

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

The quality of food is the quality features that buyers deserve. This includes external components as appearance (size, shape, shade, sparkle and consistency), surface and taste. Factors like principles of government quality.

Quality of food is an important need in the production of food since food consumers are susceptible to any contamination during the process of production. Many consumers likewise depend on assembling and preparing guidelines, especially to understand what fixings are available, because of dietary, nourishing prerequisites (legitimate, halal, veggie lover), or ailments (e.g., diabetes, or hypersensitivities).

The satisfaction of customers is a term used often for promotion. It is part of how an organization's supplied goods and administrations meet or exceed the customer assumption. Consumer loyalty is characterized as "the quantity of clients, or level of complete clients, whose revealed insight with a firm, its items, or its administrations (evaluations) surpasses indicated fulfilment objectives." Customers assume a significant part and are fundamental in keeping an item or administration pertinent, so it is to the greatest advantage of the business to guarantee consumer loyalty, and construct client dedication.

Quality food is the main element of food restaurant pleasure. Most people travel to restaurants to acquire food at home and quality is always a major aspect.

The predictor of food safety is food quality. They are so often curious about everything that concerns them, i.e., what they are, what they eat and what they are feeling. It's so common to people. The quality of food at restaurants affects brand assessment. Greater quality leads to greater satisfaction for consumers. The customer's needs and how they satisfy them is a satisfaction level. (Mohaydin *et al*, 2017)

All accounts recognize food quality as a key factor in satisfying restaurant clients; nonetheless, quality and satisfaction were overlooked often at the restaurant. The main objective of this assessment was to explore how food quality is seen in mid-to-upper restaurants in terms of satisfaction and behaviour.

The customer's trust in the food sector increases as food security and quality measures meet and serve customers' basic needs. If a consumer knows that purchasing a product is secure and of good quality, communication will be a significant aspect in this process in order to give greater regard to their attitudes, wants and levels of satisfaction. (Mohaydin *et al*, 2017)

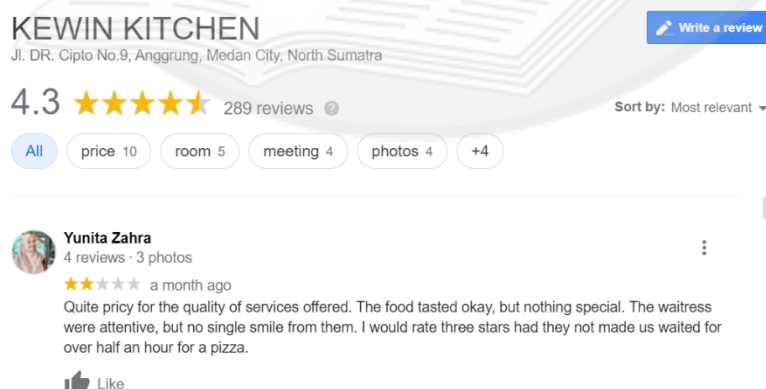
Kewin Kitchen which is located on Jalan Dr. Cipto No. 9, Medan city – North Sumatera is a restaurant a café shop in Medan. The restaurant provides Italian food, Asian food, and Indonesian food. The opening hours is starting at 10:00 AM – 10:00 PM. It also provides VIP room that can be used for meeting room up to 30 persons (include meeting tools, such as: projector and wireless microphone).

Based on the overview at TripAdvisor application, Kewin Kitchen is at rank 118<sup>th</sup> from 469 restaurants in Medan city. This indicates that although this restaurant has a big space, large parking area, comfortable rooms but still cannot in

the list of top 50 best restaurants at Traveloka application. After doing some observation and short direct interview with random customers, the writers find out that:

1. Some of customers stated if they do not really enjoy the food because the taste is quite common and nothing special compare with the other similar restaurants.
2. Some customers often ask for additional flavourings according to their tastes, for example: chili sauce, chopped chilies, sweet soy sauce, pepper, and so on. Although this is quite relative depending on the tastes of the customers who come, Kewin Kitchen does not provide flavourings or additional seasonings on the table. For this reason, the customers must ask the waiter for doing this case.
3. Some customers often complain about the soup being served not hot. Although in terms of taste it still feels good to customers, but the soup is not hot. Some types of soup are even served at room temperature.

Here are some customers comment in Google Review:



**KEWIN KITCHEN**  
Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

4.3 ★★★★★ 289 reviews

Sort by: Most relevant

All price 10 room 5 meeting 4 photos 4 +4

**Yunita Zahra**  
4 reviews · 3 photos

★★★★★ a month ago

Quite pricy for the quality of services offered. The food tasted okay, but nothing special. The waitress were attentive, but no single smile from them. I would rate three stars had they not made us waited for over half an hour for a pizza.

Like

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

[Edit your review](#)4.3  290 reviews Sort by: Most relevant 

All price 10 room 5 meeting 4 photos 4 +4

**drg. Erda Dewi**

Local Guide · 47 reviews · 49 photos

 a month ago

Lumayan lah...tempatny enak buat foto...nyaman...protokol kesehatan...tapi rasa dan harga gak sesuai...

(Translated by Google)

Not bad ... the place is nice for photos ... comfortable ... health protocol ... but the taste and price are not in accordance ...

 Like

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

[Write a review](#)4.3  289 reviews Sort by: Most relevant 

All price 10 room 5 meeting 4 photos 4 +4

**mirko lanini**

76 reviews

 a year ago

Amazing pizza

But spacchetti clam rediculus only r shell and watering no Italian taste

Tiramisu you I need to find another recipe, many fly in the table and old ketkup sauce

 1

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

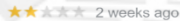
[Write a review](#)4.3  289 reviews Sort by: Most relevant 

All price 10 room 5 meeting 4 photos 4 +4

**Response from the owner** 6 months ago  
thanks

**Andrew Brevoort**

6 reviews

 2 weeks ago

Sorry, unsatisfied with the food. The portion and quality of food offered were overpriced.

The Italian food was too spicy 🌶️ for my taste

Waiters unresponsive and doesn't communicate well.

For me first time and last time visit.

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

[Edit your review](#)4.3  290 reviews Sort by: Most relevant 

All price 10 room 5 meeting 4 photos 4 +4

**Tri Sekti**

3 reviews · 1 photo

 2 months ago

maaf ya kemaren kita makan nasi goreng kampung tp rasanya biasa aja kurang special dan nasi timbel nyajuga ga ada isi ayam gitu cm tahu n tempe crisperi doank..jd tolong diperhatikan deh menunya jgn sampe kalah sama resto lain



(Translated by Google)

sorry, yesterday we ate village fried rice but it just tastes less special and the rice lead is also not filled with chicken, so do you know the tempeh is crispy ... so please pay attention to the menu, don't lose to other restaurants



## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

Edit your review

4.3 290 reviews

Sort by: Most relevant

- All
- price 10
- room 5
- meeting 4
- photos 4
- +4



**Marina Idris Nasution**

5 reviews

3 months ago

It's ok. But utk soto ayam nya, saran saya jgn pake kemiri deh...terlebih utk lidah org sumut kali ya. Utk italian food it's okay...

(Translated by Google)

It's ok. But for the chicken soup, my advice is not to use hazelnut ... especially for the tongue of a North Sumatra person. For italian food it's okay ....

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

Edit your review

4.3 290 reviews

Sort by: Most relevant

- All
- price 10
- room 5
- meeting 4
- photos 4
- +4



**albert wijaya**

Local Guide · 22 reviews

3 months ago

jika anda datang, pesan saja pizzanya jangan main dish yg lain.. semua makanan mengecewakan, hanya pizzanya saja yang lumayan

(Translated by Google)

if you come, just order the pizza, don't play any other dish ... all the food is disappointing, only the pizza is not bad

1

## KEWIN KITCHEN

Jl. DR. Cipto No.9, Anggrung, Medan City, North Sumatra

Edit your review

4.3 290 reviews

Sort by: Most relevant

- All
- price 10
- room 5
- meeting 4
- photos 4
- +4



**Indonesia Jaya**

14 reviews · 2 photos

2 months ago

Lokasi, tema ruangan, kebersihan okbanget. Makanan standard doank. 😊😊😊

(Translated by Google)

Location, room theme, cleanliness is okbanget. Doank standard food. 😊😊😊

Like

From all the google review, there are 4 main things that customers write. They are food quality, service quality, price, and ambience. Most of the good review on Kewin Kitchen was the ambience. Customers like the decoration and many space that Kewin Kitchen provide to make customers felt comfort.

After ambience, the following good reviews were service quality. Based on the google review, service quality at Kewin Kitchen quite good although I read some of the review said that the waitress are hard to find and very slow. The last 2 things that customers always keep were the price and the food quality. Customers were keep complaining about the food such as: the portion and quality of the food were overpriced, the food taste standard, the food was not delicious.

The writer concludes that the main reason customers come to visit Kewin Kitchen is just because its large dining room, good service quality and not because of its food quality.

In this study, the researcher wants to analyze the influence of food quality towards customer satisfaction and write it in this thesis entitled “**The Influence of Food Quality Towards Customer Satisfaction at Kewin Kitchen Medan**”.

## **1.2 Problem Limitation**

Due to a lack of time, experience, and access to the restaurant, the writer limits the research scope and only cover food quality as the independent variable (X) and customer satisfaction as the dependent variable (Y) at Kewin Kitchen Medan. This research will also limit variable X’s indicators to focus only on the smell of the food is enticing, the food is nutritious, the food is delicious, and the

food is fresh (Karki & Panthi (2018)) and variable Y's indicators to concentrate only on suitability of expectation, the interest of repurchase, and the willingness to recommend (Afilia (2016)).

### **1.3 Problem Formulation**

The problem formulation of this study is based on the study's background is: "Does food quality have influence towards customer satisfaction at Kewin Kitchen Medan?"

### **1.4 Research Objective**

The research objective is to discover whether food quality has influence towards customer satisfaction at Kewin Kitchen Medan.

### **1.5 Benefit of the Research**

#### **1.5.1 Theoretical Benefit**

1. In theory, the outcomes of this study will be valuable for strengthening hospitality and management theory, especially about the influence of food quality towards the level of customer satisfaction in a restaurant.
2. This research offers an overview and knowledge of hospitality and management, in particular the influence of food quality on a restaurant's customer happiness.

#### **1.5.2 Practical Benefit**

The practical benefits expected from this research are as follow:

1. For the company

The research will be utilized as a suggestion to pay more attention to the aspects of food quality in order to meet the satisfaction of the client.

2. For the other researchers

It is intended that the outcomes of this research will serve as a source of reference to be used in future research.

