

CHAPTER I

INTRODUCTION

1.1 Background of Study

When it comes to culinary habits and preferences, every home in this era has evolved significantly. Many trading activities, such as hotels, restaurants, and commercial organizations, are springing up as a result of this. Such businesses must establish their own reputation and brand in the eyes of the market and customers.

Indonesia is an archipelago with a plethora of tourism opportunities. Medan is one of the most popular tourist destinations in Indonesia, whether for shopping or culinary tourism.. The proliferation of many institutions in the hospitality business, such as manufacturing stores, restaurants, and hotels, demonstrates the growth. The total amount of restaurant in Medan is increasing every year , this makes food entrepreneurs keep trying to meet the increasingly desires with provide superior products with the best quality service.

Consumers perceive high pleasure as part of a performance that meets their expectations. Consumers are dissatisfied if what they feel does not match their expectations; however, if what they feel matches their expectations, customer are satisfied. Customer happiness is critical to the success of any service or goods business. As a result of eating a product or receiving a service, a person's sense of fulfillment, pleasure, or relief is defined as satisfaction.

impact of Service quality such as large parking area, the cleanliness guarantee and clearly information that given from the leader of the company have not been conduct optimally. There are some customer said on online review is that the delivering product isn't conduct quickly. Based on the observations of writers at Sushi Tei Medan, the writer is interested to do research how Sushi Tei can improve their service quality and how Sushi Tei can maintain their service quality consistently to satisfy their customer. Some consumer complaints seen from the online review website Sushi Tei:

Table 1.1 Online Review of Sushi Tei Teuku Daud

No	Review
1.	Service is not fast in the presentation of the food
2.	Services that do not look from the consumer difficulty in aid service
3.	The cashier was not friendly
4.	Less interesting in terms of taste compared to Okinawa sushi

Sources: Sushi Tei Teuku Daud, 2021

Based on description above, the writer is interested to conduct the research with title **“The Impact of Service Quality towards Customer Satisfaction at Sushi Tei Teuku Daud Medan”**

1.2 Problem Limitation

To avoid the happening of over discussion and due to limited time and resources, then the research will only covering the problem of service quality influence customer satisfaction at Sushi Tei Teuku Daud Medan.

1.3 Problem Formulation

Based on the observation that is done by the writer at Sushi Tei Teuku Daud Medan, the writer finds several questions, which are:

1. How is condition service quality at Sushi Tei Teuku Daud Medan?
2. How is condition customer satisfaction at Sushi Tei Teuku Daud Medan?
3. How is the influence of Service Quality towards Customer Satisfaction at Sushi Tei Teuku Daud Medan?

1.4 Objective of the Research

Based on the problem identification proposed in previous point, the objective of this research are:

1. To analyze service quality at Sushi Tei Teuku Daud.
2. To analyze customer satisfaction at Sushi Tei Teuku Daud Medan.
3. To find out the influence of Service Quality towards Customer Satisfaction at Sushi Tei Teuku Daud Medan.

1.5 Benefit of the Research

The writer expects that this research can give benefits both theoretically and practically.

1.5.1 Theoretical Benefit

1. To help readers understand the influence of Service Quality on Customer Satisfaction
2. To be the reference for other researchers in the future regarding topics related to Service Quality and Customer Satisfaction.

1.5.2 Practical Benefit

The findings of this study are expected to provide recommendations to the company on how to improve Service Quality in order to improve Customer Satisfaction.

