

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The development of community mobility is currently getting higher, and in this case, it also makes people have more activities outside the home. With this phenomenon, people are more likely to consume food outside the home, namely in restaurants and cafes. This condition gave rise to intense competition in the food and beverage industry in the city of Medan at this time.

Visiting restaurants and cafes is part of today's lifestyle. Consumers generally prioritise comfort and time efficiency when visiting restaurants and cafes. This makes the development of the restaurant and cafe business in the city of Medan more competitive and profitable for consumers, who have many choices in choosing restaurants and cafes that suit their wishes.

Purchase intention is the tendency of consumers to choose a product or brand and decide to purchase it based on various levels of consumer considerations for owning the product. According to Lestari and Dewi (2020), purchase intention is everything related to consumer plans to buy certain products and how many product units are needed in a certain period.

It is important for all businesses to build good social media profiles. Social media marketing is a marketing model that is carried out using social media sites such as Instagram, Youtube, TikTok, and others. Social media marketing will help introduce products to potential customers and attract consumers to buy products

that are being promoted. According to Yani and Rojuniah (2023), with social media marketing consumers will get information about companies and products to be purchased, social media marketing is also one of the right methods to promote a website, brand or business by interacting or attracting the attention of customers and potential customers through social media.

Brand awareness is the ability possessed by consumers to recognise the products provided. With brand awareness among consumers, consumers will better understand the products being sold and will immediately know which product to buy if they are looking for a particular product. According to Azizah (2023), brand awareness has a significant and positive effect on purchase intention. This means that with increasing consumer brand awareness, it will increase purchase intention.

Food quality is a feature that a product owns and sets it apart from competing products. As for the quality of food, there are certain standards that are used as a measure of the quality of the food and must be met. Consistent food quality will show that the restaurant is able to maintain food quality. According to Johari and Keni (2022), food quality has a positive effect on purchase intention because in general, people are willing to pay more to get products with better quality.

Fritto Chicken Medan is one of the fast-food restaurants in the city of Medan, with the main menu being fried chicken, which is its trademark. This research was conducted at Jalan Willem Iskandar branch No. 297, Medan. The purchase intention of consumers at Fritto Chicken Medan currently is still not good. This can be seen from the income data for Fritto Chicken Medan at the Jalan Willem Iskandar branch as follows.

Table 1.1 Revenue Data of Fritto Chicken Branch Williem Iskandar

Month	2021	2022
January	76,400,780	66,350,300
February	72,805,000	54,120,300
March	53,005,000	59,260,100
April	72,690,000	51,550,200
May	73,269,000	67,020,800
June	76,900,000	65,140,600
July	72,380,600	57,115,020
August	50,851,000	55,120,800
September	50,795,000	56,350,000
October	63,885,000	46,350,100
November	58,300,000	47,121,200
December	72,300,000	52,812,160
Total	793,581,380	678,311,580

Source: Fritto Chicken William Iskandar Branch (2021-2022)

From the income data at Fritto Chicken's William Iskandar Branch, it shows that there has been a decrease in income. This shows that there has been a decrease in consumer purchase intention at this time at Fritto Chicken, as judged by a decrease in income.

On social media marketing, Fritto Chicken uses Instagram to establish good relations and promote products to consumers. The following is a display of data on Instagram for Fritto Chicken taken from Social Blade.

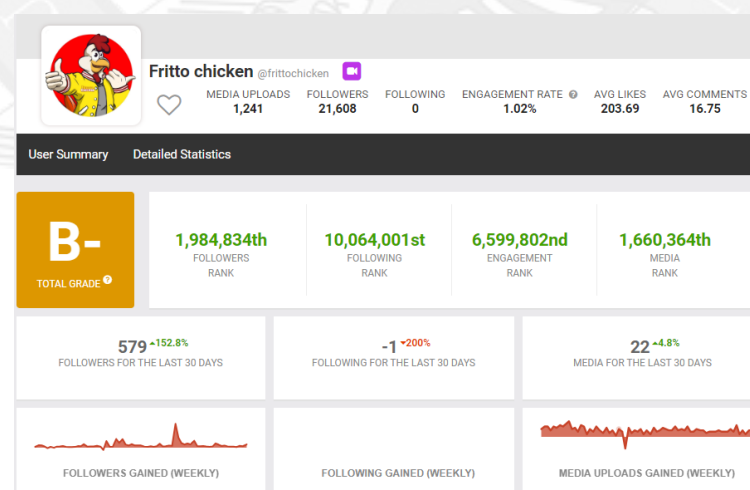


Figure 1.1 Instagram Statistics of Fritto Chicken

Source: SocialBlade (2023)

From the statistical data on Social Blade, it shows that Instagram's Fritto Chicken has a good rating and high engagement statistics. This shows that Fritto Chicken is very capable of interacting with consumers through social media marketing, which is already going well. This can also be seen in the addition of followers from Fritto Chicken, as follows:

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR FRITTOCHICKEN (2023-08-09 - 2023-08-26)							
DATE		FOLLOWERS		FOLLOWING		MEDIA	
2023-08-09	Wed	–	21,236	–	0	–	1,229
2023-08-10	Thu	+46	21,282	–	0	+1	1,230
2023-08-12	Sat	+62	21,344	–	0	+1	1,231
2023-08-13	Sun	+33	21,377	–	0	–	1,231
2023-08-14	Mon	+21	21,398	–	0	+3	1,234
2023-08-16	Wed	+44	21,442	–	0	-2	1,232
2023-08-17	Thu	+57	21,499	–	0	+5	1,237
2023-08-18	Fri	+37	21,536	–	0	–	1,237
2023-08-19	Sat	+6	21,542	–	0	–	1,237
2023-08-20	Sun	+25	21,567	–	0	+1	1,238
2023-08-21	Mon	+4	21,571	–	0	+3	1,241
2023-08-23	Wed	+13	21,584	–	0	–	1,241
2023-08-24	Thu	+15	21,599	–	0	-1	1,240
2023-08-26	Sat	+9	21,608	–	0	+1	1,241
Daily Averages		+20		–		+1	
Last 30 days		+600		–		+30	

Figure 1.2 Instagram Stats Summary of Fritto Chicken
Source: SocialBlade (2023)

The existing data taken from Social Blade shows that Fritto Chicken's Instagram is active and has additional followers every day. This shows that Fritto Chicken's social media marketing is currently good and can increase the number of consumers.

On Fritto Chicken's Instagram social media, an attractive design with a characteristic red colour that follows the colour of the logo of Fritto Chicken has an

interesting design flow so that it has high engagement in terms of social media.

Here's a look at Fritto Chicken's Instagram.



Figure 1.3 Instagram Appearance of Fritto Chicken

Source: SocialBlade (2023)

In terms of brand awareness, Fritto Chicken, as one of the brands with fast food fried chicken, has tough competition from various competitors. This happened because of the emergence of many similar restaurants, which resulted in increasingly fierce and competitive competition to attract consumers. Here are some similar restaurant brands:

Table 1.2 Brand of Fried Chicken Fast Food Restaurant

No	Name	Instagram Followers
1	KFC	2.3 M
2	Texas Chicken	53.3 K
3	Wendys	138 K
4	AW	373 K
4	Quality	8.408 K
5	Fritto Chicken	21.6 K
6	Jinjja Chicken	8.425 K

Source: Prepared by writer (2023)

In fast food fried chicken brands at other restaurants, Fritto Chicken is one of the original fried chicken brands from the city of Medan, which has quite a high following of 21.6 thousand followers. However, Fritto is still unable to compete with similar restaurants, which shows that the Fritto Chicken brand is not fully able to compete with other competitors.

In terms of food quality, it was found that Fritto Chicken consumers still complained about the inconsistency in the taste of the food served. Consumers stated that the menu served did not have good food standards. Here are some complaints from consumers taken from Google Reviews:

Table 1.3 Complaint about Food Quality at Fritto Chicken William Iskandar Branch

Name and Rating	Comments
KA (1 star) 4 months ago	Just once here, Unsweetened drink, The chickens are also very small
FA (1 star) a year ago	The beef cheese burger wasn't good, the meat was dry and hard like a rice crust. No meat taste at all. Far better burgers on the sidewalk. When asked by the cashier, he said that's it. We've eaten burgers many times and never bought anything like this. Magnificent restaurant but the taste of the food is really like that. Customers will give up coming again. s
ZN (4 stars) 4 months ago	Stuck Want to be a bit frugal, ask for packages, be careful when food is offered that people rarely order, up to 3 kinds of menus are inserted to order. In the end, it pays a lot. Inedible. Take it home so it's not ordered. The fried chicken seasoning is also not good. It's not the same as the K5, the seasoning is more like KFC.
VN (4 stars) A year ago	Less satisfactory. Sachet sauce, a place that big should provide bottled sauce that you are free to take yourself. Then the taste of the food is less delicious, hard and the drink is not sweet enough. Then there was an order for chicken skin, but this order was not entered in Bill. When the food was served at the cashier's table, the skin that was ordered was not there, then

	I asked. The cashier was silent and then gave the chicken skin. Everything needs improvement and accuracy for the progress of this Fast Food Outlet.
CH (4 stars) A year ago	The place is okay but the portions are small, the spaghetti sauce is really lacking
XC (4 stars) A year ago	Every food order is always not according to the order. There's nothing wrong. Like there is no SOP for customer service and satisfaction. There are packages that are not the same as other branches. Security does not care about the security of customer vehicles. Outlet employees are also not friendly unlike other branches.

Source: Google Reviews (2023)

The consumer complaint data taken from Google Reviews shows that consumers still have complaints about the quality of the food served. Consumers still complain that the portion of chicken, sauce, or burger is too small. Consumers still complain about the taste of spices and drinks that don't taste sweet. This shows that Fritto Chicken has not been consistent in maintaining the quality, taste, and quantity of food served to consumers.

Based on the background explanation regarding the relationship between social media marketing variables, brand awareness, and food quality on purchase intention, the writer conducted research with the title **“The Effect of Social Media Marketing, Brand Awareness and Food Quality Towards Purchase Intention at Fritto Chicken Williem Iskandar”**

1.2. Problem Limitation

Due to the limited time and budget, this research will be conducted at Fritto Chicken Medan that located at Jalan Williem Iskandar No.297, Medan from August 2023 to October 2023 about those relevant problems including social media marketing, brand awareness and food quality towards purchase intention. For the problem limitation already chooses by writer where there are some independent

variables (Variable X) consist of social media marketing, brand awareness and food quality and dependent variable (Variable Y) consist of purchase intention.

The indicator of social media marketing according to Mileva (2018) in Annisa (2022) are content creation, content sharing, connecting and community building.

The indicator of brand awareness according to Lee, Goh and Noor (2019) are consumers recognize the brand, brands are capable of producing memories, consumers are able to recognize the brand when needed, consumers consider brands.

The indicator of food quality are according to Sari and Siregar (2019) taste quality, quantity, menu variety, taste and innovation.

The indicator of purchase intention according to Ferdinand (2008) in Syamsurya and Ahmad (2023) are transactional intention, referential intention, preferential intention, explorative intention.

1.3. Problem Formulation

According to problem limitation, the writer obtained several questions regarding the arising problems which are.

- a. Does social media marketing variation have partial effect on purchase intention at Fritto Chicken Medan?
- b. Does brand awareness have partial effect on purchase intention at Fritto Chicken Medan?
- c. Does food quality have partial effect on purchase intention at Fritto Chicken Medan?

- d. Do social media marketing, brand awareness and food quality have simultaneous effect on purchase intention at Fritto Chicken Medan?

1.4. Objective of the Research

The objective for this research is to find out about:

- a. To describe whether social media marketing has partial effect on intention at Fritto Chicken Medan.
- b. To explain whether brand awareness has partial effect on purchase intention at Fritto Chicken Medan.
- c. To explain whether food quality has partial effect on purchase intention at Fritto Chicken Medan.
- d. To analyze whether social media marketing, brand awareness and food quality have simultaneous effect on purchase intention at Fritto Chicken Medan.

1.5. Benefit of the Research

Benefits of this research can be listed as follow:

1.5.1 Theoretical Benefit

The results of this research are expected to contribute to the existing theories relevant with social media marketing, brand awareness and food quality towards customer purchase intention.

1.5.2 Practical Benefit

The practical benefit of this research as follow:

- a. For the writer, the result of this research is expected to contribute to the exciting theories relevant with social media marketing, brand awareness and food quality.
- b. For Fritto Chicken Medan, this research as information about whether the survey that has been made will be useful to improve the restaurant performance.
- c. For other researchers, to be a guide and reference in leading the researcher to do other research that is compatible with this research.

