



IMPLEMENTATION OF RESTAURANT BUSINESS STANDARDS POLICY TO IMPROVE SERVICE QUALITY IN EVENT ORGANIZATIONS (BANQUETS)

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Abstract

This study examines the implementation of the Ministry of Tourism and Creative Economy Regulation No. 4 of 2021 concerning Restaurant Business Standards for event (banquet) hosting in Parepare City. The background of this research is the importance of improving restaurant service quality to support the tourism sector, particularly Meetings, Incentives, Conferences, and Exhibitions (MICE) activities. This study uses a qualitative approach to gain an in-depth understanding of the phenomena observed in the field, particularly regarding the implementation of Minister of Tourism and Creative Economy Regulation No. 4 of 2021 concerning restaurant business standards in the context of providing banquet service delivery in Parepare City. The research method also uses a qualitative approach through interviews, observation, and document analysis. The results show that policy implementation is still suboptimal, characterized by minimal understanding among business actors, limited certified workforce, inadequate facilities, and weak oversight from local governments. This study concludes that there is a gap between national policy standards and operational practices in the field. Strengthening strategies are needed in the form of regulatory socialization, HR training and certification, business incentives, and more consistent supervision to improve the quality of banquet services in Parepare City and support the sustainable competitiveness of regional tourism.

Keywords: Implementation of Policies, Restaurant Business Standards, Service Quality, Banquets, Prepare

Abstrak

Penelitian ini membahas implementasi kebijakan Permenparekraf No. 4 Tahun 2021 tentang Standar Usaha Restoran dalam penyelenggaraan acara (banquet) di Kota Parepare. Latar belakang penelitian ini adalah pentingnya peningkatan kualitas pelayanan restoran dalam mendukung sektor pariwisata, khususnya kegiatan Meetings, Incentives, Conferences, and Exhibitions (MICE). Penelitian ini menggunakan pendekatan kualitatif yang bertujuan untuk memperoleh pemahaman mendalam mengenai fenomena yang diamati di lapangan, khususnya terkait implementasi Peraturan Menteri Pariwisata dan Ekonomi Kreatif No. 4 Tahun 2021 tentang standar usaha restoran dalam konteks penyediaan layanan jamuan (banquet service delivery) di Kota Parepare, metode penelitian juga menggunakan pendekatan kualitatif dengan wawancara, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa implementasi kebijakan masih belum optimal, ditandai dengan minimnya pemahaman pelaku usaha, keterbatasan tenaga kerja bersertifikat, belum memadainya fasilitas, serta lemahnya pengawasan dari pemerintah daerah. Penelitian ini menyimpulkan bahwa terdapat kesenjangan diantara standar kebijakan nasional dengan praktik operasional di lapangan. Diperlukan strategi penguatan berupa sosialisasi regulasi, pelatihan dan sertifikasi SDM, insentif usaha, serta pengawasan yang lebih konsisten agar kualitas pelayanan banquet di Kota Parepare dapat meningkat dan mendukung daya saing pariwisata daerah secara berkelanjutan.

Kata kunci: Implementasi Kebijakan, Standar Usaha Restoran, Kualitas Pelayanan, Banquet, Prepare



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INTRODUCTION

The restaurant and hotel industries play a significant role in supporting the growth of Indonesia's tourism sector. One area experiencing significant development in this area is Parepare City, South Sulawesi, which is now emerging as a potential destination for Meetings, Incentives, Conferences, and Exhibitions (MICE) events. Its strategic location as a gateway to various regions in South Sulawesi makes Parepare a significant potential hub for event hosting. This potential not only drives local economic growth but also plays a role in strengthening the national tourism image.

As demand for banquet services increases, service quality is key to maintaining customer satisfaction and business sustainability. Minister of Tourism and Creative Economy Regulation No. 4 of 2021 establishes guidelines regarding minimum standards for facilities, services, and management for restaurant businesses. However, in practice, discrepancies remain between these policies and operational practices in Parepare City. This situation indicates a gap between customer expectations and the reality of service, potentially reducing business competitiveness and the region's tourism image.¹

Several hotels and restaurants in Parepare are known to not fully meet restaurant business standards, particularly in terms of event management. Challenges include limited trained staff, inadequate banquet facilities, and unprofessional event management. Therefore, a comprehensive evaluation of the implementation of restaurant business standards policies is needed to identify the level of implementation and factors influencing their success. The results of this evaluation are expected to form the basis for formulating strategic steps to improve the quality of banquet services in Parepare City while supporting sustainable tourism development.

Service quality in the MICE industry plays a significant role in shaping customer experience and satisfaction. In Parepare, where tourism and event management are key economic pillars, business owners need to understand that satisfaction depends not only on physical facilities but also on the interaction and professionalism of staff. Friendly and efficient service creates a positive experience and increases customer loyalty. Conversely, inadequate service can damage reputation and erode public trust.

The link between policy implementation and service quality is closely linked, as policies serve as operational standards for managing facilities, services, and human resources. Minister of Tourism and Creative Economy Regulation No. 4 of 2021 emphasizes the importance of workforce competence, facility cleanliness, speed of service, and the implementation of standard work procedures. Lack of staff training and certification will impact service quality, particularly in terms

¹ Wim J. Winowatan et al., "Implementasi Kebijakan Pajak Daerah Dalam Meningkatkan Pelayanan Usaha Restoran Di Kota Parepare Sulawesi Selatan," *Jurnal Pendidikan Sosial Dan Humaniora* 3, no. 2 (2024): 1139–48.

of friendliness, efficiency, and responsiveness to guest needs. Furthermore, weak oversight from relevant agencies also contributes to the failure to achieve ideal service standards.

If the policy is implemented effectively, service quality will improve and strengthen the competitiveness of the restaurant and hotel industry in Parepare. However, if implementation remains weak, the gap between regulations and operational practices will persist. Therefore, regular monitoring, ongoing training, and capacity building for business actors are needed to ensure this policy truly functions optimally in supporting the tourism sector.

In the restaurant, banquet, and MICE industries, all three are closely linked in supporting tourism and hospitality activities. Restaurants serve as food and beverage providers, banquets focus on organizing medium- to large-scale events, while MICE encompasses broader activities such as conferences, exhibitions, and incentive travel. The quality of restaurant and banquet service directly impacts the success of MICE events. When service standards are not met, this can decrease attendee satisfaction and weaken the destination's image. Therefore, synergy between these three sectors is crucial to creating professional and attractive services for both national and international markets.

The service quality policy also emphasizes the importance of adequate and standardized facilities, such as comfortable banquet rooms, modern equipment, and maintained cleanliness. The local government, through the Tourism Office, plays a crucial role in ensuring the implementation of this policy through regular monitoring and evaluation. Thus, the implementation of the service quality policy serves not merely as an administrative regulation but also as a strategy to increase regional competitiveness.

However, in practice, policy implementation still faces various obstacles. Some business operators do not yet understand the importance of service quality standards and lack trained human resources. Limited facilities are also a major obstacle to achieving optimal service quality. Therefore, this research aims to identify gaps between policy and service practices in the field and analyze their impact on customer experience and industry competitiveness in Parepare.

The gap between customer expectations and service reality remains a major issue. Customers organizing important events such as conferences or weddings demand excellent service. If the service provided falls short of expectations, this can erode trust and interest in using the service in the future. Therefore, an in-depth analysis is needed to identify the underlying factors and formulate appropriate remedial measures.

Minister of Tourism and Creative Economy Regulation No. 4 of 2021 establishes technical standards covering the suitability of banquet halls, cleanliness and sanitation systems, and workforce competency through training and certification. However, initial observations indicate that implementation in the field is still suboptimal. Therefore, this policy must be understood not merely as an administrative obligation but as a managerial tool for continuous service quality

improvement. By strengthening supervision, training, and mentoring, this policy can effectively establish competitive banquet service standards in Parepare City.

Overall, this research needs to be more focused on mapping the relationship between policies, service practices, and their impact on customer satisfaction. With a more specific and applicable analysis, the research results are expected to provide strategic recommendations for improving the quality of restaurant, banquet, and MICE services, as well as strengthening Parepare City's position as a leading tourism and business destination in South Sulawesi.

LITERATURE REVIEW

Carl J. Federick in Leo Agustino² explains that policy is a series of actions or activities proposed by individuals, groups, or governments in a specific environmental context that has obstacles and opportunities to achieve certain goals. Meanwhile, Anderson³ defines public policy as "a series of deliberate actions followed by one or more actors in addressing a particular problem or issue." However, in the implementation of public service policies such as in the restaurant and banquet sector, this approach needs to be expanded to include mezzo and micro levels. This means that policies do not just stop at formulation, but also at real actions that reflect what is actually done, not just what is planned.

Solichin Abdul Wahab emphasized that the concept of policy is often debated among academics. To understand it, he provided several guidelines, including: policy is different from decisions, encompasses both action and inaction, has specific objectives, both explicit and implicit, occurs in a long-term process, and involves inter- and intra-organizational relationships. Furthermore, public policy typically plays a significant role within government institutions and is subjective in its formulation.

Referring to Budi Winarno⁴, the term policy has a broad scope—for example, "Indonesian foreign policy" or "Japanese economic policy"—and can also refer to more specific things such as government policy on deregulation. Both Wahab and Winarno agree that the term policy is often interchangeable with other terms such as goals, programs, decisions, regulations, and even grand designs. Meanwhile, Irfan Islamy (in Suandi, 2010) emphasizes that policy must be distinguished from wisdom, because policy includes rules and procedures, while wisdom requires deeper consideration of values and morals.

James E. Anderson, According to Islamy⁵, another definition of policy is "a series of actions with a specific purpose that is followed and implemented by an actor or group of actors to solve a

² L. Agustino, *Public Policy* (Alfabeta, 2008), 7.

³ J. E. Anderson, *Public Policymaking*, 7th ed. (Wadsworth Cengage Learning, 2009).

⁴ Budi Winarno, *Public Policy: Theory and Process* (Media Pressindo, 2005), 15.

⁵ I. Islamy, *Policy and Wisdom* (RajaGrafindo Persada, 2009), 17.

problem." Budi Winarno⁶ argues that this is a better conception of policy because it distinguishes between decisions and what is actually done, rather than just what is proposed.

Economics, politics, social sciences, culture, and law are just a few of the many areas that fall under the umbrella of public policy studies. Legislation, executive orders, ministerial regulations, regional regulations, and local government regulations at the regional, state, and city levels are examples of public policy. According to Pressman and Wildavsky⁷, public policy is distinguished from private policy by its governing elements, who view it as a hypothesis with predictable initial conditions and outcomes.

Public policy is certainly related to the relationship between society and government, according to Robert Eyestone's⁸ overly broad definition of "the relationship between a government unit and its environment."

The field of public policy, according to Thomas R. Dye (cited in Suharno, 2010:14), seeks to "describe, analyze, and explain the causes and effects of government actions," including the impact of policies on society and the environment, as well as the policy-making process and its intended and unintended consequences.

In the context of implementation, Matland⁹ in *Policy Implementation and Ambiguity* emphasized that policy success depends not only on compliance with regulations, but also on conflicts of interest, organizational capacity, and technical clarity. For example, the implementation of Ministerial Regulation No. 4 of 2021 requires restaurant businesses not only to understand the substance of the regulation but also to have the human resources and infrastructure to support its implementation.

Hill and Hupe¹⁰ in *Implementing Public Policy: An Introduction to the Study of Operational Governance* added that successful policy implementation depends on the synergy between organizational structure, managerial practices, and field control and evaluation systems. In the Parepare context, this is crucial for assessing the extent to which restaurants implement government-mandated banquet service quality standards.

Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 4 of 2021, which contains the scope of Businesses that provide food and beverages for consumption on the premises, operate in part or all of a permanent building, and provide services such as preparing and serving food

⁶ Winarno, *Public Policy: Theory and Process*, 18.

⁷ Winarno, *Public Policy: Theory and Process*, 17.

⁸ Agustino, *Public Policy*, 6.

⁹ R. E. Matland, "Policy Implementation and Ambiguity," *Administration & Society* 27, no. 4 (1995): 575–99, <https://doi.org/10.1177/009539979502700402>.

¹⁰ M. Hill and P. Hupe, *Implementing Public Policy: An Introduction to the Study of Operational Governance*, 3rd ed. (SAGE Publications, 2014).

according to client requests are regulated by this standard. Low risk (<50 seats), medium-low risk (51-100 seats), medium-high risk (101-200 seats), and high risk (>200 seats) are the risk levels used to categorize restaurant operations.

Standard restaurant business policies refer to operational guidelines or procedures established by restaurant management to ensure consistent service quality and meet customer expectations. According to Kotler & Keller¹¹, standard restaurant business policies cover the management of service aspects such as menus, pricing, cleanliness, hospitality, and time management in organizing events. These standards are important for maintaining the sustainability and reputation of the restaurant, as well as creating a positive experience for customers. Restaurant management is a series of activities carried out to manage restaurant operations, from procuring raw materials, setting tables, arranging service times, to managing the workforce. Tjiptono¹² states that effective restaurant management can directly affect customer experience, especially in large events or events that require good coordination between the parties involved.

Meanwhile, event or banquet management is a branch of restaurant management that focuses more on organizing large events, where service quality is a crucial aspect. Manning & Bodie (2016) state that event management in restaurants involves a process of organizing everything from planning, implementation, and evaluation to ensure that all elements run according to customer expectations. Good service quality at banquet events depends not only on the food and drinks served, but also on factors such as customer service, punctuality, and venue and facility management.

A banquet is the hosting of a meal or meeting, arranged and executed for a specific purpose. The word "banquet" is used to describe a pre-planned special event in the hospitality industry. In most cases, this service is not offered in conjunction with a hotel restaurant. Weddings, conferences, cocktail parties, and other formal events are part of a hotel's banquet operations, which typically take place in a separate room. Banquet managers ensure that these events, which typically take place in a dedicated area known as a "banquet hall," run smoothly in larger hotels. Managers of smaller hotels are typically responsible for banquets. Banquets, separate from restaurants, are a more formal service, event, or function. Rooms for rent are typically available in four- or five-star hotels. Depending on the tenant's needs, large, medium, and small rooms are available.¹³ To address consumer/customer concerns, service providers facilitate interactions between consumers and their employees or other entities. These interactions can be tangible or intangible. In the service sector, service quality is paramount, as it determines customer satisfaction and company prosperity.

¹¹ P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. (Pearson Education, 2016).

¹² F. Tjiptono, *Service Management: Achieving Excellent Service* (Andi, 2014).

¹³ Djoko Subroto, *Banquet: Operations and Management of Event Management in Hotels* (Gramedia, 2003).

Service quality is defined as the level of satisfaction or even exceeding customer expectations.¹⁴ They found that responsiveness, reliability, assurance, empathy, and tangibles are the five most important factors influencing service quality. Parasuraman et al.¹⁵ highlight the service quality gap model as a way to evaluate service quality by comparing customer expectations with their perceptions of the service they receive.

RESEARCH METHODS

This study uses a qualitative approach aimed at gaining an in-depth understanding of the phenomena observed in the field, particularly regarding the implementation of the Minister of Tourism and Creative Economy Regulation No. 4 of 2021 concerning restaurant business standards in the context of providing banquet service delivery in Parepare City. Data collection was conducted through in-depth interviews, direct observation, and documentation studies. Key informants consisted of restaurant owners and managers, selected using purposive and snowball sampling techniques. The collected data were analyzed using a descriptive qualitative method based on the Miles and Huberman model, which includes three stages: data reduction, data display, and conclusion drawing/verification. Both primary and secondary data sources were utilized in this study.

The study was conducted in Parepare City and involved a sample of 14 restaurants, selected from a total of 144 officially registered businesses. To ensure data validity, source triangulation was applied. The analysis focused on assessing the extent to which restaurant business standards have been implemented, identifying challenges encountered in the field, and exploring potential improvement strategies. The main emphasis of this study was to bridge the gap between policy formulation at the national level and its implementation at the local level, while also proposing practical solutions to improve the quality of hospitality services in Parepare City.

RESULTS AND DISCUSSION

Results

The findings of this study indicate that the implementation of Minister of Tourism and Creative Economy Regulation No. 4 of 2021, which outlines standards for restaurant businesses, has not been optimally realized in the context of banquet service operations in Parepare City. In-depth interviews with officials from the Parepare Tourism Office revealed that most restaurant operators do not fully understand the regulation and do not possess the required certification

¹⁴ V. A. Zeithaml et al., "Services Marketing: Integrating Customer Focus Across the Firm," 2020, <https://www.pearson.com/>.

¹⁵ A. Parasuraman et al., "Delivering Quality Service: Balancing Customer Perceptions and Expectations," 2021, <https://www.amazon.com/>.

documents. Of the 144 restaurants registered in the city, only about 10 (approximately 7%) have hygiene and sanitation certificates in accordance with regulatory standards.

Further field observations revealed that only a few restaurants have dedicated banquet rooms equipped with necessary facilities, such as staff changing rooms, fire extinguishers, closed-circuit television (CCTV), and adequate sanitation infrastructure. In many cases, restaurants adapt their regular dining areas to accommodate large-scale events such as birthday parties, social gatherings, or community meetings. These banquet services are organized on an ad hoc and flexible basis, often without adhering to formal operational standards as stipulated by regulations.

Furthermore, research found that most restaurant managers rely more on personal experience and informal practices than on standard operating procedures (SOPs) or technical guidelines. Events are typically organized based on verbal agreements between clients and restaurant operators, with minimal documentation. Venue setups are often adjusted without proper consideration of event capacity, ventilation, or service flow, compromising service quality and safety standards.

From a human resources perspective, the majority of staff members are recruited informally and have not received basic training in hospitality, food and beverage service, or event management. The Tourism Office acknowledged that monitoring and coaching activities related to the implementation of restaurant standards have not been carried out effectively, primarily due to budget constraints, limited personnel, and administrative workload. Supervision is generally conducted on a twice-yearly basis and tends to focus more on legal compliance than on assessing the quality and consistency of service operations.

Field observations indicate that many restaurants offering banquet services continue to use their regular dining areas with minimal adaptations. As shown in Figure 1, a restaurant in Parepare operates its banquet events in an open seating area with non-standard furniture arrangements and limited supporting infrastructure.

While the space featured creative thematic elements, it lacked essential hospitality service components such as clearly defined guest flows, staff amenities, and hygiene control zones. This situation illustrates the gap between mandated standards and actual practice, where informal adjustments were made without technical guidance or compliance oversight.

Figure 1. A restaurant in Parepare City uses its regular outdoor dining area to host banquets. The lack of formal service zoning, proper seating arrangements, and supporting facilities reflects a gap in compliance with standards for banquet operations.



Figure 1. Outdoor area of a restaurant in Parepare City

Source: Personal Documentation, 2025

As a result, the implementation of banquet service standards remains inconsistent, undocumented, and largely formalistic. These findings indicate a significant gap between regulatory expectations and practical implementation on the ground, highlighting the need for structured interventions, stronger regulatory oversight, and increased technical assistance to support the development of standardized and professional banquet services in Parepare City.

Discussion

The findings of this study indicate a significant gap between the national policy framework and local practices in the implementation of restaurant business standards. Referring to Anderson's¹⁶ public policy theory, policies should not be understood solely as written regulations, but as deliberate actions that must be translated into concrete practices. In the Parepare context, these policies have not been integrated into restaurant operational systems, primarily due to limited understanding of the regulations, inadequate infrastructure, and inadequate training.

Furthermore, Hill and Hupe¹⁷ argue that effective policy implementation requires coherence between organizational structure, managerial capacity, and regulatory oversight. This study found that local institutional structures—particularly the Tourism Office—have not been able to establish systematic monitoring mechanisms. The absence of structured evaluations and follow-up interventions has resulted in inadequate guidance and enforcement for restaurant operators.

From a micro-level perspective, as emphasized by Winter¹⁸, the success of policy implementation is heavily influenced by the behavior and capacity of street-level bureaucrats and

¹⁶ Anderson, *Public Policymaking*.

¹⁷ Hill and Hupe, *Implementing Public Policy: An Introduction to the Study of Operational Governance*.

¹⁸ S. C. Winter, "Implementation Perspectives: Status and Reconsideration," in *The SAGE Handbook of Public Administration* (2012), <https://doi.org/10.4135/9781446200506.n15>.

frontline implementers. In this case, the lack of professionalism and formal training among restaurant staff contributed to the provision of substandard hospitality services. Key service quality dimensions such as reliability and responsiveness, which are at the heart of the SERVQUAL model,¹⁹ were not met. Furthermore, the lack of incentives and technical support from local government agencies further exacerbated the challenges of improving service standards.

Overall, the implementation of Ministerial Regulation No. 4 of 2021 in Parepare is still in its early stages and fragmented. Rather than being viewed as a framework for improving service quality, the regulation is often perceived by businesses as merely a bureaucratic requirement. Therefore, a more collaborative and integrative approach is needed, one that aligns national policies with local realities through capacity-building programs, technical assistance, business incentives, and the development of data-driven monitoring systems.

When compared to formal regulatory requirements, the current operational conditions of restaurants in Parepare fail to meet key criteria for professional hospitality. These deficiencies include the absence of written standard operating procedures (SOPs), undefined operational roles, substandard facilities (event space, kitchen, sanitation infrastructure, safety equipment), a lack of certified personnel, and inadequate documentation systems.

This misalignment reflects a clear implementation gap—the difference between the policy as designed and the policy as it is put into practice. The lack of simplified standard operating procedures (SOPs) and the absence of support from local vocational education institutions or hospitality training centers further hamper the transition to standardized hospitality service delivery.

Therefore, a strategic and holistic approach is crucial, focusing not only on regulatory enforcement but also prioritizing ongoing development, training, technical assistance, and collaborative stakeholder engagement. Cross-sector collaboration involving local governments, restaurant businesses, and training institutions is crucial to accelerating the widespread and sustainable adoption of national restaurant standards.

¹⁹ Zeithaml et al., “Services Marketing: Integrating Customer Focus Across the Firm.”

Table 1. Comparison of Actual and Ideal Conditions

Implementation aspects	Ideal Conditions (based on the Minister of Tourism and Creative Economy Regulation)	Conditions in the Field
SOP Service	Written Standard Operating Procedures (SOPs) are available for banquet operations.	Most businesses do not have written SOPs.
Banquet Facilities	Equipped with a dedicated party room, security system, and separate dining area and toilets.	The dinner event was held in a regular room with limited supporting facilities.
Human Resources	The staff are certified and professionally trained in hospitality services.	Most employees do not have certification and are recruited informally.
Monitoring and Evaluation	Monitoring is carried out regularly and systematically by the Regional Tourism Office (Dispar).	Monitoring is conducted in an unsystematic manner and is limited to random sampling with minimal follow-up action.
Business Hygiene Certification	and It is mandatory to upload business permits and hygiene certificates to the OSS system.	Some facilities are not certified and have limited understanding of the OSS process.

Source: Researcher's Processed Results, 2025

Based on a comparative table between the ideal conditions mandated in Minister of Tourism and Creative Economy Regulation No. 4 of 2021 and actual findings in the field, it can be concluded that the implementation of restaurant business standards for banquet services in Parepare City still faces significant gaps. Key operational aspects—such as the availability of written Standard Operating Procedures (SOPs), dedicated banquet facilities, certified personnel, and a structured business monitoring and certification system—have not yet been fully implemented.

A case study of an event held at the Kenari Hotel in Parepare, as depicted in Figure 2, illustrates how some hospitality businesses already have the basic infrastructure to support formal events such as Focus Group Discussions (FGDs). The hotel provided a structured room layout, audiovisual equipment, and basic service facilities. However, further assessment revealed the absence of written banquet SOPs and limited professional service coordination, indicating partial compliance with national standards and the need for service improvements to achieve optimal banquet management.

Figure 2: A Focus Group Discussion event held at the Kenari Hotel, Parepare City. The venue demonstrated basic compliance with event planning standards, but still requires improvement in service coordination and implementation of SOPs for banquet operations.



Figure 2. FGD at the Kenari Hotel, Parepare

Source: Documentation, 2025

Most restaurants continue to operate conventionally, without standardized service guidelines, often repurposing regular dining areas for banquets, and recruiting staff through informal channels without adequate professional training. Supervision by local tourism agencies is also not conducted regularly and systematically, resulting in weak enforcement of regulations and limited compliance with existing standards.

Furthermore, low levels of understanding regarding the Online Single Submission (OSS) procedure and the importance of hygiene and sanitation certification further hamper the implementation of quality standards. These findings underscore the need for urgent strategic interventions and sustained capacity-building efforts to bridge the gap between national policy expectations and local operational realities.

CONCLUSION

The implementation of the Ministry of Tourism and Creative Economy Regulation No. 4 of 2021 in the operational practices of banquet organizers in Parepare City has not been optimal. This is demonstrated by the lack of written SOPs, the lack of adequate physical facilities, and the use of uncertified workers. Most restaurants host banquets improvisationally and based on field experience, without referring to standard guidelines. Despite outreach efforts by the Tourism Office, business owners' understanding and awareness of this policy remains low. As a result, the quality of banquet services is inconsistent and does not meet the national standards set in the policy. Furthermore, several obstacles hinder the optimal implementation of restaurant business standards

for organizing banquets in Parepare City. These obstacles include business owners' lack of understanding of regulations, limited trained workforce, inadequate facilities and supporting infrastructure, and a weak monitoring and evaluation system from the local government. Furthermore, the lack of concrete incentives and practical mentoring models has made most business owners reluctant to adapt to established standards. This gap between regulations and practices has led to inconsistencies in the quality of banquet services provided in Parepare.

SUGGESTION and RECOMMENDATIONS

To improve the quality of banquet services and close the gap in the implementation of Restaurant Business Standards as stipulated in Ministerial Regulation No. 4 of 2021 in Parepare City, it is recommended that the Regional Government, through the Tourism Office, immediately take a more active facilitative role, such as organizing ongoing technical training programs, providing adaptive SOP models, and prioritizing business certification and workforce competency. Addressing obstacles in the field requires a structured collaborative approach between the government, business actors, and vocational education institutions to build a professional banquet service ecosystem, supported by strengthened supervision, technical assistance (such as free training and the development of simple SOPs), and incentives for business actors committed to quality improvement. Meanwhile, for future researchers, it is recommended to expand the scope of the study to other areas with similar potential in South Sulawesi (such as Makassar or Maros), use a mixed methods approach to integrate qualitative and quantitative data (for example, customer perceptions of service quality), and add variables such as guest satisfaction and operational cost analysis, to provide a more comprehensive and measurable picture of the implementation of business standards.

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