

INTISARI

GAMBARAN INPUT DAN PROSES PENYELENGGARAAN MAKANAN SERTA KEPUASAN PEGAWAI TERHADAP PENYELENGGARAAN MAKANAN DI KANTIN FK-KMK UGM

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Latar belakang: Tenaga kerja membutuhkan asupan makan yang baik untuk menghasilkan produktivitas kerja yang maksimal. Penyelenggaraan makanan yang baik di tempat kerja akan memengaruhi kecukupan makan pekerja yang dapat dinilai dengan survei kepuasan konsumen. Sebagai lingkungan kerja yang menerapkan *Health Promoting Workplace*, penyelenggaraan makanan di kantin FK-KMK UGM merupakan aspek penting dalam mengaji kesiapan implementasi *Health Promoting Workplace* di FK-KMK UGM.

Tujuan: Penelitian ini bertujuan untuk mengetahui gambaran komponen input dan proses penyelenggaraan makanan di kantin FK-KMK UGM serta kepuasan pegawai sebagai konsumen terhadap pelayanan dan penyelenggaraan makanan di kantin FK-KMK UGM.

Metode penelitian: Penelitian ini menggunakan metode campuran dengan *strategy embedded konkuren* yang melibatkan 83 pegawai di KPTU FK-KMK UGM sebagai responden kuantitatif, serta 25 informan kualitatif yang terdiri dari pembuat kebijakan, pemilik kantin, penjamah makanan, dan konsumen. Pengambilan data kualitatif dilaksanakan melalui *in-depth interview* dengan triangulasi sumber dan metode. Penelitian kuantitatif dilakukan menggunakan kuesioner kepuasan konsumen yang mengintegrasikan aspek-aspek produk dan kualitas pelayanan. Tingkat kepuasan pegawai dihitung menggunakan *Importance Performance Analysis* (IPA).

Hasil penelitian: Hasil kualitatif menunjukkan komponen input kebijakan tata tertib serta sarana prasarana sesuai standar kantin sehat mulai diterapkan dalam penyelenggaraan makanan di kantin FK-KMK UGM, biaya penyelenggaraan makanan meliputi biaya bahan baku, biaya sumber daya manusia, dan biaya *overhead*. Rata-rata kebutuhan zat gizi makro pegawai kependidikan KPTU FK-KMK UGM selama di tempat kerja lebih besar dibandingkan Angka Kecukupan Gizi (AKG 2019). Tingkat kepuasan konsumen terhadap penyelenggaraan makanan di kantin FK-KMK UGM menunjukkan sebagian besar konsumen sangat puas dan puas (berturut-turut sebesar 69,9% dan 28,9%), dan sisanya hanya 1,2% konsumen merasa cukup puas.

Kesimpulan: Proses penyelenggaraan makanan dan pelayanan di kantin FK-KMK sudah baik dan dapat mendukung program *Health Promoting Workplace* di FK-KMK UGM, meskipun dibutuhkan peningkatan terhadap sarana sanitasi dan variasi makanan yang disajikan.

Kata kunci: penyelenggaraan makanan, kepuasan konsumen, kantin sehat, *Health Promoting Workplace*.

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ABSTRACT

DESCRIPTION OF THE INPUT AND THE PROCESS OF FOODSERVICE AND EMPLOYEES SATISFACTION TOWARDS FOODSERVICE IN THE CANTEEN OF FK-KMK UGM

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Background: Providing good food service in the workplace will relate to the nutritional status of employees and can be assessed by customer satisfaction surveys. As a workplace that implements the Health Promoting Workplace, food service in FK-KMK UGM canteens is an important aspect for the readiness assessment of The Health Promoting Workplace implementation at the FK-KMK UGM.

Objective: To describe the input components and the process of foodservice carried out by canteen of FK-KMK UGM as well as satisfaction of employees as consumers.

Research methods: This research used the mixed-method study with a concurrent embedded strategy involved 83 employees in the UGM FK-KMK KPTU as quantitative respondents and 25 qualitative informants consisted of policymakers, canteen owners, food handlers, and consumers. The process of collecting qualitative data was through in-depth interviews with the triangulation of resources and methods. The quantitative research was carried out by using a customer satisfaction questionnaire that integrating aspects of the product and service quality. The customer satisfaction level was calculated using the Importance Performance Analysis (IPA).

Results: Qualitative results showed that the input component of the orderly policy and infrastructure facilities based on healthy canteen standards started to be implemented by food administrators in the FK-KMK UGM canteens, while the cost of food service included the costs of raw materials, labour, and overhead. The average macronutrient requirements of the educational staff at the workplace were greater than Indonesia's nutritional intake recommendation (AKG 2019). Consumer satisfaction level shows that most of consumers are very satisfied and satisfied (69,9% and 28,9%) and the remaining 1,2% of consumers are quite satisfied.

Conclusion: The food service process in FK-KMK canteen is good and it can support the Health Promoting Workplace program at FK-KMK UGM, although it needs to improve sanitation facilities and the food variety.

Key word: foodservice, consumer satisfaction, healthy canteen, Health Promoting Workplace

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