

CHAPTER I

INTRODUCTION

A. Background

In March 2020, according to (Septiani, n.d.) there was a virus that came from China called coronavirus or COVID-19 entered Indonesia and as time goes by, there were more locals that got affected by COVID-19 (detikcom-detikNews, n.d.). Thus, according to (Mashabi, n.d.), the government decided to held PSBB (*Pembatasan Sosial Berskala Besar*) from April 10th 2020, to minimize the spread of COVID-19 which made the society to stay at home and do their works with the WFH (Work From Home) system.

This pandemic situation and the rules set by the government such as the implementation of PSBB greatly affect the tourism industry. According to (WHO as cited in Nugraheny, 2020) COVID-19 is easily spread through droplets. To reduce this, Society was not allowed to swarm, had to do social distancing, and must wear masks (Astutik, n.d.). The struggle for tourism industry it relies on selling intangibility product. Where most services experienced are met through front liners. In this case, COVID-19 restricts less interaction with human due to the fear of the contagious virus. This causes many sectors in the tourism industry to decrease number of visitors even to closing down places like hotels and restaurants due to not achieving sales. According (CNN Indonesia, n.d.), in June 2020 there were 280 restaurants that were closed due to the drastic decrease in the number of

visitors who came due to the presence of COVID-19. This was a great concern to the tourism industry to act rapidly to adapt with the new situation. In specific restaurant due to PSBB government restricts dining in relying only on take out. Ala Carte restaurant relied sales through online delivery and take out. However, for buffet restaurants it was not possible to provide all you can eat menu to be experienced by consumers personally. Thus, coming to a solution by making buffet restaurants to alternate buffet menu to set ala carte menu. Another example, as quoted from (Lova, n.d.) buffet restaurants provided an option for consumers to purchase meats in kilos that had been seasoned and ready to cook. Yet, buffet restaurants selling point did not stand out with the rest of the restaurants due to the difference service experience. Buffet restaurant is a self-service restaurant and that experience cannot be brought home, but due to the pandemic situation, there has to be some changes of the services because it is important to decrease the touching point during the pandemic.

When the situation starts to improve, government changed its regulation to PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*) where the government has allowed restaurants to operate again as long as the restaurant capacity is only filled for 25% (Tempo.co, n.d.) and the service in restaurants has changed because there are regulations that are still mandatory to be implemented. There are many types of restaurants, so does the service system such as table service, buffet or self-service, counter service, take away service, room service, and guardian service. In this research, the type of restaurant being focused on is buffet restaurant or self-service that has high or a lot of touching points. To reduce touching points, there is

a change in this self-service that requires restaurant waiters to help fetch food, without the guest having to touch the serving spoon (kemenparekraf & baparekraf, 2020). This service system is quite influencing customer's satisfaction because the unique part of buffet restaurant is the feeling of self-service in public restaurant which cannot be brought home. Due to the different service system and are more restricted, some customers feel not satisfied enough while eating in a buffet restaurant because customers were not able to fetch their food according to their own portion.

Since government rules acts as an external factor that may change unexpectedly, this results buffet restaurants needing to adapt by alternating service style. There might be some impacts to consumers satisfaction. Consumers need to adapt with the new changes, thus gaining different response whether it is to the consumers liking or not. Buffet restaurants need to keep in mind that it is important to keep excellent service quality to reach consumers satisfaction that might changes overtime and to actually help to monitor the consumer's satisfaction thus it can help the restaurant to improve the service quality or help to observe what is needed to improve in the service of the restaurant in order to satisfy the consumer. So, it is crucial to do a research about service quality influencing consumer's satisfaction.

This research is conducted in Tangerang, as Tangerang is known to be the third largest city in Jabodetabek and it offers many tourist places to visit (detiktravel, n.d.). Tangerang is considered as the 10th rank most popular tourist areas for international tourists on the platform. Tangerang has many destinations to visit such as Telaga Cisoka, Tebing Koja, World of Wonder, Broadway Alam

Sutera, and many more. With Tangerang providing preferred hotel destinations and up to date culinary. As Tangerang is a strategic position for easy and fast access to Soekarno Hatta airport. Proven in Agoda, with Tangerang having 2,000 accommodation partners.

B. Problem Statement

The problem statement of this research is:

1. How does the tangibility dimension in service quality of buffet restaurants in the Tangerang area during COVID-19 pandemic affect consumer satisfaction?
2. How does the assurance dimension in service quality of buffet restaurants in the Tangerang area during COVID-19 pandemic affect consumer satisfaction?
3. How does the reliability dimension in service quality of buffet restaurants in the Tangerang area during COVID-19 pandemic affect consumer satisfaction?
4. How does the empathy dimension in service quality of buffet restaurants in the Tangerang area during COVID-19 pandemic affect consumer satisfaction?
5. How does the responsiveness dimension in service quality of buffet restaurants in the Tangerang area during COVID-19 pandemic affect consumer satisfaction?

C. Aim of Product Research

This research was carried out with the aim of:

1. To find out the quality of buffet restaurant services in Tangerang area during the COVID-19 pandemic;

2. To find out whether or not there is an influence of buffet restaurant services in the Tangerang area during the COVID-19 pandemic.

D. Benefit of Study

The benefit of writers doing this research are:

1. To help other researchers with similar research;
2. To know if people actually like the new way of serving or not.

E. Writing Systematic

Chapter I: This chapter contains five subtopics, the first subtopic introduces the topic of the thesis regarding buffet restaurants as well as the explanation of COVID-19 pandemic. The second subtopic explains the problem statement which is a statement in a question form where the answer will be this research itself. The third subtopic explains the aim of the non-product research while the fourth subtopic furtherly explains the benefit of this research. Lastly, the fifth subtopic explains briefly the systematic nature of the thesis format.

Chapter II: The second chapter explains about the literature review that explains about the theoretical exposure of the product that is being researched and the preparation as well as the steps needed to make the researched product. The second subtopic is about comparing with other written journals within the related topic that is being researched, and the last

subtopic explains about the topic framework of the paper where it outlines the specific method in approaching the research problem.

Chapter III: The third chapter explains analysis method that are divided into some subtopics. The first subtopic is a general description of a research object which is the product overview and the explanation of the criteria used to evaluate the product. The second subtopic describes the structure of the research layout that leads to the process and research result, this part also elaborates the steps in developing the product according to the topic framework in the previous chapter. The third subtopic discusses the sampling method where it discusses the population target, sample target, and selected sampling technique. The fourth subtopic is the method of collecting data, the fifth is about variable measurement and the last subtopic is about data analysis methods and techniques.

Chapter IV: The fourth chapter explains results and discussion of the research product through given data and evaluated from its advantages and weaknesses.

Chapter V: The fifth chapter explains about the summary, feedbacks and the continuation of research. This chapter will summarize based on the evaluation of the research if the research may be perfected or if there would be the need for continuation.