

CHAPTER I

INTRODUCTION

1.1 Background

Globalization era has great a meaning and effect on the role of life. The rapid competition in life makes almost all layers of society competing to get what they want, even though sometimes the way they use it is not the right way. It does not stop there, even several layers of society tried to open their own business. Some of them are usually called entrepreneurs. Entrepreneurs also tried to create something new and perhaps even unprecedented. The entrepreneurs are not the only generating benefits for the country, but also for their self and the surrounding community. To the surrounding community, the new opened businesses will certainly help to reduce unemployment. However not everyone has the opportunity to become an entrepreneur. For the state, certainly more jobs will reduce unemployment. And other benefit is to improve the economic condition of the country.

Established businesses are varied, range from business hotels, restaurants, schools, courses, fitness facilities and beauty salons. Some of those businesses are still growing until now, but some of them stop and does not exist anymore or are only available at certain times. In the last two years the restaurant business in Indonesia began to increase, especially in Jakarta and Surabaya. There is the assumption that a business of selling foods will never be die, although the assumption is not entirely correct. But it became one of the statements that foods

are not replaced by anything. However, culture of eating in restaurants is not just a matter of subsistence, but also the problem of inner satisfaction, the need for socializing, prestige and satisfaction of our tongues. Economic growth which is relatively stable in recent years began to make the rapid growth in various business fields in Indonesia, even the effect of the crisis still must be constantly watched. Restaurant business also continues to grow; it begins to appear on the market with many new restaurants, both expensive restaurants, or restaurants that target the market with high economic class and middle economic class. The growth of various types of restaurant concepts and variety of food is on offer.

Restaurant business in today's business is classified as very profitable. This restaurant business is driven in all scales. Both small scale such as food stalls and a large scale such as a restaurant franchise. No wonder the competition in the restaurant business is very tight. Even they have to compete to get a place in the hearts of consumers. Changes in the contemporary restaurants are not the economic factors, but the area is already a global business and heterogeneity always customizes menus where consumer's desired restaurant is located.

At present time, the culinary world has grown very rapidly in Surabaya. There are many types of restaurants, such as Indonesian, Oriental, Japanese, Korean, Indian, and even Thai. Those restaurants have different styles and characters. The guests visits those restaurants have different background and styles too. So, every guest has different thought about what he will consume and the place he will choose. Some of the guests might experience from their previous travel or visits too many places, so that will help them for choosing which restaurant is suitable

with their taste. The taste is not only for the food, but the atmosphere as well. Because all people have different tastes, some might prefer the minimalist and traditional style.

Lambung padi resto is one the well known restaurant which has many guests. Lungbung Padi is a modern unique restaurant that adopted a traditional culture to serve the society which is known as a thematic restaurant with Balinese culture. It is shown from the design of the restaurant, food, uniform of the employees, and the songs which are played there. Lungbung Padi Resto known as a thematic restaurant which is used Balinese theme in West Surabaya. This restaurant located at food area of G-Walk Citra Raya, beside of St.Yokubus church and in front of Khayangan Restaurant. This restaurant provided a Balinese ambience which became the only one in G-Walk area. This restaurant serves the guests basically quiet nice and friendly. Lungbung Padi mainly famous with the ambience of the restaurant attracts the guests, regular guests like the ambience there.

Becoming a well known and established restaurant is not easy, it needs good management. For Lungbung Padi resto maintaining the guests is the most important. Most of the guest's visit Lungbung Padi resto is because they found the homie ambience that makes them feels comfortable. Sometimes some of the guests visits Lungbung Padi for refresh their mind from a daily routine. Some of the guests that come to Lungbung Padi are because they want to feel the Balinese culture that can be found there. The knowledge that many guests visit Lungbung Padi resto encouraged the writer to examine the creativity and that is shown at Lungbung Padi resto.

1.2 Problem research

There are some formulation problems that will be presented by researcher in the research:

1. The researcher wants to know how is the perception of the people that lived in the G-Walk area about a restaurant with culture theme, such as Lumbung Resto and Cafe.
2. The researcher wants to know how the customer's perception about the atmosphere feels during their visit at Lumbung Resto & Café (regarding to the Balinese culture side).

1.3 Purpose

From the problems research above, there are some purposes that make the researcher would achieve:

1. To know what West Surabaya people flavour of eating in the restaurant, especially thematic restaurant.
2. To find out how thematic restaurant in West Surabaya such as Lumbung Resto & Café shown the culture side as the theme of the restaurant.
3. To find out what are the connections between the restaurant style (atmosphere) and the loyal customers.

1.4 Benefits

There are few benefits based on this research, below is the benefit for the researcher:

1. To help the researcher examine the eating flavours of customers at thematic restaurant.
2. To help the researcher examines the guest's cultural background and the relation with several aspects with their eating experiences in Lumbung Padi Resto & Cafe.

Beside the benefits for the researcher, there are also benefits for the customer of Lumbung Padi and Ciputra University:

1. To help the customer to know the uniquely of thematic restaurant in West Surabaya.
2. To help the customer to know the culture side of Lumbung Resto & Café provided as a thematic restaurant.
3. To help the customers who would like to open a thematic restaurant, what should give in the ambience of thematic restaurant?
4. To help the University identify the qualified thematic restaurant to help the students as an entrepreneur in the future.

Not only those benefits above that might be found on this research, there are other benefits for the restaurant as well:

1. To help the restaurant understand about the customer perception about the restaurant.
2. To improve the restaurant strength.

3. To help the restaurant to serve better in the future, especially for the regular guests.
4. To help the restaurant able to survive and challenge with other restaurants.

1.5 Limitation of the Research

There are several factors that influence the consumer's loyalty, such as products, price, service, environment, competition, incentives, consumer behaviours, as well as advertising and brand (Essinger & Wyle, 2003).

Since the researcher uses qualitative method for this thesis, the findings of this research analysis will generalize from the researcher observation and interpretation. This research focussed on the thematic culture resto, Lumbung Resto & Café as one of the cultural thematic restaurant in West Surabaya. Since the Balinese cultural shown at Lumbung Resto & Café from few aspects, this thesis will only focus in the ambience aspect, which is mostly applied at the architecture including design and few aspects of Balinese culture (songs, dress, foods).

