

# The Impact of Online Ordering on Food and Beverage Sales at Pokke Sushi

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## ABSTRACT

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*This study aims to determine the results of how much online ordering of food and beverages on sales at Pokke Sushi. This research method uses descriptive correlational method. The population in this study were consumers or buyers at Pokke Sushi from various groups ranging from students, university students, entrepreneurs and others. The technique of collecting data is by distributing accidental questionnaires, observing and reading books or journals related to the title. The results of this study are (1) Online food ordering applications can affect sales at Pokke Sushi by 58% (2) the average respondent is satisfied with what Pokke Sushi provides, with a correlation value of 0.851 which means there is a very strong relationship. Against online ordering and sales at Pokke Sushi*



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## A. INTRODUCTION

Restaurant is an industry engaged in the field of products and services whose function is to meet the primary needs of human beings and maintain life. A good and satisfying meal begins with the onset of appetite. One's taste arises from the appearance of food and beverages related to aroma, taste, design and way of presentation. With an attractive appearance will provide pleasure and satisfaction for the person who eats it. Therefore food and beverages served in addition to having to meet the elements of nutrients, tasty, clean and varied should also be served in interesting circumstances. Food and beverages will have a higher added value when supported by an interesting way of presenting so as to arouse the appetite.

The technology that is widely used today is online-based technology. Technology such as the internet is already widely used by people in various fields. One of them is the field of tourism as an advertising medium to boost marketing. The use of the internet in tourism one of which is the field of food and beverages that can order food through online easily. Ordering food through online is very popular with people nowadays because it makes it very easy for people who want to order food without the need to go out of the house to buy. Nowadays people easily order the desired food and will also get

all the information about food and drink through online with some food apps that are on the internet (Fitriana et al, 2020; Sulistiyo et al, 2020; Enfriani et al, 2019)

Not only is it easy and efficient, ordering food online could also be cheaper compared to coming directly to restaurants. Therefore, it is no wonder that now the trend of food ordering is starting to shift from offline to online (Elian, 2019; Wijoyo, 2019) By ordering online, people can get what they want practically, quickly and certainly more conveniently because it can be done from anywhere and anytime. Seeing the rapid development of this communication technology, it is only natural that more and more Indonesians rely on mobile phones or tablets for their holiday needs. Besides being more practical than laptops or PCs, nowadays there are more and more mobile applications that allow people to directly order food and drinks through online at the best price in just a few minutes.

Therefore, with the online ordering of food and beverages, many people are interested in using it. However, the number of foods that look more interesting when in photos and it is undeniable that what is in the application is not always in accordance with what is expected or even more than what is expected by the customers so that it affects satisfaction in general (Salengo, 2020; Lufiana et al, 2019) This can be seen from complaints or compliments given by a number of consumers who have ordered food at the restaurant. Therefore the quality of food must be very maintained when in the restaurant or when the food is on its way to consumers because the reviews that will be given by customers greatly affect the sale of the restaurant for the future and if the reviews given by consumers will be good will be many people who want to try it but on the contrary if the review given is not good there will be few people who are interested in ordering food and drinks in the restaurant because previously have read reviews that have been given by other customers through online or applications existing bookings (Permata, 2017; Hapsari, 2019)

Pokke Sushi has a concept that is rarely seen as a Japanese place to eat. Because Pokke Sushi has the concept of Indonesian Japanese mix from various aspects of the restaurant. Such as interior and exterior design dominated by green color as well as uniforms worn by employees who are there.

Pokke Sushi is located in a very strategic place that is at Jalan Merawan Raya No 79A, Cinere. Pokke Sushi has been there since 2009. Yellow lighting that adds warmth while enjoying the menu presented and also wallpaper themed bamboo curtain trees that seem to be in Japan that makes us very comfortable being there. Pokke Sushi is always updated about the menu there is always a new menu and a little extra made by the chef who is there and it makes us always curious about the latest menus served there.

With so many food review apps and apps to order food itself, Pokke Sushi restaurant collaborates with several digital apps including Zomato, Tripadvisor, Grab and Gojek. Customers can easily get information about restaurants and food in the restaurant and with low prices and benefits that may be obtained from ordering food through online or digital applications.

Along with the development of the times and public interest in some foods make the restaurant has many competitors that exist, therefore the restaurant itself must have innovations for the sale of food in this era. Like marketing through social media because almost everyone in this millennial era has a social media account with this will be very helpful to make existing products to be recognized by others and can also work with delivery services to make it easier for consumers to order food easily and efficiently.

Perhaps by making promotion will attract more people to come or order food that is on the internet.

Restaurant is a business of providing food and beverage services equipped with equipment and equipment for the process of making, storing and presenting in a fixed place that does not move around with the aim of gaining profit and / or profit (Tourism and Creative Economy No.11 Year 2014).

Andreas Susanto (2013) defines, "Ordering is the stalling of the process of activities related to the management of inventory or inventory where the distribution of products and the overall record of place order transactions ". According to Suartana, (2010:14) Orderings are usually from various sources using various ways. The purpose of this type of order is the ordering of goods or food made by a person or institution. The customers can be loyal if they get satisfaction for the services provided. The types of ordering are:

1. Online Application

In this era, there are many people who have often used online applications to order food/ goods. Because this way is quite effective because at home we can order what we want only through an online application by selecting the menu you want to order.

2. Offline

By ordering offline we are required to come to the desired restaurant by ordering the menu through the waiter in the restaurant.

3. Delivery

Delivery is a long-standing way to make it easier for consumers to get the desired food directly by phone to the restaurant.

Moekijat ( 2011:488) argues that Sales is an activity that aims to find buyers, influence and provide instructions so that buyers can adjust their needs to the production offered and enter into agreements on favorable prices for both parties. According to Benjamin Molan (2011) Here are the important factors in sales:

1. Products, everything that manufacturers can offer to be noticed, requested, searched, purchased, used or consumed by the market as a fulfillment of the needs or desires of the market concerned.

2. Price, in order to be successful in marketing a goods or services, each company must set the price appropriately. Price is the only element of the marketing mix that provides income or income for the company.

3. Place / Location, the place where a business or business activity is conducted. An important factor in the development of a business is the location of the urban area, the way of achievement and the travel time of the location to the destination. The good location factor is relative to each different type of business

## **B. METHODS**

Titles and authors must be in a single column format and must be centered. Each initial word in the title must be uppercase, except for short words such as, "a", "and", "in", "by", "for", "from", "on", "or", and the like. Writing the author may not indicate the name of the position (for example a Supervisor), academic degree (eg Prof, Dr, M.Pd, M.Sc, M.Sc, etc.) or membership of each organization (Sugiyono, 2016).

Every affiliate must be included, at least, the name of the institution or company and the name of the country where the author is (for example, Education and Information Centre od Palembang, Indonesia). The email address is required for the author in question. Charts and tables must be centered. Large charts and tables can be stretched in

both columns. Each table or image that includes a width of more than 1 column must be positioned at the top or at the bottom of the page.

Graphs are allowed to be colored. Images may not use dots because there is a possibility that they cannot be printed in the original. Use solid coloring that contrasts well with high resolution for display on a computer screen, as well as for prints that are black and white.

### **C. RESULT AND DISCUSSION**

#### **Respondents**

Customers who often come to visit Pokke Sushi are people aged 21 - 29 years, namely as many as 63 respondents ( 63%). Then those aged 30 - 39 years are as many as 20 respondents ( 20 % ). Then the 40-49 year olds are as many as 12 respondents (12% ) and followed by those under the age of 20 years that is as many as 5 respondents ( 5 % ) with the composition of male customers get 62% which means that customers who visit Pokke Sushi on average are men, while for women get 38 respondents or 38%. Male customers come to Pokke Sushi more often

Respondents who work other - others get a figure of 34%, for students get a figure of 32% followed by self-employed with a figure of 17% then for housewives get 12% and the last student with a figure of 5% while the income is respondents who earn 10 - 15 million get the figure of 40%, then for respondents who have income 5 - 10 million and > more than 15 million get the figure of 23% and for those with income less than 5 million get a figure of 14%. As for the frequency of bookings, respondents with a total of 5 times booking at Pokke Sushi got a figure of 54%, then respondents who ordered as many as 3 times got the figure of 23% and followed by respondents who ordered 4 times with the figure of 20% and for respondents who ordered 2 times got 3% respondents

#### **Validity Test**

Based on the Variable Validity Test X and Y above by taking 100 respondents with an error rate of 10%, then it can be said that all statements as valid because the rhitung of variables X and Y are  $> 0.196$ .

#### **Reliability Test**

Based on the Reliability Test on Variable X using SPSS, Variable X is said to be Reliable because based on the value of Cronbach's Alpha obtained by 0.914. As for the Y Variable Reliability Test above, it is said to be Reliable because based on its Cronbach's Alpha value of .922. By observing the results of the X and Y variable Reliability Test, it can be concluded that the Effect of Online Food Ordering on Food and Beverage Sales at Pokke Sushi is valid.

#### **Descriptive**

The average consumer agreed with the statement 'Online food ordering app at Pokke Sushi makes it easier for customers to order' This was evident from 100 respondents, 54% agreed, as many as 42% strongly agreed, then 2% disagreed and also respondents who answered strongly disagreed and disagreed got a figure of 1%.

The average consumer agrees with the statement 'Online food ordering app makes it easy to recognize products in Pokke Sushi with clear descriptions' from 100 respondents, 59 respondents (59%) agreed, then 23 respondents (23%) strongly agree, and 10 respondents (10%) disagreed, 5 respondents (5%) disagreed and 3 respondents (3%) strongly disagree

The average consumer agrees with the statement 'Online food ordering app can help sales on Pokke Sushi' from 100 respondents, 58 respondents (58%) agreed, 39 respondents (39%) strongly agree, 2 respondents (2%) disagreed and 1 respondent (1%) strongly disagree.

The average respondent agreed with the statement 'offline ordering at Pokke Sushi sells a large selection menu' from 100 respondents, 53 respondents (53%) agreed, 41 respondents (41%) strongly agree, 4 respondents (4%) disagreed and each of the 1 respondents (1%) for those who argue strongly disagree and disagree.

The average respondent agreed with the statement 'offline ordering at Pokke Sushi sells a large selection menu' from 100 respondents, 53 respondents (53%) agreed, 41 respondents (41%) strongly agree, 4 respondents (4%) disagreed and each of the 1 respondents (1%) for those who argue strongly disagree and disagree.

The average consumer agrees with the statement 'offline ordering at Pokke Sushi guarantees a safer payment system' from 100 respondents, 55 respondents (55%) agreed, 38 respondents (38%), 4 respondents (4%) disagreed, 2 respondents (2%) disagreed and 1 respondent (1%) strongly disagree.

The average consumer strongly agrees with the statement 'Ordering food and beverages through delivery at Pokke Sushi makes it easier for customers to order' from 100 respondents, 49 respondents (49%) strongly agree, 43 respondents (43%) agreed, 7 respondents (7%) disagreed and 1 respondent (1%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'Fast delivery time makes me often order food and drinks at Pokke Sushi via delivery' from 100 respondents, 55 respondents (55%) 34 respondents strongly agreed (34%), 10 respondents disagreed (10%) and 1 respondent (1%) strongly disagree.

Based on the table above, the average respondent agreed with the statement 'Fast transaction time makes me often order through delivery orders at Pokke Sushi' from 100 respondents, 50 respondents (55%) 42 respondents strongly agreed (42%), 6 respondents disagreed (6%) and each 1 respondent (1%) for those who argue disagree and strongly disagree.

Based on the table above, the average consumer agrees with this statement 'Food and beverage products sold at Pokke Sushi are guaranteed cleanliness' from 100 respondents, 54 respondents (54%) agreed, 38 respondents strongly agreed (38%), 5 respondents (5%) disagreed, 2 respondents (2%) disagreed and 1 respondent (1%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'Products in Pokke Sushi use ingredients of choice with good quality' from 100 respondents, 60 respondents (60%) 29 respondents strongly agreed (29%), 10 respondents disagreed (10%) and 1 respondent (1%) income earner strongly disagrees.

Based on the table above, the average consumer agrees with the statement 'The price of food and beverage products sold at Pokke Sushi is very affordable' from 100 respondents, 53 respondents (53%) agreed, 32 respondents (32%) strongly agree, 12 respondents disagreed (12%), 2 respondents (2%) disagreed and 1 respondent (1%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'The price of food and beverages at Pokke Sushi varies and can compete with other restaurants' from 100 respondents, 65 respondents (65%) agreeing with this statement, 26 respondents strongly agreed (26%), 7 respondents (7%) disagreed, and 1 respondent (1%) for any who argues disagrees and strongly disagrees.

Based on the table above, the average consumer agrees with the statement 'The price of products in Pokke Sushi corresponds to the existing quality' from 100 respondents, 65 respondents (65%) agreed, 25 respondents (25%) strongly agree, 7 respondents (7%) disagreed and 3 respondents (3%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'The price of food and beverages at Pokke Sushi can be reached by all consumers' from 100 respondents, 57 respondents (57%) agreed, 35 respondents (35%) strongly agree, 5 respondents (5%) disagreed, 2 respondents (2%) disagreed and 1 respondent (1%) strongly disagree.

Based on the table data above, the average consumer agrees with the statement 'Pokke Sushi location is quite strategic' from 100 respondents, 66 respondents (66%) agreed, 27 respondents (27%) strongly agree, 4 respondents (4%) disagreed, 2 respondents (2%) disagreed, and 1 respondent (1%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'Access to Pokke Sushi locations is easy to reach by being included in maps' from the results of 100 respondents, 56 respondents (56%) agreed, 35 respondents (35%) strongly agree, 5 respondents (5%) disagreed, 2 respondents (2%) disagreed, 2 respondents (2%) strongly disagree.

Based on the table above, the average consumer agrees with the statement 'the parking lot in Pokke Sushi is quite spacious' from the results of 100 respondents, 56 respondents (56%) agreed, 35 respondents (35%) strongly agree.

#### **Varibel X and Y Mean Results**

Based on the calculation can be taken 5 highest mean, the first is at a mean value of 4.39 namely ordering food and beverages through delivery at Pokke Sushi makes it easier for customers to order. Then the second one is at a mean value of 4.35 food ordering app through online at Pokke Sushi making it easier for customers to order. Then the third is at a mean value of 4.34 i.e. online food ordering app can help sales at Pokke Sushi. Then the fourth one is at a mean value of 4.32 i.e. offline ordering at Pokke Sushi sells a lot of menu choices. Then the fifth is at a mean value of 4.31 which is a fast transaction time that makes me often order through delivery orders at Pokke Sushi. And for the lowest mean value of 3.94, the online food ordering app makes it easy to recognize the products in Pokke Sushi with a clear description, so that the overall mean result of ordering at Pokke Sushi is 38.41 and the value of Std. Deviation is 5,045

The highest mean value of 4.26 is that food and beverage products sold at Pokke Sushi are guaranteed cleanliness. Then the second is at a mean value of 4.23 i.e. the price of food and beverages at Pokke Sushi can be reached by all consumers. Then the third is at a mean value of 4.20 i.e. access to pokke sushi location is easy to reach and contained in maps. Then in the fourth is at a mean value of 4.16 which is the location of Pokke Sushi is quite strategic. Then in the fifth is at a mean value of 4.14 namely the price of food and minunan in Pokke Sushi varies and can compete with other restaurants. And for the lowest mean value of 4.09 namely the price of products in Pokke Sushi in accordance with the existing quality so that obtained the results of the mean of kesuluruhan from sales in Pokke Sushi of 37.60 and std.Deviation value of 5,127

#### **Correlation and Determination Coefficient Test Results**

To calculate how strong the relationship between online ordering and sales is used SPSS tool version 25.0 with the following explanation:

The result of the coefficient obtained is worth 0.851 which means there is a very strong relationship between online ordering to sales at Pokke Sushi, as it is at 0.80 – 1.000 at the correlation table level, and measured from the coefficient interval according to Sugiyono (2010), there is a significant positive relationship of the numbers showing positive results.

Based on the calculation, the result of the coefficient of determination is 0.724. In accordance with the formula  $KD = r^2 \times 100\%$  so that the result of the coefficient of determination of online ordering against sales at Pokke Sushi by 72.4%. This proves that online booking variables have a huge contribution of 72.4% to sales at Pokke Sushi.

It can be interpreted that there is a positive influence of online ordering on sales at Pokke Sushi. If online ordering is always given the latest innovations, then sales at Pokke Sushi will increase.

#### **Simple Regression Test Results**

Known variable location has  $t$  count 16047 >  $t$  table 0.1966 This means partially, variable X has a positive and significant effect on sales and obtained significant results that show  $0.000 < 0.038$  which means there is a significant influence between online ordering (X) to sales (Y). Partial Hypothesis Test Results ( T Test) Known location variables have  $t$  count 16,047 >  $t$  table 0.1966 This means partially, variable X had a positive and significant effect on sales and obtained significant results indicating  $0.000 < 0.038$  which means there is a significant influence between online ordering (X) to sales (Y).

#### **D. CONCLUSION AND SUGGESTIONS**

This study aims to see how much influence free variables (online ordering) have on bound variables (sales) in Pokke Sushi. Based on the results of the analysis in the previous chapter, it can be drawn conclusions as follows:

On variable X (online ordering), the highest mean value of 4.39 means that online ordering at Pokke Sushi is excellent in the statement 'Online food ordering app at Pokke Sushi makes it easy for customers to order.' And the lowest mean value of variable X stands at 3.94 in the statement 'Online food ordering app makes it easy to recognize products in Pokke Sushi with a clear description', this means that with the presence of online food ordering applications do not really help consumers to recognize products in Pokke Sushi.

In variable Y (sales), obtained the highest mean value of 4.26 which means that the level of consumer confidence in products in Pokke Sushi has been very good and satisfactory in the statement 'Food and beverage products sold in Pokke Sushi are guaranteed cleanliness'. And the lowest mean value on variable Y is at 4.09 in the statement 'The price of the product in Pokke Sushi corresponds to the existing quality'. Based on this conclusion, it can be interpreted that consumers at Pokke Sushi believe in the products sold in Pokke Sushi and for the price at Pokke Sushi adjusts to the quality that is in Pokke Sushi.

The data on the partial hypothesis test result (T Test), showed a calculated  $t$  value of 16,047 > 0.1966. Based on these results, it can be concluded that variable X (online order) positively affects variable Y (sales). Then the result of a significant value showing  $0.000 < 0.038$  which means there is a significant influence on the relationship between variable X and Variable Y

After the study 'The Effect of Online Food Ordering On Food And Beverage Sales In Pokke Sushi', there are some suggestions from researchers that can be used by

Pokke Sushi to make evaluation ingredients for better in the future. There are several suggestions as follows:

For Pokke Sushi so that Pokke Sushi products can be more widely known people it is worth creating a social media account such as Instagram, Facebook or now many restaurants / cafes that promote their place through Tiktok.

For Pokke Sushi to keep up to date on products, prices, places that are always updated and parking spaces may be added for four-wheeled and two-wheeled vehicles.

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