

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the age of globalization, the culinary business is said to be one of the most competitive and occasionally rapidly growing business sectors in the industry. This also makes the number of culinary businesses from various types of food and beverage from all around the world couldn't be counted. It's because there are a lot of companies that are always competing with each other, to be the best of all, and of course, will try extremely hard to provide the best quality of their brand. Yet, to satisfy their customer for they to enhance their business relationship and could develop it more in the future. For the company to achieve and reach that stage, they need to have a strong strategy of their organization that could lead them to achieve its goals of gaining and maintaining its customers for a long time. Since it is a culinary business, of course, there will be a lot of similarities in their products. Hence, companies should produce goods that are unusual and give the best services that are convenient to customers' needs and desires for them to stand out more from other companies to achieve their goals.

If one company wants to have follow-up visits from the customer, they shall produce food and beverages that somehow are on the trends, or making something new and unique, for people to be curious about the company's product and want to have a visit and try the foods and beverages from the company, because it is a brand

new for them. Besides that, a company shall provide good service quality, for the customer to feel comfortable visiting the restaurant, and would think of going back one day. As they feel respected when the waitress is giving a good service.

Food quality is a characteristic of a quality in food that suits the standards of acceptable for the customers to consume. As it is also a degree of excellence in food which includes taste, appearance, and nutritional content. Delicious and fresh foods play an important role in striving to outperform their competitors, including factors such as food visual, size, color, and appearance or plating of the food. The flavor, whether is it tasty or tastes bad. The aroma, does the food has a fresh from cook feeling. The texture of the food, will it be soft or hard, easy to chew or thick, crunchy or mushy, etc. However, if it will be take-out orders, the company shall have a good strategy on how will the packaging or labeling of the food looks like. Will it be safe enough when the customer took it home? Because it is the same important thing that the company should notice when customers come to have a dine-in in their restaurant. When a customer made an order for take-out, they will surely be eating the food at home, or maybe they can order it through an online application. They must be wanted the food that arrives at their places still looks good and appetizing. If the packaging and the food quality are still good when it arrives, customers would feel satisfied and would make a repeat order, because it has fulfilled their expectations that leading to their satisfaction. This could make the company has already gained one loyal customer, as it will also be a benefit to the company. Thus, food quality is one of the best ways to maximize success in the restaurant business.

Service quality is a characteristic that a company or organization delivers and provides its service to the customers. In hope that the service they gave would meet customers' expectations and they would feel comfortable visiting the company. Quality of service is one of the most important things a company should deliver for gaining customers and for them to expand the word of mouth from its customers to the public. As it is a way for the company to enhance its name and brand. If a company or organization provides good service quality to their customers, the customers will also share their experiences with their acquaintances. That would make people curious and want to visit the company and try it themselves, whether the news that they heard from people is true or will it be vice versa. A good service quality that a company can provide is by meeting the needs of their customers, which would lead to their satisfaction with the services they received. As a service quality is also an act that an organization provides to the satisfaction of the customers. But not only with customers, giving a good service quality towards fellow employees, as well as the leaders would also be good.

Customer satisfaction is a thought concept where it can be known as the key element for a period of follow-up purchase. Because customers who feel satisfied with a product will make a repurchase and also might spread some positive word of mouth to the other individuals that would benefit the company. Moreover, satisfaction is the result of the consumer's perception that the product or service has provided some degree of satisfaction, which may be more or less. Customer satisfaction is defined as a reflection of how a customer feels about the company because it is the comparison between customers' expectations and the experience

that the customer receives from the organization or company. Meanwhile, customer satisfaction is also a response to customers' very own satisfied feeling with a product or service itself that meets their own needs and fulfillments. This means that in order for a customer to be satisfied, the comparison between their expectation and their experience with the company or organization shall be mixed perfectly.

There are a lot of possibilities that could make a business survive in the culinary industry. A company must be able to know what are those possibilities in order for customers to be interested in their brand and come to have a follow-up visit. So, two possibilities might be the factor of customer satisfaction, which is the company's food quality and service quality.

According to the research conducted by Jessica Alaysia Gunawan (2017), on "Pengaruh Kualitas Makanan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen di Café Monsoon Bandung" It has been stated that food quality and service quality has a fairly strong influence on customer satisfaction which is 49.1% judging from the results of multiple linear regression, it is proven that the food quality variable has a significant influence on customer satisfaction at Café Monsoon. Likewise, the service quality also has a significant influence. This also means that when the service quality is improved, the satisfaction of Café Monsoon will also be increased.

The object of research for this study is Cafe Kopi CantiKayu Medan. The cafe itself is very cozy, which made customers could feel comfortable hanging out with friends or meeting people there. The cafe itself is suitable for any range of age,

starting from teenagers until the elderly, as the place is very comfortable and eye-pleasing. Yet every customer can feel not going home as it could be a nice place to meet people or could be just chilling casually there.

The following pictures are the online comments from google review.



Figure 1.1 Online Reviews
Source: Google Review (2022)

There are some reviews from Google regarding the food quality and its service quality. Especially when the cafe is packed up with customers. Due to a lack of employees, customers have to wait quite a long time to get what they requested. Besides that, there are also some incidents or mistakes that customers have encountered. When the customer orders menu A, the one that comes out is menu B. This made the customer have to wait for another time for them to make the correct menu as what the customer have ordered before. As for the food quality, there are also comments that the food varieties are low, and the food plating is also quite bad and not that tempting. As there is no garnish and the color of the food is not appealing and is very simple.

Below is the table that shows customers visitor data at Cafe Kopi CantiKayu Medan from January 2021 – December 2021, as follows:

Table 1.1 Number of Visitors at Cafe Kopi CantiKayu Medan.

Month	Number of Visitors
January	4467
February	4640
March	1380
April	1476
May	1360
June	1280
July	1256
August	1230
September	1240
October	1165
November	1570
December	4785

Source: Prepared by Writer (Cafe Kopi CantiKayu Medan, 2021)

Based on the table above, it can be seen that the number of visitors at Cafe Kopi CantiKayu Medan in January has 4.467 customers. February, there are 4.640 customers. March, there are 1.380 customers. April, there are 1.467 customers. May, there are 1.360 customers. In June, there are 1.280 customers. July, there are 1.256 customers. August, there are 1.230 customers. September, there are 1.240 customers. October, there are 1.165 customers. November, there are 1.570 customers. Lastly, in December, there are 4.785 customers. Overall, the highest number of visitors goes in December because it is the month when Cafe Kopi CantiKayu Medan has a lot of decorations at the cafe. The decoration itself is very unique and eye-catching. Hence, it makes a lot of customers want to go there and took some pictures as well as celebrate Christmas lunch with their friends and family there.

This research has been conducted at Cafe Kopi CantiKayu Medan, because the writer wanted to know more about Cafe Kopi CantiKayu Medan and what are the problems they are facing, in hope that the problem could be solved. Hence, the cafe will develop and grow more in the future, as both food quality and service quality is one of the most important things that a cafe shall have well maintain in it. So that customers can save the cafe on their favorite places to hang out with their acquaintances because they feel satisfied with the food and service the cafe provided, which also will be benefiting the cafe itself.

Therefore, the writer decided to find out if the food quality and service quality of a cafe could influence customers satisfaction and the writer will conduct the research in the form of a final paper entitled **“THE INFLUENCE OF FOOD QUALITY AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT CAFE KOPI CANTIKAYU MEDAN”**. As this research is hoped to be good and positive feedback for the cafe on enhancing its food quality and service quality.

1.2 Problem Limitation

To further focus on this study and learn more about the limited causes of the problem, the writer has set the problem limitation to food quality and service quality as the independent variables and customer satisfaction as the dependent variable. There are some indicators from the variable that could identify each variable's problem. As for food quality, it has nutrition, strong taste, fresh materials, and varieties of food. For service quality, there are some indicators. Which are

reliability, responsiveness, assurance, empathy, and tangible. And for customer satisfaction, has some indicators for determining the problems. Which are meeting expectations, interest in visiting, and willingness to recommend. Moreover, the writer has also limited the research that the place of research only took place at Cafe Kopi CantiKayu Medan.

1.3 Problem Formulation

Based on what's written in the background study, the writer can take the problem formulation as follows:

- a. Does food quality have a partial influence on customer satisfaction at Cafe Kopi CantiKayu Medan?
- b. Does service quality have a partial influence on customer satisfaction at Cafe Kopi CantiKayu Medan?
- c. Do food quality and service quality have a simultaneous influence on customer satisfaction at Cafe Kopi CantiKayu Medan?

1.4 Objective of Research

The purpose of this research is as follows:

- a. To analyze whether food quality has a partial influence on customer satisfaction at Cafe Kopi CantiKayu Medan.
- b. To find out whether service quality has a partial influence on customer satisfaction at Cafe Kopi CantiKayu Medan.
- c. To analyze whether food quality and service quality have a simultaneous influence on customer satisfaction at Cafe Kopi CantiKayu Medan.

1.5 Benefits of Research

There are two benefits of this research:

1.5.1 Theoretical Benefits

After reading about this research, the writer hopes that the readers could be able to know and have more understanding of the impact and the influence of food quality and service quality on customer satisfaction. Besides that, the writer also hopes that this research could be additional knowledge for future researchers that will be researching a similar topic.

1.5.2 Practical Benefits

a. For Future Researchers

This research is expected to become an additional reference for people who will do a similar topic, and also for additional knowledge for researchers to know that there is the effect of food quality and service quality could influence customers satisfaction.

b. For Cafe Kopi CantiKayu Medan

This research is expected to become a platform where Cafe Kopi CantiKayu Medan could acknowledge the feedback from their customers about their food quality and service quality which will affect and influence the satisfaction of the customers. So that it can become a concern to the cafe, with the hope that customers will come back again and make a repurchase.