

CHAPTER I

INTRODUCTION

1.1 Background

Customer's satisfaction is one of important things for one company. For one restaurant, customer's satisfaction is the priority to measure whether the restaurant is good or bad. No matter how tasty you serve your dishes, customers will not come back if they have bad experience with your service. If customers come again next time, it shows that they feel satisfied with your restaurant, even in service or product. When customers come again more than three times or more, they will become loyal customers.

Loyal customers are very important, because they can give us mouth to mouth advertisement. Once they feel satisfied with one restaurant, they will tell it to their family and friends, even in social media, so they can promote one restaurant as good or probably bad restaurant. So, maintaining loyal customers is also not easy actually. One way to maintain loyal customers is by giving excellent service.

Excellent service is vitally important in hospitality industry. It is the first point of contact between the customers and waiters in this case. Service is doing something to serve other people, even individuals or groups of people. Excellence is not always about five stars. Excellence is very best at what you do. It is not difficult to give excellent service. Someone must have a better understanding of the service and needs to find out what kind of service customers would expect. The purpose by excellent service is to get the satisfaction of the customers. Customer's satisfaction is when the customers get what they need and their expectations are met.

Doing excellent service means understanding and anticipating what customer's need and then knowing how to meet their needs. It is known that customers are looking for a memorable experience and an energetic service,

where it matters the most. Excellent service is a service that requires to be done with smile.

From the explanation above, it means there are influences of excellent service for customer's satisfaction in restaurant, they are making a good memorable or impression to customers, building loyal customers, and getting a free advertisement by customers. Nevertheless, every place doesn't have the same service and implementation. Some have their own standard and others have their own too, but the purpose of them is the same, it is to reach customer's satisfaction. For that reason, the writers would like to take this final report with entitled "Similarities and Differences of Excellent Service at Waroeng Steak Restaurant and Butcher Steak Restaurant in Palembang"

1.2 Research Focus

Giving excellent service in restaurant is the most important thing because it will give good impression for customers. The first thing is to make customers feel comfort. To be nice, waiter has to give excellent service. Restaurant is a place for customers to eat something and get the service in the restaurant. How they create a good relation with the customers. To care of the customers, to make them comfort, and how to give good impression, and build good image to the customers who comes to the restaurant are the part of giving excellent service.

1.3 Problem Formulation

1. What do waiters or waitresses do at Waroeng Steak Restaurant and Butcher Steak Restaurant in giving excellent service?
2. Are there similarities and differences in giving excellent service between Waroeng Steak Restaurant and Butcher Steak Restaurant?

1.4 Research Purpose

The purposes of this research are:

1. To find out the activities of giving excellent service in Waroeng Steak Restaurant and Butcher Steak Restaurant
2. To know whether there are similarities and differences in in giving excellent service at Waroeng Steak Restaurant and Butcher Steak Restaurant

1.5 Research Benefits

The benefits of this report for student of State Polytechnic of Sriwijaya are:

1. Students will understand what excellent service is.
2. Students will know and can apply the excellent service.

The benefits of this report for readers are:

1. Readers will get knowledge about giving excellent service.
2. Readers will know the service in Waroeng Steak Restaurant and Butcher Steak Restaurant