

# CHAPTER I

## INTRODUCTION

### 1.1 Background Of The Study

The hospitality industry has extended categories of businesses which are lodging such as resorts and hotels, food and service like restaurants, tourism and so much more. Fine dining restaurants, takeaway restaurants, fast food joints, catering, and many more were included in food and service sector of the hospitality industry. Restaurants serve the food and beverages to the customers, who either dine at the establishment or take the food at home to consume. The goal of a restaurant usually is to give customer an excellent and enjoyable experience through the good service and excellent food.

Due to the incredible size of the Indonesian market, the F&B sector is growing in demand. The reasoning behind this is that if managed effectively and correctly, it could offer very promising opportunities in the Food and Beverage sector. This means that the culinary industry is still at the top and is receiving positive feedback from the public. The Brothers Café is one of the well-known cafés in Medan that was established back in the 2003. As a long-standing café for the past 18 years, Brothers Café has remained true to its concept of "European Exclusive".

As the food and beverage industry broadens, more and more new cafes appear, which indicates that Brothers Café will face more competitors. Even though Brothers Café has a long history, that does not necessarily mean it has never had customer issues. This is why café management in terms of food and service quality is crucial in order to satisfy café customers. Food quality appears to be recognized as an important factor in satisfying restaurant customers. nevertheless , most restaurant often overlooks the importance of maintaining the food quality as the foundation of a restaurant. Customer satisfaction can be achieved from the result of good food of a high quality that meets the expectations of the customer.

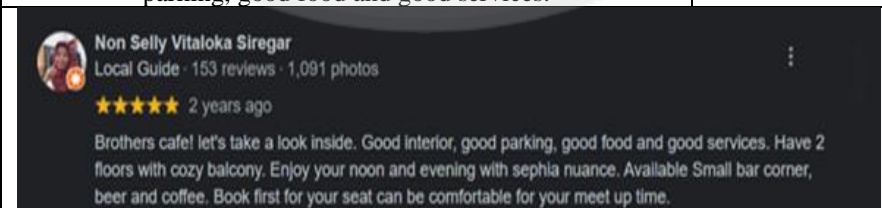
In this competitive industry, service quality is a vital factor in order to achieve success. Many researchers have discovered that service quality has a significant connection with customer satisfaction (Indeed Editorial Team, 2021). Therefore, the service quality of a restaurant must be monitored, maintained, and improved all the time. Expectations are desires of a customer, the extent to which customers genuinely think a specific attribute is required for a good service provider, while perceptions are a judgment based on service performance. Measuring in addition to enhancing service quality has the potential to boost restaurant's profits.

Customer satisfaction is one of the most important objectives in the F&B industry. This is because customer satisfaction can determine whether

customers will give positive word of mouth to the public. If a restaurant has good food quality and service quality which then can make customers feel satisfied, then the reputation and sales of a restaurant will increase. Customer satisfaction is closely associated with product and service quality. In the food & beverage service industry, higher food quality leads to greater customer satisfaction. Similarly, higher service quality will result in greater customer satisfaction. Customer satisfaction can boost and retain a long-term relationship with the restaurant's customers.

From the table of data shown below, it can be seen that the customer reviews of the service and food quality in brothers café sometimes are not consistent. Although there are many good reviews, it does not disregard the fact that there are some customers who are not pleased with the food and service. From the total of 834 google reviews of Brothers Café Medan, 114 reviews were rated one star to three stars. This means about 13,67% of the total reviews are critical review. Therefore, the writer will analyze more to see if food quality and service quality will influence customer satisfaction. The writer will write the research in the form of final paper titled **“THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN BROTHERS CAFÉ MEDAN”**.

Table1.1 Customer Reviews about Brothers Cafe Medan

| Comments   | Rating (stars) |
|--|----------------|
| I waited 1.5 hours without food and drinks arriving. When checked, it turns out that it has not been entered into the order list. I went straight away. Disappointed...  | 1 star         |
|  <p><b>Sabar Menanti</b><br/>Local Guide · 57 reviews · 10 photos<br/>★★★★★ 10 months ago</p> <p>Sy menunggu 1,5jam tanpa ada makanan dan minuman yg datang. Saat di cek ternyata belum diinput dlm daftar pesanan. Langsung sy pergi. Kecewaaaaa.....</p> <p>(Translated by Google)<br/>I waited 1.5 hours without food and drinks arriving. When checked, it turns out that it hasn't been entered in the order list. I went straight away. Disappointed .....</p> |                |
| Service is super slow, for drinks it takes ½ hour to arrive at our table, as for the food you can guess yourself.  | 1 star         |
|  <p><b>Vin Wu</b><br/>Local Guide · 21 reviews · 7 photos<br/>★★★★★ a year ago</p> <p>Pelayanan disini super lambat, untuk minuman saja perlu 1/2 jam baru sampai di meja kita, kalau untuk makanannya anda tebak sendiri saja deh.</p> <p>(Translated by Google)<br/>The service here is super slow, for drinks it only takes 1/2 hour to arrive at our table, if for the food you guess yourself.</p>   |                |
| Serving is too long  | 2 stars        |
|  <p><b>Andi Kesuma</b><br/>2 reviews<br/>★★★★★ 11 months ago</p> <p>Penyajianya terlalu lama</p>   |                |
| Nice but it takes a long time to order   | 4 stars        |
|  <p><b>Firma Oktaviana</b><br/>Local Guide · 13 reviews · 4 photos<br/>★★★★★ a year ago</p> <p>Nice... Tapi lama saat order</p>  |                |
| Brothers cafe! let's take a look inside. Good interior, good parking, good food and good services.   | 5 stars        |
|  <p><b>Non Selly Vitaloka Siregar</b><br/>Local Guide · 153 reviews · 1,091 photos<br/>★★★★★ 2 years ago</p> <p>Brothers cafe! let's take a look inside. Good interior, good parking, good food and good services. Have 2 floors with cozy balcony. Enjoy your noon and evening with sephia nuance. Available Small bar corner, beer and coffee. Book first for your seat can be comfortable for your meet up time.</p>  |                |

Source: Data processed by the Writer and sourced from Google Review (2022)

## **1.2 Problem Limitation**

The Researcher will limit the study to “THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN BROTHERS CAFÉ MEDAN”. In this paper, the writer focused on studying the influence of food quality and service quality in a restaurant towards customer satisfaction. Therefore, in avoiding deviations from the topic, the writer set some problem limitations in this research, the writer will observe One of the restaurants in Medan, Brothers Café Medan. This research will be done limited between the period January 2022 - March 2022.

## **1.3 Problem Formulation**

From the background of the study that has been defined, The problems of this research are formulated as the follows:

1. What is the customer perception of Food Quality in Brothers Café Medan?
2. What is the customer perception about Service Quality in Brothers Café Medan?
3. How is the Customer Satisfaction in Brothers Café Medan?
4. Do Food quality and Service quality influence Customer satisfaction in Brothers Café Medan?

## **1.4 Objective Of The Research**

Below are some objectives of the research to resolve the problem of research, which are:

1. To find out the customer perception of Food Quality in Brothers Café Medan.
2. To investigate the customer perception of Service Quality in Brothers Café Medan.
3. To learn the Customer Satisfaction in Brothers Café Medan.
4. To analyze if Food Quality and Service Quality will influence Customer Satisfaction at Brothers Café Medan.

### **1.5 Benefit Of The Research**

This research study is proposed to benefit both in terms of theoretical and practical terms as follows:

#### **1.5.1 Theoretical Benefit**

This research is expected to provide reference and result of study to determine the Influence of Food Quality and Service Quality to achieve Customer satisfaction in Brothers Café Medan. It can be used to complement the theoretical study associated with the Food and Service sector of the Hospitality Industry. This study is also expected to be an additional insight for prospective researchers or readers who will research similar topic.

#### **1.5.2 Practical Benefit**

1. For Students

For students, this research is expected to guide students as additional insight into the role of food quality and service quality to achieve

customer satisfaction in the food and service industry. Through this research, hopefully, students could achieve the knowledge on how to have excellent food and service quality regardless of their working environment.

## 2. For Community

This research is expected to be a form of data that gives awareness and insight into food quality and service quality that affect customer satisfaction. So that community could learn more about food and service industry and could practice it.

## 3. For Brothers Café Medan

This research is expected to be a platform to give advice and insight about the food and service quality at Brothers Café Medan so that it can become the concern of the restaurant manager in achieving customer satisfaction.