

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Restaurants should run effortlessly in order to produce excellent services. The services that are given to customers are substantial, as they can influence customers in rating the restaurants. Each restaurant will have different kind of services. It depends on which type of restaurants they are in. Moreover, it is also determined by their target, who they aim to experience in their service. To be exact, if we apply the service of a fast food restaurant to a Michelin-star restaurant, it will not work. Customers will not be satisfied at all. They will expect more. This shows that the types of services vary among restaurants. A restaurant should learn about its customers so that the services that they give are appropriate. According to Tri Yulia (2021), consumers are one of the elements that are affecting the benefit that one business will get among the other competitors in the same market. This statement supports why restaurants need to maintain the quality of products and services well.

The most important thing is how the restaurants manage the efficiency in delivering the service. The customers visiting the restaurants must have expected to be well-served. The reason is a restaurant is one of the industries that provide hospitality to their customers. Even though the measurement of greatness of the service is subjective, restaurants need to put in their best effort and try to meet customers' needs. In order to reach those expectations of customers, restaurants had to have service efficiency. Moreover, the ability to meet service efficiency and

hospitality that is provided needs to be in line, as both of them are interrelated. If there is one aspect that is missing, the service that is delivered will not be so enjoyable too.

To make it complete, restaurants need to acknowledge the factors that can be influencing the efficiency of service. These factors can be coming within the restaurant or from outside the restaurants. It needs to be considered even to the smallest details. The importance of analyzing these factors influencing the services of restaurants is that some restaurants are still inconsiderate to know how the service efficiency will affect their performance in the whole operation. It is because some restaurants tend to focus on the delivery of the meals rather than the service. On the other hand, what matters to the customers the most is their food and how they got served during the dining experience as well.

As time passed, the awareness of serving food aligning with service efficiency has developed. Lots of restaurants are now competing to give the best service to their customers. Back to the point, to make it a success in giving the best, restaurants need to know the factors to the smallest ones, and by that, restaurants can keep on developing their services. As an example, one of the most common factors in delivering services is the personnel, which is categorized as internal factor. Sometimes, the personnel, especially the waiters or waitresses are doing very well in every training, but when it comes to serving the customers directly, they might not give their best performance. This will affect the efficiency of the service. Service efficiency here is referring to fast but well-delivered and managed.

Grand Ocean Restaurant is built in 2012 and is located in Jl. Boulevard Utara no. 12, Komplek Cemara Asri, Kabupaten Deli Serdang. It is a Chinese restaurant that is suitable for wedding reception, birthday, reunion, seminars, or family events. It has mostly been used as a venue for wedding reception. In addition, it is also open daily for people who are eager to taste the delicacies. This type of service in Grand Ocean Restaurant is called *a la carte*. They recommended the customers call before they come because it is only open when there is an empty hall.

Grand Ocean Restaurant has 3 ballrooms, which can hold up to 160 tables, and a VIP room. The 2 ballrooms are placed on the first floor, and the other ballroom and VIP room are placed on the second floor. On some occasions, the two ballrooms on the first floor can be connected if needed. They are connected to create more spaces. This usually happened in events with large number of people. Viewing their infrastructure, they are unique. Their trademark is the sense of red and gold on their exterior. While for the interior, is said to be simple but gives a luxurious look.

There are two choices of banquet service at Grand Ocean Restaurant. The customers can choose either to have it as buffet or sit-down banquet. In buffet service, the event holder will have a set menu that will be prepared according to the number of the portions they have ordered. The visitors who are at the events can grab the food by themselves. They can determine how big or small the portion they wanted to have. While for sit-down banquet, the food that has been pre-ordered by the event holder, will be served one by one. The dishes for the whole event will

be coming together. So, one table and another will have the same dish at the same time. In every event, whether it is buffet or sit-down banquet, the range of activities depends on the event holder. They can hire master of ceremony, musicians, dancers, and even make lucky draw. Grand Ocean Restaurant can help with the recruitment of the talents if needed. Furthermore, besides the two types of banquet service, Grand Ocean Restaurant will always hold Chinese banquet every Chinese New Year. Those who want to enjoy themselves can make reservations beforehand.

Until today, there has been a wide range of people that have been experiencing dining in Grand Ocean Restaurant. The writer has gathered some thoughts from visitors through Google Review.

Ratings	Initials	Comments
1	R.Y.	Narrow space
2	C.	Taste of food is good... but so many flies flying around...
3	D.S.	Nice place and quite tasty food is served here, the only cons is this big place has neither room for nursery nor praying.
3	S.H.	Lack of service
4	S.S.	The food is tasty but inconsistent in service
4	H.P	Overall ok but quite far from city center.
5	W.	I love the design of the place. Great place to hold events with good food.
5	D.T.	Simple but luxurious

Table 1. Google Review of Grand Ocean Restaurant Medan

Table 1, it is showed that some of the visitors are satisfied with Grand Ocean restaurants, but others are not. Regarding the taste of food, it is overall

great. Grand Ocean Restaurant just needs to pay attention to the services and the use of space in the restaurant. This can be proved by the comments of S.H., who thought that Grand Ocean Restaurant is lack service, and S.S., which commented that the food is tasty but inconsistent in service. There is a number of comments that are mentioning about the ambiance, location, and the space too.

To sum up, Grand Ocean Restaurant wants it to be perfect in every way, which has to be fixed if something is bothering. We could see that there are still some reviews stating that Grand Ocean Restaurant is lack service. Accordingly, to refine customer satisfaction, they need to focus on upgrading their service efficiency, as service efficiency will affect the whole process. A marvelous service starting from meeting the guests, seating, taking orders, delivering, and payment, until the customers leave the site will bring good image to the restaurant as well.

This is why the writer chooses to write about “Analysis of Factors Influencing the Service Efficiency of Grand Ocean Restaurant Medan.”

1.2 Problem Formulation

This paper holds the problem formulation of:

1. What are the internal and external factors that can influence the service efficiency in Grand Ocean Restaurant?
2. How Grand Ocean Restaurant can use the analysis of internal and external factors to provide better service efficiency?
3. Why is it important for Grand Ocean Restaurant to analyze the internal and external factors in order to provide better efficiency?

1.3 Research Focus

This paper is focused on the research on how Grand Ocean Restaurant is going to manage the internal and external factors that are influencing the service efficiency. Also, it is to focus on the reason Grand Ocean Restaurant is said to have inconsistency in services by some visitors.

1.4 Research Objective

The research objectives of these papers are:

1. To describe the internal and external factors that are influencing the service efficiency in Grand Ocean Restaurant.
2. To show how the internal and external factors can influence the service efficiency in Grand Ocean Restaurant.
3. To explain the importance of analyzing the internal and external factors that are affecting the service efficiency in Grand Ocean Restaurant.
4. To assess the knowledge, attitude, and practice toward the service efficiency in Grand Ocean Restaurant.

1.5 Benefit of Research

1.5.1 Theoretical Benefit

The theoretical benefits are as follows:

1. The writer can acknowledge the internal factors that are affecting restaurant service efficiency.

2. The writer can acknowledge the external factors that are affecting restaurant service efficiency.
3. The writer can gain more knowledge about service efficiency from the research.

1.5.2 Practical Benefit

The practical benefits are as follows:

1. The writer can analyze the method of hierarchical analysis.
2. The writer can show how analysis of internal factors is important for service efficiency.
3. The writer can show how analysis of external factors is important for service efficiency.

