CHAPTER I

INTRODUCTION

1.1   BACKGROUND OF THE STUDY

The hospitality industry is an industry whose operational activities directly or not will affect customer satisfaction. Service quality is the key to success of an organization since of its related to the customer satisfaction especially in the service. And also, there is a common belief that the customer service is the main role of every organization in monitoring and evaluating their bussiness growth.

Customer satisfaction is one of the most important aspects for food and beverage sector and also one of the important aspects of consumer behavior. In this competitive environment providing high quality service is the main goal to maintain in the customer's mind if not, the customer will change his preferences to another.

The popularity of restaurants or cafes has grown rapidly over these past years. People visit restaurant or café for having pleasant service and having good food. Restaurant or café places managers and employees to provide a perfect standard of service to their customers, prepared the foods by a friendly chef and using good quality of materials and attributes. The physical environment of the cafe like, the decoration, lighting, atmosphere, furniture, glasses of the restaurant is cool and also the price of the food is affordable.

However, as many restaurants and cafes have opened because of the popularity of instant experience and also people want to have experience at the restaurants or cafe, the competition has recently became fierce at the restaurant and cafe market. Given this market problem, customer retention is one of the main problems and challenges for every cafe owner or operator. The customer retention is

very important for the owner or operator to make a restaurant or café become success.

Food and beverage department is one of the major revenue producing departments in hospitality industry. Service quality and customer satisfaction are main factors for making any business become success. In order to gain customer satisfaction, it is very important to recognize customer needs and able to satisfy them. Hospitality industry currently is facing one of the main challenges for retaining customers for a longer time. Food and beverage are one of the most important needs while travelling. This is the reasons why mostly streets are full of service with restaurants, fast food shop, coffee shop and take away shop. This is the reason that most of the customer who were earlier used to dine in fast food shop has switched to restaurant, coffee shop as the fast food shop was failed to provide the customers with clean and hygienic toilets.

Service usually is an offered to satisfy customer's need. Therefore, service is activities that carried out by a company to meet the customers' expectation. Based on observations it is known that there is a reduction in consumers who enjoy service at the Pondok Telaga Ikan Restaurant from 2016 to 2018.

Table 1.1 Numbers of Customers That Visit Pondok Telaga Ikan in 2016-2018

Number of Customers		
	2016	2017	2018
January	4278	4256	3534
February	4368	3836	3388
March	4185	3720	4588
April	3410	4092	3844
May	3906	4650	3612
June	4650	4495	4402
July	4309	4402	3782
August	4185	4278	3441
September	3782	3658	3255
October	4433	4557	3844
November	4185	3751	3689
December	3906	3441	3534
Total	49597	49136	44913

Source: Pondok Telaga Ikan (2019)

Based on these descriptions, the researcher intend to conduct research with the title **"The Influence of the Service Quality in Food and Beverage Waitress Towards Customer Satisfaction in Pondok Telaga Ikan"**.

1.2 PROBLEM LIMITATION

Besides of service quality, there are others factors that could effect customer satisfaction as food quality, restaurant cleanness, employee knowledge and others. Due to the time that was given, the research is going to be limited. The writer will focus on service quality in food and beverage waitress towards customer satisfaction Therefore, the study has limitation which are the research was targeted only customer at Pondok Telaga Ikan. This research is going to be conducted within the customers of Pondok Telaga Ikan from the period of 13rd April 2019 to 13rd May 2019. The study is about the correlation between of service quality in food and beverage waitress towards customer satisfaction in Pondok Telaga Ikan.

1.3 PROBLEM FORMULATION

Based on the explanation in the background of the study that is mentioned above, the writer is interested to do research on service quality and its effect on customer satisfaction by asking question: What is the influence of service quality towards customer satisfaction at Pondok Telaga Ikan?

1.4 OBJECTIVE OF THE RESEARCH

Based on the description and backgrounds of study mentioned above, the objective of the research is to identify the influence of service quality towards customer satisfaction at Pondok Telaga Ikan.

1.5   **BENEFIT OF THE RESEARCH**

From the research the benefit could help the reader to understand the factor of influences customer satisfaction. To identify the most considerate factors in making customer satisfaction:

1.5.1   **THEORETICAL BENEFIT**

1. To get an overview and know about the influence of service quality towards customer satisfaction.
2. This research can be used as reference to other researcher that conduct the research with the same topic.
3. As input material or additional knowledge for fellow students in Universitas Pelita Harapan Medan regarding customer satisfaction.

1.5.2   **PRACTICAL BENEFIT**

1. This research is expected to be a reference consideration for management to manage company resources more optimally.
2. To be used as a guideline to determine the steps to be taken by the company in the future to improve the service quality of the restaurant.
3. As an evaluation material for customer satisfaction and knowing which factors are the most dominant between service quality in food and beverage influencing the level of customer satisfaction.

1.6   **SYSTEMS OF WRITING**

The writing of this *skripsi* is divided into five chapters. Each chapter is divided again into several sub chapters according to the necessity. The systematic outline of writing in this *skripsi* will be as follows:

CHAPTER I: INTRODUCTION

This chapter contains background of the study about why writer choose the title of this research, problem limitation about the study include place of research that the writer choose, problem

formulation that describe about the questions in this research, objective of the research is to analyse the relationship among service quality and customer satisfaction and the influence of service quality in food and beverage towards customer satisfaction, benefit of the research and systems of writing.

CHAPTER II: THEORETICAL BACKGROUND

This chapter contains theoretical background include definition of the variable that the writer talk about, previous research, hypothesis development that contains a statement about the results of the research that will be tested through data search and analysis, research model explains the type of research that will be carried out later including variables and how to measure them, and framework of thingking that contains the relationship between the two independent variables on the dependent variable and contains the results of previous studies that have variables with the same influence and have different results.

CHAPTER III: METHODOLOGY

This chapter contains research design could explain type method and type of research where the researcher explains the causal relationship between variables through testing hypotheses, population and sample in this study is all customer or guest at Pondok Telaga Ikan, data collection method is used in this research is make questionnaires, operational variable definition

about service quality, and customer satisfaction, and variable measurement explain about indicators of service quality, and customer satisfaction. Data analysis method is a descriptive statistics, validity test, reliability test, normality test, correlation test, determination test, linearity test, linear regression test and hypothesis testing.

CHAPTER IV: RESULT AND DISCUSSION

This chapter show the general description of the Pondok Telaga Ikan, the oragnization structure of Pondok Telaga Ikan and its job description, and the vision and mission of the resataurant. Collecting data with questionnaires to customers in Pondok Telaga Ikan. This chapter shows the result of data analysis that has been conducted in the research, show the test assumption and descriptive statistical result and the discussion of the analysis.

CHAPTER V: CONCLUSION

This chapter gives conclusion of the research, the implication and recommendation towards Pondok Telaga Ikan and to give benefit for company, writer and reader.