

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Competitive conditions in the business world require every entrepreneur to be able to compete and defend against competitors. The number of companies competing to get customers makes the conditions of competition between companies increasingly tight. Competition is very strict and requires entrepreneurs to be able to determine the right strategy in competing, namely in fulfilling the needs of customers who are always varied (Putri, et al, 2019).

Customers' buying interest becomes an important thing because it will be a consideration of a marketing strategy that will be carried out by the company. The company's success in influencing customers in purchasing decisions is strongly supported by efforts to build communication with customers by building brands to customers with marketing strategies and innovating for new variances in a product. Customers' buying interest is a customer's mental statement that reflects the purchase plan of a number of products with a particular brand.

Variety is a common concept that describes a number or range of things of the same general class that are distinct in character or quality. A thing is an object that one need not, cannot, or does not wish to give a specific name to. Produce variety of products with differentiated configuration and performance while ensuring that each variant can be produced utilizing a selection of production resources. To ensure functionality and quality of the product variants, as well as to

predict system behavior, products, and production systems can be modeled. While product modeling primarily aims to verify the fulfillment of the customer needs and reach the adequate product performance and quality, production modeling aims to coordinate production resources and processes and satisfy the production fulfillment of the products at specified time, cost, and quality.

Rumah Makan Mbak Bolek, Medan is a restaurant that serves a variety of foods at affordable prices. Rumah Makan Mbak Bolek, Medan provides typical Indonesian cuisine that serves a variety of foods. Here is the logo of Rumah Makan Mbak Bolek, Medan as below:



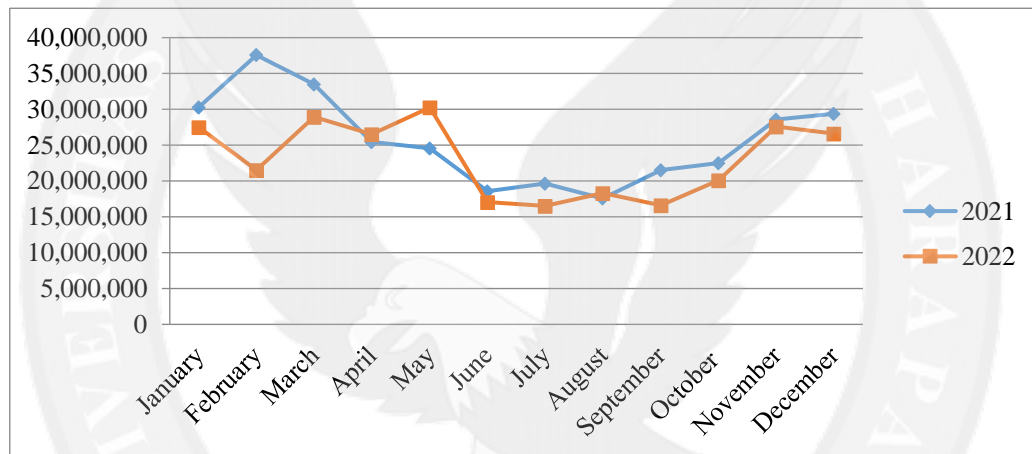
**Figure 1.1** Logo of Rumah Makan Mbak Bolek, Medan  
Sources: Rumah Makan Mbak Bolek, Medan (2023)

The following table shows the customers' purchases at the Rumah Makan Mbak Bolek, Medan decreased. It decreased from 2021 to 2022.

**Table 1.1** Sales Data at Rumah Makan Mbak Bolek (2021-2022)

Month	2021	2022
January	30,253,000	27,535,000
February	37,562,000	21,568,000
March	33,532,000	28,965,000
April	25,415,000	26,547,000
May	24,562,000	30,254,000
June	18,563,000	17,053,000
July	19,658,400	16,527,000
August	17,568,000	18,311,500
September	21,480,000	16,584,000
October	22,524,000	20,058,000
November	28,565,000	27,564,000
December	29,394,000	26,583,000
Total	309,076,400	277,549,500

Sources: Prepared by the Writer (Rumah Makan Mbak Bolek, 2023)

**Figure 1.2** Sales Data at Rumah Makan Mbak Bolek, Medan (2021-2022)

Sources: Prepared by the Writer (Rumah Makan Mbak Bolek, Medan, 2023)

Table 1.1 From the data above, it can be concluded that the decline in sales at Rumah Makan Mbak Bolek, Medan means that there is a decrease in customers' buying interest. In 2021 the highest sales occurred in February 2021 then the lowest occurred in August while in 2022 the highest occurred in May and then the lowest occurred in July 2022.

Servicescape at Rumah Makan Mbak Bolek, Medan is inefficient, causing a lot of customer disappointment which has an impact on giving a bad review.

**Table 1.2** Online Ratings of Google Review at Rumah Makan Mbak Bolek (2021-2022)

Posting Time	Rating					Review
	1	2	3	4	5	
January 2021	3	-	-	1	1	<i>Sama sekali tdk seperti yg kami bayangkan.. tdk enak tempatnya.. biasa sj.. tdk puas.. sama sekali. enakan jatim park 2. Makanan enak cuman pelayanan terlalu terburu2.</i>
February 2021	1	1	-	-	-	<i>Menunggu lama ketika mencari tempat duduk ketika ramai, walaupun makanan yang tersaji enak</i>
March 2021	2	-	-	-	-	<i>Sayur tidak fresh</i>
April 2021	-	-	-	-	1	-
May 2021	-	1	1	-	-	-
August 2021	3	-	-	-	-	<i>mencewakan nunggu sudah lama tp tidak jelas. yang terakhir datang sudah selesai tp yg pertama datang tidak selesai</i>
September 2021	1	1	-	-	-	<i>Kurang bgus pelayanannya</i>
October 2021	1	3	-	-	-	<i>Selalu rame kalo di sini, dan kurang higienis, tapi rasanya si enak, jadi ya, ok lah</i>
November 2021	1	1	-	-	-	<i>Asin rasanya</i>
December 2021	1	-	1	1	1	<i>Tempat makan ada yang indoor dan outdoor. Makanan yang disajikan sangat "homey". Tahu isi senayan wajib dicoba. Sayur asem/kangkung/tauge semua enak. Pare gorengnya juga enak! Satu2nya yang kurang berkenan adalah waktu menunggu yang relatif lama. Jd nasi uduk kita sudah hampir habis, menu lauk nya baru datang.Jd saran, kalau kira2 bakal makan 2 porsi misalnya, langsung pesan di awal, jangan belakangan.</i>
January 20212	1	1	-	-	-	<i>Kurang Hiegienis Menunggu terlalu lama</i>
February 2022	1	1	-	-	-	<i>Piring berminyak Sabun tidak tersusun dengan rapi dan tidak terisi</i>
March 2022	2	1	1	-	-	<i>Menu tdk lengkap</i>
April 2022	2	1	-	-	-	<i>Porsi terlalud ikit untuk cumi, udang terlalu kecil tdk dapat pilih ukuran</i>
May 2022	-	-	-	-	-	
August 2022	-	2	-	-	-	
September 2022	1	-	1	-	1	<i>Rame sekali, susah parkr</i>
October 2022	-	1	-	-	-	<i>Ruangan dalam panas dan ribut serta makanan di antar lama</i>
November 2022	1	-	-	-	-	-
December 2022	2	-	1	1	-	-
<b>Total</b>	<b>23</b>	<b>14</b>	<b>5</b>	<b>3</b>	<b>4</b>	

Sources: Prepared by the Writer (Google Review, 2023)

Table 1.2 shows that the complaints from many customers are related to the serving time of food that is long enough that it sometimes triggers customer anger. The majority of ratings in 2021 and 2022 are 1-star which shows customer disappointment due to the variety of food and the quality of places and services that are less supportive for customers.

The results of interviews at Rumah Makan Mbak Bolek, Medan conducted with customers regarding servicescape can be seen in the table below.

**Table 1.3** Data Phenomenon of Servicescape at Rumah Makan Mbak Bolek, Medan

<b>Indicator</b>	<b>Description</b>
Facility aesthetics	Parking facilities are not extensive, causing customers to have difficulty finding a parking location and appearance.
Layout	The beverage section does not match the placement.
Seating Comfort	Conditions when raining, the front seat section cannot be used therefore all customers move inside, and it became noisier inside.
Ambient Conditions	The atmosphere is hot because it does not use air conditioning and the bathroom is quite dirty therefore which caused discomfort.

Sources: Prepared by the Writer (Rumah Makan Mbak Bolek, 2023)

Table 1.3 shows a narrow parking location that makes it difficult for customers when the Rumah Makan Mbak Bolek, Medan is crowded, the room is hot because it only relies on a fan. This problem causes customers uncomfortable consuming food.

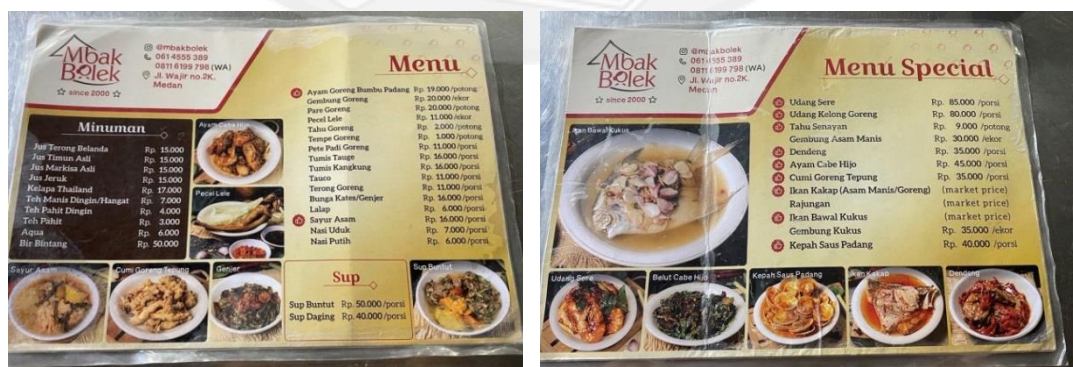
For the servicescape of Rumah Makan Mbak Bolek, Medan can be seen in the picture below:



**Figure 1.3** Servicescape at Rumah Makan Mbak Bolek, Medan  
Sources: Prepared by the Writer (Rumah Makan Mbak Bolek, 2023)

Moreover, product variations at Rumah Makan Mbak Bolek, Medan are not innovative. Rumah Makan Mbak Bolek, Medan does not follow market developments such as viral foods.

Food Menu for which there is no new menu for 2021. The menu at Rumah Makan Mbak Bolek, Medan can be seen below:



**Figure 1.4** Menu of Rumah Makan Mbak Bolek, Medan  
Sources: Prepared by the Writer (Rumah Makan Mbak Bolek, 2023)

In 2022 the restaurant only innovated the menu for “sup buntut” and “sup daging”. For drinks is still the old menu and food. From the opening of the restaurant until now only add some menu but it cannot attract customers so it is no longer provided in the menu.

The results of interviews are objectives at Rumah Makan Mbak Bolek, Medan conducted to customers regarding product variety can be seen from the table below.

**Table 1.4** Data Phenomenon of Product Variety at Rumah Makan Mbak Bolek, Medan

<b>Indicator</b>	<b>Description</b>
Size variation	Seafood sizes that do not vary so as not to satisfy customers
Price	The price of “ <i>sup buntut</i> ” is not suitable because the meat is not that much. The price of expensive fish such as Pomfret compared to its competitors. For fish, there are not too many variations offered depending on the rest of the stock.
Availability	Frequent stock of shrimp and “ <i>kepah</i> ” that often run out and the size is no option many customers view food as less attractive when crowded, and vegetables are less fresh.
Ingredients	Rumah Makan Mbak Bolek, Medan does not allow customers to do special requests for the food and beverages.

Sources: Prepared by the Writer, (2023)

Table 1.4 shows that the product variation is less satisfactory in terms of appearance, raw materials are still less fresh to create customer disappointment.

Based on the preliminary result, it is obvious that both Servicescape and Product Variety at Rumah Makan Mbak Bolek, Medan is not optimal yet and thus speculated to cause the decrease in sales. For that reason, the writer decides to conduct, research entitled “**The Influence of Servicescape and Product Variety on Customers’ Buying Interest at Rumah Makan Mbak Bolek, Medan**”.

## 1.2 Problem Limitation

Limitation of the problem in this study only discusses related:

1. Independent variables: Servicescape ( $X_1$ ) and Product Variety ( $X_2$ ).
2. Dependent variables: Customers' Buying Interest ( $Y$ ).
3. Respondents in this study are customers at Rumah Makan Mbak Bolek, Medan.
4. Indicator of servicescape is facility aesthetics, layout, seating comfort, and ambient conditions (Kim and Moon, 2019). According to Riyanto, et al (2020), indicator of product variety is size variation, price, availability, and ingredients. Indicator of customers' buying interest are willingness to buy, trend to repurchase, more repurchase, and repurchase the same type of product (Panthura, 2019)

### **1.3 Problem Formulation**

Based on the background of the study, the writer formulates several questions, as follows:

1. Does Servicescape have a partial influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan?
2. Does Product Variety have a partial influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan?
3. Does Servicescape and Product Variety have a simultaneous influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan?

### **1.4 Objective of the Research**

Based on the problem formulation the objectives of this research are:

1. To analyze whether Servicescape has a partial influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan.



2. To examine whether Product Variety has a partial influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan.
3. To investigate whether Servicescape and Product Variety have a simultaneous influence on Customers' Buying Interest at Rumah Makan Mbak Bolek, Medan.

## **1.5 Benefit of the Research**

The writer expects that this research can give benefits both theoretically and practically.

### **1.5.1 Theoretical Benefit**

The research result can be used to expand, improve and develop the relevant theories, especially in the Servicescape and Product Variety influence on Customers' Buying Interest.

### **1.5.2 Practical Benefit**

From this study, the Rumah Makan Mbak Bolek, Medan will benefit from this research as they know if there is influence of Servicescape and Product Variety have a simultaneous influence on Customers' Buying Interest. If the Servicescape and Product Variety is sufficient enough, then Customers' Buying Interest will be up to expectations. Some of the benefits are expected as follows:

1. For the writer

The writer as the researcher gets more experience in doing the research and as an addition to knowledge concerning servicescape, product variety, and customers' buying interest.

2. For Rumah Makan Mbak Bolek, Medan

To provide useful suggestions for the company in increasing customers' buying interest at Rumah Makan Mbak Bolek, Medan, especially by improving the servicescape and product variety.

3. For other researchers

To be an additional reference, reference material for further research and information to interested parties in assessing the problem the same in the future.

