

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Through the improvement from time to time that occurs today provides a great opportunity for many businesses, especially in the world of technology that keeps on expanding. Technology is used very widely in human life to ease the daily work, for example it helps in communicating since it can be accessed by the internet. At the present time in addition to the needs, buying interest is influenced by several factors such as it is and the quality of the product that is the factor influencing the purchase. Pricing strategy is very important to attract the attention of consumers. The appropriate price is the price that matches the quality of the product and the price can provide satisfaction to consumers. Marketers are trying to achieve specific targets through pricing components (Piri, et al, 2021).

Coffee shop at the beginning provides a place to drink coffee quickly. However, due to the development and the many interests of customers who are increasingly increasing and endless, coffee shop developed into what it is today. Nowadays, coffee has become a part of modern lifestyle. Many people go to the coffee shop not only because they want to taste the typical coffee from the coffee shop but to spend time and relax with his colleagues and with family. Today in the city of Jogja there are many specialty coffee cafes and also have innovations in the manufacture and presentation of coffee so that many attract consumers to enjoy coffee in the existing coffee shop. To maintain this coffee shop business in order to

stay ahead and continue to survive it is necessary to improve the quality of food hygiene, service quality, and price promotions that will refer to consumer satisfaction. Food hygiene is a hygiene problem that concerns food that must be maintained so that food is not contaminated with bacteria so that people who eat it will be protected from disease. Therefore, a business and businesses engaged in food and beverage must have good quality food hygiene in order to provide satisfaction to consumers (<https://kumparan.com/>, June, 24, 2023).

Coffee drinks have become one of the most popular drinks and sought in the city of Medan so that it becomes the initial foundation, this study was conducted in one of the sellers Kopilihdia drinks located in Medan.



Figure 1. 1 Logo of Kopilihdia
Sources: Kopilihdia, (2023)

Table 1.1 Data Comparison of Kopilihdia and Kopisoe

| Description | Kopilihdia | Kopisoe |
|-------------|--|--|
| Since | 2018 | 2017 |
| Menu | Coffee Shop | Coffee Shop |
| Location | Jalan S. Parman No. 26 D | Jalan S. Parman No. 23 |
| Vision | Kopilihdia with an appealing, innovative and international concept can continue to do this business by continually upgrading every menu with their uniqueness and service to serve customers | Provide satisfaction to customers by providing quality beverage and food products. |
| Mission | <ol style="list-style-type: none"> Help culinary enthusiasts in Indonesia especially in Medan to enjoy local and international food without having to visit the city or country. Providing customers with the best quality and variety of foods. | Provide satisfactory service. |

| Description | Kopilihdia | Kopisoe |
|-------------|---|---------|
| | c. Create good standard operating procedures for food and services production and job development | |

Sources: Kopilihdia and Kopisoe (2023)

The low level of consumer buying interest is also reflected in the fluctuation of revenue in Kopilihdia, Medan which experienced a decline in 2020-2022. The following support the buying interest phenomenon related to Kopilihdia, Medan revenue data, namely:

**Table 1. 1 Revenue Data of Kopilihdia, Medan
2020-2022**

| Year | Sales | Sales (Grab/Gofood) | Totals | % |
|------|-------------|------------------------|-------------|--------|
| 2019 | 448,351,500 | 70,119,000 | 518,470,500 | - |
| 2020 | 411,418,000 | 65,637,500 | 477,055,500 | -8.68% |
| 2021 | 397,307,350 | 61,710,500 | 459,017,850 | -1.89% |

Sources: Kopilihdia, (2023)

Coffee is one of the most popular drinks in the world. This is because coffee is a drink that has a distinctive taste and is also driven by factors of tradition, history, social and economic interests so that it becomes a special attraction for people in the world (Maulidan & Alam, 2018). The distinctive taste of this coffee drink comes from selected coffee beans that have been processed into powder. Then the coffee is served by brewing this is what causes the aroma, unique and certainly different from other drinks.



Figure 1. 2 Kopilihdia

Sources: Kopilihdia, (2023)

Based on interviews conducted that there is a decrease in this Kopilihdia because the taste is not unique anymore, the aroma of coffee is reduced, resulting in a decrease in interest in repurchase made by customers.

Social media in this era of globalization is viral among teenagers in Indonesia. Nowadays, social media is an obligation that teenagers think they must have and it has influence on the lives of today's generation. Social media offers many features that do not require face-to-face contact but is able to bring both parties together remotely. Social media analytics is getting a lot of attention, which is defined as "an emerging interdisciplinary field of research aimed at combining, expanding and adapting methods for the analysis of social media data.

*Ko-pi lih
-dia*

63
Posts

1.828
Followers

23
Following

KOPILIHDIA COFFEE

Coffee shop

 Kopilihdia S.Parman

 Kopilihdia Krakatau

linktr.ee/kopilihdia.id

Jl. S. Parman No 62 D, Medan, Indonesia

Figure 1. 3 Instagram of **Kopilihdia**

Sources: Kopilihdia, (2023)

Kopilihdia, Medan's Instagram can be seen that they do not upload photos and videos regularly. It is seen from Kopilihdia, Medan 's Instagram, they upload more photos than videos, and sometimes post Instagram story to introduce the atmosphere of Kopilihdia, Medan as well as the food and view of Kopilihdia, Medan.

Based on the explanation above, the writer decides to conduct a research entitled "**Influence of Taste of Food and Social Media on Buying Intentions at Kopilihdia, Medan**".

1.2 Problem Limitation

Due to limitation of time and budget this research focused to Kopilihdia, Medan that the independent variable used is the Taste of Food (X_1) and Social Media (X_2) and dependent variable used is the Buying Intentions (Y).

1.3 Problem Formulation

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

1. Does Taste of Food have influence towards Buying Intentions at Kopilihdia, Medan?
2. Does Social Media have influence towards Buying Intentions at Kopilihdia, Medan?
3. Do Taste of Food and Social Media have influence towards Buying Intentions at Kopilihdia, Medan?

1.4 Objective of the Research

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

1. To analyze whether Taste of Food have influence towards Buying Intentions at Kopilihdia, Medan
2. To discover whether social Media have influence towards Buying Intentions at Kopilihdia, Medan.
3. To investigate whether Taste of Food and social Media have influence towards Buying Intentions at Kopilihdia, 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 Taste of Food and social Media and effect on Buying Intentions in hospitality industry.

1.5.2 Practical Benefit

The practical benefits on this research are:

1. For the writer

The writer as the researcher to get more experience in doing the research and as an addition to knowledge with regard to Taste of Food, social Media and Buying Intentions.

2. For the Kopilihdia, Medan

To provide useful suggestions for the company in increasing Buying Intentions especially by improving the Taste of Food and social Media.

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.