

CHAPTER I

INTRODUCTION

1.1 Background of the study

Pantai Cermin District is located in Serdang Regency Bedagai, which is one of the regencies in North Sumatra Province with natural resources in the form of gorgeous beaches, one of which is home to a Theme Park and Resort. The hospitality industry includes theme parks and resorts. The presence of tourists to visit the Pantai Cermin Theme Park and Resort tourism object is a potential driving force. Attractive amenities, water rides, and a seafood restaurant are available at the Theme Park and Resort. The environment at the Theme Park and Resort Pantai Cermin, as well as the restaurant's food quality, will be discussed in this study.

The restaurant business is considered to have good prospects because the nature of eating is a physiological need of humans. However, many restaurants must close due to the inability to maintain and increase the number of customers. The food and beverage sector is very vulnerable, especially when it comes to flavor uniformity or food quality.

In terms of customer satisfaction, this is a critical problem that all marketers should examine. Because customer happiness can lead to

customer loyalty and retention, this is a good thing. For most sectors, this means that client pleasure is unquantifiable. Many ways can be utilized in the restaurant industry to achieve customer satisfaction, including selling high-quality and unique food and drinks, providing the greatest service, and paying attention to the restaurant's ambiance. Consumer satisfaction, as defined by (Kotler and Keller, as stated in Donni Juni Prinsah, 2017, p.196), is a person's experience of joy or disappointment as a result of contrasting the expected performance of a product (result) with the expected performance of a product (result) (or outcome). Indicating that if the performance meets or exceeds the customer's expectation, the customer will be satisfied; but, if the performance does not meet or exceed the customer's expectation, the customer will be dissatisfied.

Currently, food quality has a significant impact on customer satisfaction. For the restaurant's patrons, the food's quality is the most crucial factor. food quality is achieved by setting product standards and then checking the necessary points to see if the quality is met; this includes measurements, preparation, temperature, equipment, product condition during preparation, cleanliness, serving size, and other relevant factors (Knight Kotschevar (2000) cited in Suhartanto, 2018, p.12). Food products will have their own set of requirements; thus each food menu will have a number of them. In the restaurant industry, food quality is one of the factors of customer happiness (Kurniawan, (2015) referenced in Gusti et al.,

(2020)). Den Hartog (Almatsier, (2002) in Gusti et al., (2020)) claims that most people have food preferences that match their preferences or taste in terms of form, consciousness, color, taste, temperature, and texture of the food. This is reinforced by the statements of Westwood and Harger, said: "Quality food standard although difficult to define and not measurable by mechanical are possible to evaluate in terms of the nutritive value, grade of ingredient use, flavor and appearance of the product" (Hersanti, (2012) in Gusti et al., (2020)).

Besides the quality of the food, the atmosphere is also one of the factors that affect customer satisfaction. According to Kotler and Keller, 2016, p.561), store atmosphere is the overall image of store atmosphere created by physical elements (exterior, interior, layout, display) and psychological factors (facilities, services, cleanliness, availability of goods). merchandise, innovation, promotion, technology). From the above understanding, it can be concluded that store atmosphere is the activity of designing an attractive and impressive store environment for consumers. Restaurant atmosphere is very important to any business, playing a role in creating a comfortable atmosphere for consumers making consumers want to stay in the store and indirectly encouraging consumers to buy. With a good store atmosphere, merchants can encourage consumers to shop. According to the research conducted by (Tri Nuke Damayanti,2021). The results of the analysis show that food quality and restaurant atmosphere

partially and simultaneously have a significant effect on customer satisfaction at a 95% confidence rate. The food quality variable is the most dominant in giving effect to consumer satisfaction. Based on the google review of Theme Park and Resort Pantai Cermin, the review is from the customer that visited Pantai Cermin about the quality of the food and the atmosphere.

Table 1.1 Customer reviews of food quality and atmosphere towards Theme Park and Resort Pantai Cermin

Customer Name	Review	Rate
Keith Marke	Prices are cheap, but maintenance and cleanliness are poor, especially in the toilets.	1.0/5.0
Rudi Virgo	The location is good, it's just that it's not well maintained, please improve cleanliness.	3.0/5.0
Qianos Official	Too bad the place is not well maintained. For a hotel, it can still be said to be passable. For management, let's improve the location and service.	2.0/5.0
Saepudin Habibullah	Eat seafood at a restaurant. It's delicious and cheap too	3.0/5.0
Khairuddin Hutasuhut	The journey from the city of Medan is 90 minutes. Nice walk. The parking lot is very spacious. But the facilities are decent, just lack of maintenance (still pretty good). Some leaves and garbage have entered the pool. Where is the janitor and baywatch?	2.0/5.0

Nico Valentinus Sembiring	<p>It's been my third visit here. Previous visits, the room was clean and tidy. But yesterday the room was not clean. It smells like apk too. Many room doors have problems. Friends who joined the group also complained a lot about this. When I want to turn on the AC, the remote doesn't work. After checking, apparently there is no battery. The hotel staff may never check, or no one has booked the room. It is hoped that the manager will review the hotel's cleanliness management system. Some rooms also have hot water not working. But the food served is delicious. Especially the seafood. All seafood dishes are fresh.</p>	2.0/5.0
Khairul Anhar	<p>Room cleanliness is not a concern. The experience of staying here was very disappointing, the floor was dirty with a lot of rat droppings.</p>	2.0/5.0
Ps Niall Beacham	<p>The rooms are good for the discounted price but the restaurant was infested with mosquitoes so we had to eat in the room. The reception was helpful and friendly. The beach is not well kept and there are quite a few hawkers selling different items which became a nuisance. The hotel is fine to use as a base to visit other Cermin areas.</p>	3.0/5.0

Source: Prepared by Writer (Google Review,2022)



Figure 1.1 google review of food quality and atmosphere in the Theme Park and Resort Pantai Cermin

Source: Prepared by Writer (Google Review, 2022)

Table 1.2 Total of customer 2020

Month	Total of Customer
January	350
February	289
March	186
April	7
May	15
June	47
July	127
August	315
September	598
October	482
November	532
December	402

Source: Prepared by Writer (Company,2020)

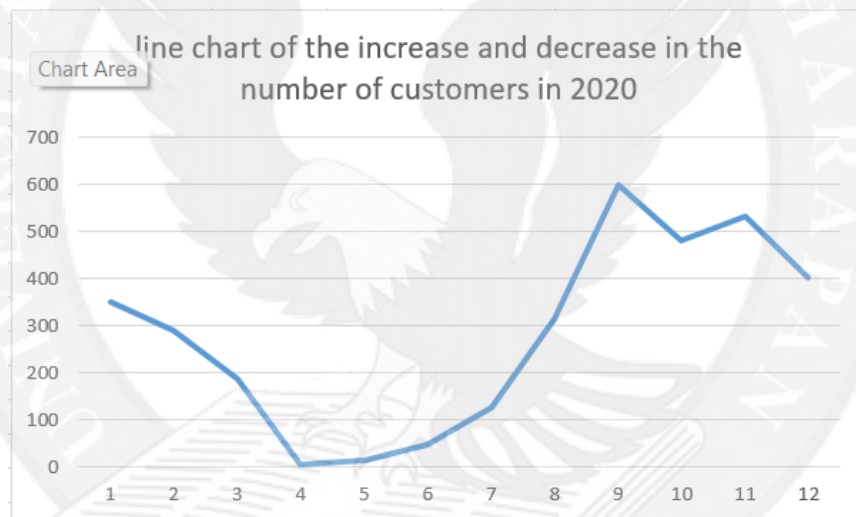


Figure 1.2 Line chart of the increase and decrease in the number of customers in 2020

Source: Prepared by Writer (Company,2020)

Table 1.3 Total of customer 2021

Month	Total of Customer
January	220
February	178
March	187
April	58
May	185
June	152
July	227
August	71
September	239
October	335
November	387
December	308

Source: Prepared by Writer (Company,2021)

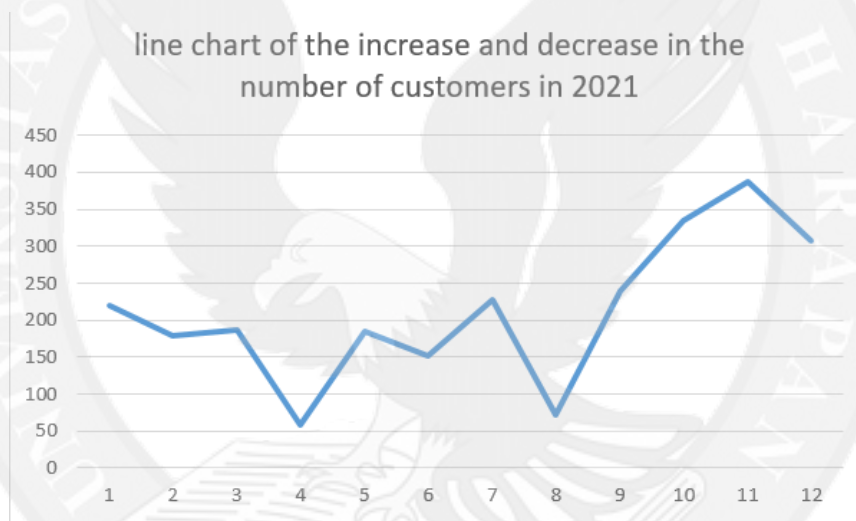


Figure 1.3 Line chart of the increase and decrease in the number of customers in 2020

Source: Prepared by Writer (Company,2021)

From the table 1.2 and table 1.3 it is known that the number of visitors who come to the theme park from 2020 to 2021 is different. the number of customers who came to the Theme Park and Resort Pantai Cermin in 2020 reached 3350 people and the number of customers who came in 2021 was 2547 people, which means that the number of customers

in 2021 decreased by approximately 24% from the number of customers in 2020.

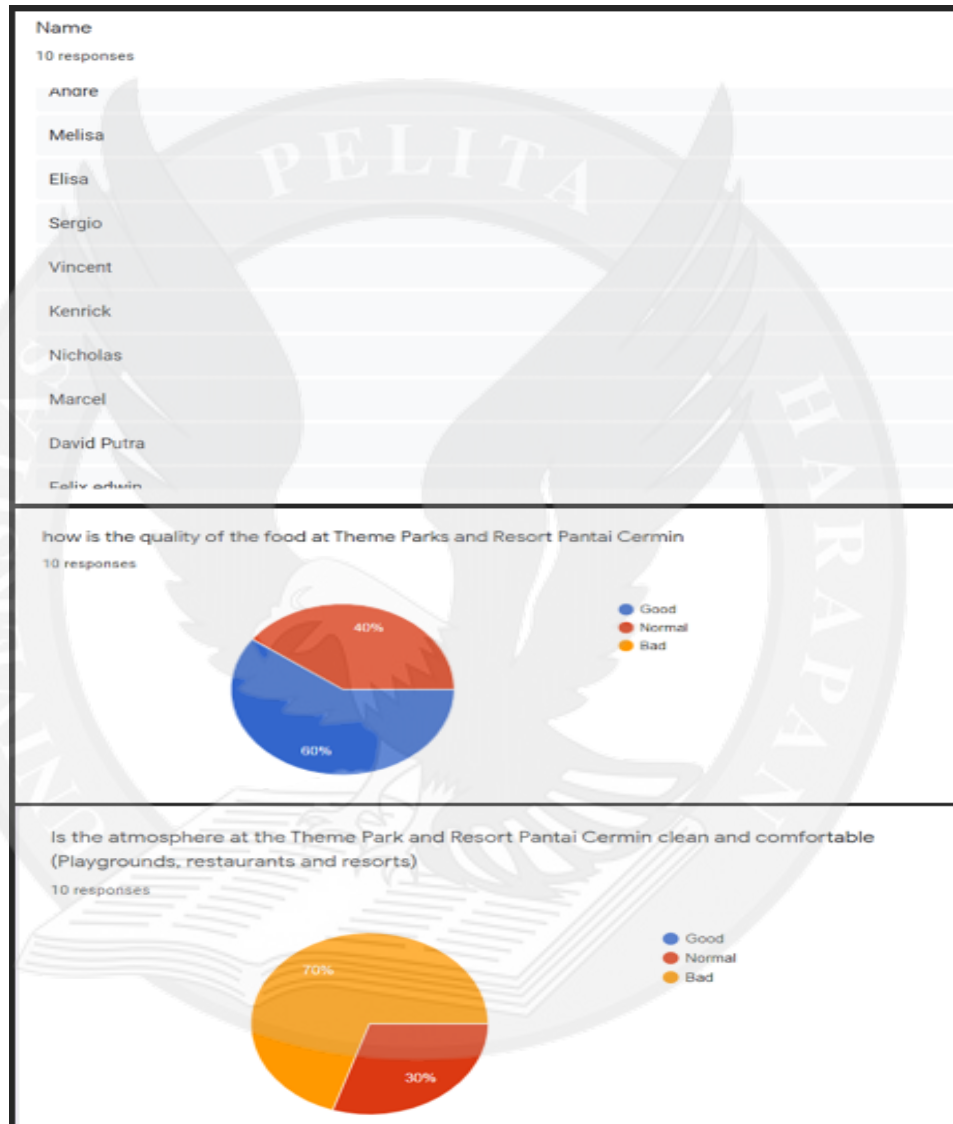


Figure 1.4 google form review image of the quality of the food and atmosphere in the Theme Park and Resort Pantai Cermin

Source: Prepared by Writer (2022)

Based on the results obtained from a google review and from google form review that the Theme Park and Resort tourist attractions have an atmosphere that greatly influences customer comfort and satisfaction. while the quality of the food in the restaurant is very satisfying, especially the seafood there is very fresh so that the customer feels satisfied.

Based in this research, the writer is interested in researching Theme Park and Resort Pantai Cermin with the title "**THE INFLUENCE OF FOOD QUALITY AND ATMOSPHERE ON CUSTOMER SATISFACTION AT THEME PARK AND RESORT PANTAI CERMIN LOCATED AT PERBAUNGAN**" This research is expected to have a positive impact in the search for customer satisfaction.

1.2 Problem limitation

To focus more on this research, given the limited resources, the writer set limits in this study on food quality that influenced by several factors According to Levy, et al (2012) cited in Rumpak, et al(2019) such as freshness, presentation, well-cooked, variety of food and atmosphere that influenced by several factors such as indoor atmosphere and outdoor atmosphere as the independent variable. Customer satisfaction that influenced by several factors such as overall satisfaction, confirmation of expectation, willingness to recommend as a dependent variable. The customer criteria to be researched are customers who have come to the Theme Park and Resort Pantai Cermin at least 1 time.

1.3 Problem formulation

Based on the studies, the writer has several research questions as follows:

1. Does the atmosphere have partial influence customer satisfaction in Theme Park and Resort Pantai Cermin?
2. Does the standard of food quality have positively and significantly partial influence customer satisfaction at the restaurant inside the Theme Park and Resort Pantai Cermin?
3. Do food quality and atmosphere have simultaneous influence customer satisfaction in Theme Park and Resort Pantai Cermin?

1.4 Objective of research

The purpose of this study is:

1. To find out whether the atmosphere has a partial effect on customer satisfaction at the Theme Park and Resort Pantai Cermin.
2. To find out whether the standard of food served in a restaurant has a positive and partial effect on consumer satisfaction.
3. To find out whether the atmosphere and food quality simultaneous influence customer satisfaction in Theme Park and Resort Pantai Cermin.

1.5 Benefit of research

The benefit of this research will be divided into two which are:

1.5.1 Theoretical Benefit

A theory may be a rule or method that serves to prove a fact. Knowing the way to check out these facts is often useful in marketing especially as a variable of customer satisfaction in restaurants which is influenced by quality factors food and atmosphere of the restaurant. This research also becomes a description to ascertain the connection between variables with each other, also as for being developed in further research.

1.5.2 Practical Benefit

1.5.2.1 For Future Researchers

The researcher hopes that this research will provide information along with references and data that can provide benefits to other research using the same field research.

1.5.2.2 For Theme Park and Resort Pantai Cermin Perbaungan

The research hopes that the theme park can pay attention to the atmosphere of the environment there and maintain or improve the quality of the food there so that customers feel satisfied with the atmosphere and quality of the food at the theme park.

1.5.2.3 For The Writer

This study is useful because it is one of the requirements for completing college and as a method to apply knowledge and broaden research insights in the field of hospitality management, as well as put into practice the theory that has been learned so far.

