

CHAPTER 1

INTRODUCTION

1.1. Background

Every year, the restaurant grows more and more, and with it, new competitors, and a heightened level of competition. As per CNBC Indonesia, the restaurant industry is experiencing growth in connection with the economic conditions that have improved since the COVID-19 pandemic. According to data from the Ministry of Business of the Republic Indonesia, the restaurant industry sector grew by 3.68% in 2022. This number was higher than in 2021, when it was only 2.95%.

According to Dylan et al. (2016), every consumer in a restaurant has an opinion on the services they received. A restaurant's ability to satisfy its customers and win over their future business depends heavily on its service standards. The idea behind the restaurant is to create an atmosphere that encourages customers to relax while enjoying fun. Restaurants can get a competitive advantage by using simple décor that creates an atmosphere that makes customers feel more at ease and 'homier'. While satisfaction is more inclusive and influenced by perceptions of product quality, price, and situational and personal factors, service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service, reliability, responsiveness, assurance, empathy, and tangibles.

One of the key factors influencing the loyalty of customers is acknowledged to be customer satisfaction (Bae, 2012). There are numerous

variables that can affect how a guest feels about the restaurant during their culinary experience. Customers happiness is significantly impacted by creating the ideal atmosphere, or mood (Ariffin, Bibon, Saadiah & Abdullah, 2011).

Everything that creates an impression on visitors, including the building's design, interior, color scheme, wall texture, and decoration, contributes to the restaurant's ambience. Ambience is essentially the feeling the customer gets from a place (Omar, Arifin, and Ahmad, 2015). Customer satisfaction is impacted by service quality through performance (Botha, 2010). To serve the customer well, effective communication skills are essential to improve the performance of service quality. According to Rosengren (2000), communication is mainly concerned with the process of meaning formation. This includes questions about how individuals construct meaning on a psychological, social, and cultural level as well as how communications are interpreted intellectually and how ambiguity occurs and is addressed.

In service quality, the management and customer perspectives are separated out in Kandampully's (2002) two-perspective view of service quality. From the point of view of management, customer-oriented service quality is demonstrated by guest satisfaction, while operations-oriented service quality is typically defined in accordance with industry standards, such as hotels service stars. Customers' demands and expectations are constantly changing due to social and economic change, yet service quality measures are rarely updated.

To optimize service quality, it is imperative to get knowledge about genuine guests' expectations (Zeithaml et al., 2004). Because expectations are

based on consumers' perceptions of what a service provider is willing and able to achieve for them, it is crucial to understand actual customer expectations to maximize service quality. Since customers would consider repurchasing services when their expectations from a service provider are met, it is imperative to identify specific demands to improve customer satisfaction. Therefore, it is important to first determine what the customer's needs are and use the guest's view of actual restaurant service to evaluate the quality of service provided (Samplson, 2001).

In order to develop practical skills in the area of customer service, including the ability to communicate effectively and assume responsible roles in teamwork, the writer conducted internship at Grha Mahameru for two months. Additionally, the writer aimed to develop professional attitudes around work ethics and the ability to effectively communicate with customers in challenging situations.

During the internship, the writer found several problems related to the lack of communication involvement to guests, especially to foreign guests and the lack of evaluation of services at activities that have been carried out at Grha Mahameru. Recent research on communication skills, according to Mehta & Mehta (2007), indicates that effective communication abilities are the keys to opening doors to success.

According to Mehta & Mehta (2007), having effective communication skills is considered as both essential and advantageous. People with good communication abilities are considered assets by any business organization. This

also affects the quality of Grha Mahameru service in dealing with guests. Therefore, the writer will investigate related to “Improving Service Quality and Guest Satisfaction with Effective Communication at Grha Mahameru”.

1.2. The Objective of The Internship

1. To fulfill the requirements for Universitas Ma Chung’s English Literature Study Program graduate.
2. To implement opportunities in practical skills through various aspects during internship.
3. To get real-world experience in the hospitality industry, particularly regarding working in a team and providing customer service to guests.
4. To gain understanding of effective communication techniques.

1.3. The Scope of The Report

This report covers the activities taken during the internship as a food and beverage service at Grha Mahameru Surabaya.

1.4. The Significance

1. For the Writer

- a) To develop English language communication skills in dealing with guests in a food and beverage service department generally through real-world dialogues.

- b) To create a professional network inside the food service industry and to establish long-term connections with clients, which may result in repeat reservations and favorable reviews.
- c) To assist the writer's professional growth and working as a professional in the hospitality sector.

2. The Significance of English Letters Study Program of Universitas Ma Chung

- a) To provide the students to learn and develop English communication skills effectively.
- b) To provide opportunities on how to communicate clearly, concisely, and professionally in maintaining a positive image in the restaurant industry sector.
- c) To build strong communication skills so they can effectively represent advertisement and brand identity to branding and promotion in the restaurant hospitality industry sector.

3. The Significance for the English Letters Study Program of Universitas Ma Chung

- a) To provide the students to learn and develop English communication skills effectively.
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4. The Significance for Grha Mahameru

- a) To suggest Grha Mahameru related to improving the quality of service to foreign guests.
- b) To help Grha Mahameru gain insight related to evaluation in improving the quality of guest satisfaction.

1.5. Operational definition of Key Terms

a) Communication Skill

Communication should be centered on everyday interpersonal interactions between people (Taylor and Van Every 2000).

b) Food and Beverages Service

The concept of food and beverages service shows the idea of a warm welcome and customer entertainment to ensure a strong relationship is built between the business and the prospective customers (Mahafzah et al. 2020). As a result, staff need to possess every skill required to work in the food and beverage sector (Kaul, 2017).

c) Service Quality

Service quality is the perceived superiority of a product or service by customers based on a comparison of their expectations and actual experiences (Abdul Gofur 2019).

d) Customer Satisfaction

A happy consumer is likely to stay loyal to the business longer and make further purchases from it. One way to think about customer satisfaction is as either cumulative satisfaction or satisfaction related to a particular transaction (Tahir and Abu-bakar 2007).