

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The hotel industry, the most noticeable sector in the hospitality industry, is undergoing a significant retrogression threatening future investors' attractiveness. Although numerous statistics show that astronomy has increased in the sector by examining these statistics more closely, one will find that the great growth in sector is only evident in the chain-operated sections of the hotels and business. Moreover, the amount of competitions within the hotel sector in latest decades has grown so much that it not only poses a danger to fresh entrants, but also to businesses which have been in the company for many years. (Talabi, 2015)

According to Kotler and Armstrong (2016), marketing as a social mechanism, through the creation, providing and free exchange of value goods and services to people and communities to achieve what they need and want. Marketing is a continuous method to discover and translate customer requirements into goods and services, to generate demand for such goods and services, to meet the consumer and his requirements through a network of advertising channels, and to expand the basis of the industry in the face of competition.

The marketing concept believes that the key to attaining its organizational targets is that the firm creates, delivers and communicates client value to its selected target markets better than its rivals. The notion of marketing is an informative explanation of the phenomenon based on four main problems such as the target market, the needs of clients, integrated marketing communication and profitability. (Kazmi & Panda, 2015)

Marketing in food and beverage activities can be incredibly difficult as executives must consider the marketing of both the concrete and immaterial aspects of the meal experience. The customer must be present to carry out a transaction, which includes the consumer in the product that is additional to the

challenge of efficiently marketing the product. As different customers have various experiences,



expectations and perceptions, the absolute consistency of the product and service can be difficult to maintain. Moreover, marketing is very crucial for the effective leadership of any food and beverage company due to the destructiveness of both the product actually sold and the places accessible in a food and drink operation. This section examines fundamental marketing definitions and the nature of services, segmentation of markets and mix of markets.

Marketing is important in the tourist and hotel sectors of all kinds as it is a instrument to better manage hotel activities and also helps in identifying suitable development policies with the primary aim of increasing economic outcomes. This would enable the host business to move into a stronger position to guarantee increased market shares and to bring the product or service to the clients and prospective consumers, in a scheduled, well-employed, and organized way, to develop a marketing and promotion strategy thinking.

A robust marketing strategy is essential in every company to build a brand and attract fresh clients and retain allegiance. There is no other hospitality sector. Because customer loyalty is essential to the creation of brand awareness and continuing interconnections with marketing managers and executives. In addition to the print and digital collaterally aiming for previous visitors, these marketing attempts generally attract fresh customers.

Indonesia's huge growth in the amount of hotels makes the sector very competitive. Hotel restaurants contribute through the decor, menu and services provided to produce the general ambiance of the institution. Previous scientists have noted that understanding client expectations is a prerequisite for superior service delivery. The research examines the role of hotel products for food and beverages (F&B) in boosting the overall competitiveness of hotels in Indonesia through the evaluation of the levels of client satisfaction for food, services, costs and the overall atmosphere generated by the F&B hotel.

The vast increase in the number of hotels in Indonesia is making the industry very competitive. Hotel restaurants help to create the overall ambience of the establishment via the decor, menu and services offered. Earlier researchers have reported that the understanding of customer expectation is a prerequisite for

delivering superior services. This study was undertaken to examine the role of the hotels' Food and Beverage (F&B) offerings in enhancing the overall hotel competitiveness in Indonesia via evaluating customer satisfaction levels towards the food, services, prices and the general environment created by the hotel F&B outlet.

As the most visible sector within the entertainment industry, the hotel industry faces a significant setback that puts future investors at risk to the attractiveness of the sector. While different stats show that the sector is increasing at an astronomical pace, examining these figures more closely, and one will find that the industry's main development is only visible in the hotel chains and industry cooperative sections. In addition, in the last decades, the amount of competition in the hotel sector has grown so strongly, posing a danger not only to fresh enthusiasts, but also to those businesses that have been in company over many years. The hotel is the largest and most visible sub-sector of all the different kinds of accommodation accessible for tourists. It is generally regarded as an institution providing visitors who only have a brief stay with accommodation, food and drink on a paid basis. The contemporary perception of a hotel is, however, more complicated because not all hotels provide facilities like food and drink, at the same moment, some hotels give their guests extra facilities, like meeting rooms. (Talabi, 2015)

Of the many hotels found in Medan city, researchers saw various types of attractive promotions offered in the field of Food and Beverage. However, promotions offered by Santika Premiere Dyandra Hotel Medan which is quite interesting for researchers. Promotions that are interesting, varied and always updated regularly making Santika Premiere Dyandra Hotel Medan according to researchers are superior to other hotels. Besides, the Executive Chef of the Santika Premiere Dyandra Hotel Medan is quite well known by the public as a reliable Chef because he often goes down directly in hotels' activities which are mainly related to food and beverage promotion.

In this study, the researcher wants to analyse Santika Premiere Dyandra Hotel Medan which located on Jl. Kapten Maulana Lubis no. 7, North Sumatera to

find out the strategies and the success rate of food and beverage promotion in order to attract customers at Santika Premiere Dyandra Hotel Medan, thus write it in this final paper entitled “**The Strategy of Food and Beverage Promotion in Order to Attract Customers at Santika Premiere Dyandra Hotel Medan**”.

1.2 Problem Limitation

In order for research conducted more focused and easily in collecting and processing data, the scope of research is limited as follows. There are so many hotels in Medan. This study only examines one of the four stars hotel in Medan, which is only limited to Santika Premiere Dyandra Hotel Medan. This study will only focus at Food and Beverage department in order to analyze its marketing strategy in order to attract customers at the hotel.

1.3 Problem Formulation

Based on the description on the background of the study above, the research questions in this study are as follows:

1. What kind of the strategies of food and beverage promotion in order to attract customers at Santika Premiere Dyandra Hotel Medan?
2. How is the success rate of food and beverage promotion in order to attract customers at Santika Premiere Dyandra Hotel Medan?

1.4 Research Objective

The research objective are as follows:

1. To explain the strategies of food and beverage promotion in order to attract customers at Santika Premiere Dyandra Hotel Medan.
2. To know the success rate of food and beverage promotion in order to attract customers at Santika Premiere Dyandra Hotel Medan.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

Theoretically, the results of this study are expected to be useful to strengthen the theory in hospitality, especially about the role of food and beverage department in a hotel.

1.5.2 Practical Benefit

The practical benefits expected from this research are as follows:

1. For the writer

This research can provide an overview and knowledge about the role of food and beverage department in a hotel.

2. For the company

This research is expected to be used as a suggestion to give more attention about the role of food and beverage department in order to increase the service quality and fulfil the customer's satisfaction.

3. For the other researchers

The results of this research are expected to be used as a source of references who concerned in conducting related research in the future.

1.6 Systems of Writing

The researchers compiled the writing with the following details:

CHAPTER I : INTRODUCTION

This chapter contains background of the study, problem limitation, problem formulation, research objectives, benefit of the research, and the systems of writing.

CHAPTER II : LITERATURE REVIEW

This chapter contains theoretical background, previous research, and framework of thinking.

CHAPTER III : RESEARCH METHODOLOGY

This chapter will describe the research design used, the object of research, the method of data collection performed and the method of data analysis.

CHAPTER IV : DATA ANALYSIS AND DISCUSSION

This chapter describes the overview of the research objects discussed in this study and describes the data analysis and the detailed discussion.

CHAPTER V : CONCLUSION

This chapter contains the conclusions of what has been described in the previous chapters, and also contains suggestions for improvement for research development related to this research topic.

