

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. Background**

In this modern era, Indonesian society's lifestyle have grown. The lifestyle of Indonesian society's growth can be seen from the people's behavior who want to get something instant. One example of the growth in people's lifestyle is food consumption. The growth in society's lifestyle in the food consumption makes people to have cheaper price and instant food.

Nowadays, the food stall business is growing rapidly. This is because besides food is the primary need, food changing in lifestyle. In the food stall business, customer satisfaction is an essential factor. Strategy to fulfill customer satisfaction can be formulated in service management. According to Indra (2017) satisfaction is a feeling of happiness or disappointment about the expected results of a product or service. To satisfy customer's feeling, good service quality is needed. If customers feel satisfied, it is expected for the customers to become loyal customers. Loyal customers mean the customers who will do repetitive buying in the future. Loyal customers can make a word of mouth recommendations that will spread, therefore this condition can benefit the service provider (Kotler and Keller, 2012).

Waroenk Ayomass is an example of a business engaged in the food stall. Waroenk Ayomass sells a variety of foods and drinks, such as fried noodles, gudeg, fried rice, bean porridge, sticky rice porridge (mix porridge), tea, orange juice, and various kinds of juices. Waroenk Ayomass food stall located on Jl. Demangan No 2, Yogyakarta. In serving customers, Waroenk Ayomass has three (3) workers, one person is a waiter, another person is a chef, and then the other person is a cashier. The waiter's responsibility for serving what the customer needs. The chef has the responsibility of making food or drinks according to customer orders. The cashier is responsible for processing the bill with customers.

Currently, Waroenk Ayomass has several problems related to service. The problem that occurred was obtained based on the interviews with several customers of Waroenk Ayomass food stall. Based on the interview already know the first problem is Waroenk Ayomass' services which given to customers who need something is slow or not responsive. When a customer needs something, such as sauce, food which wants to be wrapped, and ice cubes, the employees do

not responsive, do not help responsively. Some employees are often busy with cell phones and talking among them, therefore some customers complain that the employee is not serving them responsively when customers need help. Then the promotional prices listed on the brochure are different from the prices listed on the Waroenk Ayomass food stall. Besides, the condition in Waroenk Ayomass is hot (uncomfortable). It is caused by the unavailability of air conditioners (AC or electric fans). Then, the operational time of the Waroenk Ayomass is sometimes not consistent like promised. Some customers complained because he or she had arrived, but Waroenk Ayomass is not yet open. Besides, the picture and the logo at Waroenk Ayomass food stall should be redefined because the logo in the advertisement and in the stall banner is different. This difference causes customers confused when looking for the place of Waroenk Ayomass. Besides the logo, the font size on the food stall banner is too small, therefore the name of Waroenk Ayomass is not clearly visible.

Based on the problem that exists in Waroenk Ayomass, the final thesis will focus on measuring quality to customer satisfaction problems at Waroenk Ayomass food stall. This quality measurement will be implemented by using the SERVQUAL method and TRIZ model. The SERVQUAL method is a method designed to measure customer expectations, while the TRIZ model used to obtain solutions to improve service quality in Waroenk Ayomass.

### **1.2. Problem Formulation**

Based on the description of the background, the problems found in Waroenk Ayomass food stall are customer satisfaction at Waroenk Ayomass food stall. The service given by Waroenk Ayomass food stall is not yet structured, complaints from customers about customer satisfaction, facility, and employee. Customers' complaints can be seen in appendix 16. Based on the problem found in Waroenk Ayomass food stall, the problem formulation in this research includes any attributes that require improvement priorities. In addition, this research provides how to design new service management in Waroenk Ayomass food stall to improve customer satisfaction.

### **1.3. Objective**

Based on problem formulation, the objective of this research is designing service in Waroenk Ayomass by identifying the attributes which need priority improvement

based on customer complaints and some suggestions. The result of designing service is a solution formulation. Then, the solutions are given as new services for the company to improve the previous services.

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

The scope of this research is service management and the limitations of the problems used to avoid the occurrence of deviations in focus or subject matter. The following are some of the limitations of this research:

- a. The result of the research is the proposed improvement of the attributes that need improvement priority;
- b. The indicators to measure customer satisfaction are assurance, tangible, empathy, reliability, and responsiveness;
- c. Data were collected using a questionnaire;
- d. Respondents who filled out the questionnaire were respondents who had been customers of the Waroenk Ayomass food stall;
- e. Data were collected for 30 days, from 19th August 2019 until 27th September 2019 (Saturday and Sunday are closed).