

Training on the maximization of product quality and layout at Cuanki Kang Raffie Bandung

Resi Juariah Susanto ^{a,1,*}, Anton Mulyono Azis ^{b,2}

^a STIE Ekuitas Bandung, Indonesia

¹ resi.juariah@gmail.com *

* Corresponding Author

Received February 25, 2021; accepted April 7, 2021; published October 20, 2021

ABSTRACT

Cuanki is a kind of soup, often referred to as Bandung meatballs. Because this business can be done at home, the community service program is carried out, aiming to increase its sales turnover by maximizing the layout and good quality of Cuanki Kang Raffie in Bandung City. This community service program takes the form of training and mentoring for business actors to see the operational management scientific briefing results at the beginning of the activity. This program is one of the efforts to improve the capabilities and skills of small businesses to increase their business and lead to an increase in total income. Problems that business actors often face include not emphasizing good layout and paying attention to maximum quality so that the impact on not seeing an inappropriate layout and less than optimal product quality. It also affects operational planning in the next period. Moreover, what is done in this service is in the form of providing knowledge and improvements in terms of layout or layout. This dedication makes the work process faster, and there are not many obstacles or interruptions so that the quality of the product is better maintained. The object of this community service is Cuanki Kang Raffie, whose address is Jl. Pasir Layung Bandung.



KEYWORDS

Layout
Product Quality
Cuankie Kang Raffie



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

1. Introduction

Bandung is one of the cities which never runs out of creativity. There are a lot of small businesses pioneered by the local community, as many as 300,000 MSMEs [1]. As it is known, Bandung is a place for those who are seeking experience in entrepreneurship. Bandung city is one of the culinary cities among other cities in Indonesia. There are so many special foods and drinks that come from this Flower City. Bandung city is a place for those who are hunting for culinary sensations and shopping [2]. Bandung is the capital city of West Java Province is geographically located in the middle of the province of West Java and has a strategic value to the surrounding areas, especially DKI Jakarta. Bandung's highlands and mountains made this city have cool air and a beautiful natural panorama. Bandung is also a centre of development and industry, and this is also supported by various activities held in Bandung. Because of that, Bandung has an attraction for urban people to find a job. The number of immigrants coming from various regions to study or find a job makes the population of this city become very heterogeneous [3]. According to Bandung BPS data, Bandung has a population of 2,490,622 people with a population growth rate of 0.37% and a population density of 15,713 people per km² [4]. Therefore, Bandung city is one of the cities which have the potential for business and entrepreneurship. According to Fidler, business people can take advantage of many opportunities along with the advancement of civilization, human life and culture, as well as the development of globalization, which causes a shift in cultural values from social society to be more individual [5]. Business and high mobility change the lifestyle and thinking of urban people who want something practical, easy to get, without taking up much time. This is the reason for the creation of an instant cuanki meatball culinary business with the brand "Kang Raffie". Generally,

cuanki is a kind of soupy food, often called Bandung meatballs. The reason is that most of the cash traders come from Bandung and its surroundings. It is said that the meaning of the word "Cuanki" is "Find Money on foot" because in ancient times, Cuanki were peddled by walking on foot. Cuanki consists of noodles, fried dumplings, steamed dumplings, boiled tofu, fried tofu and meatballs. The clear colour broth is made from chicken/beef broth and is seasoned with complementary ingredients, celery, and *sukro kriuk*. Unlike meatballs, the presentation of cuanki is unique. Because the stuffing is boiled first in the sauce until the fried dumplings expand. After that, the new sauce and stuffing are served together in a bowl.

Cuanki Kang Raffie developed cuanki meatballs in the form of instant/brewed by carrying the millennial concept that is all-inclusive to take advantage of opportunities to gain a competitive advantage. This cuanki is packaged in a heat-resistant "cup", filled with dried filling complete with spices and complementary ingredients, just brewed using hot water, and it is ready to be served. The problem faced by business partners is a lack of understanding of what is meant by layout so that they still combine the place of production and storage of goods (inventory) with a place to live, for example, placing products in the living room, family room and kitchen, so that many goods (products) which was scattered because it did not provide a place to carry out the production process so that when carrying out the production process it was hampered by daily activities. By doing the dedication to this business, it is hoped that partners can pay attention to the layout so that the production process can run better without any disturbance. In every business, there must be problems to be faced. Competitive advantage is a goal that business actors want to achieve in running their business [6]. However, the journey is not easy, and it can be started by solving various standard problems that occur in small businesses. The problem faced by Cuankie Kang Raffie is his lack of professionalism in placing the layout and the lack of quality optimization. What is meant by less professional here can be seen by the unification of the place of production and residence so that there is no place to carry out the production process itself. These problems lead to a small total income or turnover obtained. According to Khan, one of the most important things about factory layout is distance, time, cost, and distance of material movement [7]. The layout of the production facility determines the efficiency of production in the long term. A production process that has a long production flow requires efficient layout and material transfer, thereby reducing backtracking (reverse flow) in the production process. The arrangement of the production facilities layout will also be useful in determining the placement of the machine area and other production support facilities, the movement of materials, the storage of materials and the movement of workers [8]. The first problem in terms of operational management is the lack of a well-structured layout. So that the arrangement of placement in the business becomes less than optimal. Operations management is one of the supporters to make the process of artistry or production become more increasing so that it can balance with the increase of profit. According to Kidd, spatial planning is one of the main decisions that determine the long-term efficiency of an operation [9]. Spatial planning has strategic implications because it creates competitive priorities related to capacity, processes, flexibility, cost, quality of work-life, customer contacts, and image. An effective layout can help an organization achieve a strategy that supports differentiation, low costs, or responsiveness.

Second, the lack of attention to quality both in terms of products and services can make consumers reluctant to come back to the place and make the establishment lose customers in the future. According to Yingfei, quality is the ability of goods or services to meet customer needs [10]. Quality is divided into three reasons why it is very important. The first is the reputation of the company. An organization can expect its reputation as quality to be good or bad to follow. The second is product liability, where courts are increasingly holding organizations that design, manufacture, or distribute faulty goods and services responsible for damage or injury caused by their users. The third is a global concern in the technology era, and it has become an international concern and Operations Management. Operations management can also be interpreted as activities related to the creation of goods and services through the transformation process from inputs to outputs. To create goods and services, all organizations perform three functions.

These functions are the materials necessary not only for the production but also for the use of an organization. This includes the following things; marketing, production/operations, and finance/accounting. Therefore, a business should have a good layout and quality for goods and services. Based on this phenomenon, the community service program that will be carried out is expected to increase the effectiveness and optimization of operational management applications at Cuanki Kang Raffie Bandung.

2. Method

This service was carried out by two service implementers and one partner or business owner and carried out directly at the place of business which is located at Jalan Pasirlayung I no 2, Bandung, on March 2-3, 2020; the Implementation method in this service is; (1) Problem approach method, the approach method offered to solve partner problems is to conduct discussions between the STIE Ekuitas team and business actors to find out more about the obstacles in running a business; (2) Work procedures, operational management training as a way to overcome the problems discussed earlier; (3) Activity plan. Operational management training by using modules and going directly to the field and at the same time, conducting interviews in advance in more detail about the problems faced by the implementers as well as providing an explanation of how important it is to make layouts and while looking at the place of business and then researching which ones should be improved so that the workflow of partners will become more effective and efficient. While looking at the condition of the location, the executor captures a picture of the activity and then explains which parts can be changed later so that the workflow can be easier and does not waste time and interfere with daily activities while giving instructions to change the layout.

3. Results and Discussion

This community service took place on March 2-3, 2020, which was located at Jalan Pasirlayung I No. 2 Bandung and started at 12.00-17.00 WIB. The activity began with an introduction to the importance of maximizing turnover in the culinary business and an explanation of the benefits of layout and quality. This was followed by a direct visit to the cuanki production site and conducted the documentation and interviews with the business owner, Mr Yudha. In the implementation of the service, the first carried out was by looking at the flow of the production process as shown in the following [Figure 1](#).



Fig. 1. Conditions in the Production Kitchen

Figure 1 shows the condition of the production kitchen for making instant cuanki raw ingredients, which can be seen in the production kitchen and the daily kitchen is one place. This can interfere with the production activities if the other family members want to use the kitchen simultaneously with the production activities. Figure 2 shows the packing process when the raw ingredients are finished and ready to be packaged. It can be seen that the packing activities carried out in the family room area which is often passed by the other family members so that they can be kicked if they are not careful when passing through the area.



Fig. 2. Packing Process

In Figure 3, it can be seen that the packaged goods were stored in the living room; it was not the place where they should be, at least there should be a place to store the products that have been packaged and were ready to be sold.



Fig. 3. Storage of packaged goods

From the three pictures that have been described, the next activity is training on simple layouts that aim to improve skills and knowledge and know the importance of a good layout strategy. In training a good layout strategy, it is necessary to consider how to achieve the following [11]; (1) Higher utilization of space, equipment and human resources; (2) Improve the flow of information, materials and people; (3) Improving job morale and job security conditions; (4) Increase customer interaction; (5) Flexibility.

According to Stevenson and Chuong, the basic purpose of layout design is to facilitate the smooth flow of work, raw ingredients, and information through the system [12]. Supporting objectives usually include the following; (1) Facilitate the achievement of product or service quality; (2) Use labour and space efficiently; (3) Avoid traffic jam; (4) Reduce raw ingredient handling costs; (5) Eliminate unnecessary movement of labour or raw ingredients; (6) Reduce production time or customer service time; (7) Designing for safety. This training activity was carried out in one direction and occurs in two directions with discussion sessions. The discussion took place after the delivery of the material in an orderly and directed manner. During the discussion, participants played an active role in asking and answering questions related to the problems faced by their respective entrepreneurs. Furthermore, the stages of maximizing quality that focus on consumer expectations can be seen from several dimensions that represent quality as follows [13]; (1) Performance, performance is the level of consistency and how well the product performs. Service performance means the level of service availability when requested by consumers; (2) Aesthetics, aesthetics is the level of beauty in the appearance of a product (such as beauty and style) and the appearance of facilities, equipment, personnel and communication materials for services; (3) Serviceability, serviceability is a measure that shows whether or not a product is easily maintained or repaired after being used by consumers; (4) Feature, features are product characteristics that differentiate functionally from similar products; (5) Reliability, reliability is the ability or opportunity for a product or service to work as specified within a determined period of time; (6) Durability, durability is the length of time where the product can function or be used; (7) Quality of conformance, quality of conformity is the degree of the product conforms with the quality specifications specified in the design; (8) Suitability for use, suitability in use is the suitability of the product to perform the function as advertised.

The inhibiting factor that occurred in training carried out was the unavailability of supporting facilities and infrastructure to carry out the training in the room, but this did not reduce the team's spirit to provide material. The trainees cannot leave their jobs because the training is held during working hours and the trainees are working on a large number of orders. The supporting factor that occurred in training carried out was where the participants were enthusiastic in carrying out the training, and they asked more often so that a discussion process occurred. Training and discussions were carried out in the field directly in order to provide real examples to the trainees. This training received support from the surrounding community because the local RW/RT Chair knew this training. The impact of carrying out this service is to make the work process faster, and there are not many obstacles or disturbances so that the quality of the product can be better maintained. In addition, because the work process is faster and partners can work on more orders easily without being disturbed by daily activities (family members passing by in the production process), the income received is much more than before the implementation of the service. The implementation of community service has the following targets and outcomes; (1) Layout planning application training to improve a movement in space and layout arrangement. This training aims to develop a better quality strategy. This training is divided into several parts, including training to make a good layout, and quality training in products and services; (2) Training and Manual book or simple financial recording system application module to make it easier for business actors to carry out a recording system for both working capital recording and inventory recording. The module is prepared based on problems and also requests from partners to develop their business.

4. Conclusion

The conclusion from this service activity is that the importance of analyzing the layout and product quality in order to make the business becomes better and organized, it can also attract customers by providing excellent product quality so that customers can re-purchase the product while for the layout problem of traders or manufacturers, in this case, can work more or produce goods in more comfortably and not mix between personal activities and production activities because of the place which is not separated between the house and the place of production.

References

- [1] M. R. Azmi, A. N. Lubis, and B. K. F. Sembiring, "The Effect of Entrepreneurial Networking and Entrepreneurial Marketing on Business Performance by Competitive Advantage SME's Culinary Sector in Medan," *Int. J. Res. Rev.*, vol. 6, no. 9, pp. 264–286, 2019. Available at: [Google Scholar](#).
- [2] E. T. Manurung, E. M. Manurung, and Y. S. Purwadi, "Coping with New Consumer Behavior: Young Entrepreneurs Creativity in Bandung, West Java," *Creat. Innov.* 2018, p. 1, 2018. doi: [10.1108/JSTPM-03-2018-0024](#).
- [3] A. S. Permana, R. Perera, and S. Kumar, "Understanding energy consumption pattern of households in different urban development forms: A comparative study in Bandung City, Indonesia," *Energy Policy*, vol. 36, no. 11, pp. 4287–4297, 2008. doi: [10.1016/j.enpol.2008.08.005](#)
- [4] T. E. Edgar, F. Hasun, and A. A. Kamil, "Design of Bandung Raya Light Rapid Transit (LRT) Business Model Using Business Model Canvas Framework," *ICORE*, vol. 5, no. 1, 2021. Available at: [Google Scholar](#).
- [5] D. P. Fidler, "A Kinder, Gentler System of Capitulations--International Law, Structural Adjustment Policies, and the Standard of Liberal, Globalized Civilization," *Tex. Int'l LJ*, vol. 35, p. 387, 2000. Available at: [Google Scholar](#).
- [6] M. Yunus, B. Moingeon, and L. Lehmann-Ortega, "Building social business models: Lessons from the Grameen experience," *Long Range Plann.*, vol. 43, no. 2–3, pp. 308–325, 2010. doi: [10.1016/j.lrp.2009.12.005](#)
- [7] A. J. Khan, D. J. Tidke, and M. T. Scholar, "Designing facilities layout for small and medium enterprises," *Int. J. Eng. Res. Gen. Sci.*, vol. 1, no. 2, pp. 1–8, 2013. Available at: [Google Scholar](#).
- [8] A. Drira, H. Pierreval, and S. Hajri-Gabouj, "Facility layout problems: A survey," *Annu. Rev. Control*, vol. 31, no. 2, pp. 255–267, 2007. doi: [10.1016/j.arcontrol.2007.04.001](#)
- [9] S. Kidd, "Towards a framework of integration in spatial planning: an exploration from a health perspective," *Plan. Theory Pract.*, vol. 8, no. 2, pp. 161–181, 2007. doi: [10.1080/14649350701324367](#)
- [10] Y. Yingfei, Z. Mengze, L. Zeyu, B. Ki-Hyung, A. A. R. N. Avotra, and A. Nawaz, "Green Logistics Performance and Infrastructure on Service Trade and Environment-Measuring Firm's Performance and Service Quality," *J. King Saud Univ.*, vol. 34, no. 1, p. 101683, 2022. doi: [10.1016/j.jksus.2021.101683](#)
- [11] J. F. Kirchoff and M. Falasca, "Environmental differentiation from a supply chain practice view perspective," *Int. J. Prod. Econ.*, vol. 244, p. 108365, 2022. doi: [10.1016/j.ijpe.2021.108365](#)
- [12] E. Susanto and N. Othman, "The factors influencing modeling of collaborative performance supply chain: A review on fresh produce," *Uncertain Supply Chain Manag.*, vol. 9, no. 2, pp. 373–392, 2021. doi: [10.5267/j.uscm.2021.2.005](#)
- [13] M. Abou Taleb and O. Al Farooque, "Towards a circular economy for sustainable development: An application of full cost accounting to municipal waste recyclables," *J. Clean. Prod.*, vol. 280, p. 124047, 2021. doi: [10.1016/j.jclepro.2020.124047](#)