

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of the largest employers worldwide is foodservice retailers. As a result of changing customer lifestyles, the food services industry is growing rapidly. The further customer demands for authenticity, transparency, and credibility by all industry actors were the result of customer confidence in the food industry.

Nowadays, when visiting a store, the customer is still looking for a new experience. The store image is a perception of all of the store's functional and symbolic attributes. Services, employee competencies, types, and quality of products that are observable and tangible are included in functional attributes, while symbolic attributes include location, atmosphere, types of customers visiting the shop that are abstract and intangible. Several empirical studies have examined store images. The displayed journal image consists of various dimensions, including the physical supports and atmosphere.

An interesting and unique atmosphere will cause the customer to visit and make a purchase. Store a climate that leads to the satisfaction of the customer who can decide to purchase. Customers will be satisfied to come back and buy again. The purchasing decisions are also important for the customer since the customer has previous experience buying the product and feels confident to make these decisions. (Diawan et al, 2016)

In the evaluation of any customer service delivery atmosphere is an important consideration. It is an important atmosphere because it affects the customer's behavior and its cognitive, emotional, and psychological status. (Emir, 2016)

Satisfaction is a conclusion drawn after a sequence of contacts with customer products. Most of the satisfaction studies for customers are based on the satisfaction expectation/confirmation model. In the following model, expectations of pre-consumption must be confirmed or disconfirmed. (Wirtz & Lovelock, 2016)

Customers experience and compare their performance with their expectations during and after consumption. Based on this comparison, satisfaction judgments are then formed. If perceptions of performance are lower than predicted, this is referred to be negative confirmation. If performance is greater than predicted, this is referred to be positive confirmation; if performance is as predicted, this is referred to as equal.

If the services provided fall within the tolerance zone, which is above the appropriate service level, the customer will be satisfied. When the service provided reaches or exceeds the desired level, customers will feel happy. Happy customers are more likely to purchase again, stay faithful, and spread good word of mouth. Unfortunately, if the service provided falls short of expectations customers can be disappointed, complaints regarding the poor quality of service, or change to other service providers in the future.

A bistro is a French-style restaurant that serves simple, small food with various lunch and dinner options while a café doesn't usually change its menu. With

a menu written in chalk to describe their daily specialties for a different season. Bistro services are often privately owned, and the menus provided can mostly be paired with wine or beer.

Based on the data from TripAdvisor.co.id, these are the list of top 10 best restaurants for the middle class with the cheapest to highest price.

Table 1.1 F&B Outlets in Medan for Middle Class (Cheapest Price)

No.	Food & Beverage Outlets	Types	Comments	Number of Stars
1.	Bistronomix	Bistro	134	4.5
2.	Nelayan Restaurant	Restaurant	394	4
3.	Wajir Seafood	Restaurant	164	4
4.	Mie Tjong Sim Selat Panjang	Restaurant	206	4
5.	RM. Sinar Pagi	Restaurant	186	4
6.	Rumah Makan Tabona	Restaurant	111	4.5
7.	Merdeka Walk	Food Court	360	4
8.	Restaurant Garuda	Restaurant	266	4
9.	Nasi Kapau Hj. Uni Emi	Restaurant	83	4
10.	Sushi Tei	Restaurant	70	4

Source: www.tripadvisor.co.id (30 October 2020)

Based on Table 1.1 above, shows that Bistronomix Cafe got the first top place as the best restaurant for the middle class and the cheapest price. For this reason, it will be interesting as the research's object to analyze the cafe atmosphere there.

According to the results of random customer interviews, several customers complained that the lights at Bistronomix Café Medan were not bright enough. This is quite disturbing to some guests who like a bright environment at the cafe. However, some favorable reviews can be found on TripAdvisor, as seen in the pictures below:

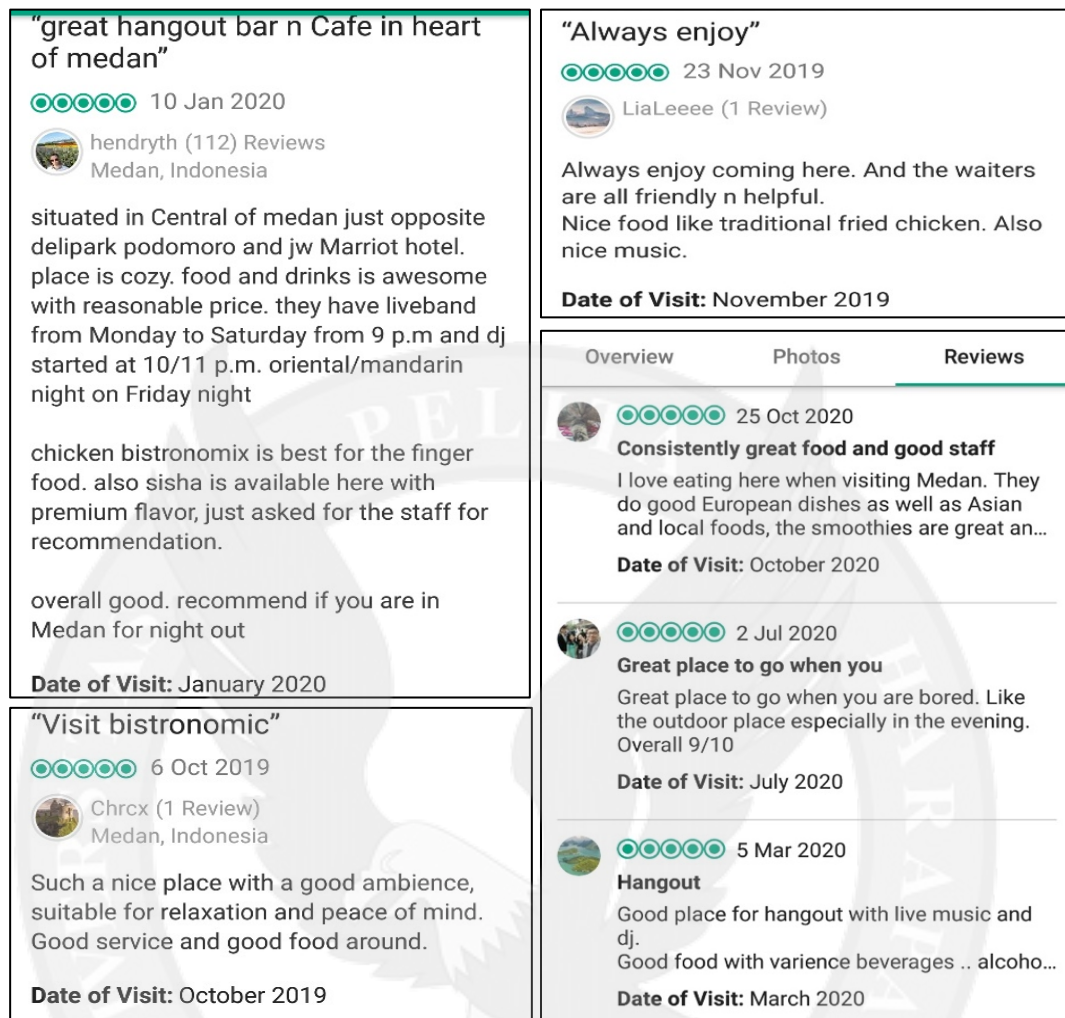


Figure 1.1 Customer Reviews at TripAdvisor
 Source: TripAdvisor (2021)

When discussing Bistronomix Cafe, unfortunately, things are not going smoothly because of the declining number of customers in 2020. The graph below shows the number of customers in 2020 from January to December.

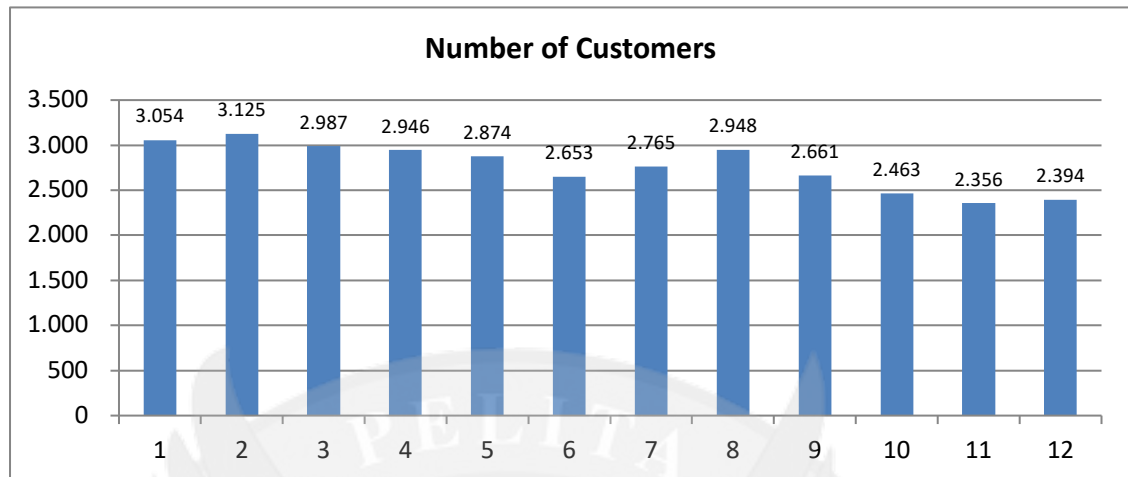


Figure 1.2 Number of Customers (Bar Chart)
Source: Bistronomix Café (2020)

Figure 1.1 shows that the number of customers tends to decrease from month to month during 2020, though there is a pullback increase in August. This phenomenon can affect the revenue of Bistronomix Cafe. One effort that must be made Bistronomix Cafe to increase the number of consumers who come is by creating a good store atmosphere to retain existing customers and attract new customers.

Therefore through this research, the researcher wants to conduct research on the influence of cafe atmosphere towards customer satisfaction at Bistronomix Cafe Medan which located on Jalan Perintis Kemerdekaan No. 3 K-M, Medan City - North Sumatera and write it in this thesis name **“The Influence of Cafe Atmosphere Towards Customer Satisfaction at Bistronomix Cafe Medan”**.

1.2 Problem Limitation

This research's scope is limited so that researchers are more focused and easier to collect and process data where this research only focuses on a cafe, which

is Bistronomix Cafe that is located on Jalan Perintis Kemerdekaan No. 3 K-M, Medan City - North Sumatera. The independent variable is cafe atmosphere and the dependent variable is customer satisfaction.

1.3 Problem Formulation

According to the research's background description, the researcher's question in this research is: does cafe atmosphere influence towards customer satisfaction at Bistronomix Cafe Medan?

1.4 Research Objective

The objective of this research is to discover whether cafe atmosphere has influence towards customer satisfaction at Bistronomix Cafe Medan.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

Theoretically, it is likely that the results of this research can be effective in strengthening management marketing theory, especially related to the influence of cafe atmosphere towards customer satisfaction in a restaurant or cafe. The expected results in this research are it can be a reference source for future researchers.

1.5.2 Practical Benefit

From this research the expected practical benefits are as follows :

a. For the writer

This research can provide an overview and knowledge about management marketing, especially about the influence of cafe atmosphere towards customer satisfaction in a cafe or restaurant.

b. For the company

This research is expected to be used as a suggestion to give more attention to cafe atmosphere factor to increase the level of customer satisfaction.

