data. To get additional information and data, information will be carefully obtained through reliable online sources, namely online publications, scientific articles, and official websites.

D. Theoretical Conceptual Review

1. Understanding of Tourism

According to Walker (2017, p.399), the meaning of tourism is as follows:

> "A dynamic, evolving, consumer-driven force and the largest industry, or collection of industries, when all its interrelated components are put into one category. The components include tourism and travel; lodging; conventions, expositions, meetings, and events; restaurants and managed services; assembly, destination and event management; and recreation."

The World Tourism Organization (UNWTO) states that tourism covers the activities of people traveling to and staying in locations beside their usual environment for less than one year for leisure, business, and other purposes.

Based on these theories, Skripak (2018) stated that it is important to comprehend the groups and parties involved in the movement of tourism. Not only does it include the tourist, it also includes the various businesses providing goods and services for the tourist, the government and political structure of a tourism destination, and the local residents of the tourism destination community. Together, these components make up a successful tourism destination and operate within private and public sectors, the built environment, and the natural environment. Only then could the processes, activities, and outcomes of tourism be created.

2. Understanding of Hospitality Industry

According to Walker (2017, p.36), the word hospitality is derived from the word *hospice*, which is an old French word meaning "to provide care/shelter for travelers". What is stove by the hospitality industry itself is guest satisfaction, which would lead to guest loyalty and profit for the industry (Walker, 2017, p.51). According to Chon and Maier (2009, p.6), the hospitality industry is comprised of a wide range of businesses, where each one is dedicated to the service of people away from home. From the previously stated theories, it could be taken that the hospitality industry is a combination of accommodation and food and beverage sectors, which collectively make up the biggest segment of the tourism industry.

TABLE 5

The Scope of The Hospitality Industry

Category	Examples
Accommodations and Lodging	Hotels & Motels Resorts Campgrounds/Cabins AirBnB/Home Away Timeshare
Recreation and Entertainment	Gaming Theme Parks Adventure and Outdoor Recreation
Travel Services	Travel Agents/OTA’s Airlines Cruise Ships Rail/Bus Car Eco Tourism
Food and Beverage Services	Restaurants Catering Institutional
Conventions and Event Management	Meetings Expositions Social and Special Events
Clubs	City Private Country Clubs

Source: Skripak (2018)

3. Interrelation of Tourism and Hospitality Industry

According to Walker (2017, p.46), the interrelated nature of tourism and hospitality industries shows the complexity and thrill of it as it is made up of so many different positions, including professions in restaurants, resorts, air lines, cruise lines, theme parks, attractions, casino, and many others.

As further mentioned by Walker (2017, p.47), in travel and tourism sector there are cruise ships, rail, coach, automobile, air, and online services. In lodging sector, there are hotels, motels, and resorts. In assembly and event management, there are meetings, conventions, and visitors’ bureaus, expositions, event destinations, and management companies. In recreation sector there are attractions, gaming, parks, and recreation. In restaurant and managed service sector there are restaurants and managed service.

The importance of tourism to the hospitality industry, as mentioned by Wiley (2009, p.416), grows each year. Tourism industry is a collection of productive businesses and governmental organizations which serve traveler who is away from home. The industry, such as hotels, depends on travelers for sales, with roughly 25% of food service sales attributed from travelers. Other leisure-oriented businesses which have food service and hospitality component are also dependent on travelers.

4. Definition of Restaurant

According to Walker (2017, p.268), restaurant is defined as:

> "A place to relax and enjoy the company of family, friends, and business associates, and to restore energy level before continuing or going back to other activities."

Restaurant is a foodservice business which main purpose is to sell food and beverage and to gain profit from the operation of the business. The restaurant acts as a place where people can recharge their energy and enjoy their time for the purpose of business or leisure, individually or with other people (Walker, 2017, p.268).

According to Gheribi (2017), a restaurant is a culinary facility open to all consumers, complete with waiter service, a wide and varying selection of food and beverage, which is offered to consumers by menus. Restaurant aspires to meet the needs of the consumer, basic and personal, providing consumer with leisure and entertainment while also providing specialized food preparation.

5. Classification of Restaurant

Different types and classifications of restaurant exist according to the type of service offered and the type of food and beverage sold. There are two main categories of restaurant, independent restaurant and chain restaurant, which are followed by other categories. The classification includes:

a. Independent Restaurant

The definition of independent restaurant according to Walker (2017, p.277) is:

> "Individual restaurant owned by one or more owners, who are usually involved in the day-to-day business operation."

Independent restaurants offer the owner/s independence, creativity, and flexibility in management. However, the risk level is generally higher.

b. Chain Restaurant

As stated by Walker (2017, p.277), the definition of chain restaurant is:

> "A group of restaurants, where each one is identical in market, concept, design, service, menu, food, service level, atmosphere, quality of food, and name."

Some examples of chain restaurants include Hoka Hoka Bento, Es Teler 77, and Pizza Hut.

c. Fine Dining Restaurant

According to Walker (2017, p.283), the understanding of fine dining restaurant is:

> "A restaurant which offers a good selection of menu items; with generally with a minimum of fifteen entrees to order, and nearly all food being made on the premise from scratch using fresh or raw ingredients."

Many of fine dining restaurants serve *haute cuisine*, a French term meaning “elegant dining” or “high food” in the literal sense. Fine dining restaurants are generally independent-owned and are operated by an entrepreneur or by partnership. Example of fine dining restaurants are Henshin, Akira Back Indonesia, and Bunga Rampai.

d. Celebrity Restaurant

According to Walker (2017, p.285), celebrity restaurants have been growing popularity in recent years. The meaning of celebrity restaurant is restaurant owned by well-known celebrities. The unique point of the restaurant comes from the celebrity’s own preference in design, atmosphere, and food, added with the occasional visit of the owner. An example of celebrity restaurant is Mars Kitchen by Chef Marinka.

e. Steak House

According to Walker (2017, p.287), the steak house is segment is buoyant despite the nutritional content of red meat. Some steak houses add additional value-priced items such as chicken and fish to attract more customers. The example of steak house are Ruth’s Chris Steak House and AB Steak by Akira Back.

f. Family Restaurant

According to Walker (2017, p.290), the understanding of family restaurant is:

> “A restaurant offering an informal setting with a simple menu and service designed to please all the family.”

Family restaurants are mostly individually or family operated. They are an evolvement of coffee shop style restaurant. An example of family restaurant is Seribu Rasa.

g. Ethnic Restaurant

According to Walker (2017, p.290), the meaning of ethnic restaurant is:

> "A restaurant which has a taste of home of the owner's ethnic background."

Ethnic restaurants are generally independently owned and operated. Their purpose is to cater o the taste of the various immigrant groups. Examples of ethnic restaurants are Ganesha Ek Sanskriti and Krua Thai.

h. Theme Restaurant

According to Walker (2017, p.291), the understanding of theme restaurant is:

> "A combination of a sophisticated specialty and several other types of restaurant."

Theme restaurant generally serves limited menu variations, but has an expertise in those menus. They offer decoration and atmosphere with themes which blend with the menu offered. Examples of theme restaurant include Miss Unicorn Café and Take a Bite.

i. Quick-service or Fast Food Restaurant

According to Walker (2017, p.291), the understanding of quick-service fast food restaurant is:

> "Restaurant which offers limited menus for the convenience of people on the go."

The menus include food such as hamburgers, fries, hot dogs, tacos, burritos, teriyaki bowls, and finger foods. Quick-service restaurant customers usually order their food at a counter located under a brightly lit menu which features pictures of the food items. The examples of quick-service or fast food restaurants are A&W, Lotteria, Yoshinoya, and Shihlin.

j. Casual Dining Restaurant

According to Meyer and Vann (2013, p.5), the restaurant which falls under this category are "sit down" restaurants with servers taking the customers' order and delivering the food. The expectations of the customers are lower than for fine dining restaurants. Tablecloths are optional, and flatware are not particularly stylish. Menus are more familiar, accompanied with a more reasonable pricing. The interior of the restaurant is simple. Some examples of casual dining restaurants are Social House and William's.

k. Fast Casual Restaurant

According to National Restaurant Association (2017), fast casual restaurants have features which include food quality, fine ingredients, healthier wholesome food, fresh interior, fair price, fast service, friendly employees, flexible offerings, and full-view preparation. Fast casual restaurant is a combination of quick-service restaurant and casual dining restaurant. The example of quick casual restaurant is Three Buns.

l. Coffee Shop

According to Andrews (2013, p.32), coffee shop's concept is borrowed from the United States. Coffee shop is distinguished by features such as the pre-plated presentation of the food, quick service, casual atmosphere, and light and simple menu. The examples of coffee shops are Turning Point Coffee, Scandinavian Coffee Shop, and Algorithm Coffee & Dessert.

m. Bistro or Café

According to Andrews (2013, p.44), bistro is an invention from Paris known as café. They offer simplified menu with lower price and menus which are not tied to a specific culture.

Additionally, according to Wells (2017), the word bistro entered the French language in 1884. The word was said to be derived from *bistrouille* or *bistouille*, which in Northern France refers to a mixture of coffee and *eau-de-vie* (spirits). Bistro is a small neighborhood restaurant which serves home-styled simple food. Thick and plain white chinaware are most often used, and the menu are covered in clear plastic. The atmosphere of a traditional bistro is lively, where diners talk loudly with the acquaintance they came with, or with strangers.

n. Cafeteria or Canteen

According to Andrews (2013, p.45) a cafeteria is a restaurant for a large number of people found in schools, universities, residential halls, hospitals, defense messes, etc. They produce food in quantity and serve them at self-help counters. Consumers take trays with portioned compartments and stainless-steel cutleries and flatware. They pass along he counters and select the food of their choice. The sitting area generally consists of long tables and lightweight chair. Some examples of cafeteria or canteen are school canteen and employee canteen in hotels.

6. Understanding of *Pok*é

   *Pok*é is a traditional Hawaiian way with fish. The word *pok*é in Hawaiian means "cut piece" or "small piece". Basic *pok*é consists of fingertip-sized chunks of uncooked fish, which is seasoned by Hawaiian salt, chopped seaweed, and roasted, ground kukui nut meat. The choice of fish could also be less costly. Unlike in sashimi, where the cut must be in perfect lines, for *pok*é a little shabbiness is not a problem. Once marinated in seasonings, *pok*é is thrown into a plate.

7. Understanding of *Sambal*

   According to Encyclopedia Britannica (2018), *sambal* is a spicy relish served as a side dish. Basic *sambal* is made of chilis, shrimp paste, lime, sugar, and salt. A wide variation of *sambal* could be created with the addition of vegetables, fruits, meats, and seasonings, such as sweet soy sauce. Most types of *sambal* are uncooked; however, cooked variations are also available, including fried, stir-fried, boiled, and roasted. Indonesia consists of 34 provinces, and each province has its own unique *sambal* variations.

8. Concept Application in Business Plan

   This business feasibility study plans to establish a restaurant located at *Ruko* South Goldfinch, Gading Serpong, Tangerang, which offers Hawaii's native dish, *pok*é, with various toppings and a choice of five traditional Balinese *sambal* as a twist to the original *pok*é. The choice of *sambal* includes *sambal matah*, *sambal embe*, *sambal nyuh*, *sambal sere tabia*, and *sambal rajang*. These five types of *sambal* are chosen to represent Bali's wide variation of *sambal* relish, and to give the customers a taste of familiarity if the taste of *poke* does not fit their taste buds.

By classification, Hanu is classified as a theme restaurant, as it serves limited menu variations in the form of tuna *poké*, but has an expertise in the menu served. As seen from the limited menu served, Hanu targets a niche market, especially those who prefers tuna and could eat raw food. They offer decoration and atmosphere with themes which blend with the menu offered. The interior, furnishings, and menu design of the restaurant is inspired by natural salt cave, which allows for a relaxing dining experience. The type of service provided by Hanu is single point service, where the customers will order, pay for their order, and get served at a single point, as the choice of menu is limited and the preparation do not take a long period of time.