

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Indonesia is considered as a developing country, which means that the economy in Indonesia is growing as time passes. The proof of its growing economy can be seen from a lot of companies, hotels and restaurants that have emerged in Indonesia where they cause the competition in the business world to become more competitive especially in terms of attracting customers.

This rapid growth can also be seen from the culinary industry in Indonesia where many restaurants and cafes are emerging. Each restaurant has its own methods to serve and satisfy their customers such as creating food with different concepts comparing to other restaurants. (Dokumen Tips, 2015)

This situation shows that every restaurant has its own uniqueness which means that each of them has their own competitive advantage and causes the competition in Indonesian culinary industry becomes more intense. By having many types of food such as Japanese, Chinese, Korean food, etc., these have become choices for customers in choosing the food which are suitable to them.

Therefore, this situation will lead to many restaurants focus on a certain type of food such as Japanese or Chinese to attract certain customers. They will give extra training for their employees to create an environment that is supporting in order to enhance their abilities to compete with other restaurants. (Kualitas Kerja, 2018)

Due to the intensive competition between each competitor, one of the most factors that heavily influences the business is the service sector which means that waiters hold a very important role. Service is very important because it is one of the important elements that effects customer satisfaction. It depends on the quality of the service encounter. (Tompul, 2017)

Training is important because it can improve employee ability, skill, attitude and their knowledge. By having employee with good service quality, it

will become the benefit for the company and also can make employees more confident in their skill. So, by investing in training programs, it can become a benefit for company and gain more profit as well as attract more customers.

Regarding the topic of research, Jade Restaurant is considered as one of the famous and best restaurant in Medan that provides good services which can be seen from the reviews and feedbacks from customers at various apps, such as trip-advisor.

A brief history of Jade, Jade Restaurant was established in September 2009. Jade restaurant is one of the best Chinese restaurants in Medan that has a career of approximately 10 years. Jade restaurant is a Chinese restaurant that implements traditional and modern Chinese cuisine. Jade provides A la carte and Set Menu for their customers which are served by professional waiters. (Jade Restaurant, 2019)

The role of waiters is very crucial in restaurant because the satisfaction of customers depends on how good their service quality is. If the waiters can provide good service quality, it will increase the customer satisfaction and this, in return, will attract more customers. On the other hand, if the waiters provide poor service quality, it may cause the restaurant to lose potential customers.

The employees at Jade Restaurant must obey the standard policy and regulations that have been implemented in the Restaurant, so that customers will feel satisfy with their service quality and complaints can be avoided.

Regarding the experience of my internship program in Jade restaurant, I noticed that the employees of Jade restaurant were not really prepared in terms of providing good service quality. This could be seen from a lot of customers' complaints regarding slow responds. The reason is because the manager at Jade Restaurant rarely provides training for all employees so that actually, employees learn everything by autodidact.

To achieve this goal, the restaurant needs to provide a training program to enhance the employees' skill. Training programs are common at every restaurant where the employees will learn from their supervisors to be more professional

and productive, which give them more advantages in terms of serving the customers.

Regarding all descriptions stated above, the writer is interested in doing the skripsi with the title as follows: "**THE INFLUENCE OF TRAINING TOWARDS THE SERVICE QUALITY IN JADE RESTAURANT**"

1.2 Problem Limitation

The scope of this research topic is limited due to the writer's limited knowledge and capability as well as the deadline of the Skripsi. The writer will choose to conduct research at Jade restaurant for all waiters and waitress located at J.W. Marriott Hotel Medan.

The research will focus on some indicators that are affecting training as the variable X and service quality as the variable Y. Furthermore, the writer will provide and distribute some questionnaires to help completing this research.

1.3 Problem Formulation

1. Does training affect the service quality of employees in Jade Restaurant?
2. How big is the effect of training towards service quality in Jade Restaurant?
3. What training type that can be used to improve the service quality in Jade Restaurant?

1.4 Objective of the Research

1. Affirm whether training affects the service quality of employees in Jade Restaurant
2. Investigate how big is the effect of training towards service quality in Jade Restaurant
3. Investigate the training type that can be used to improve service quality in Jade Restaurant.

1.5 Benefit of the Research

The writer believes that by conducting this research, it will become useful for the society in the future especially for people would like to know about employees training and service quality at Jade Restaurant. This research provides two benefits which are the theoretical and practical benefit.

1.5.1 Theoretical Benefit

Regarding the benefit of this research, the writer believes that it will help a lot of people who want to learn about Hotel performance standards especially in restaurants. It can also be used as a source of information and reference for further research on the performance standards of waiters. It will become useful for other researchers who want to conduct researches of similar topics where they can use the theories in this paper as inputs for them and create more new information for the society in the future.

1.5.2 Practical Benefit

For the practical benefit, the writer believes that this paper can become useful for Jade Restaurant to apply better training methods in hopes of improving their employees' service quality, which may possibly become their competitive edge against other competitors in the culinary industry.

1.6 Systems of Writing

Chapter I: INTRODUCTION

The content of this chapter describes the introduction of the background regarding the relation between training and service quality, the scope limitation of this research, research problems, and objectives. Furthermore, the theoretical and practical benefit of this research can also be found in this chapter.

Chapter II: LITERATURE REVIEW AND HYPOTHESIS

This chapter mainly covers the theories that are related to training (Variable X) and service quality (Variable Y) of this topic. Furthermore, the writer will also provide previous research that had been done in this area. Several hypotheses and framework of thinking for this research are also provided.

Chapter III: RESEARCH METHODOLOGY

In this chapter the writer will provide information related to the research design, sample and population that are used in this research. Moreover, the data collection method can also be found followed by the operational variable and variable measurement.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter contains information regarding the research object and data analysis. Moreover, this chapter will discuss the results of data quality and hypothesis testing.

Chapter V: CONCLUSION

This chapter provides the conclusions of the whole discussions from each chapter in this research. Furthermore, the writer will also provide some recommendations regarding the problems that are found in this research.