

CHAPTER II

GENERAL OVERVIEW OF JATINANGOR HOUSE TEMBALANG AND RESPONDENTS PROFILE

2.1 Company Overview

PT Tangguh Cipta Rasa is an Indonesian company in the food and beverage business. It was founded in 2008 and is based in Jakarta. From its early days as a small food production business, the company has grown into a larger operation that makes and sells a wide range of ready-to-eat meals, snacks, and seasoning products. It now manages several brands and supplies products both locally and overseas.

One of the company's best-known house brands is Jatinangor. The Jatinangor brand is popular for its authenticity and use of local ingredients. "Jatinangor is our way of bringing a true taste of home to every table," said founder Andri Wirawan. With a strong focus on quality and hygiene, PT Tangguh Cipta Rasa's factories follow high food safety standards and have received certifications like ISO 22000 and Halal approval from the Indonesian Ulema Council (MUI).

PT Tangguh Cipta Rasa has built a strong distribution network by working with big supermarkets, hotels, and online platforms across Indonesia and Southeast Asia. They've also started exporting to countries like Australia and several in the Middle East. According to Sinta Maharani, the company's marketing director, "The taste of Indonesia is something special, and we believe it can be enjoyed by people all over the world." The company stays

flexible and creative by paying attention to customer trends such as the growing demand for healthy and plant-based food.

Looking ahead, the company is planning to grow even more by launching a new line of frozen meals for busy city workers and building a bigger factory in Bekasi to boost production. In its most recent company report, PT Tangguh Cipta Rasa said it aims to become “a leader in Southeast Asia’s food innovation.” With strong teamwork, a clear mission, and trusted brands like Jatinangor, the company is ready to keep growing in the competitive food industry.

According to (Nugraha et al., 2024), Jatinangor House is a house brand under PT Tangguh Cipta Rasa that focuses on delivering traditional Indonesian cuisine. Located in various cities, including a well-known outlet in Tembalang, Jatinangor House targets students and young professionals by combining nostalgic taste with digital convenience. As part of its effort to enhance customer experience, the brand adopts digital payment methods such as the Quick Response Code Indonesian Standard (QRIS), which allows for fast, cashless transactions. The convenience of using QRIS, combined with friendly service and a comfortable dining atmosphere, contributes to high customer satisfaction.

Services at Jatinangor House are divided into direct and indirect elements: direct services include friendly staff, clear promotion explanations, and assistance during payment, while indirect services focus on maintaining store cleanliness, the availability of food items, and accessible seating and

facilities. These service components are standardized across outlets to maintain consistent quality and customer experience. In the context of this study, Jatinangor House Tembalang becomes a relevant case because of its active use of QRIS and its emphasis on balancing technological convenience with customer trust and service quality.

2.2 Vision and Mission of the Company

2.2.1 Vision of the Company

The vision of PT Tangguh Cipta Rasa is to become a leading food and beverage company that brings the authentic taste of Indonesian cuisine to both local and global markets. The company wants to be known not just for its delicious products, but also for its commitment to quality, innovation, and customer satisfaction.

In the future, the company hopes that brands like Jatinangor House will be recognized as symbols of trusted, high-quality Indonesian food. Whether it's ready-to-eat meals or dining experiences, PT Tangguh Cipta Rasa wants every product and service to reflect the richness of Indonesian culture and meet the needs of modern customers.

2.2.2 Mission of the Company

PT Tangguh Cipta Rasa's mission is to produce food and beverage products that are tasty, safe, and made with care. The company focuses on using quality ingredients, maintaining high hygiene standards, and continuously improving its products to match what customers want.

On the other hand, the company aims to create a positive experience for every customer from friendly service to clean stores and easy payment options like QRIS. Through brands like Jatinangor House, PT Tangguh Cipta Rasa wants to make traditional flavors more accessible and enjoyable in today's fast-paced world.

2.2.3 Company Location

Jatinangor House Tembalang is a fast-food company that located in Jl. Tirta Agung no 62, Pedalanga, Banyumanik, Kota Semarang. Its strategic location gives the company the maximize profit margin due to its location near the campus.

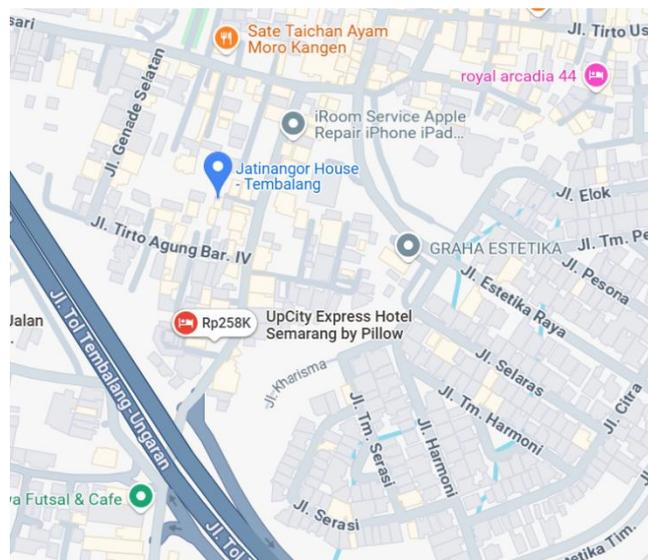


Figure 2.1 Jatinangor House Tembalang Location

Source: Google Maps (2025)

2.2.4 Product of Jatinangor House Tembalang

Table 2.1 Jatinangor House Products

No	Menu Item	Price (Rp)
Food		
1	Paket Ayam Spicy Jatinangor Special Large	31.000
2	Paket Ayam Spicy Jatinangor Large	27.000
3	Paket Ayam Spicy Jatinangor Medium	23.000
4	Paket Ayam Spicy Jatinangor Special Medium	27.000
5	Paket Chicken Strips + Scramble Egg	34.000
6	Paket Java Jatinangor 1	43.000
7	Paket Java Jatinangor 2	33.000
8	Ayam Spicy Jatinangor Large (Ala Carte)	23.000
9	Ayam Spicy Jatinangor Medium (Ala Carte)	18.000
10	Chicken Strips Spicy (4 pcs)	25.000
11	French Fries Cajun	17.000
12	Tofu Chicken Spicy Tenders	19.500
12	Spicy Chicken Burger	27.000
14	Fries Chicken Spicy Tenders	21.500
15	Great Burger Jatinangor	31.000
Drink		
16	Es Kopi J-House	20.000
17	Es Kopi J-House Gula Aren	20.000
18	Es Kopi Karlina Latte	21.500
19	Es Kopi Suklat	21.500
20	Cappuccino Hot/Ice	20.000
21	Americano Hot/Ice	20.000
22	Vietnam Drip	19.500
23	V60	24.000
24	J-House Creamy Mouthfeel	24.000
25	Matcha Latte	19.500
26	Red Velvet Latte	19.500

Source: Jatinangor House Menu (2025)

2.3 The Company Culture of PT Tangguh Cipta Rasa

PT Tangguh Cipta Rasa builds its company culture around values that support quality, trust, and customer-focused service. These values are seen in

both its product development and how it interacts with customers, especially through its house brand, Jatinangor House. The company believes that a strong internal culture leads to better customer experience and long-term business growth. This company culture helps ensure that both employees and customers feel valued, while also supporting the use of modern tools (like digital payments) to improve convenience and satisfaction.

The main values that shape the company culture at PT Tangguh Cipta Rasa are:

1. Integrity

Always being honest and responsible in every process and decision.

2. Quality First

Maintaining high standards in food safety, cleanliness, and taste.

3. Customer Focus

Listening to customer feedback and making improvements based on their needs.

4. Innovation

Adapting to new technology like QRIS to make customer transactions easier.

5. Teamwork

Working together across departments to deliver consistent service.

6. Respect for Local Culture

Celebrating Indonesian food heritage through products like Jatinangor House.

2.4 Logo of Jatinangor House

A logo is known as the visual representation of a brand that is consistently linked to a specific company or organization as its identity.



Figure 2.2 Jatinangor House Logo

Source: Jatinangor Official Website (2024)

The Jatinangor House logo features a clean and modern design with a turquoise background and white text. The word "JATINANGOR" is written in bold, uppercase letters using a geometric font, giving a strong and professional feel. The word "house" appears in smaller lowercase letters, aligned vertically on the right side of the main wordmark. The entire logo is placed around a house-like shape, subtly emphasizing the concept of a welcoming and homey dining experience and the company name itself "House" while the use of the house shape is symbolic of comfort, hospitality, and tradition reflecting the brand's goal to provide food that feels like home.

The turquoise color symbolizes freshness, creativity, and calmness traits that the brand wants to associate with its food and service. The bold typography shows confidence and clarity, while the simple, minimal design reflects modernity and ease in line with the brand's use of digital services like QRIS for seamless transactions. The logo successfully blends modern and

traditional elements, just like the Jatinangor House brand blends Indonesian culinary heritage with contemporary convenience.

2.5 Company Overview of Jatinangor House Tembalang

Jatinangor House is a house brand owned and developed by PT Tangguh Cipta Rasa, a company that focuses on delivering modern food experiences inspired by traditional Indonesian flavors. The brand was created to offer an affordable yet memorable dining experience that blends nostalgia with current lifestyle trends. With its roots in Sundanese cuisine, Jatinangor House aims to preserve the richness of local culinary traditions while adapting to the preferences of today's younger generation. It is well-known for offering Indonesian dishes with bold flavors in a clean, casual, and welcoming environment.

One of the brand's growing branches is Jatinangor House Tembalang, located in the bustling university district of Semarang, Central Java. Established in 2021, this outlet was designed to serve the needs of students, young professionals, and families living around the Tembalang area. The location was chosen strategically due to its proximity to Diponegoro University (UNDIP) and various residential zones, ensuring a steady flow of daily visitors. Since its opening, the Tembalang branch has attracted a loyal customer base by offering budget-friendly meals, quick service, and a comfortable place to hang out, study, or eat with friends.

The dining experience at Jatinangor House Tembalang is shaped not only by the food but also by the overall atmosphere. The restaurant features a

minimalist yet cozy design, friendly staff, and fast service, which makes it approachable and relaxing for customers of all ages. The menu highlights traditional meals such as nasi liwet, ayam penyet, sambal, and local snacks that feel familiar and comforting. At the same time, the outlet maintains strict hygiene standards and ensures food quality through centralized production and supply from PT Tangguh Cipta Rasa.

What sets Jatinangor House Tembalang apart is its adaptation to modern consumer behavior, especially when it comes to technology. The outlet accepts QRIS (Quick Response Code Indonesian Standard) for cashless payments, which has become a popular choice among students and urban consumers. The branch is also active on social media platforms and partners with food delivery apps, making its food accessible both online and offline. This integration of traditional food with modern digital services allows the restaurant to stay relevant and competitive in a fast-changing market.





Figure 2.3 Jatinangor House Tembalang Main Dining Court

Source: Personal Photo

Looking ahead, Jatinangor House Tembalang continues to strengthen its position as a go-to place for casual, authentic Indonesian food in the Semarang area. The brand hopes to expand further and reach more communities that value both heritage and convenience. With its strong foundation in culinary identity, modern service approach, and a clear understanding of its target market, Jatinangor House Tembalang is a promising example of how local brands can grow through innovation while staying true to their roots

2.6 Organizational Structure of Jatinangor House Tembalang

Jatinangor House Tembalang operates under a structured organizational system that supports daily restaurant operations while maintaining service quality and efficiency. The organizational structure follows a functional hierarchy, where responsibilities are divided based on each staff member's role, and decisions flow from top to bottom.

At the top level is the Branch Manager, who oversees the entire operations of the Tembalang outlet. The Branch Manager is responsible for supervising all departments, managing budgets, monitoring customer service standards, and ensuring that company policies from PT Tangguh Cipta Rasa are followed properly.

Below the manager are several key departments, including the Kitchen Team, Service Team, and Cashier & Admin Team. The Kitchen Team is led by a Head Chef, who is responsible for food quality, cleanliness, and coordination among the cooks. The Service Team includes waiters/waitresses and cleaning staff, all led by a Service Supervisor who ensures customer satisfaction on the dining floor. The Cashier & Admin Team handles transactions, including QRIS payments, and records daily reports under the supervision of the Finance Assistant.

This clear division of tasks allows Jatinangor House Tembalang to run smoothly and maintain consistency in service. Teamwork, communication, and each are accountable for their action across all roles to ensure that

customer expectations are met especially in a busy area like Tembalang, where efficiency and friendliness are key to success.

2.7 The Process of Data Collection

Data collection was conducted from 26th May 2025, to 1st June 2025, using the accidental sampling technique, direct observation, and a survey of Jatinangor House Tembalang customers. The 100 data points that fit the respondents' criteria were processed using SmartPLS. Thus, the data used in this study were 100 respondents' data.

2.8 Identity of Respondent

2.8.1 The Respondent Identity by Gender

Gender is a physiological and anatomical attribute or physical form that can distinguish between men and women. The purpose of collecting respondents' data based on gender in this study is to determine the number of comparisons between men and women who responded to the form

The following is data on the number of respondents who respond to the form grouped by the gender of the respondent:

Table 2.2 Respondent Gender Table

Gender	Frequency	Percentage (%)
Woman	38	36.89
Man	65	63.11
Total	103	100

Source: Processed Primary Data by the Author, 2025

From the data, we see that out of 103 respondents, about 63% are men and 37% are women. This means there are almost twice as many men as women in the group. Knowing this helps us understand who mostly took part in the survey and can guide us when looking at the results.

2.8.2 The Respondents' Identity Based Age

Respondent age data is needed to determine the age distribution of Jatinangor House Tembalang respondent, and the minimum age of respondents used in this study is 17 years. The following is data on the number of respondents grouped by the age range of respondents:

Table 2.3 Respondent Identity

Age	Frequency	Percentage (%)
25-28	22	21.4
21-24	55	53.4
18-20	26	25.2
Total	103	100

Source: Processed Primary Data by the Author, 2025

Most of the respondents are between 20 and 22 years old, with age 22. Based on the table, the majority of respondents are in the 21–24 age group, accounting for 53.4% of the sample. This indicates that most QRIS users in this study are young adults, likely university students or early-career individuals. The 18–20 age group makes up 25.2% of respondents, showing a significant presence of late teenagers, while the 25–28 age group comprises 21.4%, representing a smaller but notable segment of slightly older young

adults. Overall, the data shows that QRIS usage at Jatinangor House is dominated by individuals in their early twenties, suggesting that this digital payment method is especially popular among younger age groups.

2.8.3 The Respondents' Identity Based on Domicile or Address

The domicile data on respondents is needed to know so it can be determined of the distribution of Jatinangor House Tembalang form domiciles. The following is data on the number of respondents grouped by the domicile:

Table 2.4 Respondent Domicile

Domicile	Frequency	Percentage (%)
Banyumanik	9	8.7
Tembalang	10	9.7
Semarang Barat	8	7.8
Semarang Timur	8	7.8
Semarang Selatan	8	7.8
Semarang Tengah	8	7.8
Semarang Utara	8	7.8
Candisari	8	7.8
Gajahmungkur	8	7.8
Gayamsari	8	7.8
Genuk	8	7.8
Gunungpati	8	7.8
Mijen	8	7.8
Ngaliyan	8	7.8
Pedurungan	8	7.8
Tugu	8	7.8
Total	103	100

Source: Procseed Primary Data by the Author, 2025

The respondents come from a variety of kecamatan in Semarang, with Tembalang having the highest representation at about 9.7%. Other kecamatan such as Banyumanik and Semarang Barat also have notable shares. Overall, the distribution is fairly balanced among most kecamatan,.

2.8.4 The Respondents' Identity Based on Education Level

Education level can be an assessment of someone's behavior, either directly or indirectly. The education level data on respondents is needed to know the distribution of Jatinangor House Tembalang form educational background. In this study, the education level is the latest title that visitors obtained in their whole life. The following is data on the number of respondents grouped by the latest educational level:

Table 2.5 Respondent Education

Education Level	Frequency	Percentage (%)
High School/Equivalent	50	48.54
Diploma	22	21.36
Bachelor's Degree	31	30.10
Total	103	100

Source: Procseed Primary Data by the Author, 2025

Most of the respondents have completed education at the high school or equivalent level. The rest are divided between Diploma and bachelor's degree graduates. This means the majority of the survey participants are high school graduates, with fewer respondents having higher education qualifications.

2.8.5 The Respondents' Identity Based on Occupation

Occupational background can provide an overview of someone's activities or daily life, and it is necessary to know the distribution of occupational backgrounds of Jatinangor House Tembalang respondent. Surely, the respondent has diverse occupational backgrounds. The following is data on the number of respondents grouped by the occupational background of the respondents:

Table 2.6 Respondent Occupation

Occupation	Frequency	Percentage (%)
Students	58	56.31
Private Employee	35	33.98
Entrepreneur	10	9.71
Total	103	100

Source: Processed Primary Data by the Author, 2025

Most of the respondents are students, making up about 56% of the total. Private employees are the next largest group, accounting for nearly 33%. Only a very small portion, less than 10%, are entrepreneurs.

2.8.6 The Respondents' Identity Based on Monthly Spending

The identity of respondents, based on their monthly spending, is obtained by categorizing the level of spending received by working respondents and the amount of pocket money spend by non-working respondents, such as students. Data on the total spending of respondents is needed to determine the distribution of spending levels obtained from

respondent of Jatinangor House Tembalang. The following is data on the number of respondents grouped by monthly spending:

Table 2.7 Respondent Monthly Spending

Monthly Spending (Rp)	Category	Frequency	Percentage (%)
1.000.000	Low	41	39.8
1.000.000 - 3.000.000	Lower-Moderate	24	23.3
3.000.000 - 5.000.000	Upper-Moderate	24	23.3
>5.000.000	High	14	13.6
Total		103	100

Source: Processed Primary Data by the Author, 2025

Based on the table above, the largest proportion of respondents (39.8%) falls into the low spending category, with monthly expenditures of Rp 1.000.000 or less. The lower-moderate and upper-moderate categories are equally represented, each comprising 23.3% of respondents, reflecting a balanced distribution among those who spend between Rp 1.000.000 and Rp 5.000.000 per month. The high spending category, with expenditures exceeding Rp 5.000.000 per month, accounts for 13.6% of the sample. This distribution indicates that most respondents tend to have low to moderate monthly spending, with a smaller segment classified as high spenders.

2.8.7 The Respondents' Identity Based on Visitation Intensity

Data on the number of visit intensities made by respondents is needed to determine how often respondents have visited Jatinangor House Tembalang in the last 4 months. The following is data on the number of

respondents who visit Jatinangor House Tembalang grouped by visit intensity:

Table 2.8 Respondent Visitation Intensity

Visitation Intensity	Frequency	Percentage (%)
2 – 4 times	41	39.81
5 – 7 times	33	32.04
More than 7 times	29	28.16
Total	103	100

Source: Processed Primary Data by the Author, 2025

This table shows the data taken by respondent who visited Jatinangor House Tembalang in the last 4 months. The majority of respondents visit 2 to 4 times, making up about 40% of the total. About 32% visit 5 to 7 times, while roughly 28% visit more than 7 times. This indicates that most respondents have moderate visitation intensity, with a significant portion visiting frequently, suggesting strong engagement or usage behavior among the respondents