

FOOD AND BEVERAGE DEPARTMENT CUSTOMER SATISFACTION

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Abstract — Hospitality is the largest and fastest growing industry in the world. The hospitality industry offers the best service and the best foods which provide in the restaurant. Many ways are done to increase the quality of service and food in the restaurant industry to get customer satisfaction. Food and beverage department has important responsibility to maintain the quality of the food and beverage service and product as well. Consumer behavior is the decision making process by customers in selecting, buying, using and taking an advantage of product service or either experience in order to satisfy the needs and desire for customers. In this research the writer will discuss about customer behavior in opal coffee medan that aims to know more about customer's characteristic and how to deal with them in order to give customer satisfaction. Based on the research the writer will discuss about the regular guest who visited Opal coffee and get the interview about how the customer perception about staff's services and the solution that might be used as an input to the company.. Method for this research is qualitative. Sampling technique using the snowball technique. The result is expected to able to give a boost for the company to resolve the problem and improve the quality service that aims to get customer satisfaction.

Keywords – service quality, customer behavior, customer satisfaction, food and beverage

I. INTRODUCTION

Strong competition in the Food and Beverage industry has made it increasingly important for owners and managers of Full-Service Restaurants (restaurants that provide waiter table service) to have a competitive advantage in the industry. One way to gain this advantage is through excellent service quality (Kandampully, Mok & Sparks, 2001:112). Service quality is a subjective evaluation of the service made by the customers of the full service restaurant (FSR). Once FSR owners and managers have knowledge of what their customers perceive as important in the service quality process, they can ensure customer satisfaction and acquire this competitive advantage.

The study of consumer behaviour potentially deals with all of the ways people may act in their role as consumers (Schiffman and Kanuk, 2010), but in practice tends to focus upon behaviours related to searching, buying and using products and services. Consumers may be treated as groups, typically market segments, identified by geodemographic characteristics and assumed to have common attitudes and behaviour. Alternatively individual, subjective perspectives may provide an insight into behaviour patterns.

Restaurant companies are essentially retailers of prepared foods, and their operating performance is influenced by many of the same factors that affect traditional retail stores. For the most part, restaurants have business models that are relatively easy to understand, and the array on the Value Line page is the same as that of a standard industrial company. As with other sectors of the Hospitality Industry the food and beverage industry is very fluid as well. Catering establishments, airline dining, restaurants, dining halls, cafeterias, lounges can all run independently or be a part of larger establishment such as a casino, resort or cruise ship. The industry can be extremely creative and high energy to institutional and the hours can be sparse to grueling depending on the season and the economy. This industry employs chefs, cooks, event planners, bartenders, food and beverage managers, and other supporting positions. Suppliers for this industry can also play a role in employment. Many researchers have examined the effect of service quality on customer satisfaction resulting in a significant effect (Juliana et al., 2020; Pramezwarly et al., 2021; Juliana et al., 2021; Juliana et al., 2019; Juliana et al., 2020; Juliana, 2019; Pramezwarly et al., 2021; Pramono et al., 2021; Stella et al., 2021) service quality on customer loyalty resulting in a significant effect (Juliana et al. , 2020), service recovery on customer satisfaction (Juliana et al., 2021). Study Harnjo et al. (2021) stated that many ways are done to increase the



quality of service and food in hotel to get customer's satisfaction. Service products have four well-documented characteristics which differentiate them from physical products: intangibility (service products are intangible and cannot be evaluated before purchase); heterogeneity (performance varies from producer to producer); inseparability of production and consumption (production and consumption take place simultaneously); perishability (the product cannot be stored for use later) (Antony et al., 2004; Parasuraman et al., 1985).

According to Powers (2003) restaurants is a public place that is specialize in selling food and beverages to be eaten in place or to take away. According to Walker (2015) restaurants is one of the places where visitors can use their senses to enjoy services. Meanwhile, according to Ninemeier and Hayes (2006) the restaurant is an operation of food and service and profitable by selling food and beverages to individual and customer in a small group. According to Blackwell et al. (2006), 'consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption', and consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services. Customer satisfaction is the leading criterion for determining the quality that is actually delivered to customers through the product/service and by the accompanying servicing (Vavra, 2003) Knowledge of customer expectations and requirements, Hayes states, is essential for two reasons it provides understanding of how the customer defines quality of service and products, and facilitates the development of a customer satisfaction questionnaires (Ninemeier and Hayes, 2006). Furthermore, customer satisfaction is recognized as of great importance to all commercial firms because of its influence on repeat purchases and word of mouth recommendations (Berkman & Namkung, 2007) Customer satisfaction has also been defined by another author as the extent to which a product's perceived performance matches a buyer's expectations (Kotler et al, 2003). According to Schiffman et al. (2012). Customer satisfaction is 7 defined as "the individual's perception of the performance of the products or services in relation to his or her expectations. According to this theory the level of a consumer's disconfirmation defines quality and satisfaction (Stella et al., 2021). Both the aspects appear quiet similar when this definition is considered. For example, quality is mainly a cognitive response to the service or product whereas satisfaction in not only cognitive response but also an affective response. Therefore, complete customer satisfaction can be predicted by using quality as the key determinant. The purpose of this research that knowing customer behavior is one of the things takes to customers satisfaction. When customer feels happy and satisfy with either the food or service, for sure they will come back as a repeated customer. From the review of the process writer discovered that associates must also pay attention on each customer behavior and how to deal with it. Associates should have an idea of how to satisfy needs of the customer. Knowing each customers behavior is very important to the company to anticipates about what the customers wants everytime they visit Opal Cofee. Based on the stated problem, it can be formulated as: How well the associates know about customers behavior in order to satisfy customers need in Opal Coffee Medan? To make the research more focus and prevent unrelated in the research discussion. So writer decided that the main focused in this research is about how well the associates/staff know about customer behavior in order to satisfy customer need, such as (handle guest complaints, and the advantages of customer satisfaction for Opal Coffee itself).

II. METHOD

In this research, the writer will be using qualitative and descriptive method. According to Stake (2010) stated that, "By qualitative we mean that it relies primarily on human perception and understanding. "In other words, the instrument of the research is no other than the human themselves, which is the research. So, the researcher is required to have a really deep knowledge related to the object and the theories.

According to Neelankavil. (2007) Descriptive research helps researchers generate data that can explain the composition and characteristics of relevant groups. "In this research, the descriptive method helps the writer in providing answers to the problems of the research. The writer uses a methods research which will support the writer in conducting the research: Field Research / Primary Data Observation, and interview.

The writer will list out 7 questions that the writer uses to interview regular guest.

1. How many times have you visited Opal Coffee Medan?
2. How is the responsiveness from Opal Coffee associates/staff?
3. How do you feel about the associates/staff in recognize you and their reaction on handling your order?
4. Do you think our services is good enough?
5. Would you come back for next visit?
6. If it was good, in which service do you think that it was good?



7. If it was bad, in which service do you think it was bad?

III. RESULT AND DISCUSSION

Every associates involved in working at Opal Coffee have same duty to give the best service to the guest. Every guest has different character and needs. Some of them might be very kind but some of them might be difficult to understand. The purpose of this observation is to collect data and information obtained from the guest and compared to basis observation made by writer themselves.

While doing this observation, the writer uses the interview and observation method in obtaining the data. Writer is only doing interviews on some customers. In order to check the accuracy and confidence of the data on this topic, the writer uses a source of triangulation techniques by interviewing 3 customers. Triangulation means using more than one method to collect data on the same topic. This is a way of assuring the validity of research through the use of a variety of methods to collect data on the same topic, which involves different types of samples as well as methods of data collection. (Sugiyono, 2013). However, the purpose of triangulation is not necessarily to cross-validate data but rather to capture different dimensions of the same phenomenon. The writer does another observation thru online research well.

From the interview that have been conducted by the writer of three customers in Opal Coffee, the writer gained result that will be explain in this paragraph. Based on the interview result it shows the level of how good the service quality provided to the customers. Mrs. Ratna feels good and quite satisfied with the service provided by Opal Coffee staff, her only concern is the menu options. She suggested Opal Coffee to add options for Indonesian cuisine. Mrs. Christina gave positive comment and negative comment as well, based on what she experience in her visit at Opal Coffee, the staff never mistaken her order means that Opal staff noted the order correctly. But Mrs. Christina feels unsatisfied because staffs were late in delivering her order until she waited for quite long. Lastly is Mr. Rudy gave best comment of all about Opal's services. He feels that Opal staffs are friendly and always keep up the cleanliness for the customers.

The writer does an online observation as well, and the writer found that there are some customers given bad comment about speed in delivering the food. Those comments come from Mr. Slamet Riyadi and Mr. Robin Marpaung. Mr. Silmaet Riyadi stated that the speed on delivering the food was too slow, as the price of the food and other menu are quite expensive, he feels that the price does not worth the service quality. Lastly, Mr. Robin Marpaung stated that at that time he was having a business appointment with his client. So he chose Opal Coffee as the venue. But then, he feels so unsatisfied with the speed of Opal Coffee staffs in delivering the food.

From the interviews and observations that have been made by the writer, the writer gets some differences between the results and the theory was studied. The theory that are using in order to get the different results is based on the theory of Customer satisfaction is the leading criterion for determine accompanying servicing (Vavra, 2003). Based on this stated theory the writer comparing the theory and the observation on the field. The writer saw many customers who come to Opal Coffee are enjoying their time. Such as: sit for a long time just to chit chat-ing with friends, colleague or business partner, they do really enjoy the atmosphere in Opal Coffee itself. And also customer's of Opal Coffee do enjoy their meal. It can be said that Opal Coffee's associates/staff have delivered a good service, hygiene, and communication service to the customers as based on the theory stated by (Vavra, 2003)

Readiness delivery of services or any promise fulfillment of Opal Coffee itself has a good accuracy. Associates/staff at Opal Coffee are also reliable in completing the pledge in case of problems will punctually fulfill the promise. So it does not make the customers feel disappointed. Reliabilities element which is the company's ability to deliver services appropriately and accurately charging is the basis for legerity in delivering services at Opal Coffee.

In terms of responsiveness, the writer found an issue that become the point of the service quality. Opal Coffee associates/staff are lacking in speed in serving the customer. It makes customer feel less satisfied in waitress provide services. It was not compatible with the theory of responsiveness element, which is where the servants must be able to quickly and swiftly as well as in providing services to the customers. the quality that is actually delivered to customers through the product/service and by the Patience in facing the customer is a key in restaurant industry career. For Opal Coffee, the writer was able to see how they were very patient in serving each customer request. Associates are trying to build a good relationship with the customers, in which case as greeting, chatting, and other things. Of the various customers who come over, the writer can see many



customers who have different behavior and desire. Based on the theory Measuring customer satisfaction could be very difficult at times because it is an attempt to measure human feelings. It was for this reason that some existing researcher presented that “the simplest way to know how customers feel, and what they want is to ask them” this applied to the informal measures (Levy, 2009). In his studies, suggested three ways of measuring customer satisfaction: A survey where customer feedback can be transformed into measurable quantitative data: Focus group or informal where discussions orchestrated by a trained moderator reveal what customers think, Informal measures like reading blogs, talking directly to customers. Asking each and every customer is advantageous in as much as the company will know everyone’s feelings, and disadvantageous because the company will have to collect this information from each customer (Levy, 2009)

VI. CONCLUSIONS

After doing research and data analysis, the authors have summarized all the data interviews and observations into the conclusion. The writer has also found that consumers in Opal Coffee are satisfied with the state of the environment and comfort as well as Opal Coffee. However, the customers also feel not satisfied with staff’s speed in serving the food. Cleanliness of Opal Coffee environment and services towards the customer is good, those show that the company has ability to keep up hygiene professionally and satisfactory. The responsiveness of waiter is not good. Lacking in speed caused customer have to alert them to deliver the food quickly. But customers in Opal Coffee are also satisfied with the patience in serving customer request and how the employees handle complain professionally. According to the conclusion given above, the writer will continue to give the suggestions which according to the writer perception they can be input to the company. Based on the conclusion mentioned at the previous statement, the writer has listed down some suggestions which are as follows: The employees of Opal Coffee in any position which have direct contact with the customer either in giving services / food and beverage production, such as: Waitress/waitresses, Chef, and Barista they have to improve their speed in serving. The company should conduct training for all the staff in Opal Coffee in order to increase the knowledge about how to build a relationship with the customer and to serve professionally. The company can obtain customer feedback by distribute the guest comment card. To avoid delays in delivering order, as they have 16 tables and 10 waitress/waitresses in the restaurant, perhaps Opal Coffee can set 1 waitress/waitresses to serve and in charge in 4 particular table. This will help customer as well, so this waitress/waitresses knows what food or beverage that the customer ordered.

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