

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Study**

The economy in Indonesia continues to develop with the encouragement of increased household consumption and the food and beverage industry stands as one of the key sectors that is currently developing rapidly in Medan. The food and beverage sector in Medan, North Sumatra, especially restaurant that serving steak, is experiencing significant development due to changes in the lifestyle of urban communities who are prioritize a luxurious lifestyle and also often to choose meat as a food that is rich in protein and steak is a favorite food by many people, especially among young people. Medan, as the largest city in Sumatra, has a large population with a variety of different cultures and ethnicities, People in Medan have a high demand for food choices that are delicious but the price is still affordable. Currently, many F&B industries are competing to open restaurants with western food characteristics. This can be seen that many cafes in Medan serve foreign food as the main menu.

Steak house is a typical western food that has been around since 1540 and this food was first introduced by the Spanish to Mexico. This food then spread throughout the world, one of which is Indonesia. This spread is caused by developments over time and the impact of social media which has resulted in Indonesian citizens following global culinary trends. Steak house in Medan are very

diverse, from cheap to expensive and the taste of steak in Medan also varies. One of steak house brand in Medan that is currently in demand by many Marelan and Belawan residents is Dan's Meater Marelan. Dan's Meater Marelan has been established since 2021, the first branch of Dan's Meater is in Belawan, then this business became successful so it was able to open a branch in Marelan and lasty Dan's Meater open their new branch on *Jalan Tritura (Simpang STM)*. Dan's Meater Marelan is a type of family dining restaurant. Dan's Meater Marelan not only sells typical western food namely steak , but also sells various Indonesia specialties like angkringan food, such as chicken skin, chicken feet, egg and others. Even though the food served is very diverse, steak remains the main food choice which is the characteristic of Dan's Meater Marelan. Dan's Meater is located in a strategic area namely in Marelan, where there are many residents there. Choosing the right location will make the restaurant known to many people so that it can increase the restaurant's sales.

There are things that need to be considered in developing a restaurant, namely criticism and suggestions, it's important for a restaurant to be open to feedback and criticism, it enables them to consistently enhance the quality of the services and products they offer. Customer feedback provides valuable information on things that management may not noticed, such as the taste of the food, the service, the ambience, the facilities of the restaurant. By taking this feedback, restaurant can identify areas for improvement and take appropriate corrective action. On the other hand, receiving criticism with a positive attitude can increase customer trust. When

a restaurant shows concern for the customer satisfaction and is willing to make changes, customers are satisfied and tend to be loyal. This also enhances the restaurant's reputation as a place that effectively addresses the needs and desires of its customers.

Criticism and suggestions can also be a source of creative ideas. Customers often have different perspectives and can provide useful insights into new menu items or improvements to service. In a competitive industry, restaurants that are quick to adapt to consumer feedback will have a better chance of surviving and growing. Overall, accepting criticism and suggestions is an important factor in maintaining a restaurant's quality, relevance, and long-term success. By accepting restaurant criticism and suggestions, the restaurant can find out areas that need improvement. This includes food taste, and inadequate restaurant operational standards. In this position, restaurants must be open and try to understand customer perspective in a positive way in order to create good relationships between sellers and buyers.

The factor that consumers evaluate in a restaurant is about the facilities that they provide. In a restaurant, complete facilities will make operational activities run more smoothly. Without adequate facilities, a restaurant can't meet the needs of its customers. This task can be assigned to the restaurant manager who is tasked with looking at the completeness of the dining equipment and existing facilities. An attractive restaurant is not only judged by delicious food but the facilities are also

judged by customers. Adequate facilities will be a plus point for customers regarding a restaurant. Attractive restaurant will be a key to creating a satisfying experience for customers. There are several facilities that should be provided by the restaurant such as Air Condition (AC), clean toilets, spacious parking area, smoking room, availability of charging area, and also free WiFi.



**Figure 1. 1 Customer Review**

Source : Google Review

Based on the review above, several problems were found about the facilities provided by Dan's Meater Marelan, including the availability of parking area provided by Dan's Meater Marelan, parking area has been used as a basic facility that must be provided by restaurants, because sometimes many people don't visit a restaurant because it's difficult to find a parking space. Apart from that, cleanliness in the restaurant area must be maintained, especially the cleanliness of the toilets in the restaurant. Cleanliness in the restaurant need to be paid attention because cleanliness is one aspects of maintaining body health, apart from that cleanliness plays a role in increasing customers comfort and satisfaction when visiting a restaurant. Restaurant must maintain hygiene to prevent contamination of food with germs and bacteria.

Currently, steak house is in great demand by many people but the competitiveness between Dan's Meater Marelan and other steak restaurants is also competing to get high sales levels. Currently, many people use social media to share their experiences with products and services. Every customer values high-quality food and excellent service, as these elemets are essential for garnering positive reviews and creating a favorable impression on potential customers. A positive customer experience is done by interacting well with customers, providing the best products quality and services, listening to complaints and creating problem solving when problems occur. Customer experience can be seen from reviews given by customers. Customers increasingly share their experiences on social media, particularly in an era where numerous influencers enjoy recounting their dining

experience. The rapid dissemination of information by these influencers makes it crucial for restaurants to focus on every aspect of the customer experience related to the goods and services they offer. Customer experience includes many aspects, such as regarding the customer's thoughts, feeling, activities, and behavior obtained during the buying and selling process. When customers have a good experience, the restaurant will get good results regarding customer satisfaction.

Currently, there are many reviews given by customers regarding their experiences when visiting Dan's Meater Marelان. These reviews tell about the service they received when visiting Dan's Meater Marelان, the atmosphere they felt, the food they consumed and many other experiences. There were several comments found on Tiktok, the account belonging to @infoasikdimas, which plays role in sharing food promotion regarding all restaurant in Medan, especially Dan's Meater. In this post several comments were found, from an account called @wijayaku 22 : *tadi barusan beli yg di Marelan 4 porsi di bungkus eh sampai rumah di cek satu pun steknya GK ada saos nya, makan stek kering awak*. This comment tells of their experience which refers to the disappointment of not getting the sauce. Other comments were found from an account called @user147474507 : *gak deh kelamaan nunggu, udah pernah*. Apart from that, comments were also found regarding customer experiences from account name @mutiaulandary : *pertama kali coba eh makanannya dingin, besoknya dtg lagi dingin juga sampai 3 kali dingin juga ternyata, ga worth it padahal gak rame waktu itu*. Based on that case, it was found that the customer experience obtained from Dan's Meater Marelان had not reached



customer expectations, customer dissatisfaction would adversely affect the company by leading to a decline in sales.

← **Hadi Lubis**  
3 reviews · 4 photos

★★★★★ 4 months ago

Pertama kali kemari karena lihat di tiktok  
Kata nya rekomen ternyata tidak sama sekali  
Pertama  
Minta tissue pelit banget  
Terus ada 1 karyawan songong banget nada  
bicara nya  
Ke 2 rasa makanan nya dominan gosong  
Apa lagi ayam geprek nya  
Sambal sedikit  
Ayam gosong Bauk  
Saos BBQ dan saus Beefsteak nya kacau  
Cukup sekali aja kemari

← **Dika Maspew**  
1 review

★★★★★ 10 months ago

Sungguh sangat mengecewakan di boking udh  
jauh2 hari sampai di tempat makanan lama dtng  
udh lewat beebuka puasa...ngak 2 x ah...kecewa..

← **Akun Bunga**  
2 reviews

★★★★★ a year ago

Sudah booking buat bukber sampe 400rb, tapi  
pesanan nya kurang, di kasih tau baik baik,  
pelayan malah marah marah, kecewaa 🙄🙄

← **Redmi 13c**  
5 reviews

★★★★★ 6 months ago

Dine in | Rp 25,000–50,000

Pelayanannya lama banget, pramusajinya tidak  
tanggap, malas-malasan melayani pelanggan,  
minta tissue spt ngemis, pramusajinya juga tidak  
ramah dan lantam bgt, pilih2 dalam melayani,  
tidak sesuai dengan iklan promosi nya,  
makanannya juga biasa saja

← **Hafni Hafni**  
7 reviews

★★★★★ a year ago

Dine in

Pelayanan nya buruk kali tempat ini! Cukup trakhir  
kesini! Harus nya melayani dengan senyuman. Ini  
malah awk yg dimasami di berengi kurang ajar



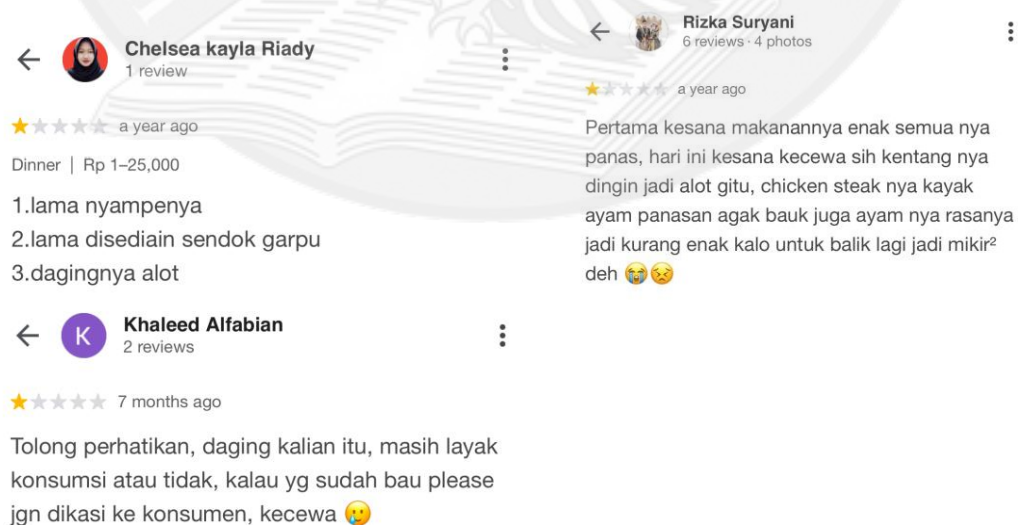
**Figure 1. 2 Dan's Meater Marelان Customer Experience**

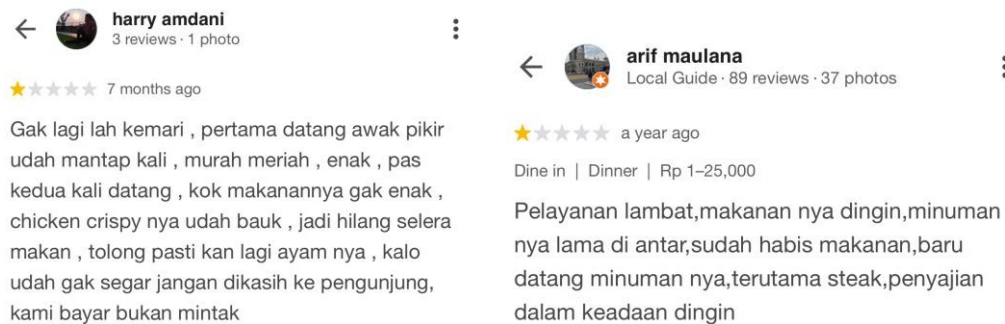
*Source : Google Review of Dan's Meater Marelان*

Based on the review above, several problems were found regarding the customer experience at Dan's Meater Marelان. The problem found was a lack of polite behavior from the waiters which caused customers to feel that they were being treated badly, which is the waiters being angry when they served the food, and also arrogant. The behavior experienced by customers makes customers feel that they had a bad experience when visiting Dan's Meater Marelان. Apart from that, comments were also found from customers who expressed their disappointment when visiting Dan's Meater Marelان, because the ordering time was too long, even for customers who has already made a reservation. Not only that, the experience is not achieving customer expectations for Dan's Meater Marelان. Lastly, the reviews given by customer about their experiences is the payment for parking area are not in accordance with the general price, so this has an impact on the lack of customer satisfaction with Dan's Meater Marelان.



Customer satisfaction is greatly influenced by how effectively a product or service aligns with their expectations and preferences. In this context, taste reflects the needs and tastes of diverse individuals. Therefore, companies need to adjust their offerings in order to achieve optimal levels of satisfaction. Companies that are able to create experiences that align with customer tastes will usually build long-term relationships and get positive recommendations. This will increase competitiveness and encourage company business growth. Taste can be a guide for someone to determine which food they want to choose, Dan's Meater is often used as an option for young people to eat steak with an affordable price, but it's important for a restaurant to maintain consistency of taste so that the taste of the food doesn't change so that it can maintain customer satisfaction. In maintaining consistency of food taste, there are several things that central kitchen management needs to pay attention to, such as regarding the food ingredients selected and preparing food recipes.





**Figure 1. 3 Dan's Meater Marelan Review**

*Source : Dan's Meater Marelan on Google Review*

In the picture above, there are several comments from customers regarding the taste of the food, the food served is based on customer comments that the taste of food is not good and there are also those who comment that the texture of the steak is tough. The aim of this research is to enable Dan's Meater to compete effectively with other international brands by matching the flavors of renowned steak houses or even developing new and innovative menu offerings. The taste of the food is an element that is used as a key in creating customer satisfaction in steak house like Dan's Meater Marelan. When customers visit a restaurant, the first thing they want is a culinary experience that is satisfying and meets their expectations, especially in terms of taste. Dan's Meater Marelan serves steak, spaghetti and of course customers have expectations that the food served will taste good, savory and the taste is consistent so that customers feel satisfied and intend to visit Dan's Meater Marelan again. Apart from that, good taste can build a positive image for the restaurant, so that customers are willing to recommend it to others. On the other hand, if the flavor of the food doesn't align with the customer's expectations, it can

lead to negative consequences. Customers may choose not to recommend Dan's Meater Marelan to others, which could ultimately affect the company's sales. Taste satisfaction also will tend to make customer more often to visit a restaurant. Therefore, it's important to maintain consistency and quality of taste to maintain customer satisfaction.

In addition, based on information quoted from Google Review and Tiktok Comment there are several problems were found, one of them is about the facilities provided by Dan's Meater Marelan, customer experience which is obtained when customers visit Dan's Meater Marelan and also Taste that Dan's Meater Marelan served. Therefore, the aims to highlight this issue for further analysis under the given title **“The Effect of Facilites, Customer Experience and Taste on Customer Satisfaction at Dan's Meater Marelan.”**

## **1.2 Problem Limitation**

This research was carried out to specifically determine whether facilities, customer experience, and taste can effect customer satisfaction at Dan's Meater Marelan. The specific location of Dan's Meater Marelan is on Jl. Marelan VII No.29, Tanah Enam Ratus, Kec. Marelan, Kota Medan, Sumatera Utara, 20255. This research focuses on 3 independent variables such as facilities, customer experience, and taste. In contrast, customer satisfaction serves as the dependent variable. Ernvestivita and Subagyo (2020) as cited by (Wedness Wijaya, 2024), identify 4 key indicators of facilities such as comfort, space, equipment and

cleanliness and the writer used all the indicators that according to Ernvestivita and Subagyo (2020) as cited by (Wedness Wijaya, 2024). Furthermore, according to Schmitt & Zarantonello (2014:68) as cited by (Ajeng Putri, 2023) the key indicators of customer experience encompass 5 elements such as sense, feel, think, act and relate. However, the writer will focus solely on the aspects of sense, feel and act. However, the indicators of taste according to Drummond and Brefere (2020) as cited by (Badri, 2022) are sightings, smell, taste and temperature and the writer used all the indicators. Lastly the indicators of customer satisfaction according to Fahriani & Febriyanti, 2022 is Price, Promotion, Location, Facilities, Atmosphere, conformity to expectations, revisit intention, willingness to recommend but the writer only limit at conformity to expectations, revisit intention, and willingness to recommend.

### **1.3 Problem Formulation**

Based on the gathered information, the writer has identified the problem formulation necessary for conducting this research:

- a. Does facilities has an effect on customer satisfaction at Dan's Meater Marelan?
- b. Does Customer Experience has an effect on customer satisfaction at Dan's Meater Marelan?
- c. Does Taste has an effect on customer satisfaction at Dan's Meater Marelan?

- d. Do facilities, customer experience and taste have an effect on customer satisfaction at Dan's Meater Marelan?

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

The objectives of this research are as follows:

- a. To analyze whether facilities can effect customer satisfaction at Dan's Meater Marelan.
- b. To analyze whether customer experience can effect customer satisfaction at Dan's Meater Marelan.
- c. To analyze whether taste can effect customer satisfaction at Dan's Meater Marelan.
- d. To analyze whether facilites, customer experience and taste have effect customer satisfaction at Dan's Meater Marelan.

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

The research on the impact of facilities, customer experience and taste on customer satisfaction at Dan's Meater Marelan reveals two key types of benefits.

##### **1.5.1 Theoritical Benefit**

The aim of this research is to explore the impact of facilities, customer experience, and taste on customer satisfaction. The writer seeks to deepen

their understanding and gain updated insights into the factors that effect customer satisfaction through this study.

### **1.5.2 Practical Benefit**

The practical benefits of this research can be outlined as follows:

- a. For the writer, this study provides a valuable opportunity to enhance understanding of the factors that effect customer satisfaction.
- b. For Dan's Meater Marelan, this research offers insights that can help the company boost sales by identifying key elements that impact customer satisfaction.
- c. For other researchers, this work serves as a valuable reference for exploring topics related to the effects of facilities, customer experience, and taste on customer satisfaction.