

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this era of development, success in management is the key in the development of every business. Good management skills will make the business to grow continuously and be able to compete competitively. One of the things that continues to take precedence in the hospitality industry is quality of service.

In the hospitality industry, service is a major factor that must be put on consideration by all parties. The ability to provide services is first and always valued by customers. With a good service in terms of speed and accuracy will certainly make customers feel comfortable in visiting. Good service will certainly create customers who are satisfied with the services provided.

Quality of service is a form of service provided to customers as support in order to support sales to customers. Customer satisfaction is very important in forming an image of the customer. Customers who are satisfied will certainly give recommendations to other friends to visit. Satisfaction will certainly be achieved if the café is able to provide good service.

Abdullah and Tantri (2016, p.44), service quality is the overall characteristics and characteristics of an item or service that affects its ability to satisfy expressed or implied needs.

Stated from Girard et al. (2016, p.71) service to customers, better known as customer service, is the key to the success of direct sales to consumers

Based on the theory issued by Girard above, service quality is always an illustration of the company's service capabilities to customers in buying products. With poor handling, it will certainly result in complaints that will continuously occur. Complaints that occur because customers feel dissatisfied with habitat brands. Complaints that occur due to the same problem and have not received a settlement from the company at this time.

Customer satisfaction is very important in forming an expectation of the customers. Customers who are satisfied will certainly give recommendations to other friends to visit. Satisfaction will certainly be achieved if the café is able to provide good service.

Stated from Wijayanti (2017, p. 135), satisfaction is the level of one's feelings after comparing the product's performance and the results perceived with consumer expectations.

Customer satisfaction is the main investment that must be prioritized by customers. With good customer satisfaction, it will be the main value obtained by the company and has the potential as a major advantage in improving progress in the future.

Service quality that has not been good still occurs in companies that seen from complaints submitted by customers to Six to 9 Cafe through telephone complaints or those delivered directly to the leadership. Here are the complaint data from customers who visited Six to 9 Café.

Table 1.1
Amount Of Complaint at Six to 9 Cafe

Year	Amount Of Complaint
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2017	16
2018	12
2019	17

Source : Six to 9 Café 2017 – 2019

From the data above, it appears that complaints submitted tend to increase and this shows that employees who work at Six to 9 Café have not provided maximum service to customers. The number of complaints received in 2017 was 16 complaints, 2018 were 12 complaints and 2019 were 17 complaints.

To clarify problems regarding service quality, here are some reviews from Google by customers.

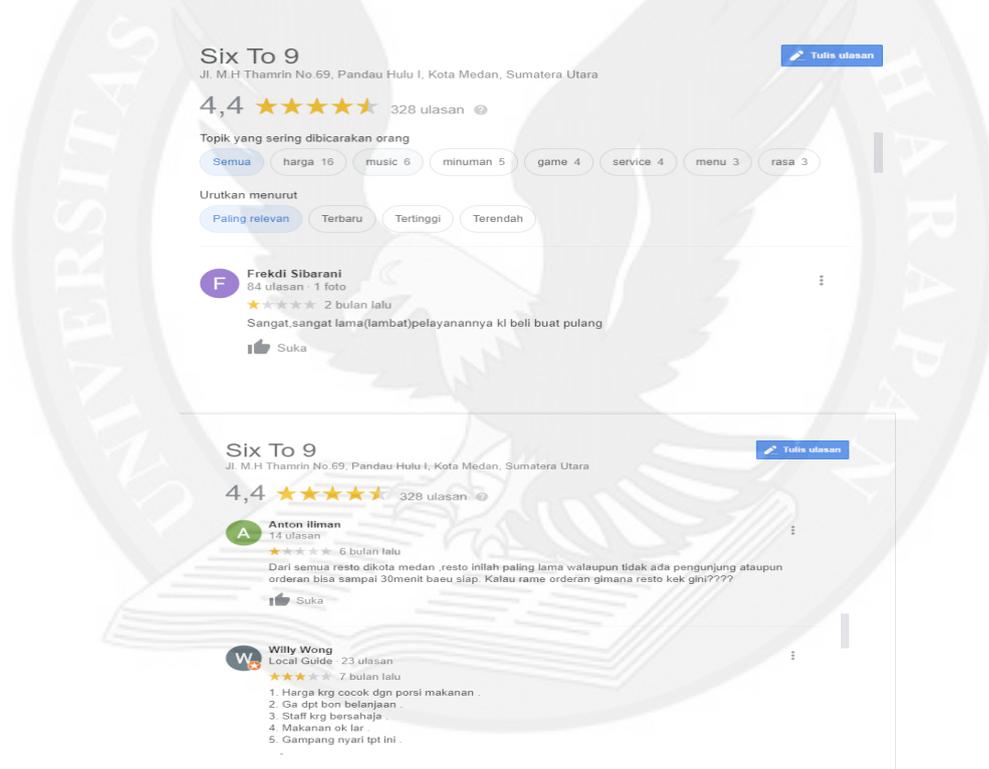


Figure 1.1 Review from social media
Source: Google reviews of Six to 9 Café, (2018-2021)

This object of research is Six to 9 Café because this café is one of the cafes that has been around for a long time in Medan and has the appropriate customers to be tested in the research results that will be explained by researchers. Six to 9 Café

Medan is a western concept cafe in Medan, located on Jalan MH Thamrin No. 69. Six to 9 provides a variety of menu choices that are very common in various western café.

The problems found based on the results of interviews and observations is a matter of service quality. Some problems that cause a decrease in customer satisfaction still occur in this café. Problems that occur are still caused by services that are still not good from the employees on duty. Service complaints that occur such as orders that are too long, the price of the menu is still considered expensive by some customers, outdoor rooms are still not clean. Some things in this service problem cause the visiting customers are still not satisfied with the services provided by the Six to 9 Café Medan.

This is also explained by Sudaryono (2016, p.86), from a managerial perspective, maintains and or increases customer satisfaction is very critical. Therefore, managers should look at programs that can increase customer satisfaction and investment.

An explanation of the influence of service quality on customer satisfaction is also explained by previous research from Nguyen Hue Minh (2015) with the title Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. With the results of the study indicate that service quality plays an important role as a driver for higher customer satisfaction level in hotel service.

Based on the description above, the researcher decided to conduct a research with the title "**The Effect of Service Quality towards Customer Satisfaction at Six To 9 Café Medan**"

1.2 Problem Limitation

With the limited knowledge and ability possessed by researchers in conducting research, the researcher focuses on research on service quality as independent variables and customer satisfaction as the dependent variable. This research will focus to repeated customer because in repeated customer, researcher can find many problems at Six to 9 Café Medan.

1. As preference for variable service quality, researcher will take the indicator from Tjiptono and Chandra (2017, p.14) which is about: reliability, responsiveness, guarantees, empathy, physical evidence
2. As preference for customer satisfaction variables, the researcher will take the indicator from Hasan (2016, p. 106) which is about: confirmation of hope, repurchase of interest, willingness to recommend, customer dissatisfaction.

1.3 Problem Formulation

By analyzing the situation that happened above, and the description from the background of the study, the writer determines the problem identification of Six To 9 Café Medan as follows:

1. Does service quality have effect at Six to 9 Café Medan?
2. Does customer satisfaction have effect at Six to 9 Café Medan?
3. Does service quality have effect towards customer satisfaction at Six to 9 Café Medan?

1.4 Objective of The Research

The objective of the writer is to know:

1. To explain about the service quality at Six to 9 Café Medan.
2. To explain about the customer satisfaction at Six to 9 Café Medan.
3. To analyze whether service quality effect towards customer satisfaction at Six to 9 Café Medan.

1.5 Benefit of The Research

The benefits from conducting this research are as follows:

1.5.1 Theoretical Benefit

1. For Readers

The results of this study can be used as material to show that there are influences and relationships between product quality and customer satisfaction examined by the author.

2. For Writer

The results of this study can be used as a comparison between the theories learned during the lecture and the reality that occurs in the company, so as to increase the knowledge of the author.

3. For Another researcher

The results of this study are expected to be additional references, reference material for researchers, then interested parties to study the same problem in the future.

1.5.2 Practical Benefit

1. For Six to 9 Café Medan

Researcher hope that the results of this study can provide benefits to the Six to 9 Café Medan as input or suggestions in an effort to increase considering service quality to improve customer satisfaction

2. For Future Researchers

As a consideration and comparison material for further researchers in choosing the appropriate research title in influencing product quality to improve customer satisfaction.

