

# CHAPTER I

## INTRODUCTION

### A. Background

This Seminar result was held to explain more about the research that is titled as “Service quality of buffet restaurants in Tangerang area towards consumer satisfaction during COVID-19 pandemic”. The research is about how COVID-19 affects the service quality of a buffet restaurants that is known as a self-service restaurant. 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 10<sup>th</sup> 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. Thus, seminar result has to be held to share this research in order for others to realize that there are affects of service quality in buffet restaurants during COVID-19 pandemic towards consumers satisfaction. This seminar is also really helpful to help researchers perfecting the research.

#### **B. Aim of Product Research**

This result seminar was held with the aim to show the result of the non-product research done by the students as the final project for the past five months.

1. To disseminate the result of this non-product research;
2. To explain this non-product research;
3. To get feedback from related parties to perfect the results.

#### **C. Benefit of Study**

The benefits of conducting seminar result of this research are expected to be used as a source of reference or guidance when conducting similar research, and it is hoped that this research will help provide understanding and help buffet restaurant owner to improve their service even though there are some changes in the service due to COVID-19 since it really impacts of the service quality

towards consumers' satisfaction. It is hoped that this research can contribute to the tourism industry especially for the food and beverages department.

#### **D. Research Description**

The result of the research conducted is in a form of article with the title "Service Quality Of Buffet Restaurants In Tangerang Area Towards Consumer Satisfaction During COVID-19 Pandemic", in this research there are background, problem statement, and the aim of the research as well as the benefit of the research. The sample needed 140 respondents, and ended up gaining 153 respondents. The Method done is validity test, reliability test, scatter plot, and simple linear regression test. After the data is tested, the result shows that the data is valid, reliable, and there is a correlation of service quality towards consumers' satisfaction. The correlation value between X and Y variables is considered to have a strong correlation. Then, according to coefficient determination or the R square ( $R^2$ ) is 70,5% which shows that consumers' satisfaction is 70,5% affected by the service quality of the buffet restaurant. From the data that has been processed, there is a significant influence on service quality towards consumer behavior.