

CHAPTER I

INTRODUCTION

A. Background of the Study

“Improving the knowledge and skills in serving customers as a new waitress at Gambrinus Restaurant and Curry Kitchen” is the topic that I choose for my term paper. I get the topic for my term paper from doing my apprenticeship at Gambrinus Restaurant. I encounter some difficulties about how to serve customers as a new waitress especially in this particular international restaurant. The ability of a new waitress to serve customers needs to be improved so that he or she can work more professionally. Without enough knowledge and skills in serving customers appropriately, it is most likely that the customers would not be satisfied and it may affect the reputation of the restaurant.

To provide good service, the waitress has to know how to serve customers well. Farnham said that the waitress should evaluate each table and each customer. The waitress also has to be aware of the customers' needs, try to anticipate what they want and what they need,

and has to be not over or under serving. The waitress also has to react based on his or her skills and knowledge (par 1). Besides, she also can serve customers better if she can handle the complaints of the customers'. Leo stated that when a customer complains, "You should apologize for the complaint, greet the guest who is complaining by name if possible, listen to the complaints carefully and offer help" (150).

There are some points taken from my apprenticeship experiences which were not in accordance with Farnham's and Leo's statements about how to serve customers appropriately. The points are that I had lack of knowledge and skills in serving and also in handling customers' complaints. These limitations triggered some negative reactions in the workplace. Therefore I would like to find out how to improve my knowledge and skills to serve customers' appropriately to be as competent as other senior waitresses whom I work with.

B. Identification of the Problem

During my apprenticeship at Gambrinus Restaurant and Curry Kitchen, I encounter a problem interesting to be discussed that is my not being able to serve customers appropriately. The formulated questions are portrayed in the following:

1. How is the current working performance of my being a new waitress?
2. How is it to improve my knowledge and skills that are needed to serve customers appropriately?

C. Objectives and Benefits of the Study

Related to the problems, the objectives of this study are to find out the problem of my being a new waitress in an international restaurant.

Moreover, this study is also aimed at finding out the way to improve the knowledge and skills in serving customers.

I hope this paper will be useful for other students who will do apprenticeship as waitresses or waiters in an international restaurant so that they can serve customers appropriately. Furthermore, I hope this term paper will also help other waitresses to serve better. As for me, I hope this term paper will be useful for me if I work as a waitress in other international restaurant.

D. Description of the Institution

Gambrinus Restaurant and Curry Kitchen was established in 1989. The name of Gambrinus means the king of beer which was taken from the German language. At first when it was opened, it was located on Jalan Sindang Sirna. In 1996, Gambrinus Restaurant and Curry Kitchen moved to Jalan Suria Sumantri no.59, Bandung until now. In 2003 Gambrinus Restaurant and Curry Kitchen opened a new branch at Preanger hotel. Unfortunately, the branch sales decreased. As a result, in 2004 the owner decided to only operate one restaurant at Jalan Suria Sumantri.

Nowadays, Gambrinus on Jalan Suria Sumantri has two outlets; the first is the German outlet, which sells German and European cuisine. The

second is Indian outlet, which provides Indian food. That is why the visitors of Gambrinus come from various countries.

Besides, Gambrinus Restaurant and Curry Kitchen also serves all -you -can- eat buffet every Saturday and live music every Friday. There is also an internet access spot so the customers can use that facility for free, which makes Gambrinus become a more prestigious pub and restaurant.

E. Limitation and method of the Study

My paper will discuss the main problem of my being a new waitress who cannot serve appropriately in Gambrinus restaurant and Curry Kitchen. Besides, I particularly focus on the specific problems about my lack of knowledge and skills in serving customers well and handling their complaints. Those are the weaknesses that make me encounter some problems during my apprenticeship for one-month and I would like to provide some solutions, as well. The data that I get are based on my experience during my apprenticeship. I also conduct some library research and browse the internet.

F. Organization of the Term Paper

My paper starts with the Abstract, a Concise of Summary of the entire paper in Indonesian. This Abstract is followed by acknowledgements are given to those contributing and involved in the work, after that is the Table of Contents, and followed by its four chapters. Chapter I is the Introduction which provides us with the information about the problem. It is followed by

chapter II, the Problem Analysis which discusses some things that cause the problem and the effects as a result of the problem. Next is Chapter III which provides Potential Solutions, followed by Chapter IV which is the Conclusion. The final part is Bibliography.