

CHAPTER 1

INTRODUCTION

1.1 Research Background

Catering is one of the food businesses that are developing today. According to BPS (Central Statistics Agency) data, catering represented 3.3% of business in 2023.¹ The Central Statistics Agency (BPS) reported that in 2024, Yogyakarta Province held the 14th position in Indonesia for the number of medium-scale catering businesses, representing 3.06% of the national total.² Sleman Regency had the highest number of catering businesses, with 1,228 establishments, representing 44.7% of the regency's businesses.³ Selvas Catering was one of the catering businesses in Sleman Regency. Bantul Regency had 199 catering businesses in 2023, representing 4.33% of the total. Rena Catering was one of the catering businesses in Bantul Regency.⁴

Catering is divided into 2 types, namely diet catering and non diet. The catering diet has a service principle of providing food that is specifically designed to meet nutritional needs and health goals, such as losing weight, maintaining an ideal weight, improving health, or supporting certain medical conditions. This service usually offers a food menu that has been determined in calories, with a balanced nutritional composition and according to individual needs.⁵ Non diet catering was a food provision service that did not focus on balanced nutrition but instead concentrated on providing daily meals or catering for certain events with a diverse and flexible menu.⁶ The provision of food in the form of catering required efforts to maintain service quality. Service quality was one of the ways to uphold customer satisfaction assessments. Customer satisfaction is also used as a benchmark in determining the success or failure of a catering.

¹ Beverage Service and Activities Statistics, Statistik Penyediaan. 2024.

² BPS, "Kota Yogyakarta," *Jurnal Kajian Ilmu Administrasi Negara* 107, no. 38 (2024): 107–126, <https://journal.uny.ac.id/index.php/natapraja/article/view/12619>.

³ Ibid , 2.

⁴ Ibid , 2.

⁵ Wahyunani And Yogyantini, 2022. Faktor – Faktor Yang Mempengaruhi Kepuasan Pasien Catering Diet di Rumah Sakit Panti Rapih Yogyakarta.

⁶ Kemenkes. 2017. Menu Katering

Based on research by Bernadeth & Maria (2022), the catering diet at Panti Rapih Hospital showed that 70% of respondents were satisfied with the catering services.⁷ According to the research by Dewi et al. (2022) on non diet catering, it was found that 52% of respondents stated they were quite satisfied.⁸ Foodservice satisfaction is determined by several indicators, including food menu variations. According to the research by Fitriani et al. (2021), 75.6% of respondents in non diet catering stated their satisfaction with the menu variation.⁹ it was found that 88% of respondents in the catering diet were very satisfied.¹⁰ The difference in menu variation between diet catering and non diet catering lies in the nutritional content. The diet catering menu contained the nutrients needed by the body, with the right variety and combination, thus helping to avoid boredom.¹¹ According to Andi's (2018) research, the menu variation in non diet catering included a variety of food and beverage options designed to meet the preferences of each consumer, with different tastes and preferences in terms of shape or flavor.¹²

In a catering diet , energy adequacy was recommended according to group, age, gender, body size, physical activity, genetics and physiological state to achieve an optimal degree of health.¹³ According to Siti's (2021) research, in non diet catering, the focus was only on the number of consumers served, costs, and the selection of materials, without considering the energy adequacy required by the consumers.¹⁴ Actually, Mualims are instructed to consume food according to their needs, not to damage the body, health, intellect and harm. Good nutrition will be obtained from good food and drinks. In Surah An-Nahl

⁷ Wahyunani And Yogyantini. 2022. *Faktor – Faktor Yang Mempengaruhi Kepuasan Pasien Catering Diet Di Rumah Sakit Panti Rapih Yogyakarta*.

⁸ Marfuah, Wardana, And Anggraeni, 2023. Hubungan Tingkat Kepuasan Pelayanan Makanan Terhadap Sisa Makanan Di Afif Catering Surakarta.

⁹ Fitriani et al., 2023. Gambaran Variasi Menu Dan Tingkat Kepuasan Konsumen Di Taman Sari Sakato Catering Kota Pekanbaru.

¹⁰ Handriani, 2024 Analysis of Employee Satisfaction Levels in the Implementation of Food Catering Services in the Canteen of PT. Arga Morini is beautiful.

¹¹ Kemenkes RI, 2017. *Menu Catering Sehat*.

¹² Andi Angriani, 2018. Pengaruh Varian Menu dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Catering Ukhuwah Di Makassar,

¹³ Kemenkes RI, Menu Catering Sehat, 2017.

¹⁴ Choiriyah, Siti et al., 2021. Sistem Penyelenggaraan Makan Pagi dan Status Gizi Santriwati Pondok Pesantren Putri Mbah Rumi (Breakfast Service Management And Nutritional Status At Mbah Rumi Islamic Boarding School). Vol.44, No. 1 hal:31–44.

verse 114 it states that " So eat from the good, lawful things which Allah has provided for you, and be grateful for Allah's favours, if you 'truly' worship Him 'alone ".¹⁵ So in addition to halal, the main requirement for consuming food and drinks is *tyabbib*. Based on the background, the researcher wanted to find out the difference between the level of satisfaction, menu variety, and energy adequacy in diet catering and non diet catering.

1.2 Research Problems

Based on the above background, it can be described that the problem formulation in this study is:

Is there a difference in satisfaction levels, menu variety, and energy adequacy between diet catering and non diet catering?

1.3 Research Objectives

1. General Objective

Analyzed the difference in Satisfaction Levels, Menu Variations, and Energy Adequacy between diet catering and non diet catering

2. Specific Objective

- a. To describe the characteristics of respondents in diet catering and non diet catering
- b. To analyze the difference in satisfaction levels between diet catering and non diet catering
- c. To analyze the difference in menu variations between diet catering and non diet catering
- d. To Analyze the difference in energy adequacy between diet catering and non diet catering

¹⁵ Nuraini Nuraini. *Halalan Thayyiban Alternatif Qurani Untuk Hidup Sehat*. Jurnal Ilmiah Al-Mu'ashirah Vol. 15, No. 1 : 82

1.4 Research Benefits

1. Theoretical Benefits

This research is expected to add new knowledge and information to evaluate the problems found in this study related to the difference between satisfaction levels, menu variations, and energy adequacy in diet catering and non diet catering.

2. Practical benefits

This research can improve the quality of food services in the food industry, namely catering and optimize energy adequacy, especially for patients or individuals with special health.

1.5 Authenticity Research

Table 1. Authenticity Research

No	Title of the study	Design research	Variable	Result	Difference research
1	Analisis Tingkat Kepuasan Karyawan pada Penyelenggaraan Makanan Jasa Catering di Kantin PT. Arga Morini Indah ¹⁶	Cross-Sectional Study using Simple Random Sampling	Independent: Satisfaction, time, menu variety, taste, tools, appearance of the food Depend on: Food Catering Services	The results of the study showed that the timeliness of food distribution was mostly stated yes (96%), the taste of food was mostly satisfied (89.3%), the sanitation aspect or the cleanliness of the equipment was mostly stated Yes (96%) and the appearance aspect of the officers was mostly very satisfied (54.7%).	Independent Energy Adequacy Depend on: Catering Diet and Non Diet. Location: Yogyakarta
2	Gambaran variasi menu dan Tingkat Kepuasan Konsumen di	Cross-sectional Survey Using	Independent: Overview of menu variations and Satisfaction	The results of the study using the calculation of the Likert scale	Independent: Energy Adequacy Depend on:

¹⁶ Handriani, et al, 2023. Analisis Tingkat Kepuasan Karyawan Pada Penyelenggaraan Makanan Jasa Catering Di Kantin PT. Arga Morini Indah. Jurnal Gizi Ilmiah.

No	Title of the study	Design research	Variable	Result	Difference research
	taman sari sakota catering kota pekanbaru ¹⁷	Accidental Sampling	Level Dependent: catering	obtained a percentage score of 75.6% (good) for menu variations and 75.16% (satisfied) with the level of consumer satisfaction at Catering Taman Sari Sakato Pekanbaru City	Catering Diet and Non Diet. Location: Yogyakarta
3	Gambaran Variasi Menu Dan Kesesuaian Standar Porsi Makan Dengan Pelayanan catering Di Sd It Iqra'2 Kota Bengkulu ¹⁸	Descriptive observational.	Independent: Overview of menu variations and suitability of lunch portion standards Dependent: catering	The results of the study showed that respondents satisfied with the variety of food menus tended to be more (63%) than those less satisfied with the variety of food menus (37%).	Independent: Satisfaction level, and Energy Adequacy Depend on: Catering Diet and Non Diet Location: Yogyakarta
4	Penyelenggaraan Makanan, Tingkat Kecukupan Energi dan Status Gizi pada Siswi SMP ¹⁹	Cross-Sectional Study	Independent: energy adequacy level and nutritional status Dependent: Food organizer	There were 18 female students (60%) who had a good level of energy adequacy. Students who had normal nutritional and acceptable status were 16 students (53.3%) out of 30 students.	Independent: Satisfaction level and menu variety Depend on: Catering Diet and Non Diet. Respondent: regular catering customer
5	Tingkat Kecukupan Energi dan Zat Gizi Makro Mahaswi Tahun ke-3 program	Cross-Sectional Study	Independent: Energy Adequacy and Macronutrients Depend on: 3rd year student of ITERA Food Technology Study Program	Among the students, 68.18% (n=15) had a severe energy deficit, 22.73% (n=5) had a moderate deficit, and 27.27% (n=6) had protein	Independent: Satisfaction level and menu variety Depend on: Catering Diet and Non Diet.

¹⁷ Fitriani, *et al.*. 2021. Gambaran Variasi Menu Dan Tingkat Kepuasan Konsumen Di Taman Sari Sakato Catering Kota Pekanbaru. Jgk: Jurnal Gizi Dan Kesehatan 1, No. 1 (June 30): 1–8.

¹⁸ Devi, Maya. 2022. Gambaran Variasi Menu Dan Kesesuaian Standar Porsi Makan Siang Dengan Pelayanan Catering Di Sd It Iqra'2 Kota Bengkulu.

¹⁹ Galuh Nita Prameswari. 2020. Penyelenggaraan Makanan, Tingkat Kecukupan Energi Dan Status Gizi Pada Siswi Smp. Journal Of Public Health Research And Developmen, <https://doi.org/10.15294/Higeia/V4i4/33906>.

No	Title of the study	Design research	Variable	Result	Difference research
	studi Teknologi Pangan ITERA ²⁰			intake below recommended levels. intake has also not met the recommended dietary allowance. As many as 6 (27.27%)	Respondent: regular catering customer



²⁰ Isnaini Rahmadi et al. 2021. Tingkat Kecukupan Energi Dan Zat Gizi Makro Mahasiswa Tahun Ke-3 Program Studi Teknologi Pangan Itera. Journal Of Science Technology, And Virtual Science, July 31, Hal 44–50.