

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

In the few last decades, culinary business industry it has become one of the most famous mean to be involved in a business in a variety of activities. In Medan itself, a lot of new restaurant are built around to fulfill the guests' need. Medan is very well known for their food and the restaurants are there also to attract foreigners or people to come to Medan. There are types of restaurants in Medan, starts from a casual dining until a fine dining restaurants. Because this industry could promise the entrepreneurs a lot of profit and a lot of demand for this globalizations era. Free advice and grant start-up are now accessible from a wide range of sources including government agencies and non-profit organizations that wealth at any other moment than companies. This Phenomenon can also be described as fresh and emerging economies, ethnic group bigger host nations and indigenous entrepreneurship. Culinary business is any enterprise, whether for gain or not, government or personal such as involved in preparation of food, processing of food, manufacture, handling of food, and offering food for sale. Therefore culinary business suppose to be the business that is sustain. However, this case is not happen in Medan due to various factors such as ineffective marketing, poor service execution and poor management.

Poor Management is something that is often done by restaurant owners, lack of time or lack of focus is a habit that is often done by them. Lack of supervision coupled with an imperfect system to be built. Besides, they trusted too much and gave all the work to the manager. Even though they are experienced and have good abilities, the monitoring and evaluation function still cannot be forgotten. Hence, company need a person that we called as proximity manager. In an uncertain economic world, we believe that the proximity manager must work, within the organization, in harmony with employees and develop new skills to decline and explain the action plan and the way forward individually and

collectively. He/she is primarily a guide who should know give autonomy to his colleagues. As such, it coordinates, directs and supports subordinates, by providing the benchmarks they need and the recognition they deserve (Ryunosuke, 2015).

The Management of Hospitality is one of the few surviving locations in our increasingly specific globe of job that calls for a generalized. Hospitality is not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelters, food, or both to people away from their home. This might include hotels, restaurants, transportation and entertainment or attraction. In a more local context we can understand, it is also happen in Medan for example Ministro Cafe Medan. Ministro Cafe Medan has been established for almost 3 years. In this 3 years Ministro is struggling to survive with intense competition. At the begining Ministro Cafe was OO Pastrie and they will change the name again, not only the name but they also want to change their concept. In this way we can see that eventhough they faces many intense competition, they still trying hard to survive. The location at Jalan S. Parman No. 308, this area is close enough with high class market. Ministro cafe Medan provide the combination with concept of Europe coffee shop of Western food and Indonesian food. Having competition with restaurant such as The Thirty-six cafe, Laurence cafe, Warung Kudeta, and so on, Ministro still can persists. With luxurious interior style, the market is dominated by teenagers and some of regular social gathering (arisan). With that bureaucracy, it is very interesting to studyin terms of organization while the other competitors do not change much.

Based on preliminary research that has been conducted before, it is found that some problem happened in the company because of the management process role, which employee at Ministro cafe Medan have management process problem, got the daily operational problems and barrier develop. It is interest to have a research about The Influence of Management Towards Guest Perception of Food Quality at Ministro Cafe Medan. While the management should maintain standard operational (SOP) in each department including the kitchen department, with no standards and procedures in each department. Accordingly employees don't know what they have to do, what they shouldn't do, how to do it right, etc. There is a

multi faceted communication issue within an organisation with various leaderships level. These various levels can generate multi faceted disadvantages as an important aspect of any working organisation. By restricting the stream of data within the organisation, this organizational structure badly impacts communication. When there is Bureaucracy, workers can easily be discouraged from effectively and effeciently distributing information. When data is transfered, an offshoot of this issue happens, but is conveyed wrongly.

Based on that above description, the researcher will analyze the effect of Multiple Layer Management at Ministro Cafe Medan and write it in this thesis entitled **“The Influence of Management Towards Guest Perception of Food Quality at Ministro Café Medan”**.

## **1.2 PROBLEM LIMITATION**

This research is limited to The Influence of Management in which doubled manager and doubled standard operation procedurs management that permits the employee participation in the formulation of daily operation and production. Food quality that being studied is the collection of appearance and characteritics of a product which contributes to its ability to meet the specific requirements. It is the ability of the product to meet the requirements of the end user. Ministro Cafe Medan is a Cafe located jalan S. Parman no. 308. In which serve western and indonesian food. Moreover, the cafe operating almost more than 3 years.

## **1.3 PROBLEM FORMULATION**

Based on the description on the background of the study above, the research questions in this study are as follows:

1. Is there any influence create by management involvement in food quality at Ministro Cafe Medan?

## **1.4 RESEARCH OBJECTIVE**

The research objective are as follows:

1. To have the clear persperctive about is there any influence create by

management involvement in Food Quality at Ministro Cafe Medan

## **1.5 BENEFIT OF THE RESEARCH**

### **1.5.1 Theoretical Benefit**

Theoretically, the results of this study are expected to be useful to strengthen the theory in about management marketing, especially about the influence of multiple layered management towards food quality in a restaurant.

### **1.5.2 Practical Benefit**

The practical benefits expected from this research are as follows:

1. For the writer

This research can provide an overview and knowledge about management marketing, especially about the influence of management process towards food quality in a restaurant.

2. For the company

This research is expected to be used as a suggestion to give more attention about the factors of management process in order to maintain the food quality is always good.

3. For the future researchers

The results of this research are expected to be used as a source of references who concerned in conducting related research in the future.

## **1.6 SYSTEM OF WRITING**

The researchers compiled the writing with the following details:

### **CHAPTER I : INTRODUCTION**

This chapter contains the background of the study, problem limitation, problem formulation, objective of the research, research benefits, and the systems of writing.

### **CHAPTER II : LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

This chapter discusses various concepts and theoretical basics related to the concept of training and employee performance.

### CHAPTER III : RESEARCH METHODOLOGY

This chapter will describe the research design used, the object of research, the method of data collection performed and the method of data analysis.

### CHAPTER IV : DATA ANALYSIS AND DISCUSSION

This chapter describes the overview of the research objects discussed in this study and describes the data analysis and the detailed discussion.

### CHAPTER V : CONCLUSION

This chapter contains the conclusions of what has been described in the previous chapters, and also contains suggestions for improvement for research development related to this research topic.

