
Customer Perception of New Normal Hygiene Standard Implementation in Café

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Abstract

This research was conducted at D'Raja Coffee Multatuli Medan. This study tries to examine and evaluate the influence of hygiene standard implementation on customers' perception of service during COVID-19. Data was gathered by the observation, interviews, and questionnaires shared with the consumers. The research sample is 83 respondents.

Hygiene Standard Implementation Influences Customers' Perception in Service at D'Raja Coffee Multatuli Medan. The Coefficient of Determination Test results attained the R squared value is 0.174 which shows that 17.4% of the dependent variable Customers' Perception in Service at D'Raja Coffee Multatuli Medan can be described through Hygiene Standard Implementation during COVID-19 while they remain 63% is described through the other variables that were not implemented in this research. As the research conclusion is Hygiene Standard Implementation Influences Customers' Perception of Service during COVID-19 at D'Raja Coffee Multatuli Medan.

Keywords: Hygiene Standard Implementation, COVID-19, Customers' Perception in Service

I. INTRODUCTION

The year 2020 has been a tough year for the world and we are fighting with the Coronavirus. According to Lima [1], Coronavirus is a zoonotic-RNA virus which is part of *Coronaviridae* with *Nidovirales* order. This virus attacks the respiratory part. It was firstly detached and labeled as Coronavirus in 1973. The reason is basically due to the crown-like when it is looked up using a microscope. Before the name of Coronavirus, firstly it is known as alpha coronaviruses HCoV-229E and HCoV-NL63. As the time passed, it grew bigger, and it was named as beta coronaviruses HCoV-OC43 and HCoV-HKU1. SARS-CoV is a virus that can cause serious intense respiratory disorder while MERS-CoV creates Middle East respiratory disorder. For

Coronavirus or also known as COVID-19, it is a newly specified disease in 2019 when the first case was announced in China, Wuhan.

One of the ways that every country tries to protect the spreading of this virus is by having lockdown. By having this method, it will slow down the economy. One of the industries that gain a great impact is hospitality industry for several months. As worldwide begins to restore and they need to understand to get back business while maintaining safety simultaneously [2]. Several of latest safety values are being offered, but profound or thorough presence is needed and will bring a great influence for both employee's health and safety of hospitality and the growth of the business. Hospitality industries need to acknowledge the wearing masks, using contemplated liquid, giving jobs for employees to focus on hygiene problem and providing training and awareness regarding the hygiene problems [3].

Hygiene is basically not only in the terms of the facilities and services. Food sector includes the safety of food during production and delivering, working environments need to be sanitized thoroughly and supply chain is also crucial during this COVID-19 situation [4]. As the result, the new generation of food supply chain and food industry is formed [4]. As the influence of this pandemic which leads to anxiety in a population [5].

As for Indonesia, they have been cautious about the COVID-19 safety protocol in Indonesia. As for Ministry of Tourism and Creative Economy of Indonesia, they have been implemented this "Indonesia Care" terms which is also known as "I do Care". The slogan of "I do Care" is a logo that combines symbol and alphabet with a modern and futuristic style that is established by Kusubandio, as the Minister of Tourism and Creative Economy of Indonesia during that period. This symbol is created to show how Indonesia represents themselves regarding the cleanliness and safety of the tourists. The government wishes that every economic and tourism sector to join themselves in "I do Care" implementation.

D'Raja Coffee Multatuli Medan has been a well-established café around Medan. It is one of the branches of D'Raja Coffee Medan. They start their business around the city then reach to the further place such as *Cemara Asri* and *Kualanamu*. Currently, they have five stores around Medan and 1 store at Pekanbaru. They do not only serve coffee but also food. D'Raja itself serves their own recipe of coffee which make them have their own specialty. As the result, every segment of people with different purpose of visits can come and choose D'Raja Coffee as their choice. With their great taste of food and beverage together with affordable price has made them one of the well-known and well-visited cafés.

During this pandemic, social distancing, hygiene, and safety protocol is needed and being prioritized to create a safe visit among the customers. The practice in this café can be a good example about the reality of perception among its customer about hygiene and sanitation. It is raised a question about what is the influence of the hygiene standards implementation towards customers' perception in service during COVID-19 at D'Raja Coffee Multatuli Medan.

II. LITERATURE REVIEW

1. Hygiene Standard Implementation during COVID-19

According to Maclean [6], hospitality is identical with pineapple which means the feeling of warmth that the hosts share to the guests. Hospitality means offering generous, care and kind welcome and manners to the guests. Hospitality is specified in business and management view which let guests become customers to make transaction towards products and services. Hospitality management allows the business to find operational ways which in profit growth and costs minimization.

As purchasing food, beverages and accommodation have been rapidly growing, maintaining the safety is one of the crucial points in creating experience. The safety is related to hygiene in providing food and beverage. Food safety management system is a company with certain practice to conduct and ensure activities the safety of food. Conducting acts with the objective to maintain products alongside with their processes in adequate borders in realizing food safety where the acts are concerning the examination of performing and organizing ways will crucially diverse [7], [8].

A serious case of virus has occurred around December 2019. A virus called SARS-CoV-21 has spread around Wuhan, a huge urban city in China. Several novel coronavirus-infected pneumonia (NCIP) cases were reported and spread to other cities in China [9]. This virus is called dangerous due to the massive and quick transmission of diseases. According to Long [10], this virus is transmitted through respiratory droplets and personal contact. The virus will commonly grow around 3 to 7 days with the maximum length of 14 days. As the result, immediate diagnosis and medication are needed to prevent the spreading. People with other specific disease such as diabetes are tending to be more sensitive with COVID-19.

According to Wiersinga [11], people that are infected with COVID-19 tend to have these symptoms such as fever; dry cough; breathing shortage; fatigue; myalgia; nausea (vomiting) or diarrhea; headache, weakness; and rhinorrhea. To reduce this virus transmission, Centers for Disease Control and Prevention (CDC) guidance states that nasopharyngeal (NP) and oropharyngeal (OP) swabs are the approved upper respiratory specimens to test the existence of SARS-CoV-2 RNA. As the result several ways to detect the virus and mostly common use are RT-PCR, nasal, and pharyngeal swabs test, from these two RT-PCR nasal swabs tend to be relatively more sensitive compared to pharyngeal swabs [12].

Many ways are being implemented to stop the virus. People who are having flu disease symptoms with cough, runny nose, the body temperature beyond 37.5°C, sore throat and other respiratory indications are obliged not to leave their home for quarantine. Hand cleanliness also needs to be maintained by frequently washing hands using running water or by using sanitizer with the least alcohol rate at 60%. Both social distancing and wearing mask are a must for

everyone to avoid droplets and contact with infected people. Beside self-protection, environmental cleanliness is also obliged. Regularly cleaning and disinfecting surface area, items, attire, well-ventilated area and reducing shared items are one of the ways in keeping people protected [13].

COVID-19 has changed every segment of business model including hospitality industry. Hotels, tourist attraction, restaurant and café are also experiencing business models shifting. According to Seetharaman, COVID-19 has forced the business to find another way in delivering the product and services and digitally process is highly recommended to achieve limited physical contact and safety [14]. This adaptation will assure the stability of business.

As the fear of being infected, people try to change from dine-in habit into at-home dining[15]. Although café will have a fear of closing the store and reduction in sales, café can try to adapt themselves in the newly develop business model which focus on the delivery and pick-up services. By changing the menu into home-based favorable consumption menu with safety and sanitized packaging with the mainly focus in contactless and online delivery.

As for Indonesia especially Medan during the firstly outbreak of Corona Virus around March 2020, dining in at restaurant or café are almost not preferable by the citizen and mostly the business is sustained through pick up and online delivery system. Several months of the outbreaks, businesses including restaurant and café are mostly re-opened including D'Raja Coffee Multatuli Medan. Café must be precise towards the dine-in procedure in the prevention operational handouts such as social distancing, staff training, delivering the safety and sanitation procedure to the customers[15]. Besides, brand image in building strong image in delivering this message.

In Indonesia, the Ministry of Tourism and Creative of Indonesia provides Cleanliness, Health, Safety and Environmental Sustainability (CHSE) Implementation Handbook for Food and Beverage Industry during COVID-19. The ministry of tourism and creative economy has pushed that Hospitality and Tourism Industry in Indonesia must be ready in giving guarantee in cleanliness, safety and environmental preservation and this handbook is aimed to give a clean, safe, and environmentally friendly products and services in restaurants.

As the prevention ways has been introduced and been encouraged to all hospitality industry to implement during COVID-19 situation, the "Indonesia Care" safety protocol is having several benchmarks to get verification and certification of CHSE. Wearing three layers mask which consists of the first layer (front layer) of waterproof polyester material, the second layer of polypropylene as the filter and third layer (back layer) of non-waterproof material such as cotton. The way of wearing mask as the Ministry of Health suggested is by covering the area of nose to mouth when you are in public area.

Washing hands facility such as soap, running water, tissue with contactless feature. Washing hands with the range of time 40 to 60 seconds by rubbing palms, fingers interlace, front

and back fingers, finger thumb and dorsum. Hand sanitizer with alcohol-based liquid by cleaning the palms, fingers interlace, front and back fingers, finger thumb and dorsum with the range of time 20 seconds.

Social distancing within one meter which several technical ways such as capacity sign, table arrangement, entrance and exit sign, operational hours, and other supporting methods. Sanitized items frequently and disinfectant the area with chlorin based disinfectant liquid via fogging minimum twice a day [16]. Body temperature checking using thermo-gun with the temperature $\leq 37.3\%$.

As for Indonesia, the safety protocol for hospitality industry is formed by the making of Safety Protocol and CHSE Implementation Protocol by the Ministry of Tourism and Creative of Indonesia. Then the protocols are being socialized and implemented by hospitality industry. The Ministry of Tourism and Creative of Indonesia along with certification department will have their evaluation and verification towards the protocols. Once the verification is done, the industry will get the labelling of Indonesia Care.

Indonesia currently has ways to prevent COVID-19 spreading which are being modified by researcher into:

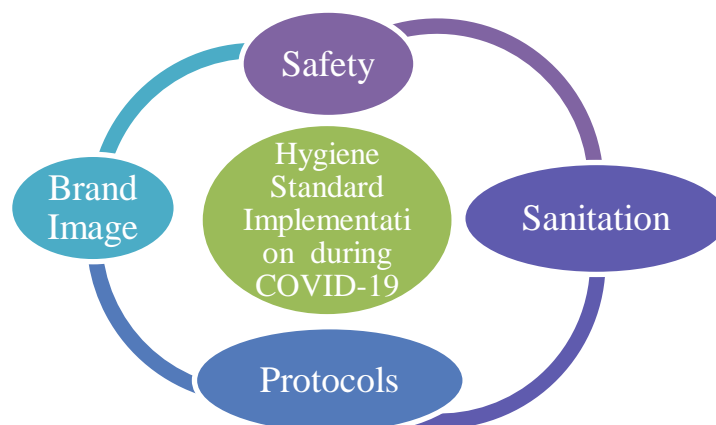


Figure 1. Hygiene Standard Implementation Model

Source: Prepared by Author (2021)

2. Customers' Perception in Service

Perception is a way to address awareness in classifying, describing, grouping, entitling, and regularly relating an item, lively creature, practice, or behavior [17]. Every customer will process different perception once they visit a café. This perception will also be determined by the role of the employees also. This is because employee can enhance customer's image and status commitment.

As for the service, according to Crick and Spencer [18] the customer's perception is determined by:

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- Satisfaction on what is provided.
 - The way that the front liner servicing.
 - Hospitality atmosphere and their perception deliver by the employee.

Customers' perception towards the food and beverage sector's service provider in servicing the customers is related to great word of mouth, satisfaction, and loyalty [19]. Every person will have each of their own perception which will generate an expectation. When a customer's expectation is aimed then it will generate satisfaction.

As the service provided is modest because of the unawareness, poor engagement, and the perception that the service delivery is not sympathetic, customer' expectation will be general poor. Customers' expectation is primarily based on abstract needs or targeted forecasting from the service delivery which is dependent on their own involvement in customer-and product-related socialization.

As the result, Customers' expectations are depending on their own experience memory scheme which is built through their previous identical situation. As the expectations mostly are not defined, real and hardly anticipated, perception may also be good basically because of inability to notice weakness [19]. As the COVID-19 situation, people have a perception that every business sector including café is obliged to the government policies in re-opening their business. Primarily safety and hygiene regulation are being made and circulated by the government to the businesses. Customers who come and enjoy the food and beverage do expect they will be treated with the safety protocol services.

According to Xie [20], customers' perception is formed by risk perception and perceived knowledge. As it grows higher, customers can reduce the risk so they can practice preventive action which is coming from the mixture of worried, controllability and risk perception [21]. It will motivate people to implement protective action including social distancing, wearing mask, and using sanitary equipment. To increase risk perception, we need to promote public recognition through social media, therapy, and press conference.

The food and beverage industry need to strictly follow these rules. They need to re-build back their financial income, but they are also a crucial role in creating a safe and clean atmosphere for the customer who come and support their business during pandemic. Café and restaurant need to communicate and educate their employees and customers about the safety protocol and the employees must be role model that can encourage the customers to follow the rules to stop the transmission.

III. RESEARCH METHODS

This study is a quantitative study with survey-situated study by two variables which are Hygiene Standard Implementation in COVID-19 as independent variable and Customers'

Perception in Service as dependent variable. This survey is focused in asking all off the respondents to answer the same questions about their own beliefs and behaviors. Cross-sectional participants will be chosen and accessed according to involvement and separation between the set of research criteria. Cross-Sectional Studies is chosen due to the ease in collecting the data in large data, gaining information promptly and inexpensive.

Cross-Sectional Studies enable the researcher to gather group or people sharing same perspective in hygiene standard implementation during COVID-19. Cross-Sectional Studies is hoped to provide current information within certain population by conducting a survey in single shot time. This research also uses the non-contrived study setting by gaining information on the natural working situation.

Data collection is conducted by doing observation, interview and distributing questionnaire. This research use Participant Observation. Researcher acted as one of the participants and have a visit to enjoy the service at D'Raja Coffee Multatuli Medan. During observation it also focus on examine how the dine-in operational is going on during the pandemic situation. Besides, the researcher also observes how the safety protocols are being implemented during the operation as the way of hospitality industry survives and being the role model of taking the prevention actions.

The researcher also makes an appointment with D'Raja Coffee Multatuli Medan's operational manager. The reason why the researcher chooses to interview the operational manager is basically because of the involvement in daily operational of the café. This interview is a structured interview with list of questions being provided before the interview begins. The main purpose is to gain crucial information about the hygiene standards implementation systems during COVID-19, the role D'Raja as one of government representative in taking a prevention step and the way they encourage the customers to obey the rules during their visits.

This questionnaire is distributed manually by printing and distributing the questionnaire to the customers with the help from the café personnel. The questionnaire is distributed from 1st April 2021 to 11th April 2021. All responses are accepted during this period. By using the questionnaire, data from the customers regarding their perception towards the importance of hygiene standards implementation in dine-in services during COVID-19 and the customers' perception regarding the way D'Raja Coffee Multatuli Medan's hygiene standard implementation during COVID-19 is collected.

The operational variable consists of hygiene standard implementation during COVID-19 as the independent variable (X) that can provide better understanding about the influences of hygiene standard implementation during COVID-19 situation. Customers' perception as the dependent variable (Y) is to understand their perception towards hygiene standard implementation in dine-in service café during COVID-19.

Questionnaire is designed by using closed question with Likert Scale. Through the participants' point of view, it can help to provide ease and thorough reading. By using the seven-points Likert Scale, it can escalate reliability and validity [22]. Besides, seven-point Likert Scale can escalate transmit advantageous data, provide more solid correlation based on recognized significance level, and subjective assessment. This Likert Scale will be using the description scale of strongly agree to strongly disagree as agree and disagree is presenting agreement between the respondents' responses towards the questionnaire.

Variable	Indicator
Hygiene Standard Implementation during COVID-19 (X)	1. Safety
	2. Sanitation
	3. Protocols
	4. Brand image
Customers Perception in Service (Y)	1. Employees' role
	2. Atmosphere
	3. Risk perception and knowledge
	4. Participation

Table 1. Indicator for assessing variable
Source: Processed by writer

Data from the variable then analyze by using linear regression test. Instrument is tested by using validity and reliability test. Then the classic assumption test is conducted to check data readiness to be analyze. Total of the indicators of each variable then is summed. Then total of each variable is analyzed by using linear regression to see the hypothesis test. The significance level for this study is 0.05. Hypothesis that is being tested is that Hypothesis Null (H_0): Hygiene standard implementation does not influence customers' perception in service during COVID-19; Hypothesis Alternative (H_1): Hygiene standard implementation influences customers' perception in service during COVID-19.

V. DISCUSSION

Indonesia is also being struck the outbreak of COVID-19 in March 2020. As the result, the government had implemented lockdown regulations for several industries and areas. The most impacted industrial segment is the hospitality industry as the tourists are not able to enter Indonesia and the food and beverage industry are not allowed to have their normal operations, only take-away and delivery system are allowed. By June 2020, the government has allowed the hospitality industry to operate normally with several adjustments including for food and beverage industries around Medan.

Several adjustments that are set by the Ministry of Tourism and Creative Economy of Indonesia providing the Cleanliness, Health, Safety and Environmental Sustainability (CHSE) Implementation Handbook for Food and Beverage Industry during COVID-19. According to Ministry of Tourism and Creative Industry [23], Hospitality and Tourism Industry must be ready in giving guarantee in cleanliness, safety and environmental preservation and this handbook is aimed to give a clean, safe, and environmentally friendly products and services in restaurants.

In the handbook provided by the Ministry of Tourism and Creative Economy of Indonesia, contains 23 points regarding the safety, clean and preventive ways of implementation during the operational. Several rules of prevention that need to be implemented by food and beverage industry are wearing mask, providing washing hand basins, sanitizer, washing hands before entering the area, checking the body temperature, cleaning the contacted items thoroughly and using disinfectant liquid, cleaning the cutleries, tools, and equipment thoroughly and using disinfectant liquid, and social distancing within 1 meter.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.814	3.636		5.174	0.000
	Hygiene Standard	0.181	0.044	0.418	4.136	0.000

a. Dependent Variable: Customers' Perception

Table 2. Regression analysis
Source: Processed by writer

The result of hypothesis testing shows that p-value (0.000) < 0.05 and t-value (4.136) > t-table (1.989). This is showing that both the variables Hygiene Standard Implementation during COVID-19 (X) and Customers' Perception in Service (Y) has relationship. This is also means that Hygiene Standard Implementation during COVID-19 influences the Customers' Perception in Service at D'Raja Coffee Multatuli Medan. However, if we evaluate the strength of the linear relationship which is shown by the coefficient of correlation value is 0.418 which is weak positive relationship. Although the variables are correlated but if it is examined through the strength, it shows a weak relationship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.418 ^a	0.174	0.164	3.234
a. Predictors: (Constant), Hygiene Standard				
b. Dependent Variable: Customer Perception				

Table 3. Correlation Test

Source: Processed by writer

D'Raja Coffee Multatuli Medan has followed and implemented what the government suggested. They implement the prevention ways during their operation by wearing masks, providing washing hands facilities on the entrance, providing hand sanitizer, checking body temperature, providing precaution about Safety Protocol rules, cleaning the contacted area with disinfectant liquid, cleaning cooking tools and equipment with disinfectant liquid, cleaning the cutleries with disinfectant liquid and social distancing.

During the implementation of the Safety Protocols, at first it was fine but as the time passed, they get a lot of complaints regarding the body temperature. They implement those who are being measured and the result beyond 37°C, the customers were asked to leave the area. This causes many complaints by the customers to the café. As the result, D'Raja Coffee Multatuli Medan has stopped their body temperature checking for the customer and the other prevention methods are still being implemented.

As for the customers' perception towards their implementation, it can be seen through the descriptive statistic above from the questionnaires that are filled in by the customer. Overall, their perceptions are rated from quite agree to agree. It means that the customers' perceptions towards the hygiene standard implementation during COVID-19 are acceptable to the customers.

If it is examined through the real condition that is happening around Indonesia especially Medan, it shows that the citizens are not really care about the COVID-19 situation. Although it is a must to implement Safety Protocol during New Normal situation but still the citizens find it hard to corporate. Simple instruction such as checking body temperature, from the question number 7 shows that the customers mostly answered with the scale of strongly disagree, disagree, and quite disagree. It is not like D'Raja Coffee Multatuli Medan did not follow the rules. During the implementation when the politely asked the customer to leave the area when the body temperature beyond 37°C, they always got complaints from customers. This makes D'Raja Coffee Multatuli Medan stops implementing the body temperature for customers in order not to lose customers and only checking the temperature among the staff.

Perception is a way to address awareness in classifying, describing, grouping, entitling, and regularly relating an item, lively creature, practice, or behavior. Every customer will process different perception once they visit a café. As the result forming a perception can determine the satisfaction and others behavior. As for the COVID-19 case grows higher, customers can reduce the risk so they can practice preventive action which is coming from the mixture of worried, controllability and risk perception.

It will motivate people to implement protective action including social distancing, wearing mask, and using sanitary equipment. To increase risk perception, we need to endorse public recognition through social media, therapy, and press conference. As the result from the research, forming a risk perception and knowledge about the urgency of this COVID-19 is crucial. Without

must force the customers to follow, the café can simply post several precautions and simple knowledge about the COVID-19. Although, D'Raja Coffee Multatuli Medan has put several precautions but another method such as social media posting, digital announcement and others effective ways can be implemented to boost the risk perception and knowledge. By the time when the customers have fully gained the risk perception and comprehend the knowledge about COVID-19, the customers will automatically follow all the Safety Protocol rules without even being told.

Besides risk perception and knowledge, employee's role can also enhance the customers' perception as they can enhance the customer's image and status engagement. The employee can communicate the safety procedure during pandemic situation. Customers' anticipations are depending on their own experience memory scheme and by the time they have understood and experiencing the understandable communicated procedure, they will initiatively participate in implementing the safety procedures both for their own safety and others.

VI. CONCLUSION

By having the purpose of defining the customers' perception in service during COVID-19 at D'Raja Coffee Multatuli Medan, the research is developed through the correlation between Hygiene Standard Implementation during COVID-19 towards Customers' Perception in Service. D'Raja Coffee Multatuli Medan has implemented great Safety Protocol Procedure according to government's policy such as temperature checking, wearing mask, washing hands, social distancing and other regulations.

The customers that visit D'Raja Coffee Multatuli Medan shows great responses which towards the Safety Protocol implementation from the descriptive statistic result although for the body temperature assessment, it is not being implemented anymore. It is just being implemented among the employee's and staff. We might think that customers are not really care about the Safety Protocols, but if we examine it through the relationships of the variables, it shows another result. From the hypothesis, it shows that Hygiene Standard Implementation during COVID-19 has significant linear relationship with Customers' Perception in Service which means that Hygiene Standard Implementation during COVID-19 does influence Customers' Perception in Service.

From the examination through the strength of linear relationship shows that two variables show a weak relationship. As the result, the analysis proofs the actual condition that is happening around Medan which is that customers are not really care about the pandemic situation which resulting in the disappearing of body temperature checking regulation towards the customers. The reasons why do customers not really bother with the Safety Protocols issue are due to the lack of risk perception and knowledge. Customers' perception is molded by risk perception and

perceived knowledge. As it grows higher, customers can reduce the risk so they can practice preventive action which is coming from the mixture of worried, controllability and risk perception.

Besides, the risk perception and knowledge, employees also can take a huge role in encouraging the customers to follow the rules. Customers' expectations are depending on their own experience memory scheme. Employees can enrich the customer's image and status engagement by interconnecting the safety procedure during pandemic situation. Once the customers have understood the risk perception and knowledge about the urgency of COVID-19, without being forced they will automatically be implementing the Safety Protocols for themselves and others.

Through the research that has been conducting, there are several limitations. There are also some recommendations that are suggested:

1. The collection of age is recommended as it can help the next research to enhance the awareness and innovative ways to encourage the customers to follow the procedure initiatively at D'Raja Coffee Multatuli Medan.
2. The effective technological communication ways can be included to broaden up the scope and understanding from the variables in upcoming research which can help the employee's role in sounding out certain procedure that need a strict implementation.
3. Innovative, catching, and simple notice regarding the knowledge, risk and prevention ways of COVID-19 as it can enhance the knowledge of the customers towards the emergency of coronavirus.
4. The supporting variables or features can be suggested for the upcoming research to enhance the better understanding on supported features that can influence customers' perception in hygiene standard implementation during urgency situation, for instance COVID-19 situation.
5. The other theories or elements can be developed through the variables in this research to enhance the scope of understanding for the next upcoming research.

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