

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Due to the industry's current rapid growth, restaurant owners must compete to create distinctive concepts and environment in order to attract new customers. One of the challenges faces by restaurant owners is coming up with innovative marketing concepts, such as offering exclusive food and beverage products, live music, or discount promotions, given the growing number of restaurant businesses in the Medan area. Furthermore, food presentation is an important consideration for owners of restaurant as it may play a role in bringing customers in. Previous study indicates that a number of factors, including the product and service quality, the company location's environment, and the cost of the goods and services, might influence customer happiness in restaurants (Grimsley, 2018). Given the millennial generation's current preferences, customers of restaurants are more likely to want cuisine that looks well when visualized. Consequently, visually appealing food will raise customers' inclination to snap images of it and post them on social media. These customers value unique dining experiences over food quality and pricing, and they are willing to spend extra for well-presented cuisine that they have seen in restaurants (Carlos & Carles, 2019).

Delicious Chinese food in a variety of flavors is served at Taipan Restaurant in Medan. In addition, taipan Restaurant in Medan includes various VIP rooms with luxurious décor that put customer comfort first.

Based on a survey conducted that there is a decrease in customer satisfaction seen from bad reviews and with the provision of ratings that are not so good.

Table 1. 1 Google Review of Taipan Restaurant, Medan (2023)

Ratings	Review
1	The service is very unsatisfactory, isn't the sales or marketing of the restaurant arrogant? Maybe it will be noted to us, this is one of the restaurants on our blacklist. Or really not recommended
1	Kurang memuaskan pelayanan
2	restoran yang mahal. kualitas makanannya lumayan. pelayanannya tidak ramah dan kurang sopan. pelayannya sepertinya tidak pernah ditraining. kasir sudah salah hitung tapi masih sok dan tidak meminta maaf.
2	The service 2star only, when i want order, the waiters just said wait, i'm already wait 20minutes but not yet come to ask my order.
2	Ever celebrate my grandma 70th birthday in here. the place looks royal. but the food not good enough with the price. i mean its over price but the food taste not great. the one most i remember is butter cooked chicken menu that taste like nothing happen.
3	Restoran mewah tapi makanan sepertinya terlalu biasa
5	Tempatnya OK, Rasanya OK, Pelayanannya OK.
4	Salah satu resto favorit, makanan oke (cm memang pas minggu malam cukup rame, masakan sedikit di bwh standar hari biasa), pelayanan lmy n oke, minus 1 aja, parkirnya susah banget (khususnya malam hari), mau gak mau sewa valet parking deh, kalau valet tetap ada parkir. Security jg agak galak, kurang friendly, hrs diperbaiki ini.
5	Restoran nyaman bersih dan enak.harga lumayan.pancake durian favorite Ku .cocok untuk keluarga

Sources: Prepared by the writer (Taipan Restaurant, Medan, 2024)

Table 1.1 shows complaints related to promotional information and service that are more problematic and the quality of food that is less satisfactory for customers, resulting in decreased customer satisfaction. the problems that Taipan restaurant face is that customers are complaining that the food is taste and looks doesn't match with the price they paid, and also that it is overpriced for the food they ate that doesn't taste anything special.

The skill of preparing, arranging, and garnishing food in a plate before serving it to enhance its visual appeal is known as food presentation or food appearance. Always keep in mind that customers will always see food before they consume it while serving it to them (Hause & Labensky, 2018). Designing the “customer experience in every single contact point,” or the experience that customers desire to have in each and every interaction, is where restaurant planning begins. All five senses are included in this reported experience, including those that are tasted, touched, and kissed. (Ketaren, 2019). When it comes to dining out, one thing that customers look for to ensure their experience lives up to their expectations is how the food looks on plate. When food is presented well, it adds value to the dish it is served on and appeals to the customers.

A visualization of food appearance that many tycoon customers complain about. This has to do with the appearance that is sometimes not well considered in the presentation. As the millennial generation looks at current trends, they want to go to restaurants to receiver food that looks excellent in its visualization. Thus, visually appealing food will raise customers’ desire to take photos of it and post them on social media. The process of serving food to guests in a visually pleasing manner is known as the appearance of food, and it may have a big influence on how they enjoy their meal.



Figure 1. 1 visualization of food appearance at Taipan Restaurant, Medan

Sources: Prepared by the writer (Taipan Restaurant, Medan, 2023)

Customers of Taipan Restaurant in Medan are dissatisfied with the visualization of food appearance for the dishes that is served in Taipan Restaurant because the food presented does not look clean, and the plates used is old and some have tiny cracks in it. And sometimes there are spot stains from sauce or chili from food that seems dirty. Some customers also said that the decorations of the food is less attractive because the food served in a big plate and it doesn't match.

Food quality is defined by Potter and Hotchkiss (2018) as the attributes of food quality that the consumer finds acceptable, including consistency, texture, taste, size, form, and color. The effort to outperform the competition is greatly aided by the delightful and fresh cuisine. Therefore, one of the finest methods to optimize success in a company restaurant is through the quality of the cuisine. Food safety and quality are crucial needs for customers. Food quality assessment is complicated by its relativity, dynamic change, and complexity. Systems analysis must be applied to the problem and any associated decisions. The idea of quality is founded on certain product features that essentially establish how well-suited a given product is for a specific and planned function.

The food of Taipan Restaurant in Medan is still seen by many as not being up to par with consumer tastes. The color of the meal does not always reflect its

beauty since it has been overcooked, and the flavor of the dish can occasionally be dull or salty. A common complaint from customers is that the food's flavor does not correspond with its texture. A number of these issues led to a great deal of customer dissatisfaction with the cuisine at Taipan Restaurant in Medan, which in turn affected consumer complaints.

Based on the above explanation, the writer decides to conduct a research entitled **“The Influence of Visualization of Food Appearance and Food Quality on Customer Satisfaction at Taipan Restaurant, Medan”**.

1.2 Problem Limitation

Due to limitation of time and budget this research focused to Taipan Restaurant, Medan that Visualization of Food Appearance (X_1) and Food Quality (X_2), and Customer Satisfaction (Y). Taipan Restaurant, Medan is located at Capital Building, Jl. Putri Hijau No.1A. The implementation period is from January to May 2023.

1.3 Problem Formulation

Based on the background of the study, the writer formulates several questions, follows:

1. Does Visualization of Food Appearance have partial influence on Customer Satisfaction at Taipan Restaurant, Medan?
2. Does food quality have partial influence on Customer Satisfaction at Taipan Restaurant, Medan?

3. Do Visualization of Food Appearance and Food Quality have simultaneous influence on Customer Satisfaction at Taipan Restaurant, Medan?

1.4 Objective of the Research

Based on the problem formulation the objectives of this research are:

1. To analyze whether Visualization of Food Appearance have partial influence on Customer Satisfaction at Taipan Restaurant, Medan.
2. To analyze whether Food Quality have partial influence on Customer satisfaction at Taipan Restaurant, Medan.
3. To analyze whether Visualization of Food Appearance and Food Quality have simultaneous influence on Customer Satisfaction at Taipan Restaurant, Medan.

1.5 Benefit of the Research

The writer anticipates that this research will be beneficial from a theoretical and practical standpoint.

1.5.1 Theoretical Benefit

The results of the research may be applied to broaden, enhance, and create relevant ideas, particularly those related to food appearance, food quality, and how these factors affect customer satisfaction.

1.5.2 Practical Benefit

The practical benefits on this research are:

1. For the writer

To offer knowledge and experience in handling issues related to Food Quality and Food Appearance that might raise Customer Satisfaction.

2. For the company

To create and enhance Food Quality and Food Appearance in order to raise Customer Satisfaction.

3. For other researchers

To serve as an extra source of information, a guide for future study, and a source of knowledge for everyone who might be interested in evaluating the same issue in the future.

