

CHAPTER 5

CONCLUSION

5.1 Conclusion

The conclusion can be drawn from this research is that the menu changing is an interesting concept that has a big impact toward the restaurant business nowadays. The positives impact of changing menu helps the restaurant business to run the operational efficiently especially toward staff work performance and customer reaction. Generally, for the staff, they think that this concept helps them to improve their skill and ability in production, communication and teamwork. The staffs also feel confidence to sell their product because they believe that the product they sell come from fresh material which are very important in food and beverage business. Moreover, customers also gave a positives reaction because of variants of dishes available and suit their preference. Customers are mostly motivated to revisit the place to try new things. In the other hand, there is also a positive point that gives a benefit to the business which is maximizing the use of ingredients so the food cost is reduced as well as food waste.

Meanwhile, this concept also has a small impact that influence staff's performance which can cause the operational could not run as smooth for all the time. Sudden changes could happen at any time when chef is run out of ingredients. So, there is no specific way for them to spread the information for all the staffs except telling each other about the change. It also often happens during peak hours which means that everyone is very busy and need to move very fast. So, sometimes one of them forgot and still sell the sold-out product. It means that the operational will be obstructed and the staffs will waste the time to do the same thing over again. Is the same time, customer also have a little bad feeling when they could not get their favorite dish because it has changed the recipes or no longer available in the menu. There are new customer who are suggested to come to the restaurant by their friends or family and there are specific dishes that they are recommended. While the dish is no longer available, sometimes they get a bit upset because they really want to try it. The second one is the loyal customer who come often that has the same reaction with new customer because their favorite dishes have taken out from the menu because of seasons change or unavailable ingredients in the kitchen.

5.2 Suggestion

For the future business owner who interest to applied this changing menu into the restaurant, it will be better for them to plan the changes regularly. Plan the schedule of changing and make a forecasting for the supplies needed during the period before changing. Corporation between restaurant manager and chef is important while planning the menu. Other than that, information delivering from leader to subordinates and vice versa is necessary to be maintain.

This concept is interesting yet challenging, especially for the restaurant business that located in South East Asia area where wet and dry is the only season happened throughout the year. It is still possible to use this concept since the restaurant business need to create a new innovation that can bring unordinary experience for the customer and helps the business to explore more sources in their area. Moreover, Indonesia itself throw around 300 kilograms of food annually, ahead from United State in third rank (The Jakarta Post, 2018). So, by applying this changing menu concept, the restaurant business in Indonesia can have a better food waste management and reduce leftover food to be thrown away to the land which can pollute the air, water and land.

For future research, it would be interesting to discover the technique, process and way of the Executive chef to be creative on planning a new dish and make an innovation in each dish he has created. At the same time, finding a model or a way of communication to help solving the problem of spreading information would give a big advantage and accomplish the concept.