

## **Implementation Of SCM (Supply Chain Management) To Improve Customer Satisfaction at Angkringan Podo Seneng**

**M. Zakie Hanifan<sup>1</sup>, Ecin Kuraesin<sup>2</sup>, Syahrums Agung<sup>3</sup>, Rahmat Mulyana Dali<sup>4</sup>, Jani Subakti<sup>5</sup>, Muchtar Kamil<sup>6</sup>**

<sup>1,2,3,4,5,6</sup> **Accounting Program Study**, Faculty of Economic and Business., Ibn Khaldun Bogor University

Email coreseponden : \*zakie@uika-bogor.ac.id

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### **ABSTRACT**

The application of SCM (Supply Chain Management) in culinary aims to increase customer satisfaction, increase revenue, reduce costs, and increase profits for the business. Through a good SCM mechanism, first at all, customers must be satisfied with the services and products provided by the restaurant. In this case, at Angkringan Podo Seneng, the application of SCM (Supply Chain Management) will be implemented and improved for increasing customer satisfaction. The research method is qualitative. This Angkringan has implemented several SCM (supply chain management) activities. This angkringan has been producing the product with efficient and effective SOP, storing raw materials properly in the freezer, chiller and dry warehouse. The development of product has also been implemented, sourcing for raw materials are from several supplier. Promos and of google review links that are very effective and increase customer satisfaction. Customer satisfaction can be seen through the google review of Angkringan Podo Seneng. Previously the rating on Google was only 4.0 with 185 reviewers, after that the rating increase to be 4.6 with 283 reviewers.

**Keywords:** Supply Chain Management, Angkringan, Customer

### **Introduction.**

In today's era of globalization, everyone is competing to find business opportunities, and the culinary world has become an emerging trend. Angkringan (traditional food stalls) is a traditional culinary specialty commonly found in Central Java. In West Java, or Greater Jakarta (Jabodetabek), angkringan remains a relatively rare culinary experience. Therefore, Angkringan Podo Seneng offers a dining experience that combines traditional dishes with modern cuisine, designed to appeal to all ages, from children to teenagers to adults. Angkringan Podo Seneng's modern angkringan concept is expected to create a new appeal in the culinary and business world.

Supply chain management (SCM) is an approach used to achieve efficient integration of suppliers, manufacturers, distributors, retailers, and customers (Levi et al., 2000). According to Pujawan (2010), the main activities included in the SCM classification are: (1) New product design

activities (product development); (2) Raw material procurement activities (Procurement/Purchasing or Supply); (3) - Production and inventory planning activities (Planning & Control); (4) Production activities (Production); (5) Delivery or distribution activities (Distribution); (6) Product or goods return management activities (Return).

The implementation of SCM (Supply Chain Management) in the culinary industry aims to improve customer satisfaction, increase revenue, reduce costs, and increase profits. In any business, including the culinary industry, customer satisfaction is a key priority that must be achieved and maintained to ensure long-term customer retention. To achieve customer satisfaction, the culinary industry must be able to produce food and beverages and provide excellent customer service to meet customer demand. Through a sound supply chain mechanism to increase customer satisfaction, customers must first be satisfied with the service and products provided by the restaurant. At Angkringan Podo Seneng, the implementation and evaluation of SCM (Supply Chain Management) will be carried out to improve customer satisfaction.

## **Method**

This activity employed qualitative research methods. According to Bazeley and Jackson (2013), qualitative research methods are used in specific situations to gain a deeper understanding of a process or experience desired by the researcher. This activity will analyze and improve the SCM (supply chain management) of Angkringan Podo Seneng, including: (1) SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats); (2) New Product Development; (3) Raw Material Procurement (Procurement, Supply); (4) Production and Inventory Planning (Planning & Control); (5) Production (Production); (6) Customer Satisfaction Improvement.

## **Results And Discussion**

Angkringan Podo Seneng is a restaurant that serves traditional and modern food and drinks, with a modern angkringan atmosphere to make it more accessible to all groups, from children, teenagers, and adults. Established in November 2021, this angkringan is located at Jln. Alternatif GOR Pemda No. 140, Nanggewer, Cibinong, Bogor Regency, West Java. This angkringan has 25 employees, consisting of a supervisor, kitchen manager, production, chef, stockkeeper, procurement, cashier, display, waiter, bartender, and marketing communications. Angkringan Podo Seneng is open daily from 3:00 PM to 11:30 PM. This angkringan has a modern outlet concept combined with a traditional angkringan cart and features live music daily. Customers can choose from indoor seating areas (lesehan), semi-outdoor seating (lesehan), sofa seating, and outdoor seating in front of the live music stage. Here's a picture of Angkringan Podo Seneng:



Source: Personal Documentation, 2022

**Figure 1. Indoor Lesehan Area**



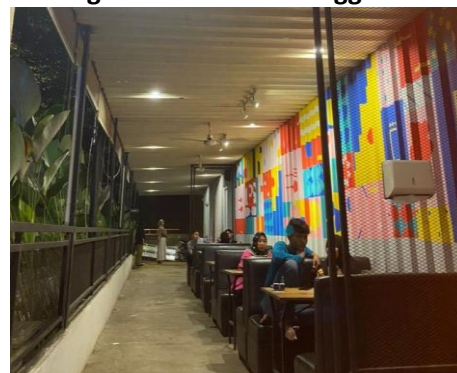
Source: Personal Documentation, 2022

**Figure 2. Outdoor Panggun Area**



Source: Personal Documentation, 2022

**Figure 3. Outdoor Lesehan Area**



Source: Personal Documentation, 2022

**Figure 4. Outdoor Sofa Area**

The SWOT analysis table for Angkringan Podo Seneng is shown in table 1:

**Table 1. SWOT Analysis of Angkringan Podo Seneng**

<p><b><i>Stength</i></b></p> <p>Modern concept of Angkringan Affordable prices Traditional and modern menus available Suitable for children, teenagers, and adults Spacious seating area Live music every day Unique concoctions of peanut sauce and Jimbaran chili sauce Active social media (WhatsApp, Instagram, TikTok)</p>	<p><b><i>Weakness</i></b></p> <p>Parking area is not very spacious Online ordering is not yet available Lack of employee training and career development Lack of interaction with customers to maximize customer service and achieve customer satisfaction</p>
<p><b><i>Opportunity</i></b></p> <p>Strategic location Changing lifestyles of people who enjoy affordable food while maintaining a modern atmosphere Clear raw material suppliers Delicious and affordable food</p>	<p><b><i>Threats</i></b></p> <p>There are similar businesses, such as food stalls, nearby. Advertising and promotions from competing culinary businesses. Raw materials follow market prices, and sudden price increases can occur.</p>

	Customer complaints about service or products.
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Source: author, 2022

To increase customer satisfaction with the products sold at angkringan, product development is needed, or creating new menus that are in demand or requested by customers. When it first opened, angkringan only served a variety of satay, grilled rice, mushroom rice, various fried foods, and a variety of traditional and modern drinks. Over time, product development was carried out, namely adding steamed dishes such as dim sum, gyoza and chicken spring rolls, as well as Indomie noodles with various toppings such as egg, cheese, and corned beef in figure 5:



Source: (Personal Documentation, 2022)

**Figure 5: Steamed Noodles and Noodles Menu**

This menu addition has increased customer interest in ordering from Angkringan Podo Seneng. Here are customer satisfaction reviews of the new menu in Figure 6:



Source: (Personal Documentation, 2022)

**Figure 6. Customer Reviews from Google Reviews of Angkringan Podo Seneng**

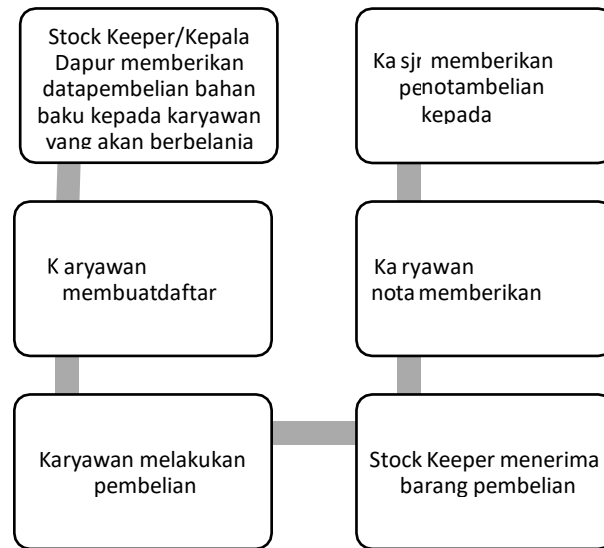
Angkringan's raw materials are initially obtained primarily by purchasing directly from vendors in markets and shops, with a small portion from suppliers (for complementary ingredients). Angkringan requires various types of frozen food, chicken and chicken by-products, fresh produce, powdered and traditional drinks, and cooking accessories. The following are the ingredients required by Angkringan Podo Seneng:

**Table 2. List of Raw Materials for Angkringan Podo Seneng**

<b>Items</b>	<b>Name of Raw Material</b>
<i>Frozen Food</i>	Fish Balls, Salmon Balls, Beef Balls, Cartoon, Ekado, Crabstick, Chikuwa, Squid Kmebang, Big and Small Otak-Otak, Scallop, Big and Medium Sausages, Crab and Chicken Nuggets, Fish Roll, Cheese and Chicken Dumplings, Odeng, Twister, Flower, Patties, Shrimp Tails, Dimsum, Gyoza, Chicken Spring Rolls, Kani Rolls, Shrimp Rolls, Shrimp Tempura, Filled Cireng, Dragon sticks
<i>Fresh Product</i>	Onions, Chilies, Spring Onions, Lemon, Ginger, Lemongrass, Basil, Banana Leaves, Potatoes, Corn, Tofu, Tempeh, Mushrooms, Anchovies, Lime Leaves, Spring Rolls, Green Mustard Greens
Chicken and Side Dishes	Chicken Head, Broiler Chicken, Tendon, Lung, Skin, Intestine, Quail Egg, Liver, Gizzard, Feet, Wings
Drinks	Tea, Nutrisari, Milo, Ginger Tea, Uwuh Tea, Galangal Tea, Secang Tea, Mataram Tea, Mineral Water, STMJ, Ginger and Lemongrass
Complement	Oil, Sugar, Salt, Pepper, Seasoning, Soy Sauce, Sauce, Peanuts, Rice, Indomie, Cheese, Corned Beef, Eggs, Sauce Sachet

Source: (Personal Documentation, 2022)

Over time, the implementation of SCM began to be implemented, some Procurement employees began to seek out permanent suppliers for the supply of raw materials at the angkringan. This aimed to improve the efficiency of employee performance that previously required time-consuming shopping in person, incurring gasoline costs, and the lack of transparency in costs incurred when purchasing directly from market/store sellers.



Source: (Personal Documentation, 2022)

**Figure 7. Raw Material Purchase Flow by Employees**

Now the need for all raw materials except fresh products is obtained from suppliers by sending raw materials and purchase notes directly to the angkringan. Purchases of fresh products are still made from the market because the goods are obtained fresh every day. The following are the differences in the flow of raw material purchases:



Source: (Personal Documentation, 2022)

**Figure 8. Raw Material Purchase Flow by Employees**

To streamline fresh produce purchasing at the market, I created a daily purchase list template that can be filled in as needed. Photocopy this sheet and fill it out each time you go to the market. It's then signed by the supervisor and checked by the cashier. This purchase/shopping list is collected for one month and summarized by the finance department. This makes it easier for employees to shop and for the finance department to collect documents.

Source: (Personal Documentation, 2022)

**Figure 9. Fresh Product Shopping Purchase List Paper**

Before starting the production process, the kitchen manager already has a list of products to be produced each day with quantities/targets adjusted between weekdays and weekends to minimize waste that can be generated. Inventory items are always checked by the stock keeper every day by writing a list of material stock and reporting to procurement for raw material purchase estimates. Inventory stock is also stored using the FIFO (First In First Out) principle, which assumes that the goods sold first are the goods purchased first (Kieso et al., 2017:372). This means that the raw materials purchased and arriving at the kitchen first are the ones used for production.

**Tabel 3. Example of Standard Production of Satay**

ITEM	ISIAN/TSK
Sate Nugget Stick	2
Sate Crab Stick	2
Sate Otak - Otak Bogem	1
Sate Otak - Otak Unyu	2
Sate Scallop	2
Sate Sosis Sedang	1
Sate Sosis Besar	1
Sate Fish Roll	1

Source: (Personal Documentation, 2022)

**Tabel 4. Example of Standard Production of Grilled Rice**

ITEM	Jumlah
Nasi Bakar Ayam	30



Nasi Bakar Jamur	20
Nasi Bakar Orek Tempe	20
Nasi Bakar Sambal teri	20
Nasi Bakar Tongkol	30

Source: (Personal Documentation, 2022)

Raw material storage is carried out in accordance with applicable SOPs, including storage in freezers, chillers, dry warehouses, and large warehouses. Raw materials are segregated to prevent cross-contamination, which could degrade their quality. Once a week, employees on duty clean the freezers and chillers and tidy up the warehouse to prevent pests and contamination.



Source: (Personal Documentation, 2022)

**Figure 10. Raw Material Storage Warehouse**

The production process is carried out daily. It is carried out by the production team and chefs in the main kitchen. The products produced include satay, various fried foods, grilled rice, and nasi kucing (rice with a cat). The rice and fried foods are prepared daily for immediate sale, and any unsold leftovers are discarded on that day. In contrast, satay is produced daily and stored in the freezer due to its long shelf life.

The production process is carried out hygienically and efficiently, adhering to applicable SOPs. Employees are required to wear masks and plastic gloves during production, and quality control is performed before products are displayed to customers. Good food products, both in terms of taste and quality, will result in customer satisfaction at Angkringan Podo Seneng. Waste generated is reported daily by the display department and calculated by finance based on prevailing prices. The following is documentation of production activities:



Source: (Personal Documentation, 2022)

**Figure 11. Production Process in the Kitchen**



Customer satisfaction is a key goal for any culinary business. If customers are satisfied with a product or establishment, they are more likely to become loyal, continuing to purchase the product and indirectly assisting with promotional efforts. This will have a direct impact on the company's bottom line. This includes implementing and improving SCM (supply chain management) applications, starting with developing new products (Product Development), efficiently sourcing raw materials (Procurement, Supply), production and inventory activities (Planning & Control) in accordance with applicable SOPs, and conducting both online and offline marketing activities. Some of these have been outlined in the previous points.

Marketing activities are carried out by the marketing team, both online and offline. For online marketing, the team promotes every activity or promotion on social media platforms like Instagram, TikTok, and WhatsApp. For offline marketing, the team promotes each event or promotion directly at the angkringan (food stall) using x-banners, billboards, and verbally with waiters or cashiers. Here are some examples of promotions previously created by the marketing team:



Source: (Personal Documentation, 2022)

**Figure 13. Example of Podo Seneng Angkringan Promotion**

Subject to applicable terms and conditions, the marketing team is offering a 35% discount promotion for students this month. This is to ensure that students with limited pocket money can enjoy food and drinks at angkringan (a food stall) at affordable prices. Furthermore, this will benefit the company by attracting more customers to the angkringan. The promotional discount is shown below:

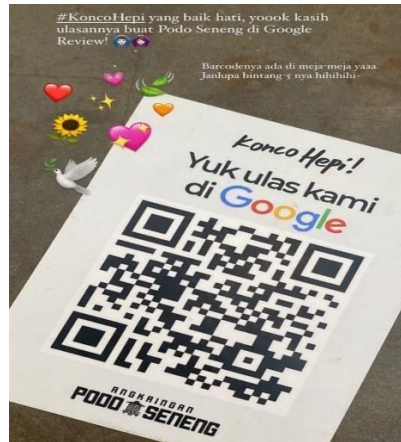


Source: (Personal Documentation, 2022)

**Figure 14. August Promotion of Angkringan Podo Seneng**

Additionally, they've distributed Google review links in the form of sticker labels attached to each table so customers can leave reviews about their satisfaction during their visit to Angkringan

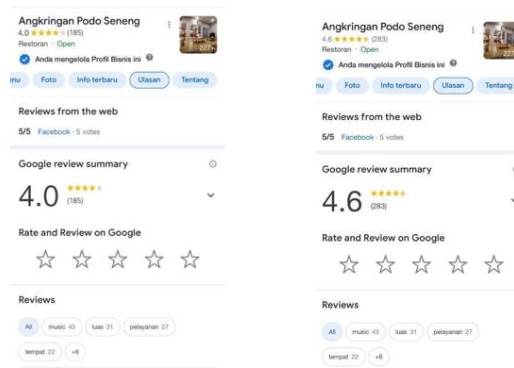
Podo Seneng. Customers simply need to scan the barcode on their mobile phone and be immediately connected to the Google review link. Here's an image of the sticker labels used:



Source: (Personal Documentation, 2022)

**Figure 15. Google Review Sticker Label**

Distributing these Google review links has been effective and positive. Before the sticker labels were distributed, Angkringan Podo Seneng's rating was only 4.0 with 185 customer reviews. After the labels were distributed, the rating rose to 4.6 with 283 reviews. Here are screenshots of some of the reviews in Angkringan Podo Seneng's Google review summary:



Source: (Personal Documentation, 2022)

**Figure 16. Google Review of Angkringan Podo Seneng Before the Link was Shared (left); After the Link was Shared (right)**

## Conclusion

Angkringan Podo Seneng is a restaurant that serves traditional and modern food and drinks with a modern angkringan atmosphere concept. This angkringan has implemented several SCM (supply chain management) activities. The activities I carry out here are analyzing and improving SCM activities by paying attention to customer satisfaction. This angkringan has carried out production in accordance with efficient and effective SOPs, storing raw materials properly in the freezer, chiller and dry warehouse. The creation of new products has also been implemented, raw materials

have been obtained through regular suppliers. Promotions and distribution of Google review links carried out to increase customer satisfaction are also carried out well and have an impact on customer satisfaction as can be seen through Angkringan Podo Seneng's Google reviews. Previously, the rating on Google was only 4.0 with a total of 185 reviewers, after that the rating increased to 4.6 with a total of 283 reviewers.

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