ABSTRACT

The growing number of restaurants in Central Java, especially in the city of Semarang, is not separated from the owners' success in managing the business.Adi's Culinary Restaurant is a restaurant considered being successful culinary business because it has been established for more than 15 years and gains the monthly turnover 450 million rupiah. The problem of this research is: what factors contribute to the secret of the sustainable business of the services of the Adi's Culinary Restaurant service. This study uses a qualitative method in order to analyzes, reveals and explains the factors that contribute to the secret of the sustainable business of the restaurant service business. The resource person in this study is the owner of Adi's Culinary Restaurant. The method of data collection was done by semi-structured interviews. Data is analyzed by transcription, reduction and verification. The results of the study show that Adi's Culinary Restaurant is a restaurant that serves western food at affordable prices and can be enjoyed as a meal in a five-star restaurant. The food also made from the right choice ingredients and the owner has very well relationship with material suppliers. The menu creation process through innovation and high creativity and strict production control so that the taste of food can be maintained. On the other hand, Marketing techniques are carried out through both offline media (spread leaflets or brochures) and online (social media and websites).The owner of Adi's Restaurant always monitors the finances, including: total income, material costs, gross income, cash flow, and financial planning to anticipate student's day off. Employees are well trained so that they can serve customers satisfactorily.

Key Words: The Secret of Sustainable Business, and Restaurant Services

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