

CHAPTER 1

INTRODUCTION

1.1 Background

Currently, the culinary business is in great demand by business people in Indonesia, because the business engaged in the culinary sector is a business with large profits and is also in great demand by the public in the era of globalization. In addition, people's lifestyles are increasing with the habit of buying food at restaurants with the aim of being more efficient and as a means of refreshing, for meetings with business partners, holding special events with family, relatives, girlfriends, friends and others. Apart from this, culinary or food is one of the basic human needs that must be met for survival.

Restaurant is one of the businesses in the culinary field. This business offers the amount and type of food and drink as well as entertainment to visitors. This condition requires entrepreneurs to compete with each other both with competitors by improving product quality, in this case the variety of food and beverage menus, prices, facilities and services. A varied menu with affordable prices and the provision of good facilities and services is expected to provide satisfaction to consumers. By fulfilling the needs, wants and expectations of consumers, the company's goals in increasing sales can be fulfilled.

D'ulek Resto is a bamboo-themed restaurant in the city of Bengkalis which offers a variety of food variants according to consumer desires, including seafood. Early opening of the restaurant on Bengkalis Agriculture street, due to inadequate location D'ulek restaurant moved to a larger location, namely Jalan Pamuka, D'ulek Resto has also opened branches in other cities such as Dumai City and Batam.

According to Potter and Hotchkiss (2012, p.1) food quality is a quality characteristic of an acceptable food by consumers, such as size, shape, color, consistency, texture, and taste. Delicious and fresh food plays an important role in

the endeavor to surpass competitors. Thus, the quality of the food is one of the best ways to maximize success in business restaurant.

Ratnasari and Aksa (2011: 107) which state that service quality is evidence between facts and customer expectations for the services received / obtained.

In the business world, it is not only the quality of products or services that is considered. In terms of doing business, the quality of service must also be considered. Because service quality is a way to maintain consumers so that consumers are not disappointed and feel satisfied with the products or services provided. With quality, it means that companies must meet customer expectations and satisfy their needs.

According to Kotler in Sunyoto's book (2013: 35), consumer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations. Consumers can experience one of three levels of general satisfaction, namely if the performance is below expectations, consumers will feel disappointed but if the performance is in accordance with customer expectations will feel satisfied and if the performance can exceed expectations, the customer will feel very satisfied, happy or happy.

Based on the above background, researchers are interested in conducting research with the title "The Influence of Food Quality and Service Quality on Customer Satisfaction at D'ulek Resto"

1.2 Formulation of the Problem

Based on the background of the problem described, the writer can formulate the problem formulations as follows:

1. Is there an influence of Food Quality on Customer satisfaction at D'ulek Resto
2. Is there an influence of Service Quality on Customer Satisfaction at D'ulek Resto
3. Is there an influence of Food Quality and Service Quality together with the influence of Customer Satisfaction at D'ulek Resto

1.3 Purpose of the Study

From the formulation of the problems that have been stated, the research objectives can be determined as follows:

1. Partially Know the effect of food quality on Customer satisfaction at D'ulek Resto
2. Partially Know the effect of service quality on Customer satisfaction at D'ulek Resto
3. To determine the effect of consumer satisfaction which includes food quality and service quality simultaneously on consumer satisfaction at d'ulek resto

1.4 Significance of the Study

Based on the background of the problem, the research results are expected to provide benefits for:

1. For writers
To obtain knowledge for authors, especially regarding the effect of food quality and service quality on Customer satisfaction
2. For the company
As input and consideration for the company in making decisions to improve food quality and service quality that are appropriate for the products offered to customer
3. For third parties or other parties
With this research, other parties will find out whether the influence of food quality and service quality on Customer satisfaction and as a reference material for the same research object.

1.5 Scope and Limitation of the Problem

Based on the background previously described, the authors define the problem so that the scope of this research has clear boundaries. The problem boundaries that are made are this research, namely:

1. This study only focuses on the Effect of Food Quality Service Quality to be studied.

2. This research was conducted on the Customer of D'ulek Resto Bengkalis on pramuka streets who were scattered in Bengkalis Regency who had visited D'ulek Resto.

1.6 Writing System

To make it easier to discuss and describe in detail in the thesis report, the report is prepared in a systematic writing

BAB 1 : INTRODUCTION

In this chapter, the authors explain the research background, problem formulation, research objectives, research benefits, and the systematics of writing research reports

BAB 2 : LITERATURE REVIEW

In this chapter, the authors explain previous research taken from previous journals, as well as theories that are in accordance with the subject matter of this study

BAB 3 : RESEARCH METHODOLOGY

In this chapter the authors explain various research methodologies consisting of the location and time of research, research objects, types and sources of data, population and samples, sampling techniques, data collection techniques, scale measurement, data measurement techniques, data analysis techniques, types of research, hypothesis, concept definition, and operational definition.

BAB 4 : RESULTS AND DISCUSSION

In this chapter, the authors explain the results and discussion after the authors conduct research based on data obtained through questionnaires.

BAB 5 : CONCLUSIONS AND SUGESTIONS

In this chapter the writer will describe the conclusions obtained from the discussion and the suggestions that will be conveyed by the author.

