

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People's desires and needs for food greatly affect the consumption of a food product, which in addition to the quality of food or drink that is good and has a good taste, in this day and age consumers are very happy with the activities gathered and chatting with large family, their friends or to meet with colleagues for business work and spend time either with the main meal or with only accompanied by a small meal or a cup of coffee or tea. This is what create a restaurant, cafe or stand sales of other foods, must began to see market opportunities and continue to strive to attract consumers to interested in consuming their products even become loyal customers (Alexander and Siagian, 2020).

A wide range of emerging culinary businesses, it causes intense competition between culinary demands to always provide the best for consumers to consumers are willing to buy back the products on offer because consumers are satisfied with their products. Of course, a strategy is needed to still be able to maintain its existence and remain option customers among the many options that exist (Arifin, et al, 2021).

Customers buying interest is also influenced by consumer confidence. To be able to attract consumer buying interest, online sellers must be able to grow and increase consumer confidence. Trust is a factor in the emergence of consumer

buying interest online. A very important factor in influencing online purchases is trust. Trust is a key factor in triggering consumer interest to make every buying and selling transaction online. Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in customers mind according to his need (Rosdiana, et al., 2019).

One coffee shop that is already known is Ya Kun Kaya Toast, both those who have known it in the country of origin of this coffee shop, namely Singapore, and people who only knew it when this product entered Indonesia under shade of PT. Ya Kun Kaya Toast indo who brought Ya Kun Kaya Toast to Indonesia in 2004. Ya Kun Kaya Toast has a branch located in which has branches in Jakarta, Bandung, Makassar, Medan and Palembang. In Medan, Ya Kun Kaya Toast has several branches spread across various regions in Medan, which are in shopping centers or malls or outlets.



Figure 1. 1 Ya Kun Kaya Toast Sun Plaza
Sources: Ya Kun Kaya Toast Sun Plaza (2023)

At Ya Kun Kaya Toast Sun Plaza experienced a decline in buying interest reflected in the decline in sales.

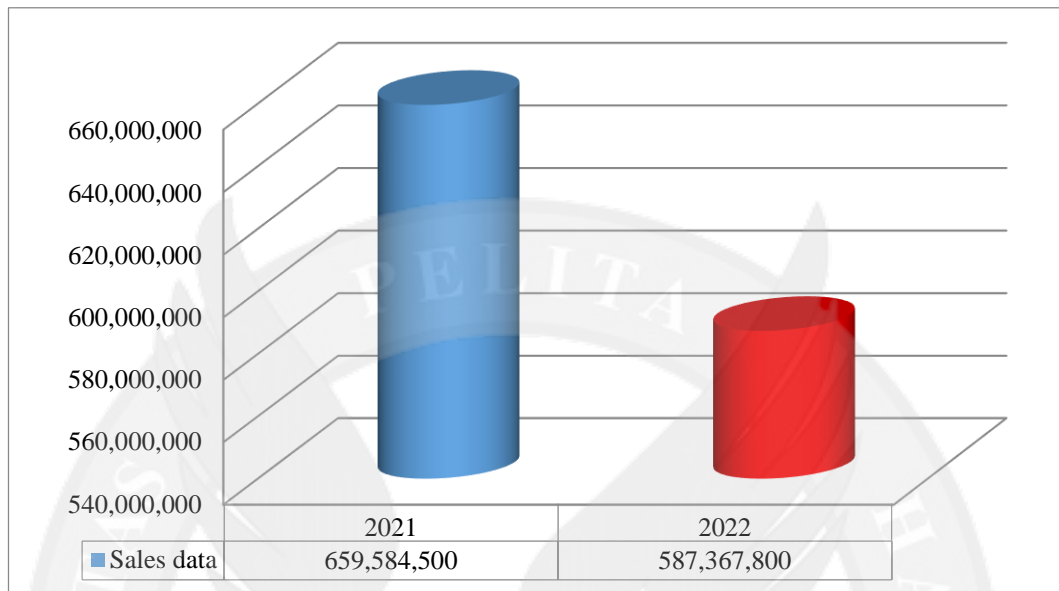


Figure 1. 2 Sales Data at Ya Kun Kaya Toast Sun Plaza (2021-2022)

Sources: Ya Kun Kaya Toast Sun Plaza (2023)

Figure 1.1. Shows that sales data in 2021 amounted to 659.584500. but the following year, namely 2022, obtained sales data of 517,367,800. From sales data, it was obtained that in 2022 there was a decrease of 10.95%. From this sales data, it can be concluded that there is a decrease in customer buying interest.

Brand image is a series of associations individuals perceive over time due to a brand's direct or indirect experience. Brand image is important in developing a brand because brand image concerns the name and brand reputation, which is the basis for consumers to use a product or item to lead to a certain experience. Brand image is a view and belief in a brand that is formed from the information received by someone. A positive brand image can also be seen in the company's activities and responsibilities towards the environment and social value (Tjiptono,

2020). According to Fakaubun research (2019) found a relationship between brand image and Customers Buying Interest.



Figure 1. 3 Rating at Ya Kun Kaya Toast Sun Plaza (2021-2022)
Sources: Ya Kun Kaya Toast Sun Plaza (2023)

Brand image at Ya Kun Kaya Toast Sun Plaza is negative in the minds of customers then in terms of inconsistent food that creates customer disappointment that resulted in many customers who give a low rating at google review and grab food. In addition, the price of sandwiches is relatively expensive according to many customers, which means that there is a price discrepancy with food. Menu of Ya Kun Kaya Toast Sun Plaza gives prestige is no different for consumers because of the large number of similar food products. In addition, Ya Kun Kaya Toast Sun Plaza also less offers a menu that has a lot of variety.

Servicescape in a coffee shop is a big challenge for conventional marketers to maintain buying interest from marketers who provide an attractive servicescape. Buying interest can be created by paying attention to the servicescape, which is part of the marketing strategy (Hurriyati, 2020). The company's physical facilities are essentially wrapping or packaging the services offered and communicating an external image of what is in them to customers.

Servicescape provided by the company will either make consumers feel

satisfied with what customers receive. Servicescape is to provide a variety of services provided by the company in meeting the needs and desires of customers and meet expectations customers. The accuracy of the selection in the sales promotion will provide support to influence customers in making re-purchase decisions (Utari, et al., , 2020).

The Servicescape at Ya Kun Kaya Toast Sun Plaza is poor which triggers customer disappointment. This is reflected in the google review which is quite bad.

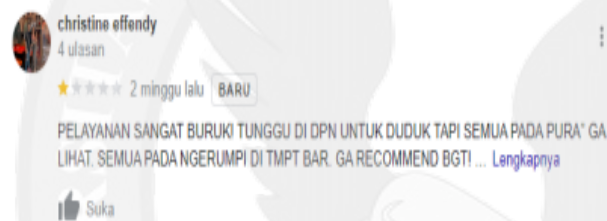


Figure 1. 4 Google Review at Ya Kun Kaya Toast Sun Plaza (2021-2022)
Sources: Ya Kun Kaya Toast Sun Plaza (2023)

The phenomenon of the Servicescape related to the unfriendliness of employees in serving customers, food equipment that seems unhygienic, the service received by customers is also not too fast. Some of these are customer complaints for Ya Kun Kaya Toast Sun Plaza.

From the above explanation, the writer decides to conduct a research entitled **“The Influence of Brand Image and Servicescape on Customers’ Buying Interest at Ya Kun Kaya Toast Sun Plaza”**.

1.2 Problem Limitation

Due to limitation of time and budget this research focused to Ya Kun Kaya Toast Sun Plaza that Brand Image (X_1), Servicescape (X_2) and Buying Interest (Y). Ya Kun Kaya Toast located at Sun Plaza 1st floor No. C-27 Medan.

1.3 Problem Formulation

The writer formulates several questions, follows:

1. Does Brand Image have partial influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza?
2. Does Servicescape have partial influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza?
3. Do Brand Image and Servicescape have **simultaneous** influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza?

1.4 Objective of the Research

The objectives of this research are:

1. To investigate whether Brand Image have partial influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza.
2. To investigate whether Servicescape have partial influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza.
3. To investigate whether Brand Image and Servicescape have **simultaneous** influence on Customers Buying Interest at Ya Kun Kaya Toast Sun Plaza.

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 Brand Image and Servicescape and its influence towards Customers Buying Interest.

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 Brand Image and Servicescape and Customers Buying Interest.

2. For the Ya Kun Kaya Toast Sun Plaza.

To provide useful suggestion for the company in increasing Customers Buying Interest especially improving the Brand Image and Servicescape.

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.