

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Satisfying customers is one of the main strategies to reach successful business. It is crucial for companies to provide product, service, price, and other aspects in line with customers' expectation. Understanding customer demographics, expectations, motivations, and desires creates an opportunity for companies to serve customers better than other competitors. Once customers are satisfied, they are believed to share their feelings and experience with other customers. Therefore, both customers and the company will enjoy the benefits. As it is clear that customer satisfaction has to be one of the aims of every company, this idea is also best applied in restaurants, where people expect to be served satisfactorily. As long as restaurants can give maximum benefits to the customers, the customers will be loyal.

The quality of the product and service is the key success for customer satisfaction in a restaurant. The restaurant should notice the expectations of

the customers including delicious and qualified food, fresh air, condition of the fixtures, and general cleanliness. Last but not least, strategic location will also contribute to the success of the restaurant.

Besides the setting of the restaurant and food quality, the customer's satisfaction is also extremely determined by services provided by the waiters or waitresses. The wait staff directly interact with the customers; consequently, they are ought to be competent in some skills. The waiters and waitresses should make the customers feel that they are serving the right person. They should be aware of the practical knowledge about interpersonal relationship so that they can handle various customers' attitudes in any different situation. They are also recommended to find out ways to meet the customers' need. All employees must realize that what they do can influence the perception of the customers about the restaurant.

I do her research in Queen Restaurant. It is too bad that as a high-class restaurant, it does not pay attention carefully about sanitation and hygiene such as kitchen, utensils, dish washing area, and also the people who plunge into the activity. To make it worse, the waiters and waitresses do not heed to customers' complaints so the manager or assistant manager will solve the problem. The other problem is about the late order. All of these problems make the customers disappointed. Accordingly, I assume that the restaurant must do some steps in order to improve the service so that it can result in customer satisfaction.

1.2. Identification of the Problem

The problem I propose to analyze is expressed in these questions:

1. What is the overall performance of the wait staff in Queen Restaurant?
2. How can the performance be improved in order to increase customer satisfaction?

1.3. Objectives and Benefits of the Study

a. Objectives of the study

1. To know the overall performance of the wait staff in Queen Restaurant.
2. To know how the performance can be improved in order to increase customer satisfaction.

b. Benefits of the study

1. Enhancing the performance of high-class restaurants in satisfying customers, particularly Queen Restaurant.
2. Giving insights for any waiters and waitresses to improve their ways of serving so the customers will be satisfied with their service.

1.4. Limitations of the Study

The topic that I would like to focus on is about the quality of service which is expected by the customers in Queen Restaurant. The present writer limits her discussion on the capabilities that the waiters and waitresses should have, do, and avoid to improve customers' satisfaction in Queen Restaurant. She will emphasize the serviceable techniques which are considered useful in fulfilling the customer satisfaction and also the steps which can be followed by the waiters and waitresses to handle complaints. I will also distribute questionnaires to the customers in Queen Restaurant.

1.5. Layout of the Thesis

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the preface, in which acknowledgements are given to those contributing and involved in the work. After that is the Table of Contents and the Appendices, followed by its four chapters :

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| Chapter I | <i>Introduction</i> to the study |
| Chapter II | <i>Theoretical Review</i> of basic theories or concepts related to the Case Study. |
| Chapter III | <i>Findings and Discussion</i> of the study, including ways of collecting data, information or data gathered and discussion of important findings. |

Chapter IV *Conclusion*, in which major statements are made along with some suggestions or implication for further study is mentioned.

Following the Conclusion is Bibliography, where I present alphabetically the references used for the study