

CHAPTER I

INTRODUCTION

A. Background of the Study

Bandung is one of the biggest cities in West Java which is interesting to visit by Indonesians and people from other countries. It is not only the culture and the recreation places that make people visit this city but also the interest to try the local food in here. There are a lot of restaurants in Bandung which serve different kinds of food such as: Sundanese food, Chinese food, and European food. In order to make the customers satisfied, restaurants should provide the best quality of food and service.

As a restaurant which serves European and Indian food, Gambrinus German Pub and Restaurant should give good service to their customers. Almost all the customers who come to Gambrinus Restaurant are foreigners, because of that, the waiters and the waitresses should be able to use English. In order to give good service, the skills of the employees to speak and listen to the customers' orders are very important.

To give good service, the ability of the employee to use speaking and listening skill is very important in Gambrinus, so the topic that I choose for my term paper is "Improving The Service Quality at Gambrinus German Pub and Restaurant by Mastering Speaking and Listening Skill". This topic was chosen because during my apprenticeship at Gambrinus Restaurant, I encountered difficulties in giving good service to my customers. If I, as an employee, cannot give good service to the customers, it will give a bad impression to the employees and the restaurant, and it will also affect the restaurant's performance as a whole.

B. Identification of the Problem

Giving good service quality to the customers is very important in every place. The ability to give good service and entertain the customers is one way to make them feel satisfied. During my apprenticeship in Gambrinus German Pub and Restaurant, I encountered some communication problems that I want to discuss:

1. How does miscommunication affect the quality service?
2. How important is it to use speaking and listening skill when doing apprenticeship at Gambrinus Restaurant?
3. What can be done to improve the service quality at Gambrinus Restaurant?

C. Objectives and Benefits of the Study

Related to the problems, there are three objectives of this study that I propose. The first is to find out how miscommunication affects the service quality. The second is to find out how important it is to use speaking and listening skill in taking orders. The last is to find out the best solution to solve the problems I faced during my apprenticeship at Gambrinus German Pub and Restaurant.

I hope this term paper will be useful for other students who will do their apprenticeship programs. I also hope this will give information that mastering English is very important in real working environment, especially the working environment in Gambrinus German Pub and Restaurant. For Gambrinus German Pub and Restaurant, I hope the solution given in this term paper can help all the staff to know how important it is to master English language and improve their service quality. For me, I can improve my English especially vocabulary and writing.

D. Description of the Institution

Gambrinus German Pub and Restaurant was established in 1989. The name of Gambrinus was taken from German which means the king of beer. At first, Gambrinus German Pub and Restaurant was located on Jalan Sindang Sirna. Then in 1996, Gambrinus German Pub and Restaurant moved to Jalan Suria Sumantri No. 59. In this new place,

Gambrinus German Pub and Restaurant sold European food and Indian food with Indian atmosphere. Then in 2003, Gambrinus German Pub and Restaurant opened a new branch at Preanger Hotel. But, the sale was not as good as in the other place. As a result, the owner decided to operate only one restaurant.

Now, Gambrinus provides Melsa for Internet facility, so the customers can use this internet facility for free. Besides, Gambrinus also provides All You Can Eat Buffet every Saturday.

E. Limitation of the Study

The problem stated in this term paper is taken from the real working situation at Gambrinus German Pub and Restaurant, in which I have done my apprenticeship programme for 30 days. The data used in this study are obtained from my experience during the apprenticeship period. Besides, I used my apprenticeship journal, text books and browse the internet.

F. Organization of the Term Paper

This term paper starts with the Abstract, Declaration of Originality, Acknowledgements, Table of Contents and these four chapters below:

Chapter I is the introduction of the study that gives information about the problem.

Chapter II is the problem analysis. It discusses about the causes of the problem and the effects as a result from the problem.

Chapter III is the potential solutions. This chapter will explain about some solutions and the positive effects and the negative effects from each solution.

Chapter IV is the conclusion. It contains one best solution to solve the problem. This solution is proposed based on the analysis from the previous chapter.

In the last part, I present the Bibliography and appendix.