

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Food and beverage is the largest element of the hospitality industry with businesses such as restaurant, fast-food, catering, and cafe. This industry has become very competitive due to the development of creativities and innovation from time to time. This industry is also not just a primary need but has become a lifestyle today. In order to survive in this industry, a company needs to know the strategy on how to fulfill the consumers need. By doing this, the company can improve the satisfaction of consumers through maximize good experiences and minimize unpleasant experiences of the consumer.

Nowadays, cafe or restaurant businesses has attracted many people to start a business. Since many restaurants have been opened, people start to confuse in choosing which restaurant that has a good quality of food to enjoy. Food quality has an important role in a restaurant or cafe because there are lots of competitors trying to design a different, unique, and variety of foods in order to attract consumer. While focusing on the design and presentation, some company ignore the quality of foods instead. When a person come to a restaurant or cafe, it means he/she wants to have please experience in order to come back again. Company needs to provide the quality of food that fulfills consumer desires.

According to Hanaysha (2016), food quality plays an important role in determining customer loyalty and brand image. In other words, superior food quality is a key marketing tool that can be employed to satisfy and retain customers and further ensure their positive purchase experience. A bad quality can place a company in unpleasant position. When a consumer feels that the provided quality is unsatisfied, probably the consumer is unwilling to have the product/service anymore. Therefore, the satisfaction of customer is an important factor in determining a company successes.

At Sosmed Cafe Medan, a very unique design interior and menu can be found. This Cafe was established on 5 May 2016 with the concept of gathering social media apps to attract people especially millennials. Before moving to Jl. Abdullah Lubis No. 8/20, it was located at Jl. Teuku Umar No. 3. They didn't change their concept and menu after moving to the new place. The decoration is very unique and different compared with other cafe because it focuses on today's lifestyle which is social media. The menu is also very unique and creative by the name and the food presentation. Even after moving, they still stand up with the old concept and improve it to attract more consumers. Many people loves to visit the cafe to take pictures and post it on social media as well.

Many recent studies have focusing that customer satisfaction caused by food quality. But in Indonesia, there are still few people that actually consider about this matter, especially in Medan City. This caused an owner of a restaurant try to attract consumer by creating good ambience and unique menu in order to be different from others. In Sosmed Cafe Medan, many visitors mention more about the ambience compared with the food quality. Customer seldom talks about the quality of food at Sosmed Cafe is good.

Most of the time, providing a unique food and good ambience considered to be a major factor in attracting consumers. Sometimes the satisfaction of consumer is only based on the numbers of visitors. Therefore, researcher is attracted to find out how the food quality impacts customer satisfaction at Sosmed Cafe Medan. According to the background of study above, it is interesting to do research with the title of **“The Impact of Food Quality Towards Customer Satisfaction at Sosmed Cafe Medan”**.

## **1.2 Problem Limitation**

This study is limited to consumer who has visited Sosmed Cafe Medan. It is focused on knowing the impact of food quality, which includes the freshness, presentation, well cooked, and variety of food towards customer satisfaction, especially on how the cafe creates the food in order to attract customer. In additional, it is to know how satisfy the customer is

after visiting Sosmed Cafe Medan and factor of food quality that has impact the most in the cafe.

### **1.3 Problem Formulation**

Does food quality has impact towards customer satisfaction at Sosmed Cafe Medan?

### **1.4 Objective of the Research**

The research objective is to answer the problem formulation.

### **1.5 Benefit of Research**

#### **1.5.1 Theoretical Benefit**

There are few recent study about this research in Indonesia. It is hoped that this result can be a reference in the future. This reference can add knowledge about food quality and customer satisfaction relation especially in Indonesia company base. Beside, it can be recent study for people who want to understand more about the important of food quality in Food and Beverage industry.

#### **1.5.2 Practical Benefit**

In the future, cafe or restaurant can understand on how to manage the food quality. Besides, company can improve the dimension of food quality that needs to improve in order to to achieve customer satisfaction. In addition, Sosmed Cafe Medan can maintain their quality of food based on the result.

### **1.6 System of Writing**

In chapter one, it discusses about the background of the study, problem limitation, problem statement, objective of the research, benefits of the study including theoretical and practical benefits and system of writing. Background of the study is explaining why the writer choose this topic and why the writer want to do the research in this restaurant. In this chapter also

limit the study to focus on food quality and customer satisfaction where also stated the questions for this study. System of writing also provided in this chapter to explain clearly what contains in this study.

In chapter two, it mentions and explains definition of quality, food, food quality, the importance of food quality, dimension of food quality, definition of satisfaction, definition of customer satisfaction, the importance of customer satisfaction, previous research, hypothesis development, research model and framework of thinking. The previous research is to support this study who have done by other researcher. Then, the hypotheses statement stated for this study which is the temporary answer for this study. This chapter further enhanced with research model where it mentioned the model used for this research, what is the dependent variable and independent variable. Last but not least is the framework of thinking which is the brief explanation start from the background, problem until the hypotheses.

In chapter three, it discusses about the research design, population and sample, data collection method and data analysis method, and operational variable definition and variable measurement. In research design part it discusses what kind of approach for this study, where also mention how many population of the research and the sample drawn for the research. Next, in the data collection method will explain how the writer collect the data, and from where the data obtained. In the data analysis method part, it will discuss about how this research interpreting the data obtained. Then in the operational variable definition and variable measurement part, it will mention how the variable is measured.

In chapter four, it focuses on the research object, data analysis, and dicussion about the result from data analysis. Research object will provided with organization structure and brief history about the object research and also vision mission of the company. In this chapter will shows the result of the study by using SPSS (Statistical Packages for Social Sciences) which is normally used to calculate questionnaire items.

In the last chapter, it contains conclusion, implication and recommendation for this study. In the conclusion, it will stated whether the hypotheses is accepted or rejected, brief answer for the question stated in previous chapter. Next, the implication is about the writer's hope for the readers either the company or the university. And lastly closed with recommendation that drawn according to the research, and for the further research.

