

CHAPTER I

INTRODUCTION

1.1. Background of The Study

In these modern days, pop up restaurant and café has emerged and take the storm in the hospitality industry. Due to the versatility of the industry, it begins to change the perception of people. Furthermore, employees play important role in a restaurant. As the key aspects of company, Employees, can either make or break one company's prominence and may skeptically affect profitability. (Sasidaran, 2018)

In order to achieve customer satisfaction, employees are responsible to work more. In addition, it is also required to always ensure the quality of products and events. Without proper guidance, both new and existing employees will struggle to learn the necessary information and develop the necessary skill sets to complete their tasks to their full potential. Employees who receive adequate training are more likely to stay on the job for a longer period of time. (Sasidaran, 2018)

Having a well-trained employee is important to make sure that the company has the right workforce that is experienced enough and qualified to do their tasks properly. Furthermore, it is critical to remember that employees are the foundation of every company. Employees become a barometer for how competitive or ineffective an organization can turn out to be, regardless of its size.

In order to provide high levels service quality, the company's service organizations need to plan the way they deliver the service in order to ensure successful implementation of the actual plan itself. The delivery of these services is differentiated into two in which one of them is known as soft skills and other is hard skills. Hard skills can be defined to skills that are acquirable through training and other sources and are easy to quantify. These skills include typing speed, proficiency of foreign language, a degree and etc. On the other hand, soft skills can be defined into skills that are subjective skills and harder to quantify. It is more likely the interpretation of the way we communicate with other people. Communication, versatility, leadership, persistence, inspiration, and other soft skills are examples. (Doyle, 2020).

These particular skills sets are what matters in daily basis and operation. Many people have failed their restaurant due to the lacking of these. Job market competition has been really fierce nowadays; in order to succeed we have to develop our skills sets with the most updated information with the industry trends. Most industries are developing in a galloping pace. In result, we need to keep up with the current situation and working on it to perform better in our job.

Running a restaurant or café necessitates high-performing workers, and such a necessity is essential and should be upheld and developed at all times. Employees that perform well are likely to be referred to as a valued asset. Employee output is inseparably linked to human nature, which includes the mind. As a result, every behavior is affected by a variety of factors, both internal (the personal characteristics

of the employee in question) and external (the working environment). Internal factors that affect employee performance such as knowledge or education, motivation, willingness, discipline and other attitudes. (Farhani, 2019)

Customer service is one key aspect and anticipated in restaurants. Customers expect an excellent quality service and fulfilling experience after spending their money. This emphasize that although restaurant may serve exquisite food and drink, but assuming that it has bad customer service, customers would be turned away and uneager to patronize the restaurant. Hence, this would greatly affect the revenue of the restaurant. For this reason, it is critical to ensure that employees have been trained adequately to provide good customer service and go extra mile for customer's needs and wants. (Rong, 2020)

Killiney Kopitiam is one of many restaurant chains in Medan that currently fighting over in this pandemic situation. Hence, many restaurants have closed down their business due to the pandemic. In the middle of the crisis, Killiney Kopitiam keep striving through their business. Right now, they own over 8 outlets that are distributed all over the city this includes one of the outlets that is situated in D.I Panjaitan. As one of the key success employees as the assets of the company plays really important roles in creating good services for customers.

But service seems to become an issue to Killiney as they are receiving some comments regarding service given based on the review on Google. Although, it has good reputation overseas, compared to any other local restaurants Killiney Kopitiam seems to be left behind.

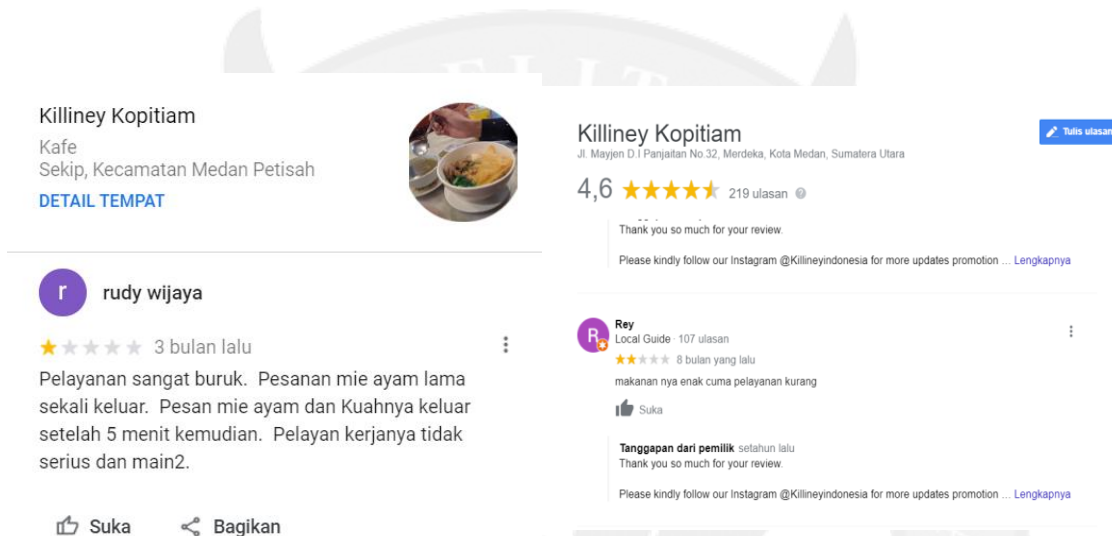


Figure 1.1 Google Review on Killiney Kopitiam Medan

Source: Google (2021)

Great service can actually make customers feel that we care about them. Thus, this may develop long-term relationship that means more than just earning revenue. Companies all over the world recognize the value of excellent service in attracting and gaining customers. Customers who receive good service are more likely to remain loyal to the company than those who receive poor service.

As the example of this case, Hai Di Lao, one of the chains of hot pot restaurants, is famous of the services excellence that they make. With the rapid development of Haidilao, it has currently achieved more than 180 chains globally.

This makes customers want to try out and dine in the restaurant. As a result, long queue is undeniable and becoming one of major issues of the restaurant. But due to the creativity and good service, they prepare a lot of things for their customers while waiting for their turn to dine in the restaurants. This is one simple thing among many other service excellences that is required for restaurants in order to strive and survive.

This research aims to analyze whether the employee's service skill affect their job performance at Killiney Kopitiam Medan. Therefore, based on the background study, the writer is interested in conducting this research with the title as follows: **“The Effect of Employee Service Skills on Employee Performance in Killiney Kopitiam Medan”**.

1.2. Problem Limitation

Due to the limitation of time, in addition of the pandemic in which is still happening the writer limits the problem to analyze the effect of employee's service skills on employee performance using five indicators of service skills namely preparing for service, identifying customer's needs, satisfying customers, exceeding expectations, and handling difficult situations. Employee performance in this research refers to only waiter and waitress as the employee.

1.3. Problem Formulation

Based on the background of study that has been described above, then the main problems that the writer focusing are:

1. What is the waiter/waitress service skills that is required in Medan?
2. Do waiter/waitress service skills affect employee performance at Killiney Kopitiam Medan?

1.4 Objective of The Research

1. To figure out waiter and waitress service skills that is required in Medan especially in Killiney Kopitiam Medan
2. To find out if employee's service skills indicators that consist of preparing for service, identifying customer's needs, satisfying customers, exceeding expectations, and handling difficult situation affects employee performance.

15. Benefit of The Research

1.5.1 Theoretical Benefit

Theoretical benefits of the research are as follows:

1. This research is expected to give benefit in developing theory about employee service skills and employee performance.
2. This research will be beneficial for university students that are currently studying hospitality program.

3. This research will be beneficial to future researchers that might needed references about employee service skills and employee performance.

1.5.2. Practical Benefit

Practical benefits of the research are as follows:

1. This research might provide valuable knowledge about the effect of employee service skills on employee performance.
2. This research can be used as a reference for company to improve their service skill in order to perform better in their daily tasks.
3. This research might become reference for future researcher that consider to conduct the same topic as the title

