Improving Business Performance Results Through Evaluating Business Information Needs in Makassar City Culinary Industry Businesses

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Abstract

One of the keys to success in running a culinary business is the ability to make the right decisions based on accurate and relevant information. Evaluation of business information needs also needs to pay attention to unique factors that affect business performance, such as the need for innovation in menus, understanding of local flavours, and the need for a deep understanding of food and lifestyle trends. This research aims to examine how the evaluation of business information needs in Makassar City culinary industry businesses is a crucial step in an effort to improve business performance results and strengthen the contribution of the culinary sector to the local economy. The research method in this research uses qualitative descriptive to describe a business performance result that comes from aspects of the ability to process and evaluate business information. The data collection technique used in this study was to use a questionnaire distributed to 23 number of psang epe culinary business businesses at Anjungan Pantai Losari Makassar City. The results of this study provide the importance of evaluating business information needs and a better understanding of business information in improving the performance and success of banana epe culinary businesses in Makassar City.

Keywords

Business Performance, Evaluating Business Information, Culinary Industry Businesses

JEL Classification

D22, L81, Q13

How to Cite


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INTRODUCTION

Indonesia's culinary industry continues to grow rapidly. Restaurants, cafes, food stalls, and street food businesses have sprung up in various cities across Indonesia. The history of the culinary industry in Indonesia has deep and diverse roots. In terms of historiography, Indonesia's culinary history is reflected in various works that explore the cultural roots and culinary traditions of the archipelago Putra (2021). Along with the times, an educational approach in learning the history of Indonesia's founding has also been realised through educational game applications to enrich students' understanding of Indonesian history, including culinary history (Arta & Putri, 2020).

Currently, the culinary industry in Indonesia is experiencing rapid development and is one of the most promising sectors in the country's economy. The culinary industry offers uniqueness and diversity in flavours, ingredients, and food presentation, which attracts consumers to try different culinary experiences Rousta & Jamshidi (2019) Wiyana et al., 2021).

One of the driving sectors of the Makassar city economy is the Small and Medium Enterprises sector or SMEs, because this sector absorbs the most labour and encourages increased investment. SMEs have many business unit sectors, one of which is the culinary sector. The Makassar City Cooperative and SME Office in 2023 recorded the number of SMEs spread across Makassar City as many as 765 business units, 486 of which were businesses in the culinary sector. With such a large number, it proves that the role of Small and Medium Enterprises in economic growth in Makassar city is very important. Makassar City's culinary industry in South Sulawesi has become one of the fastest growing sectors in recent years. As the culinary centre of eastern Indonesia, Makassar offers a variety of Sulawesi dishes that attract local and international tourists.

The rapid growth of Makassar's culinary industry presents challenges and opportunities for businesses in this sector. Makassar City is known for its diversity of traditional and modern cuisines that attract tourists and locals (Sayful, 2020). There are efforts to develop the culinary industry, both in terms of menu innovation, restaurant concepts, and marketing, which makes the culinary industry grow in Makassar City (Tooy et al., 2021). One of the keys to success in running a culinary business is the ability to make the right decisions based on accurate and relevant information. However, many culinary industry businesses in Makassar City still face obstacles in accessing and evaluating the necessary business information. This can hinder their ability to manage their business effectively and improve overall business performance results (Suprihadi, et al. 2020).

Evaluating business information needs is an important step in understanding the challenges faced by culinary industry businesses in Makassar City. By understanding the specific information needs in the context of the culinary business, stakeholders can design appropriate and effective solutions to improve business performance. One aspect that needs to be evaluated is the type of business information most needed by culinary industry businesses. This includes technological capabilities, access to market data, and managerial skills required to interpret business information correctly. According to Rozaq (2020), business information needs refer to any type of information required by an organisation or business to manage their business effectively and make informed decisions.

In the context of the banana epe culinary industry, the evaluation of business information needs also needs to consider the unique factors that influence business performance, such as the need for innovation in menus, understanding of local flavours,
and the need for a deep understanding of food and lifestyle trends. This evaluation can also assist culinary industry businesses in identifying new opportunities to improve their business performance, such as the development of new menus based on market trends or improving operational efficiency through technology. Improved performance outcomes in business have a close relationship with business information literacy. Various studies highlight this important aspect. For example, research shows that financial performance can influence the value of personal spirituality, and factors such as Good Corporate Governance (GCG) can moderate the relationship between financial performance and the value of personal spirituality (Prasetyo, 2018). In addition, Information and Communication Technology capital also affects innovation performance in an organisation (Setiadi & Narsa, 2019).

The element of novelty in this study focuses on the utilisation of digital resources, such as online platforms and business applications, to manage business information more efficiently and effectively. This includes the use of online food ordering platforms, digital business management systems, and online data analysis tools that can help culinary entrepreneurs manage their businesses more effectively. By carefully understanding and evaluating business information needs, culinary industry businesses in Makassar City can improve their business competitiveness, increase customer satisfaction, and achieve sustainable growth in the long term. Therefore, this research aims to examine how evaluating the business information needs of culinary industry businesses in Makassar City is a crucial step in an effort to improve business performance outcomes and strengthen the contribution of the culinary sector to the local economy.

**METHOD**

In the context of the banana epe culinary industry, the evaluation of business information needs also needs to consider the unique factors that influence business performance, such as the need for innovation in menus, understanding of local flavours, and the need for a deep understanding of food and lifestyle trends. This evaluation can also assist culinary industry businesses in identifying new opportunities to improve their business performance, such as the development of new menus based on market trends or improving operational efficiency through technology. Improved performance outcomes in business have a close relationship with business information literacy. Various studies highlight this important aspect. For example, research shows that financial performance can influence the value of personal spirituality, and factors such as Good Corporate Governance (GCG) can moderate the relationship between financial performance and the value of personal spirituality (Prasetyo, 2018). In addition, Information and Communication Technology capital also affects innovation performance in an organisation (Setiadi & Narsa, 2019).

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businesses in Makassar City is a crucial step in an effort to improve business performance outcomes and strengthen the contribution of the culinary sector to the local economy.

RESULT

Makassar City is geographically located on the West Coast of the southern part of South Sulawesi, at coordinates 119°, 18’, 27’, 97° East Longitude and 5°, 8’, 6’, 19” South latitude with an area of 175.77 km2 which includes 14 sub-districts. Administratively, Makassar City has boundaries, namely the south bordering Gowa Regency, the north bordering Pangkajene Islands Regency, the east bordering Maros Regency and the west bordering the Makassar Strait. The topography is generally in the form of coastal areas. The elevation of Makassar City ranges from 0.5-10 metres above sea level. Makassar City has an area of 175.77 km2 which is divided into 14 sub-districts and 143 villages.

Pisang epe became popular among the public in the 1970s, when Losari beach was just becoming an icon of Makassar city and many street vendors sprung up. The government continued to beautify the area, until it developed into a centre of activity for residents as well as a place to enjoy the sunset. Evenings are so beautiful while looking at the Sangkarang or Spermonde Islands. Over time, Makassar became synonymous with Losari beach and banana epe. There are no historical records that reveal when the people of Makassar first recognised and processed banana epe as a traditional culinary. However, the Directorate General of Intellectual Property of the Ministry of Law and Human Rights of the Republic of Indonesia wrote that banana epe was thought to be a meal for the nobles of the Gowa Tallo Kingdom in the 16th-19th centuries. Now the Makassar City government has beautified Losari beach by building a 100,000 square metre platform, making it look more beautiful, clean, pollution-free, and comfortable for visitors. Then, based on the characteristics of authentic banana epe only made from bananas and brown sugar sauce from Makassar.

Based on the results of observation interviews and filling out questionnaires, the descriptions are as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Respondent Criteria</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Business has been established for more than 5 years</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>The business owner is at least 25 years old and a maximum of 50 years old</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Have a minimum number of employees of 5 people</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Does not have another business other than the banana epe culinary business</td>
<td>19</td>
</tr>
<tr>
<td>5</td>
<td>Have used social media as a marketing tool and receive business information.</td>
<td>21</td>
</tr>
</tbody>
</table>
Total 23 sellers who answered the questionnaire, 18 sellers or around 78.3% answered "YES" that they had evaluated business information needs in managing their culinary business. While around 21.7% of the total sellers who answered the questionnaire, namely 5 sellers, answered "NO", which means they have not evaluated business information needs in managing their culinary business.

From these results, it can be concluded that the majority of sellers have evaluated business information needs in managing their culinary business, but there are still a small number who have not made this evaluation. This shows that there is potential to improve the understanding and utilisation of business information among these culinary business sellers, which can help them improve their business performance in the future.

Total 23 sellers who answered the questionnaire, 14 sellers or around 60.9% answered "YES" that they felt that access to accurate and relevant business information was very important in improving their business performance in the Makassar City culinary industry. While around 39.1% of the total sellers who answered the questionnaire, namely 9 sellers, answered "NO", which means they do not feel that access to accurate and relevant business information is very important in improving their business performance in the culinary industry of Makassar City. From these results, it can be concluded that the majority of sellers feel that access to accurate and relevant business information is very important in improving their business performance in the Makassar City culinary industry. However, there is still a small proportion who do not feel this way. This indicates the need for efforts to increase understanding and appreciation of the importance of business information in improving business performance in the culinary industry of Makassar City.

Based on the results of the questionnaire interpretation, there were 21 sellers who answered "YES" and 2 sellers who answered "NO" to the question "Do you have
specific needs related to business information that have not been met or require improvement in managing the banana epe culinary business?" From these results, it can be concluded that the majority of sellers (21 out of 23 sellers) feel that they have specific needs related to business information that have not been met or require improvement in managing the banana epe culinary business. This suggests that there is great potential to improve the management of the banana epe culinary business by paying attention to better business information needs. This also emphasises the importance of evaluating business information needs in an effort to improve business performance outcomes in the culinary sector.

Based on the results of the questionnaire, 20 out of a total of 23 sellers (or around 87%) felt that an increased understanding and utilisation of business information could contribute significantly to the success of their culinary business in Makassar City. Meanwhile, 3 sellers (or around 13%) responded that they did not feel so. This shows that the majority of sellers tend to believe that the right business information can play an important role in improving the performance and success of their culinary business in Makassar City. This interpretation indicates that efforts to improve understanding and utilisation of business information may be an effective strategy in supporting the growth and success of culinary businesses in the region.

Based on the questionnaire responses, of the 23 vendors who responded, 17 of them (approximately 73.9%) answered "YES" and 6 of them (approximately 26.1%) answered "NO". This means that the majority of sellers (more than half) believe that an evaluation of business information needs can help them identify new opportunities, manage risks, and improve performance outcomes of their banana epe culinary business. Meanwhile, a small proportion of sellers (about a quarter) do not believe that such an evaluation would provide significant benefits to their business. This interpretation indicates a positive trend among banana epe culinary sellers in perceiving the importance of evaluating business information needs to improve their business performance.

**Business Performance Results**

Business Performance is the overall result of work achieved and compared to predetermined and agreed upon work results, targets, objectives or criteria in a business entity with asset and turnover criteria specified in the law. Business performance results are an evaluation of the achievement of objectives and the effectiveness of a business in generating profits and meeting stakeholder expectations. Some indicators that are often used to evaluate business performance results include revenue, net profit, market share, customer satisfaction, product innovation, operational efficiency, and business growth.

In the context of the banana epe business, based on the results of this research, business performance can be assessed based on the increase in revenue from the sale of banana epe, both overall and over time, this is evidenced by the number of 87% in the questionnaire results who feel a positive impact if they know the management of good performance results. Net profit is another important indicator, reflecting operational efficiency and the ability of the business to generate profits after deducting all costs and expenses. In addition, customer satisfaction is also a key factor in assessing business performance results, as satisfied customers tend to become loyal customers and recommend the business to others.
One of the interviews with business actors stated that, "during the 8 years of selling pisang epe, I have felt significant changes in the business pattern, namely with the ease of technology, I can see contemporary recipe modifications that suit the current era." Stated Mr. Muryadi, one of the pisang epe sellers at Pantai Losari who feels that product innovation can also be a determining factor in the performance of pisang epe business. Menu updates or product variations can enhance the attractiveness and relevance of the business in facing increasingly tight market competition. Operational efficiency is also important to consider, as it can affect the overall profitability and competitiveness of the business. Lastly, business growth is another important indicator in evaluating business performance, whether it be geographical expansion, increasing the number of customers, or product diversification.

Business performance is a multidimensional construct that includes operational and financial results of the company (Rizan & Utama, 2020). Operational performance is the result of work obtained from all business activities over specific periods to achieve organizational or company goals (Nugraha et al., 2021). Work achievement, on the other hand, is an individual's ability to achieve better or outstanding work results towards achieving organizational goals (Suswati et al., 2021). Factors that can influence business performance include entrepreneurial orientation, competency, organizational commitment, risk-taking, innovation, proactiveness, and autonomy (Prihatiningrum et al., 2016; Gani & Soelaiman, 2021; Hendrawan & Wijaya, 2020; Suwanto, 2019; Bayu & Sukartha, 2019). Furthermore, characteristics such as formal education, business experience, market demand fulfilment capability, and business investment can also play a role in determining performance (Prihatiningrum et al., 2016). Entrepreneurial competencies, motivation, work environment, compensation, and owner's intellectual, emotional, and spiritual intelligence can also affect business performance (Suryana, 2021; Lebang & Paulina, 2022; Aulia, 2020; Maulana & Yuliani, 2023; Bima et al., 2022). Additionally, business resilience, entrepreneurial character, business growth, and business sustainability also play a role in determining business performance (Gainau & Rawun, 2021).

By monitoring and evaluating these aspects regularly, pisang epe business owners can identify their strengths and weaknesses and establish appropriate strategies to improve their business performance and achieve long-term success. Business performance is influenced by various internal and external factors including competency, motivation, work environment, entrepreneurial character, and economic factors such as business credit distribution. Understanding these factors can help improve business performance, especially at the micro and small business scales.

**Business Information Evaluation Skills**

In the context of the banana epe culinary business, previous data analysis results can have significant relevance to the ability to evaluate business information. For example, if previous data analysis shows an increase in demand for specific banana epe flavor variations, then the ability to evaluate business information will assist business owners in making informed decisions regarding product strategies. They can use this information to determine whether it is necessary to change the menu by adding new flavor variations, updating production methods, or enhancing promotions to attract more customers.

Furthermore, previous data analysis results can also help evaluate the effectiveness of marketing strategies. If data indicates that certain marketing efforts have a low return on investment, the ability to evaluate business information will enable
business owners to assess the reasons behind it and make necessary changes to their marketing strategies. This might involve optimizing marketing channels, adjusting promotional messages, or increasing interaction with customers.

Previous data analysis on sales trends, customer preferences, or financial performance can also be used to evaluate overall operational success. By understanding the correlation between this data and business objectives, business owners can use the ability to evaluate business information to identify areas where changes or improvements are needed to enhance their business performance. This could involve improving operational efficiency, reducing unnecessary costs, or enhancing the customer experience to strengthen relationships with them. Overall, the connection between previous data analysis results and the ability to evaluate business information in the banana epe culinary business is crucial for optimizing business performance and effectively responding to market changes. By utilizing available information effectively, business owners can make better decisions that help them achieve their business goals more efficiently.

The ability to evaluate business information is a crucial aspect of managing and optimizing company performance. Business information evaluation involves the ability to understand, analyze, and utilize information effectively in a business context (Mas et al., 2019). High-level cognitive skills, such as logic, reasoning, analysis, evaluation, and creativity, are also required to address business issues effectively (Kurniati et al., 2016). Information literacy skills are also a key factor in business information evaluation. Additionally, the ability to evaluate information is associated with analytical and evaluative skills in comprehending and assessing acquired information (Nilah & Roza, 2020). In the business context, information evaluation is also related to risk management, where the evaluation of technology information risk management can impact company performance (Amien, 2020).

Evaluation of information system implementation is also necessary to ensure that the implemented information system can help achieve the company's strategic plans (Basri et al., 2017). Evaluation of information system performance can also be conducted using the COBIT framework to assess the alignment between IT processes and the company's business objectives (Widilianie & Manuputty, 2019). Therefore, the ability to evaluate business information involves information literacy, analytical, evaluative, risk management, and information system implementation capabilities. Through proper evaluation, companies can ensure that the information used in business decision-making effectively supports the achievement of company goals. Based on the research findings, the following aspects characterize the ability to evaluate business information.
Figure 1. Characteristics Chart in Business Information Evaluation Skills

Ability to Identify Relevant Information Sources: The ability to identify relevant and trustworthy information sources is the initial step in the business information evaluation process. It involves understanding the available data sources, both internal and external to the organization, and determining the accuracy and reliability of that information.

Ability to Analyze Data Carefully: Once data is gathered, the ability to analyze it carefully is crucial in the business information evaluation process. This involves the capability to use appropriate statistical or qualitative analysis techniques to identify patterns, trends, and relationships within the data, enabling meaningful conclusions to be drawn.

Ability to Draw Accurate Conclusions: Based on the results of data analysis, the ability to draw accurate and relevant conclusions is important. This involves understanding the implications of analytical findings and linking them to the organization's goals and business strategies.

Ability to Communicate Findings: The ability to clearly and persuasively communicate findings from business information evaluation to other stakeholders is also highly important. This entails presenting information in a manner that is easily understandable and relevant to various audiences, both orally and in writing.

Ability to Take Appropriate Action: Finally, the ability to take appropriate action based on the results of business information evaluation is crucial. This involves formulating strategies and action plans that are suitable for achieving the organization's business goals, as well as managing risks and opportunities identified through the evaluation of information.

With strong business information evaluation skills, organizations can make better decisions, improve business performance, and respond to challenges and opportunities more effectively. The importance of the ability to evaluate business
information is critical for making accurate and effective decisions in an ever-changing business environment. In today's information age, where data and information are abundant, the ability to carefully evaluate information is key to identifying opportunities, managing risks, and making strategic decisions. Furthermore, the ability to evaluate business information also impacts the operational efficiency of a company. By being able to filter and evaluate the necessary information, companies can optimize their business processes, increase productivity, and reduce the risk of errors in decision-making. Moreover, in the context of increasingly fierce business competition, the ability to evaluate business information can be a key factor that distinguishes between the success and failure of a company. Companies that can gather, evaluate, and implement information effectively will have a significant competitive advantage over their competitors.

CONCLUSION

Based on the research findings, several conclusions can be drawn: 1) The majority of banana epe culinary business sellers in Makassar City have evaluated the need for business information in managing their businesses. However, there is still a small percentage of sellers who have not done so. This underscores the importance of increasing understanding and utilization of business information among banana epe culinary sellers. 2) The majority of sellers feel that access to accurate and relevant business information is crucial in improving their business performance in the culinary industry in Makassar City. However, there is still a small percentage who do not feel the same way. Therefore, efforts are needed to raise awareness of the importance of business information in improving business performance in the culinary sector. 3) The majority of sellers feel that they have specific needs related to business information that are either unmet or require improvement in managing banana epe culinary businesses. This indicates that there is significant potential to enhance the management of banana epe culinary businesses by paying attention to better business information needs.

Thus, these conclusions emphasize the importance of evaluating the need for business information and gaining a better understanding of business information in improving the performance and success of banana epe culinary businesses in Makassar City. Efforts to increase awareness, understanding, and utilization of business information among sellers can be an effective strategy to support the growth and success of culinary businesses in the region.

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