

CHAPTER I

INTRODUCTION

1.1 Background

With the development of technology and the progress of the times plus in this era of globalization, consumer behavior changes in terms of fulfilling the needs of consumers so that there is business competition for entrepreneurs in the product or service industry, we can see the increasingly diverse types of goods or services that are available. offered to give us the opportunity to choose a product or service according to our wishes, but such developments can be felt as a burden for business people. They can no longer run their business without careful calculation and planning, because the increasing number of business actors in the industry means more competitors and increasing the level of competition. They must be able to win hearts target market to achieve a certain sales volume in order to survive, each company faces a large number of competitors. The marketing concept states that in order to be successful, a company must satisfy the needs and desires of its target consumers (Kotler, 2005).

Today service companies are in an increasingly fierce business environment with globalization. Companies that have good quality will change consumer behavior so that they affect customer satisfaction because companies that provide quality and quality products or services, and can meet the level of consumer interest will be able to survive because they create value that is superior to their competitors, so that new companies that are new to enter the market environment must delve deeper into the evolving consumer behavior.

One of the efforts to attract service users is by providing quality services that can create satisfaction after using these services. McDougall and Levesque (2000) argue that customer satisfaction on services is influenced by two variables, namely core quality and peripheral quality. Core quality is a consumer's assessment of the quality of services provided by a service company and characterizes goods or services that are directly related to the goods or services to be used in a tangible form, such as schedules, service conditions, service speed,

service friendliness, accuracy services, and the accuracy of information needed by consumers. Peripheral quality is a consumer's assessment of a quality that causes a good or service to be a choice and a supporting quality, such as: location, facilities.

Service quality is very important in the service industry, the best service quality is a profit strategy to increase more new customers, retain existing customers, avoid customer flight, and create special advantages that are not only competitive in terms of price. If the service received or feels as expected by the customer, then the service quality can be perceived as good and satisfying.

The services offered at Selatbaru seafood stalls are various type in terms of food, drinks, seating and parking lots, available food offered in the form of processed seafood such as crabs, snails, squid, lokan prawns and so on . the drink offered are also various, ranging from young coconut water, orange ice, tea ice and other as.

The seating services they offer also vary depending on the characteristics of the seafood stalls , each using chairs and long table, using round chairs and tables and sitting on the floor the beach view which can make your appetite higher.



Figure 1.1 seafood stalls at Selatbaru beach

Apart from enjoying the view of the open sea and the gentle breeze on the edge of Selatbaru Beach, Bantan District. Traveling in that area is not free from snacks and original fresh food obtained from the sea. Seafood, one of the foods that will be found in the Selatbaru Beach area. Starting from fresh shrimp, shellfish, lokan, kijing (sea snail), fish and the like are available and sold by food vendors in the coastal area. Besides being delicious and fresh, the price is cheap, according to the contents of the wallet. While enjoying the view, the seafood dishes will accompany your holiday atmosphere with your family. Take a walk to Selatbaru Beach, there is something that is less than the taste if you haven't enjoyed processed seafood from the local community who deliberately sells there. Combined with coconut water that has just been picked from the trunk, of course the pleasure of traveling will be felt. Entering the beach area is free of charge (free, red). All facilities are available there, starting from toilets, prayer rooms (houses of worship), and clean water.

Based on the background of the above problems and to get to know more about the potential of culinary tourism in Selatbaru as one of the tourist attractions in tourism development in Selatbaru, this is the subject of a final project entitled "**Perceptions of Visitors on the Quality of Service at Selatbaru Beach Seafood Stall** "

1.2 Formulation of the Problem

From the background description above, some formulations of the problems can be described:

1. What are the service quality factors at Selatbaru Beach Seafood Stalls?
2. What are the factors that most influence the service quality of Selatbaru beach seafood stalls?
3. What factors do not affect the service quality of seafood stalls on the Selat Baru beach?
4. What developments need to be added to the Selatbaru seafood stalls ?

1.3 Purposes of the Study

From several problem formulations that have been described, it can be concluded that the research objectives are:

1. To find out the factors of service quality at Selatbaru beach seafood stalls
2. To find out the factors that most influence the service quality of Selatbaru beach seafood stalls
3. To find out the factors that do not affect the quality of the service of the Selatbaru beach seafood stalls
4. To find out what developments need to be added to the Selatbaru seafood stalls

1.4 Significance of the Study

The benefits to be achieved in conducting a study entitled perceptions visitors on the quality of service at Selatbaru beach stalls, Bengkalis are as follows:

1. For Authors
To gain insight into knowledge for the author, especially about the selatbaru beach seafood stall, Bengkalis Regency.
2. For the community
As input and consideration for the community in buying products, especially selatbaru beach seafood stall, Bengkalis Regency.
3. For third parties or other parties
As reference material for the same research object.

1.5 Scope and Limitation of Problems

Based on the background of the problem and existing identification, it can be seen that the problems involved are very broad. Therefore, there needs to be a limitation of the problem, therefore this study focuses more on people in Selatbaru who often visit culinary tours in Selatbaru which will be used as research samples.

1.6 Writing System

The systematic writing of the research conducted for the analysis of supply chain for ice cream Aice in terms of product flow is as follows:

CHAPTER I: INTRODUCTION

Is an introductory chapter that describes the background, problem limitation, problem formulation, research objectives, research benefits, and research systematic.

CHAPTER II: LITERATURE REVIEW

Expressing the theoretical basis and theoretical basis that will be used in the completion of research both in general and specific theory which consists of previous research and theoretical basis.

CHAPTER III: METHODOLOGY AND COMPLETION PROCESS

In this chapter describes the method of conducting research, which consists of location, time and object of research, types and sources of data, methods of data analysis, types of research, and research schedules and budgets.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author will elaborate on the discussion of the results of research analyzes that have been carried out by interviewing, observing, and other sources.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

In this chapter the author will describe the conclusions obtained from the discussion as well as the suggestions to be submitted by the author.

REFERENCES

WRITER BIOGRAPHY