

CHAPTER I

INTRODUCTION

1.1 Background of Study

In people's daily routine, food is essential to keep people energized in performing daily activities whether it is an indoor or outdoor activity. It is one of the basic needs people consume every day in order to survive. The ministry of industry, Airlangga Hartanto stated, "Food and Beverage industry has a potency to become a champion, because of the great number of supplier and user, the key to compete in this sector is food innovation and food security". It can be said that there are a lot of people who purchase and use product related to food and beverages in Indonesia.

From the data in Central Bureau Statistic (Badan Pusat Statistik) Indonesia in the year of 2019, people in urban area in the North Sumatra spend more on food consumption rather than the non-food. In the average, people would spend 615,374 rupiah/month for food and 599,670 rupiah/month for the non-food expense. It can be seen that food expense are higher than the non-food.

Types of Food	Average expense/month (Rupiah)
Whole grains	65,935
Meat	22,692
Eggs and Milk	41,018
Vegetables	53,012
Ready to Consume Meal	197,319

Table 1.1 Urban Community Average Expense
Source: Badan Pusat Statistik (2019)

From the table 1.1, it shows that the expense in ready to consume meal are higher than the other raw ingredients. It means that people often order food, eating out and purchased food that can be consumed immediately without processing the food themselves from scratch. Thus, it is important for the business owner to produce a good quality of food, as people would like to order food and eating out.

Potter and Hotchkiss (1995) as cited on Salsabilah and Sunarti (2018), stated that food quality is a characteristic of a food that the customer would like to receive, and it can be seen from the internal factor such as size, shape, color, consistency, texture, and taste. By evaluating these characteristics of food, it will help the business owner to produce a good quality of food. According to Winarjo and Japariato (2017) that customer expectation that is reached because of a good quality of food can create a positive relationship between customer and the company. A good quality food that can reach the customer satisfaction can satisfied the customer and create a benefit for both customer and the company.

The Three Carrari is one of businesses that runs in food and beverages industry. It is a neighborhood bistro in Medan which is located in Jalan Palang Merah Ruko Royal Residence number 10-11. The Three Carrari offers fusion foods and also pastries that are still not common to find in Medan. This bistro runs by three Carrari siblings, who are experienced in running a production area and business. The Three Carrari sibling started by attending Food Bazaar

in Sun Plaza Medan in 2016, and finally opened a physical store in 2018 serving main courses slow-cooked savories, traditional sweets and delicacies, to freshly baked made-from scratch buttery and flaky viennoiseries products with a fusion of Indonesia, Thai, and French flavors and fragrances, and also beverages. The Three Carrari also claimed to have the best croissant, black forest cake, and cookies in town.

Based from the interview that the author has conducted with the Chef Patisserie of The Three Carrari, the writer has received some information. The Chef mentioned that they produce product by using a good quality ingredient and continuously maintaining their quality. They have never heard of any bad feedbacks, and if there were some errors, it is not because of reducing the quality of the ingredients but might because of oven setting which is a technical stuff.

The reason the writer chooses The Three Carrari as the research object is the writer found out in the internet that even though there are positive reviews in The Three Carrari, the author still found if there are some negative reviews related to the food quality. There are some reviewers who shares their experience in the internet saying if there were many of the food has sold out or not available. The other reviewer said that the food taste is not good enough, the Mie goreng Indonesia was quite bland, salad is just okay, and a delicious creamy mushroom soup. The reviewer also recommends to improve on the food in terms of flavor.

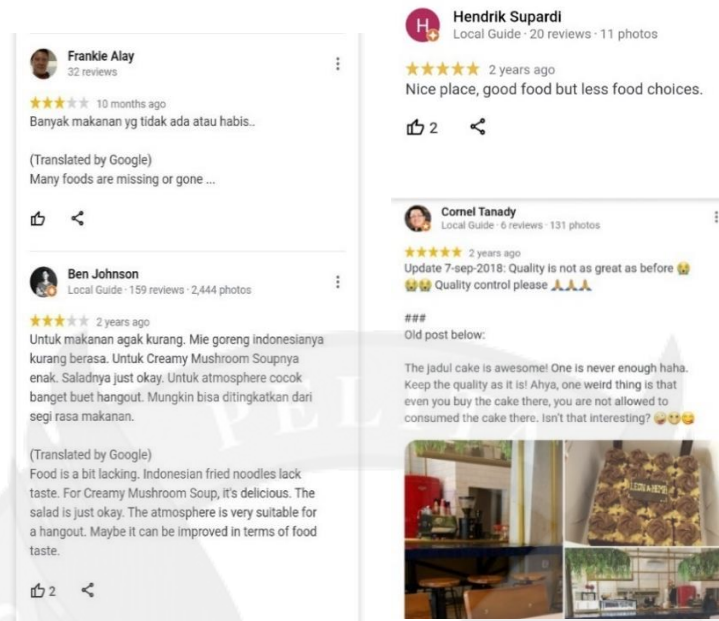


Figure 1.1 Customer Review

Source: Google Review

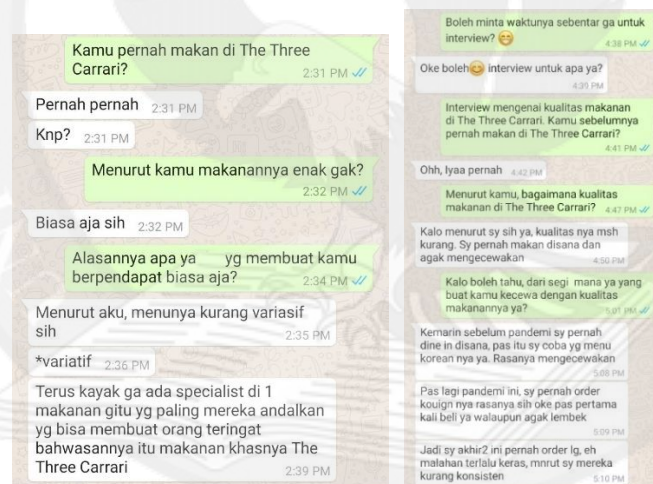


Figure 1.2 Customer Interview

Source: Prepared by the Writer

Besides, the writer also has conducted an interview with the customer of The Three Carrari, which is also the writer's acquaintances and they said if The Three Carrari has less variety of choice, and a menu that could make them remember of The Three Carrari. There is also a customer who said that they

have ever tried the Korean variant food taste and it taste quite disappointing for them as it does not meet their expectation, and also saying that one of the pastry textures is not consistent.

Based from the background above, the author are interested to conduct a research with the title of “The Influence of Food Quality towards Customer Satisfaction in The Three Carrari”.

1.2 Problem Limitation

Due to the limited time, in this research, the writer will be focusing in analyzing the influence of food quality towards customer satisfaction. The Food quality are measured by the presentation of the food, taste, diversity of choice, freshness and temperature while the customer satisfaction are measured by confirm expectation, interest to revisit, and willingness to recommend. This research will be conducted in The Three Carrari located in Jalan Palang Merah Ruko Royal Residence number 10-11, Medan.

1.3 Problem Formulation

Based on the title of this research, the problem formulation in this study that the author aiming to know are as follows:

1. How is the food quality and the customer satisfaction in The Three Carrari?
2. Does food quality influence customer satisfaction in The Three Carrari?

1.4 Objective of the Research

The objectives of the research are:

1. To find out how is the Food Quality and how satisfied are the customer in The Three Carrari.
2. To find out if there is influence of food quality towards customer satisfaction in The Three Carrari.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

The theoretical benefit of this research as follows:

1. To increase the writer's knowledge academically in food quality and customer satisfaction while also understanding the influence of food quality towards customer satisfaction.
2. As an information to the readers about the influence of Food Quality towards customer satisfaction.

1.5.2 Practical Benefit

The practical benefit of the research as follows:

1. For the writer, to increase the writer's knowledge and better understanding of food quality and customer satisfaction
2. For the businesses owners to know further of food quality the customers are expecting, and to improve the food quality.
3. For the future researcher, as an information and reference whose topic related to food quality and customer satisfaction.