CHAPTER I
INTRODUCTION

1.1 Context of The Study

1.1.1 Profile of Pecel Lele Lela

Taken from traditional food that is often found in the roadside booth, with operating hours around 5pm until late at night has inspired Pecel Lele Lela. From low-budgeted roadside booth, they are able to rise up and establish a restaurant, which can compete with other restaurants in higher level, with a relatively affordable price. Creating various menus of one ingredient has been specialization of Pecel Lele Lela, such as Lele Sarang Tawon, Lele Saus Padang, Lele Filet Saus Padang, etc. with the range price between Rp 20.000 – Rp 30.000 make them fit with various segments. Pecel Lele Lela has large target market, which are college students, employees, and families. It almost covers all ages, because they also provide food like grilled chicken and sweet honey spicy chicken that fit with children demand. (Peluang Bisnis, 2013). Figure 1.1 shows the variation and uniqueness of Menu in Pecel Lele Lela based on one main ingredient.
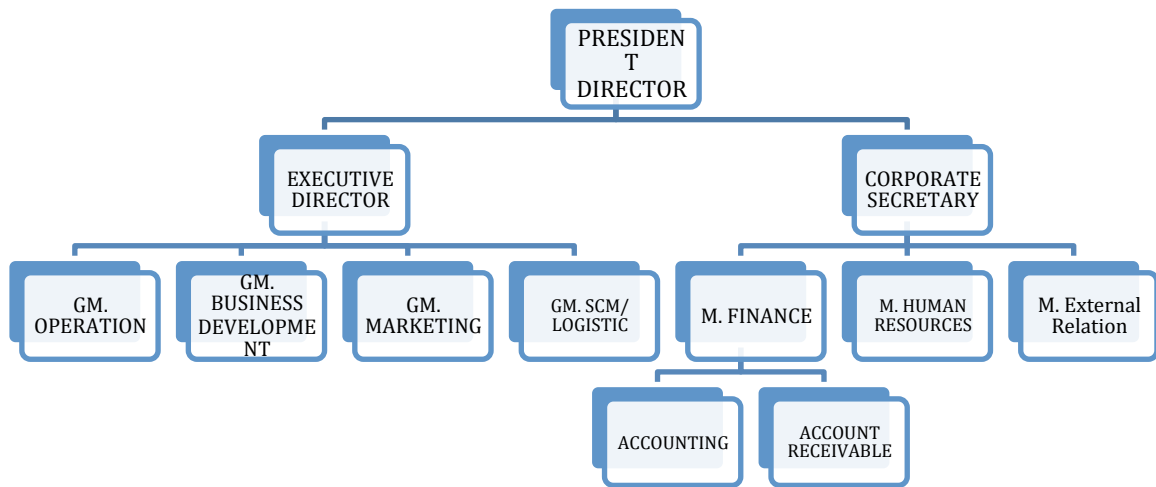
Figure 1.1

Pecel Lele Lela's Menu

LELE SARANG TAWON

LELE SAOS PADANG

LELE ORIGINAL

LELE ORIENTAL

LELE MAYONAISE

LELE GORENG TEPUNG
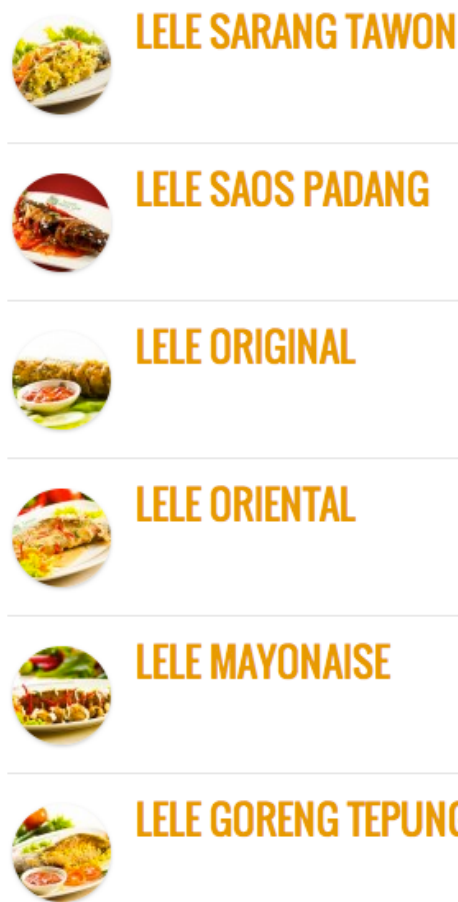
Source : Pecel Lele Lela's Website (2014)

Figure 1.2

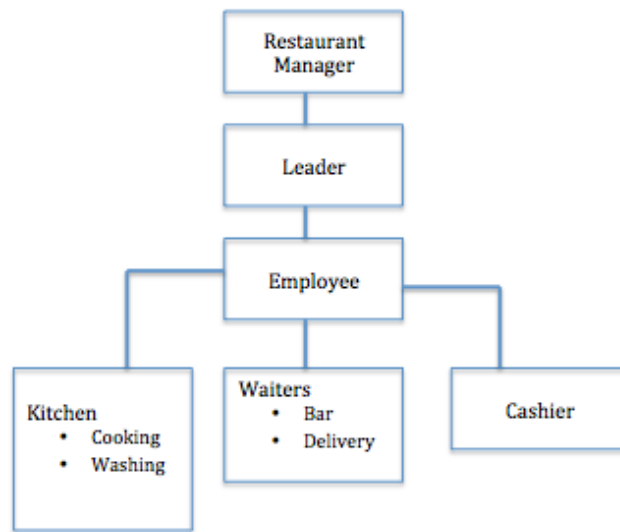Organizational Structure of PT Pecel Lele Lela

Source: PT Pecel Lele Lela (2014)

Figure 1.2 represents the Organizational Structure of PT Pecel Lele Lela, Executive Director consist of 4 main divisions; there are GM. Operation, GM. Business Development, GM. Marketing, and GM. SCM/Logistic. GM. Operation has responsibility to the operational and service quality, compliance assurance, process improvement, food safety officer, programming and ERP business management support. GM Business Development has responsibility to new venture, franchise expansion, and investment program. GM. Marketing & Advertisement has responsibility to market, differentiate, and brand positioning of Pecel Lele Lela, how to make Pecel Lele Lela win to compete with the competitors, while GM. SCM has responsibility to inventory management, distribution and product reprocessing. And in Corporate Strategy which consist of M. Finance, M. Human Resource and M. External Relation has responsibility to ensure the integrity of the governance framework, being responsible for the efficient administration of a company, ensuring compliance with statutory and regulatory requirements, the also responsible to register and communicate with shareholders, to ensure that dividends are paid and to maintain company records.

Figure 1.3

Organizational Structure of Pecel Lele Lela Outlet

Source: Pecel Lele Lela (2014)

Figure 1.3 represents the Organizational Structure of Pecel Lele Lela Outlet, every Outlet has different number of employees based on visitor capacity and sitting capacity each outlet, these are the responsibility of each petition in Pecel Lele Lela outlet.

1. Restaurant Manager is responsible for the controlling of the administration and operation and coordinate all activities in the unit alignment restaurants and kitchens as well as all aspects of its operations

2. Leader is responsible for the running of production all the activities in Pecel Lele Lela

3. In the kitchen there are two position, first one Chef/Cooking which responsible for the supply of food accordance to the needs and the menu, as well as standard recipes and the budgets of the ingredients of food and Washing which responsible for all the washing dishes.

4. Waiter / Waitress is responsible for accepting the orders, preparing the table layout and providing services of serving food and drinks in a friendly and efficient to the consumers. And Delivery is in charge of preparing equipment delivery and condition of the motorcycle, to ensure that the food was delivered to the consumers, and report consumer complaints

5. Cashier is responsible for the payment system, whether it is payment outlet, delivery or take away services

1.1.2 Profile of Bebek Garang

Bebek Garang is one of Bandung restaurants that offer a menu of duck as a main ingredient. The word "Garang" itself is an abbreviation of "Segar Merangsang". Bebek Garang also has specialty in using one main ingredient into variety of menus. Bebek Garang menu is packed with unique names such as Bebek Debus, Bebek Grinpis, Bebek ameRICA and Bebek 70. These unique names are adapted to the seasoning of the duck menu, for example Bebek Debus has a spicy flavor

that blends with the meat so that it adds spicy flavor to the meat. The duck is served with condiments a spicy and savory. Bebek 70 is taken from the motorcycle trend, which is gaining popularity from the 70s (Restoran, 2012). Picture 1.2 shows some variation menus that Bebek Garang provided

Figure 1.4

Bebek Garang's Menu
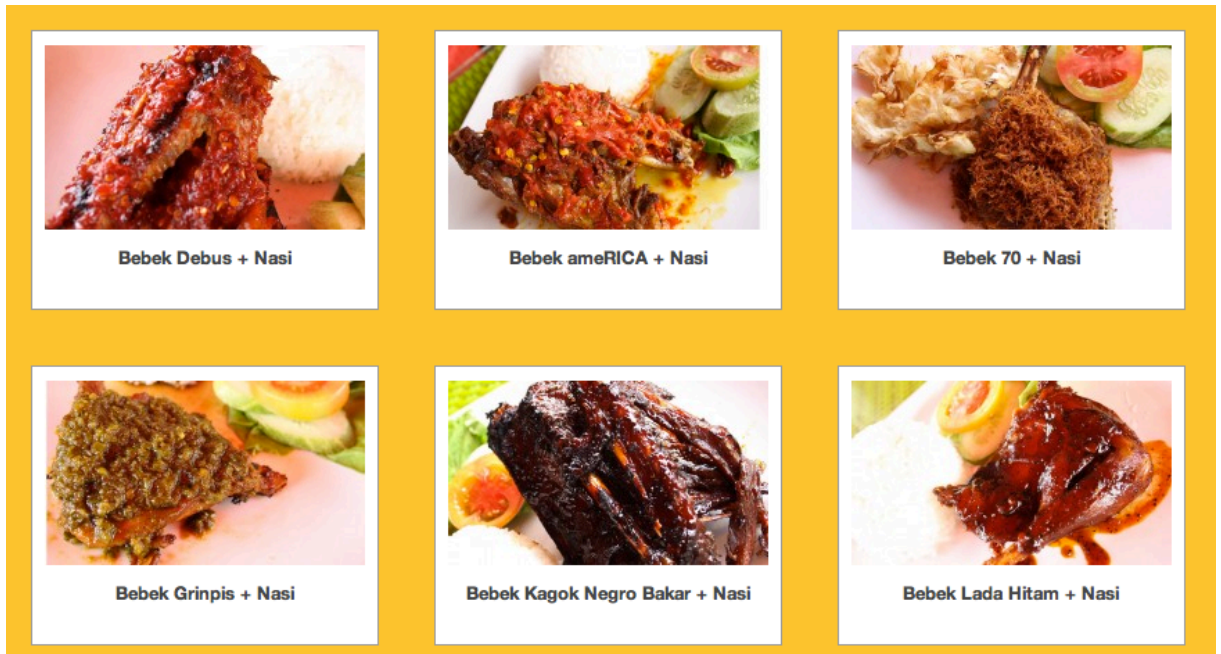
Source: Bebek Garang's Website (2014)

With the price range between Rp 20.000 – Rp 35.000 make Bebek Garang fit with various segments. Other than that, Bebek Garang also provides Packages to make customers easier in ordering. Until now Bebek Garang has 5 branches in Bandung. Ali Bagus as the owner decided to adopt smartphone application technology for more than one year, to optimize the sales.

Figure 1.5

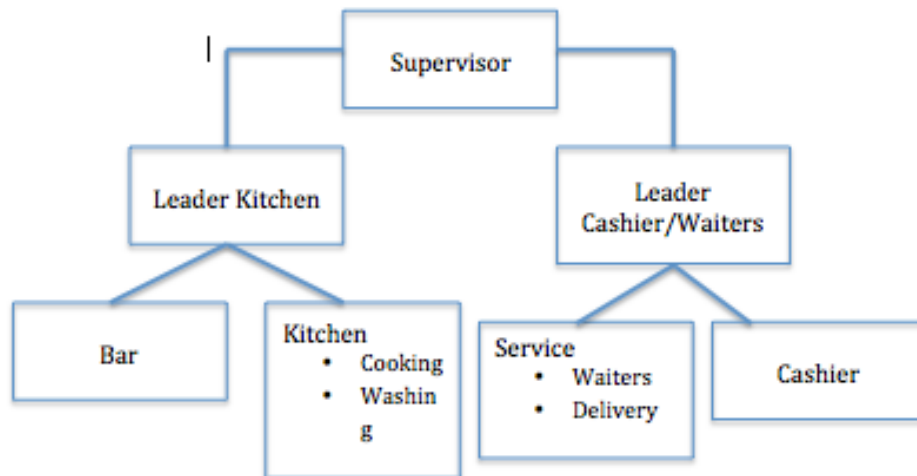Organizational Structure of Bebek Garang

Source: Bebek Garang (2014)

Figure 1.5 represents the organizational structures of Bebek Garang, the CEO, Ali Bagus only has one General Manager that controlling all the divisions, such as M. Operational, M. Accounting, M. Production, M. Marketing, M.HRD, and M.GA. General Manager, which is Prima I., is responsible for planning and controlling the implementation of the strategy on the company's overall policy in order to run optimally. The M. Operational has responsibility to determine the process to be used in operations and capacity that will be used in operational management, M. Accounting is responsible for the financial of Bebek Garang including the assets and share. M. Production has responsibility for designing and operating a production system to meet the production requirements specified. M. Marketing is responsible for marketing, doing some promotions, and keeping the eye on trend for the improvement of Bebek Garang marketing. M.HRD has responsibility for managing employees, payroll, employee motivation, training and all elements that related to the employee, and last, M. GA has responsibility for maintaining all the facilities that Bebek Garang has.

Figure 1.6

Organizational Structure of Bebek Garang Outlet

Source: Bebek Garang (2014)

Figure 1.6 represents the Organizational Structure of Bebek Garang Outlet, each Outlet has different number of employee based on how large the outlet is, but there are the structures, which consist of;

1. Supervisor is responsible to control all the activities and operations in the unit alignment restaurants and kitchens as well as all aspects of its operations

2. Leader is responsible for the running of each division, which is Leader for Kitchen and Leader for Cashier/Waiters

3. In the Kitchen there are two positions, first is Cooking responsible for the cooking, ingredients of menus and second is Washing who responsible for cleaning cutlery and the cleanliness of restaurants

4. Bar is responsible for maintaining the quality and hygiene of the food served to guests, making drink and make sure each order is delivered to each table

5. In the service there are two positions, waiters who responsible for accepting the orders, preparing the table layout and providing services of serving food and drinks, and delivery who responsible for preparing equipment delivery and condition of the motorcycle and ensuring that the food was delivered to the consumers

6. Cashier is responsible for the payment system, whether it is payment outlet, delivery or take away services and sales report every day

1.1.3 Background of Study

Technology is growing rapidly and has a positive impact for many parties, such as businesses and customers. Information and Communication Technology (ICT) has been developed to be an essential part for the development of business (Rahadyantomo, 2014), Information technology as a tool that helps humans and enterprises growing very rapidly. One of the phenomenon of its

technology is smartphone. In 2010-2013, the growth of smartphone is increasing swiftly. Indonesia ranks fifth below China, US, Brazil and India with total 47 million active users of smartphone, or about 14% of the total mobile phone users (Heriyanto, 2014). Yahoo and mindshare predict that there will be approximately 103.6 million smartphone users in Indonesia in 2017 (Maulana, 2013). For further explanation of the smartphone users growth in Indonesia, here is the table of smartphone users and penetration in Indonesia based on eMarketer 2013:

Table 1.1

Smartphone Users and Penetration in Indonesia, 2011-2017

	2011	2012	2013	2014	2015	2016	2017
Smartphone users (millions)	11.7	26.3	41.6	61.2	74.8	89.8	103.6
--% Change	174.0%	123.7%	58.4%	47.2%	22.1%	20.2%	15.3%
--% Of mobile phone users	9.0%	16.0%	24.0%	34.0%	40.0%	47.0%	53.0%
--% Of population	4.8%	10.6%	16.6%	24.1%	29.2%	34.8%	39.8%

Source: eMarketer (2013)

Table 1.1 shows the smartphone users and penetration in Indonesia, 2011-2017. Based on eMarketer (2013), in 2013 the smartphone users were 41.6 million and will increase to 61.2 million in 2014, which is changed 47.2%. By 2015 they predicted the smartphone users would be 74,8 million. eMarketer also predicted the percentage of smartphone users in 2015 would be 40% of mobile phone users in Indonesia and will rise up by following years, at last in 2017 the smartphone user will take more than half of mobile phone users or about 53.0% of mobile users. The conclusion is the user of smartphone will increase in Indonesia.

Nowadays many people from various segments switch from mobile phone to smartphone. In addition to dealing with prestige, smartphone is often used as daily activity supporting tools (Panji, 2012), therefore smartphone has been experiencing unprecedented growth by year to year (Maulana, 2013). Another factor that affects the growth of smartphone is from people's lifestyle, the sophistication of smartphones has become a part of urban society's lifestyle. Students, executives and housewives like to take advantage of smartphones for doing their activities, such as: playing online games, shopping, and business transaction or obtain online literature. (Maxmanroe, 2014)

In addition to supporting daily activities, smartphone also can be tools for supporting business activities. Based on Forsel magazine on April 2014, Smartphone has great potential to support the work or business. For example when unfavorable situation occurs, such as traffic jam or flood, the smartphone becomes a very important role to help smooth the business, people can track the fastest

alternative track if such situation happens by using smartphone application The point is the usage of smartphone becomes important at certain conditions.

One of example is PadiTrain, Public Service Unit in Transportation Sector is obliged to improve their service, innovation becomes fundamental point for doing so, and Innovation is needed to improve the service. PadiTrain Apps is an innovation that provides reservation of train's ticket directly from smartphone, the entire process of booking a train ticket from finding train schedule, reserve a seat. To pay for their tickets, Paditrain also provides payment systems; customers can use a credit card, or transfer and m banking using more than 50 banks (Pratiwi, 2013).

Another example, for the finance side of business, with this app people can track revenues and managing money better, called Money Wise Pro (See Appendix 1). This application has an intuitive interface that is user-friendly and allows users to use it easier and simpler. It supports multiple accounts and can make a budget, various types of budgets and perform addition and subtraction of available accounts. What makes this app better is people can use this application even in offline. For more in-depth analysis of your financial situation you can easily export all data to computer and import it to a spreadsheet application such as Excel. Data can also be exported as HTML reports for printing (Ciputraentrepreneurship, 2013).

From the example above, it proved that smartphone application gives benefits for business activities. Currently technology is the root for the modern business world; mobile devices have a significant role. Thus, making applications for smartphones (Apps) is indispensable for the improvement of a business (Amalanda, 2013). The benefits of smartphone give a huge impact towards mobile device market especially in Indonesia. A latest market survey showed that the rate of smartphone purchases in Indonesia in 2013 is one of the highest in Southeast Asia. Based on data reported in Tekno Kompas, Indonesian consumers have purchased 14.8 million smartphones in the first three quarters of 2013. Gerard Tan, Account Director for Digital Technology, Gfk Asia stated that the growing number of smartphones at affordable prices, particularly in developing countries (Indonesia) to help many consumers in these countries to switch from a basic feature phone to their first smartphone (Deliusno, 2013). So, the point is one of the reasons of rapid increasing of smartphone growth in Indonesia due to smartphones are available at affordable price that could be afford by many segments. Based from Nikhilender in pers conference of "In Mobile Right" in 2013, Indonesia has a very massive mobile device market share. Approximately 80% of the urban communities in Indonesia have mobile devices, especially Smartphone's (Maulana, 2013). According to Jakarta Post (2014) about half of Indonesia's population is urban, especially in large cities such as Jakarta, Surabaya, Bandung and Medan.

Bandung is one of the most favorite cities in Indonesia for tourism visits, since it is not only famous for the marvelous panorama, but also various travelling agenda for tourists to be enjoyed as well. Here in Bandung, the heaven of food and fashion shopping is right before the eyes (Wonderful Indonesia, 2013). Culinary Industry is one of the attractions of Bandung, either culinary Nusantara or International with various concepts starts from cafes to restaurants (Sukma Inspirasi, 2014)

Culinary industry in Indonesia, especially in Bandung is progressing quite rapidly. Besides having dozens of factory outlets scattered all over the area, Bandung also has the potential for a very diverse culinary business, offered the business to indulge culinary lovers in Bandung and the surrounding area (Bisnisukm, 2012). Regarding that, Bandung deserves to be called a culinary paradise, it is delivered by those who've been to Bandung. Including as disclosed by culinary expert Bondan Winarno on his blog, "Bandung culinary map is as beautiful as the city, as well as very dynamic. Every time we come to Bandung, there's always exciting new places to eat and challenging to try. Even if the arrival of Jakarta people makes Bandung city a chaotic and jams city, the presence of the Jakarta people had been coloring Bandung economy."_(Efrie, 2014). A lot of cafes and restaurants spread over in Bandung make business competition is getting tougher, it's because restaurant business in Bandung is promising enough to encourage people to do such business (Erridlo, 2013).

Since the opportunity of restaurant business in Bandung is promising, the number of restaurant is increasing, start up with traditional-theme to modern-theme restaurant. This is reasonable since Bandung is not only famous for its culinary but also as tourism visit.

Table 1.2

The Growth Restaurant & Café in Bandung 2008-2013

Year	2008	2009	2010	2011	2012	2013
Total Restaurant & Cafe	415	431	439	512	590	629

Source: Bandung Tourism Department 2012 in Trinanda (2013)

Table 1.1 represents the total restaurant in Bandung from year 2008 to 2013 based on Bandung Tourism Department in Trinanda (2013). Based on the data presented above, it can be concluded that the current competition in the restaurant field is very tight, which can be seen from the large number of restaurants. Restaurant business competition is becoming increasingly fierce. Strategies targeting the market, presenting a unique product, technical and marketing became one of the important things in making food products hunted (Indscript, 2013). All the articles above explain how the restaurant business competition is getting tighter. It requires the players of this business have to run the business more creatively. Realizing that, it is clear that adopting the innovation is the fundamental point to generate the profit, developing market and gain more power to survive in the business. Innovation is needed in order to make business always meet the expectation of the customer. Characteristic of current customers are they prefer to use practical products. The reason is of course because they have less time because of high mobility (Raharjo, 2014).

The higher competition is, the more innovation should be done. If the first customers have to come directly to the restaurant to buy food, delivery service can be used to facilitate the customers who do not want to go to the outlets since it takes effort. Service delivery order, a service used by the customer, therefore customers can order the desired food (Heri, 2014). Ordered food from the

restaurant has become a daily necessity. Delivery service is commonly used for businesses in order to attract the customers, and also for those who do not have time to go directly to the restaurant nor have time to cook. Ordering food by phone has been done since long time ago, but in the era of the all connected to the Internet, which is currently, delivery orders can also be done online. (Bhaskoro, 2013)

Delivery service businesses are now increasingly prevalent in the big cities, especially in Bandung. In general, the customer can order the food via telephone, but with the development of technology, the orders can be done through the website. (Sekretariat fakultas Ekonomi & Bisnis, 2013). As Kurniasari (2007) said on her research, the use of media access via the website, compared with via phone will be more accessible, especially in today's society that has high mobility. The information can be obtained quickly. By using website, the public can obtain the latest information can also order food at a restaurant that has a delivery service.

From the facts that already mentioned above, we can conclude that ordering through website is more effective since people can see the picture and information. Realizing the growth of smartphone has been phenomenon; restaurant business also takes this advantage to delivery order. Besides using website and telephone, some are make the smartphone application for their ordering delivery service. As explained before, the increasingly diverse mobile applications for smartphones make it easier for people doing activities. MacDonald's as a global network of fast-food restaurant in the world's biggest food are also developing ordering apps. McDonald's is experimenting with a mobile smartphone application that will enable customers to order food. In the meantime, McDonald's new mobile application implementing this in their restaurant branch in Salt Lake City, Texas (Nida, 2013)

Another study shows the Interactive Advertising Bureau (IAB) and its Mobile Marketing Center of Excellence, in partnership with Viggle, released "Mealtime Goes Mobile: Mobile Screens' Impact on Ordering Takeout and Delivery," this research is discussing mobile's impact on ordering food. Customers able to do online orders for take-away or delivery via mobile devices (Iab, 2013). In the study, IAB and Viggle in Singapore, found that restaurant-specific app downloads are on the rise. This research highlights the fact that the mobile Internet is increasingly becoming a vital tool to help consumers navigate their everyday lives. Restaurant marketers should pay close attention to this trend and take advantage of the opportunities that mobile offer, making it a key part of their ad-buying strategy. Restaurant marketers should consider these insights when planning for future mobile campaigns. Mobile users are clearly looking for benefits to motivate them into transitioning their food ordering experience onto their smartphone or tablet, said Greg Consiglio, Viggle president and chief operating officer (Dohnert, 2013). Compared to indonesia, singapore has become a lead in the case of food ordering in smartphone application, lets take an example FoodPanda Singapore, it enlists more than 200 restaurants in Singapore, It provides all types of foods and drinks, from Chinese, Indian, Malaysian, Indonesian, Thai, Japanese, American, Italian, French, even to light snacks like pastries or coffee. FoodPanda also offer innovative services, such as online pre-order and take-away feature, to allow customers to order their food 2 days in advance. Another significant

service by FoodPanda is its mobile application, accessible in both Apple App Store and Google Play.

In Indonesia there are also some applications for smartphone that available to order the food through smartphone (See Appendix 2). Appendix 2 shows the android application of pesanaja. Pesanaja allows users to order variety types of food that directly via smartphones. pesanaja available as a mobile application that can be downloaded through the 'Google Play Store' for Android users. Customers can choose whether the order will be delivered to the destination address or taken place (take-away). This feature can save time and avoid queues at the restaurant (Bhaskoro, 2014). With the description of the menu and interesting pictures, customers do not just choose what they want, but immediately saw at the dish to be ordered. Customers can complete the booking activity by using various types of payment facility available quickly. People no longer need to wait and receive a busy signal when they wanted to order. For orders taken place, pesanaja provide clues to the location that can help the customers reach the top using the fastest path. They no longer need to queue up to get orders (Againapps, 2013). Here pesanaja has a function as third party or the marketplace that connects buyers and sellers. Asides from pesanaja, there is another app that helps customers to order food through smartphone application called foodpanda (See Appendix 3). There are 70 restaurant that has been partner with PesanAja when author conducting this research.

Foodpanda Indonesia is an application that is available in iOS, No much different from the previous, the customers can choose the city and location and foodpanda will show up the restaurant that available on certain areas in this case Bandung areas. This free app for Android and iOS devices can use your GPS to locate the restaurants closest to your present location or you can simply enter the PIN code to do the same. To place an order, customers have to select one of the restaurants that show up in the search list (Limaye, 2014). Appendix 3 represents foodpanda applications, with just a few taps, customers can order quickly from many restaurants around their location, simply search from wherever they are and foodpanda will show all the restaurants available around them and pay in cash on delivery.

There have been some restaurants in Bandung who already use it. Bebek Garang is one restaurant that has been applying an ordering through the smartphone as one of the ordering system. In 70 restaurants that has become partner with pesanaja, 4 of them are Bebek Garang (with different branches). Until November 2014, there are 24 restaurants in Bandung that has joined with foodpanda and 3 from them are Bebek Garang in different branches. (See Appendix 4) it shows the menu of Bebek Garang on smartphone application (android), the customers can clearly see the menus and the price of every foods and beverages. With only a few taps the ordering can be done. Bebek Garang is a restaurant that applies multiple innovations in ordering system, adding the uniqueness of the attractiveness with the traditional menu that they specialized at, in order to attract the customer and add value to the business. With those strategies they are trying to steal customers' attention. To fulfill the demands from customers, they are trying to adapt the trend in this era of technology to their business, by joining the smartphone application to make the customer easy at ordering food. On the other hand, based on the author's informal interview to the owner and the general manager of

Bebek Garang, the usage of smartphone technology has not given a significant impact to them and the usage is not maximized yet. Delivery or take away service is quite good in Bebek Garang, there are around 5-7 or more transactions each day in each branches for delivery and take away through phone call. But for smartphone application they cannot give the exact number since it is still minim, and not same with what they are expected; even though Bebek Garang already adopted this technology for more than one year. Either way, there are still some restaurants that have not adopted this typical technology yet.

On the other hand, Pecel Lele Lela, Pecel Lele Lela is an abbreviation of Pecel Lele Lebih Laku that has similar uniqueness to Bebek Garang, Pecel Lele Lela provide variant menus such as Lele Original, Lele Siram Saus, Lele Goreng Tepung, and Lele Fillet. For attracting new potential customer Pecel Lele Lela has been doing many promotions, such as a free meal for the birthday person, (Vivanews, 2014). But, different from Bebek Garang, they have not adopted the smartphone technology yet, based on author Informal Interview to General Manager Manager of Pecel Lele Lela on April 2014, many companies that provide smartphone apps technology had asked Pecel Lele Lela to become partner with and adopt this typical technology, but they dicided not to adopt. They still use delivery system through phone call, customer can order by calling into the nearest outlet and ordered what the menu will be ordered, and then the officer will deliver to a location that corresponds to the customer order.

The author decided to choose Pecel Lele Lela and Bebek Garang as objects of the study because both of them have same target segmentation, they are able to make variant menus based on only one main ingredient, provide packages to give more efficient service for the customers. Besides duck and catfish as their main menu, both of them also provide chicken, vegetables, and other menus as alternative for customers who prefer variation of menus. The pricing range for both restaurant is quite similar. They both have similar target market, which is family, youth, and children, therefore they also provide menu that is suitable for children.

As explained before, current global situation demands for movement towards digital trends. As example, nowadays people can easily catch up with updated information through their smartphones, which are connected to Internet. Such trend is giving opportunity for digitalpreneurs in Indonesia (Radhi, 2013).

Based on Kompas, Tue, July 8th 2014, in current situation, Ministry of tourism and creative economy encourages entrepreneur growth in digital sector. Since, the development of digital technology in the future is directed to smartphone application. According to General director of the Creative Economy-Based Media, Design and Science Ministry of tourism and EK Harry Wulyono, Government expects creative agent to keep developing their digital creative product based on mobile application in order to create digitalpreneur who is able to create new job field by new venture creation. Government will encourage its growth through a few policies (Hen, 2014)

This kind of technology has good opportunity for restaurant in Bandung, considering with the growth of smartphone increases by following years. The information that is in this application allows

the customer to choose and order easily. It also gives attractiveness since they can easily look the picture and optional menu that restaurant served. In addition, it should fit the customer demand where they prefer practical and easy ordering system.

This research aimed to know the of the role of smartphone application technology on food ordering by comparing two objects of study using new venture creation theory in Bandung city, case study Bebek Garang and Pecel Lele Lela. This study will define innovation-smartphone application technology has potential as a value-added for restaurant business. In this case Bandung city is chosen, since culinary industry in Bandung is very competitive and very attractive, that leads restaurant entrepreneur to become innovative and make a differentiation from competitor. And also the factor that delivery service is emerging as one of the innovations in the restaurant business.

Based on the explanation above, the author is willing to do a deeper analysis regarding the impact of Smartphone Application Technology on food ordering by comparing two culinary enterprises—particularly in restaurant business. Therefore, the title chosen for this research is: "THE IMPACT OF SMARTPHONE APPLICATION TECHNOLOGY ON FOOD ORDERING BY USING NEW VENTURE CREATION THEORY (A Comparative Case Study with Two Restaurant Enterprises Bebek Garang and Pecel Lele Lela in Bandung City)"

1.2 Problem Statement

The smartphones application technology could be apply to add value for the business by which also could be apply to challenge the competition; nevertheless, this technology still new for some restaurant businesses. The one that has adopted which is Bebek Garang and the one has not adopted is Pecel Lele Lela were chosen as the object of study in this research to define impact of smartphone application technology by using new venture creation theory. Factors to be considered, in this case restaurant business in using the smartphone application not been well understood by both object of study, moreover the usage of the smartphone application has not been maximized yet for Bebek Garang.

1.3 Research Questions

1. What are the potential business opportunities of using smartphone application in food ordering in Bandung?

2. How could business competition and competitive advantages of smartphone application to survive among competitors?

3. What aspects need to be considered for Pecel Lele Lela & Bebek Garang when they decided to adopt smartphone application technology as the innovation?

1.4 Purpose of Research

1. To explore the potential business opportunity of smartphone application in the case study Pecel Lele Lela and Bebek Garang in Bandung city by using new venture creation theory

2. Investigating business competition and competitive advantages of smartphone application technology for food ordering.

3. To analyze the aspects that needs to be considered when choosing smartphone application technology.

1.5 The use of the research

1.5.1 Theoretical Aspect

The results of this research are hopefully can give useful information to develop more knowledge about the impact of smartphone application for ordering (by comparing two enterprises that already exist in Bandung using new venture creation) and also additional literature for smartphone technology application research for restaurant business.

1.5.2 Practical Aspect

This study can be used as a reference for the company that has to do with this research, particularly for restaurant businesses and entrepreneurs who want to start up their business by adapting smartphone application technology as their innovation.

1.6 Limitation of study

My research had several limitations. This study discusses the comparison of the role of smartphone technology on food ordering by using new venture creation theory; limitation for this study is it only discusses smartphone application used for food ordering in Bandung. First pesanaja & foodpanda have been selected because it related to food ordering that available in Bandung. foodpanda and pesanaja, which have ratings as follow;

Table 1.3

foodpanda and pesanaja Rating

	foodpanda	pesanaja
July 2014	52	55
September 2014	84	58
1st week october 2014	87	59
3rd week october 2014	89	60

Source: Appstore & Google Play

According to the Sales Marketing of Pesan Aja there are only two applications that related to food ordering in Bandung city. This research does not include other applications related to food ordering.

1.7 Systematical Writing

Below is the outline of this business research which later on would be contained the analysis and planning of the smartphone application technology.

1. Chapter I: INTRODUCTION

   This chapter consists of Research Overview, Background of the Study, Problem Statement, and the Purpose of Research, which become the cornerstones for this research.

2. Chapter II: LITERATURE REVIEW AND SCOPE OF RESEARCH

   Chapter II describes the theories that will support this research. This part also contained the Research Framework of this project.

3. Chapter III: RESEARCH METHODOLOGY

   In this chapter, the subject matters are Research Methods, approaches, and analysis techniques to explain and answer the problem

4. Chapter IV: ANALYSIS AND RESULT

   This chapter contains discussion and explanation regarding this research based on the analysis that done in this project, and elaborates the theories that already stated in Chapter II.

5. Chapter V: CONCLUSION AND RECOMMENDATION

   Consist of restatement of the problem, brief description and procedure, principal findings and conclusions, and recommendations for a further research.