

Empowerment in Improving the Quality of Business Services at the Karangmalang UNY Culinary Park

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ABSTRACT

Culinary tourism has the potential to become a tourist attraction. In the culinary services industry, customer satisfaction is the customer's response to the discrepancy between the previous level of interest and the actual performance they feel after use. Culinary food is closely related to hygiene and sanitation, which is a complex health problem and is nothing new. There have been many health cases that still occur frequently in the world, including Indonesia, one of which is due to low sanitation hygiene. UNY Karangmalang Culinary Park is one of the culinary places in Karangmalang, Yogyakarta. The traders at the Karangmalang Culinary Park choose not to sell when students are on semester break because the expenses will be greater (losses). Furthermore, the Karangmalang Culinary Park also has several problems, namely that it is a little less organized in terms of cleanliness and tidiness. Therefore, management in terms of cleanliness and tidiness in supporting the quality of service at the Karangmalang Culinary Park is very important. By managing cleanliness and tidiness, it will certainly attract local and foreign tourists, so that traders will not only rely on sales from students. Therefore, the UNY Community Service Team is partnering with Dukuh Karangmalang through the Community Service Program in an empowerment effort to improve the quality of business services at the Karangmalang UNY Culinary Park

Kata Kunci: *hygiene, quality of service, cleanliness, neatness, culinary*