

CHAPTER I INTRODUCTION

1.1 Background

The belief that entrepreneurship is the core of an advanced economy has been widely proven throughout history, especially in the modern era like now

where creativity and technology is the driving force for the ever-changing world.

There are many definitions for elaborating the notion of the world of entrepreneurship, but in principle, entrepreneurship is the ability for one's creative

mind to be realized into a product that is real and can be consumed. Along with the benefits it can provide such as the opening of new jobs and intense competition which leads to the diversity of choices and quality improvements for

consumers, maintaining a business is very different from starting. This is one of the many reasons that makes the world of entrepreneurship a challenge that is often considered difficult for entrepreneurs. Amongst the various aspects

contained in the world of entrepreneurship, one of the most frequent concern is how entrepreneurial business can guarantee the quality that determines the level of customer satisfaction.

As the name suggest, customer satisfaction is the level that determines customers level of satisfaction towards the quality and presentation of a business.

Essentially, when the level of customer satisfaction is at a high level, it means that the business has done the right thing to meet its customer expectation both in terms of product quality and presentation. With the market growing and becoming

much more competitive with each other, Jomtea try to always adjust with the change and dynamics of customer and business relationship in order to gain

advantage that will lead to increase of profit through delivering a better service quality. Therefore, the writer decided to contribute to Jomtea through a research titled “**Analysis of Customer Satisfaction in Jomtea**”.

1.2 Scope

This project will be done to observe the operational process of the kitchen staff and analyse the customer satisfaction of Jomtea products both food and drinks. This research is categorized as a descriptive research using questionnaire given to the customers. The data then will be processed to find the *mean* value for the writer to design a solution and recommendation based on the result of data procession.

1.3 Project Objectives

By identifying the current consumer satisfaction aspect of food and drinks they made, writer will help Jomtea to analyse its current system and to construct a solution for the kitchen staff to stay true to the existing recipe, staying competitive in the market and boost business profitability. Customer satisfaction surveys consist of directly reported satisfaction, derived dissatisfaction, and importance-performance analysis.

1.4 Project Outcomes

The expected output of this project is made to help the client to realise the importance of consumer satisfaction in staying competitive in a loaded business field. Those expected outputs are:

1. Questionnaire adopted from previous research by Andaleeb and Conway (2006) on customer satisfaction.

2. Process the data from questionnaire to be used in designing a solution for current and future issues regarding food quality and customer satisfaction

indicators for Jomtea.

3. Implement the solution and suggestion on improving service and product quality (policy and procedure).

1.5 Project Benefits

This project is expected to provide benefit for both the business owner and the writer.

1. Benefit for the writer

Gaining experience in real-life work for future reference and to get better understanding of implementing customer satisfaction theories and knowledge in existing work environment.

2. Benefit for the business owner

The owner will be able to obtain a research-based information regarding its' current product quality served to customers as an effort of increasing quality and profitability.

3. For the Academics

To be used as a reference for future research and academic knowledge development for customer satisfaction.

1.6 Systematic Discussion

The report for this internship program will be written using the following systematic structure:

Chapter I: Introduction

This chapter is to provide the supporting background information and issue of the topic, the scope of the internship program, along with benefits and outcomes of this internship program.

Chapter II: Literature Review

In this chapter, the theories and framework used for this internship program will be provided along with previous researches and other complementary information that supports the topic in order to give a thorough explanation on the material of this program.

Chapter III: Company Profile

This chapter will provide the descriptive information on Jomtea as the research object of this internship program. Information such as company origins and identity, company structure, operational activities and the system used by the company can be found on this chapter.

Chapter IV: Methodology

This chapter will explain the methods, design, approach that will be used to collect data in order to provide solutions for this research in detail. Work schedule can be found on this chapter.

Chapter V: Data Analysis and Discussion

This chapter will discuss the latest company situation, information gathering process, and the outcomes of observation.

Chapter VI: Implementation

This chapter breaks down the process in which the implementation process will take place and the feedback of implementation process. There are two important parts on this chapter which is the implementation of project outcomes and the aftermath condition of company after implementation.

Chapter VII: Conclusion and Suggestion

This chapter elaborates the conclusion of all the previous chapter, report summary containing brief explanation of the topic and suggestion for the company regarding the findings during the process of this internship. This chapter also contains suggestion for all the participating side and that can be used for future research reference.