

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Society has recently put emphasis on their daily diet with varying reasons such as maintaining good health and well-being, protection from diseases and even following beauty standards. Evidently, the advance technology and medical fields have impacted people's tendency on eating “healthy” rather than “delicious” food.

Health and well-being has been one of the key indicators of measuring one’s quality of life. As the economy has been intensely competitive in the last few decades, people seek for other external factors that can improve their productivity or well-being in which healthy food can increase mood or even productivity for some individuals.

According to World Health Organization (2021) as the world has been interconnected more than ever, publication in health issues such as obesity has gained limelight within the society. For example; World Health Organization reported that 39% of adults aged 18 and over were overweight while 13% were obese. Hence, publications, with the help of advanced medical, to some degree have motivated individuals to adopt healthier lifestyles.

Nowadays, the level of community activity is getting denser, especially for those who live in urban areas. This makes them often do not have free time to prepare their own necessities of life, especially the food factor. The culinary

business is currently one of the most promising businesses to run, the prospects for this business will continue to be bright considering that culinary or food is a basic requirement for all humans.

The catering business has become a business trend lately and the number of catering entrepreneurs continues to increase so that the competition in the catering business is quite tight. This is because rapid progress in the development of science and technology has led to an increase in the standard and quality of life of people, both those living in urban and rural areas, which has led to changes in modern life habits, including the consumption of foods high in calories, high in fat, high in cholesterol, high in salt, low in fiber, smoking, drinking alcohol, and so on (Janah, 2016).

Food quality is a determining factor for the level of satisfaction that consumers get after purchasing and consume a product. Good or bad experiences with a product will influence customers to make repurchases or not. So that business managers are required to create a product that is satisfied to the needs or tastes of customers.

In order to win the competition in the culinary industry, a restaurant must be able to satisfy its customers and it can be seen from the company's performance perceived by customers. Studies show that food quality has been seen as the main criteria for customers to judge company performance. There is a study on a luxury restaurant in Spain and it has been indicated that respondents rated food quality as one of the most important restaurant elements (Ramanathan, 2015).

Satisfaction is the level of a person's feelings after comparing performance or results are perceived as expected. The level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below hope, then the customer will be disappointed. However, if the performance is above expectations, then customers will feel satisfied (Kotler, 2000: 41) in the journal JBMP (Journal of Business Management and Banking) by Mukhamad Arianto and Nur Mahampang (2016).

Hadi Kitchen Healthy Catering is a catering business which has become a healthy catering activist. The concept applied by the company in marketing its products is a catering that offers various types of food, fresh fruit, pudding and others. In addition, this catering also announces the menu of the week which changes every week through social media.

However, Hadi Kitchen Healthy Catering got a lot of comments and complaints about the quality of food from disappointed customers. Some of the complaints are that there is an unpleasant smell in the food served, the color of the food is not attractive, the shape and color of the garnish is not attractive, and the vegetables are served too ripe that they are easily crushed, the taste of the food is not consistent and the meat is tough. Moreover, there is time when high sales occurred at Hadi Kitchen Healthy Catering caused delays in the delivery of catering food and resulted in bad quality food which makes customers dissatisfied and switches to another catering brand. I have attached customers' comments and complaints in appendix J bellow.

Because of many complaints from customers at Hadi Kitchen Healthy Catering, good and satisfying customer must be the main mission for a catering where customer satisfaction is the main focus for many companies in deciding strategies to win the competition. From the customer's comments we can see that the quality of products offered is one of the main capitals to customers' satisfaction.

Based on this background, the writer are interested in conducting research on **“The Influence of Food Quality towards Customer Satisfaction at Hadi Kitchen Healthy Catering”**.

## **1.2 Problem Limitation**

Hadi Kitchen Healthy Catering is highly dependent on customer satisfaction to build a customer base and basis of improvement within the organisation. Hence, customer satisfaction can derive from products, service and capabilities. The writer has focused the problem discussion in this study to a smaller scope of study. For the research, the writer used food quality as an independent variable and customer satisfaction as a dependent variable. The research will provide the understanding of the current customer satisfaction and the quality of food hence understanding the customers' expectations.

## **1.3 Problem Formulation**

Based on the background of the study described above, the research question is defined as follow:

Does the quality of food influence customer satisfaction at Hadi Kitchen Healthy Catering?

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

The objective of the research is as follows:

It is to analyze the quality of food influence customer satisfaction at HadiKitchen Healthy Catering.

#### **1.5 Benefit of the Research**

In writing this research, the several benefits are stated as follows:

##### **1.5.1 Theoretical Benefit**

The results of this research are expected to provide insight and knowledge, especially in the level of customer satisfaction with product quality in Hadi Kitchen Healthy Catering. This research is also an illustration to see the relationship between one variable and another, as well as to be a development in further research.

##### **1.5.2 Practical Benefit**

The practical benefits expected from this research are as follows:

1. For the author

It can add insight and understanding related to healthy catering, food quality and customer satisfaction.

2. For students and university

With this research, it is hoped that it can add insight and become a reference when conducting related research with the same problems.

