

## **CHAPTER 1**

### **INTRODUCTION**

The background, problem formulation, research purpose, and limitation of the research are explained in this chapter.

#### **1.1. Background**

Intense competition among restaurants industry and a complex set of factors that customer use for selecting a restaurant has increased competitiveness among restaurants setting (Markovic, et al., 2011). Furthermore, Markovic, et al., (2011) explained that providing high quality services and maintaining customers' satisfaction are important factors leading to the business success. Kisang, et al., (2011) stated that costumers are no longer willing to sacrifice poor service.

Several key components for evaluating the restaurant service quality that used by costumer are food, physical environment, and employee services (Kisang, et al., 2011). Food is essential for life since it provides the energy, protein, and vital nutrients, however when it processed improperly, food can cause human illness, death, unhappiness and despair (Jespersen, 2014). Catering and food service play an increasingly important part in experience of food quality and safety (Kumar, 2012). Peri, (2006) stated that the quality of foods is expressed as the overall characteristic of a product or service that has the ability to satisfy stated or implied needs and expectations of the costumer. Moreover, Kumar (2012) has explained that food safety is a scientific discipline describing the processes of handling, preparation, and storage of food to prevent food borne illness.

Based on Melngaile & Karklina, (2013), a food should not contain contamination that can risk to human health. It should be a source of nourishment, not an opportunity for parasites, viruses, and bacteria to enter the food chain and cause outbreaks of disease. Osimani A., et al., (2012) stated that there are two possible sources of food contamination: direct contamination or primary source is consisting in naturally polluted raw material, and secondary source is defined as "cross-contamination" consisting in transport/transfer of microorganism from human or animal feces,

mucous membranes, hair, infected wounds, dirt and dust, working environment and tools, and air.

Quality control has become a cornerstone of food safety policy over the past decade in the food industry development (Mohamed, et al., 2012). As it also has been arranged in Law No. 7 of 1996 about Food, Government Regulation No. 8 of 2004 about Food Safety, Quality and Nutrition, also Ministerial Decree of Health No.1098/MENKES/SK/VII/2003 (Sugiono, 2013). Furthermore, Mohamed, et al., stated that Quality control's focus has been on integrated quality management system. These integrated systems include all steps in the food production chains, such as supply of raw materials, food manufacturing, packaging, transportation and logistics, research and development, and training, and education of staff (Mohamed, et al., 2012). One of the quality management systems to ensure food safety is Hazard Analysis and Critical Control Point (HACCP) (Jiang & Putra, 20016; Kumar, 2012). Moreover, HACCP is one of the important tools used to ensure food safety against hazard contamination (Mohamed, et al., 2012).

Hazard Analysis Critical Control Point (HACCP) is the internationally agreed approach to food safety control (Wallace, et al., 2005). HACCP standard has been implemented in Indonesia taken from Committee on Food Hygiene (Codex) which is introduced in October 1991 and has been translated into Indonesia National Standard (SNI 01-4852-1998) (Thaheer, 2005). HACCP is proposed to develop a system, which is built on preventing problems before they occur (Kumar, et al., 2009). The HACCP system is capable of accommodating change, such as advances in equipment design, improvements in processing procedures and technological developments related to the product (Moy, et al., 1994).

According to Jiang & Putra, (2006) in his study stated that HACCP is a method to eliminate or prevent hazards to maintain an acceptable level by proposing several control measures through analyzing potential hazards at each process step. Furthermore, the classic HACCP was introduced to control and ensure food safety by only analyzing three main hazards: Biological, chemical and physical hazard.

HACCP has seven principal to be conducted according to Codex. In previous researches the following seven principal in the application of HACCP system, such

as: Conduct Hazard Analysis, Determine the Critical Control Points (CCPs), Establish Critical Limits at each CCP, Establish monitoring procedures, Establish a corrective action procedures, Establish verification procedures, and Establish Documentation procedures as appropriate (Jiang & Putra, 2016; Kumar, 2012; Moy *et.al*, 1994; Powell & Holyoak, 2005; Thaheer, 2005).

The research was conducted in Restaurant “X”. Restaurant “X” is a 24-hour restaurant providing fast food, a la carte and buffet packages. Most of the consumers comes from travel agent of various regions with the high sales volumes almost in every months and it will be increases during the holiday season. Eventhough it has a high sales volumes, but Restaurant “X” has not implemented a system of food quality management where it causess the management received many compalints from customers related to the poor quality of some foods that have been consumed. Here are some complaints received by the restaurant, such as: (1) Stale taste, (2) the smell of food, (3) the presence of impurities such as hair and flies, also (4) the condition of dishes and glass that are not clean.

These current situation leads the management of customers loss, decrease customer’s trust and loyalty. Therefore, Restaurant “X” needs to improve its performance by conducting the system of food quality and safety to meet costumer satisfaction. Improvement food quality and safety is the overall aim of food policy to achieve a higher level of protection of consumer health (MeIngaile & Karklina, 2013).

Mohamed, et al., (2012) stated that HACCP application is a mean of assuring proper food handling, processing and presentation to end consumer. There are two among six departments which are involved into the processes of handling, preparation, storage and delivery to end customer such as: Kitchen Department and Service Department. Kitchen Department is responsible for handling the food properly included checking raw material, storage, and food preparation processes. Futhermore, Service deparment is responsible for delivering food into costumer. In this research, author focus on conducting food quality management system and application of food quality and safety standard.

### **1.2. Problem Formulation**

Based on the background, the problem can be stated as: How to conduct food quality management system in Restaurant “X” using Hazard Analysis Critical Control Point (HACCP) in order to conduct the system, Restaurant “X” needs to follow the proper steps provided by the HACCP to achieve the food quality and safety hazards also customer satisfaction.

### **1.3. Research Purpose**

The purpose of this research is to conduct food quality and food safety standard through implementing the food quality management system in order to give a high-quality service and increasing the customer satisfaction by using Hazard Analysis Critical Control Point (HACCP).

### **1.4. Research Scope and Limitation**

Scope and limitation in this research as follows:

- a. Designing the food quality management system by using HACCP at Restaurant “X” is restricted on Kitchen and Service Department.
- b. A verification stage cannot be conducted due to the limitation of cost, time and lack of cooperation and relation to the concerned agencies.
- c. Evaluation and improvement are being applied on kitchen and service department related to the food processing and employee hygiene program.
- d. The segment related to pest eradication and waste disposal have been controlled by authorities such as pest cleaning agent and environment agencies.







