

ABSTRACT

Title : *Analysis Of Food Management System, A'la Carte Menu Quality, Price Suitability And Service Quality On Purchase Decisions*

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Competition between food service management makes food service management must be able to create competitive advantages to survive to analyze the food management system and determine the relationship between the quality of the a'la carte menu, price suitability and service quality to purchasing decisions. The method use cross sectional study design. with accidental sampling technique obtained 38 respondents using Chi-Square. The results obtained there is a relationship between the quality of the a'la carte menu and price suitability on purchasing decisions ($p = 0.001$, $p > 0.05$) and there is no relationship between service quality on purchasing decisions ($p > 0.05$). Respondents obtained were included in adult category, with the most respondents being male, working as private employees with a frequency of stay of one day and the highest purchase frequency of 2x purchases. The most widely purchased type is fried rice. The analysis of food organizing systems obtained in this study is appropriate only there is no temperature checking of food ingredients when receiving food ingredients and the absence of sanitary ware to kill germs and bacteria. There is a relationship between the quality status of the a'la carte menu and the price suitability of the purchase decision and there is no relationship between service quality and purchase decision. The promotion menu can be used as a strategy for increase purchases.

Keywords: Food management system, A'la carte menu quality, Price suitability, Service quality, Purchasing decision

