

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In recent years, both in services and manufacturing, business rivalry is becoming more unpredictable. Businesses must concentrate on attracting and keeping clients if they want to succeed in this unregulated market. To comprehend client zeal and offer suitable goods and services. Customers' perceptions have a big impact on how they decide which restaurant to go to in the context of the food and beverage sector.

The food and beverage industry has undergone expansion and development in the culinary sector. This development is influenced by a number of factors, including the rising economy, demography, lifestyles, and geographical factors. The goods and services provided by restaurants are among the most crucial factors in the culinary industry rivalry.

Each patron has a varied appetite, and they seek diversity in their food options. Therefore, it is crucial for restaurants to serve a variety of food. A wide variety of products not only draws clients, but they may also affect their purchasing decisions.

The term "product diversity" in the context of restaurants refers to a wide range of characteristics, such as flavor, availability, size, and quality. Restaurants should promote and provide consumers options by offering high-

quality items that suit their tastes and preferences. Offering appealing and high-quality product options is anticipated to influence customers' purchasing decisions and offer a pleasurable eating experience.

Restaurants that can offer appealing menus and match consumer expectations will have an advantage in luring customers and retaining their loyalty in the cutthroat food and beverage market. As a result, it is crucial that restaurants recognize the value of their products and services and include them into their business plans.

Different tactics from different eateries will each be distinctive. Different managerial approaches as well as a number of other variables are to blame for this. Because customers utilize the internet to examine a company's history and successes through customer reviews, customers' mentality also impacts their purchasing decisions. Online customer reviews serve as an explanation or source of information for buyers of the goods, and they also help buyers understand how convenient the product is (Rahmawati, 2021).

Online customer reviews, as defined by Parikh et al. (2014) as mentioned in Breur (2019), are statements made by customers about their dining experiences to offer a review while employing feelings and emotions. Customers need this reference based on this review because they generally trust online reviews when making purchases. Companies must maintain a brand image shoppers see based on online feedback from consumers. According to Rita (2018), a brand's image is the impression it leaves in the

minds of its clients. Continuous brand image building is necessary to ensure that the developed brand image is robust and may be viewed favorably by customers. A brand will always be recognized and have a greater chance of being purchased by consumers when it has a strong and favorable image in their eyes.

A food's nutritional content, sensory appeal, suitability for consumption, and safety for human health are all indicators of its food quality (Prihanto, 2020). By exceeding or meeting customers' expectations for the items the business offers, quality itself may be observed (Harsanto, 2022). Thus, according to Kunadi & Wuisan (2021), food quality is impacted by both objective product features as well as how well it can satisfy consumers' individualized requirements and objectives.

Food quality is an important aspect and it has a significant influence on food & beverage growth. Consumers will choose cafés that offer good and high quality products. (Panthi, 2018) claimed that the quality of food could have a positive influence on customer satisfaction. Customers' reviews of quality food, which include appearance, smells, and deliciousness, can influence their satisfaction. According to (Wijaya, 2017) study at Yoshinoya Restaurant in Galaxy Mall Surabaya, stated that the food quality is considered one of the most important parts of a restaurant and is generally accepted

The ability of customers to utilize a business's products or services depends on their perception of the brand, the food quality, and online

customer reviews. This is because the firm must be able to deliver the best, which will influence the customer's choice to make a purchase. The consumer purchasing decision is a process of creating preferences among many brands so that the client may select and purchase the most favored brand (Abdullah, 2018).

BPK Saksang Goyang Lidah is a restaurant engaged in the food and beverage industry. BPK Saksang Goyang Lidah is located in Ruko Perumahan Green Park No. 1&2, Jl. Berlian Sari, Kedai Durian, Kec. Medan Johor. It has been established since 2020. BPK Saksang Goyang Lidah opens its restaurant on Tuesday until Sunday at 09:00 AM to 22:00 PM, which is usually the busiest hour at 18:00 PM until 21:00 PM because of the large number of customers visiting BPK Saksang Goyang Lidah. When there are plenty of visitors and rapid service is required. Employees of BPK Saksang Goyang Lidah are tasked with fulfilling tasks that depend on divisions cooperating to assist restaurant performance in attaining on online customer review, brand image and food quality on customer purchase decisions.

The impact of online customer review, brand image and food quality on consumer purchase decisions at BPK Saksang Goyang Lidah Restaurant warrants more research. Considering that this study aids in understanding consumer preferences and product and service creation. Restaurants may influence consumer purchasing decisions and are aware of the elements that matter to customers in order to build a favorable brand image. Restaurants

may concentrate their attention on things that will enhance the quality of the meal and offer something special.

In addition, there are a number of seafood eateries in Medan that operate in a similar business like BPK Saksang Goyang Lidah Restaurant is BPK Sembiring because this restaurant has the same rating as BPK Saksang Goyang Lidah.

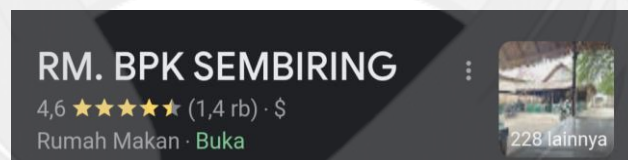


Figure 1.1 Competitor restaurant with similar industry in Medan

Source: Prepare by the writer (Google Review, 2023)

In comparison, BPK Saksang Goyang Lidah Restaurant has a same rating with BPK Sembiring (4.6) when compared to other restaurants that have lower ratings. By understanding how their brand compares to competitors, BPK Saksang Goyang Lidah Restaurant can identify their strengths and weaknesses in customer insight. Below is the comparison of Online Customer Review on google review at BPK Saksang Goyang Lidah Restaurant and BPK Sembiring for a period of one years from one star until three star Table 1.1.

Table.1.1 BPK Saksang Goyang Lidah and BPK Haleluya online customer ratings

Rating Star	Total review BPK Saksang Goyang Lidah	Total review BPK Haleluya
1	9	11
2	1	5
3	13	18

Source: Prepare by the writer (Google Review, 2023)

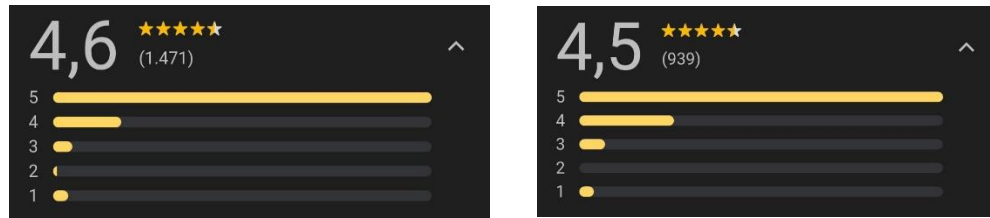


Figure 1.1 Review rating at BPK Saksang Goyang Lidah (left) and BPK Haleluya (right)
Source: Prepared by the Writer (2023)

From those ratings, the researcher is not only evaluating about online customer review but also review brand image and food quality from the reviews. Based on the google review on table 1.1. Customers at BPK Saksang Goyang Lidah Restaurant mostly commend about their decent place and delicious food. The reviews are talking about their smoking area, a non smoking area, full AC room, tender meat, variation menus, clean restaurant, delicious spices that infused into their meat, how famous is the restaurant, and showing us about the unique and distinctive logo in front of the restaurant. Meanwhile, customers at BPK Sembiring was praising about their affordable price, simple but comfortable place, delicious food, fast service, and the positive impression. In the other hand, the reviews from 1 star customer at BPK Saksang Goyang Lidah typically complain about the restaurant's sluggish service performance, hostile treatment, and menu inconsistency when they are dissatisfied with the service received from the establishment. Meanwhile, the consumers of BPK Sembiring was complaining about the pork smell, low standart taste, no logo, and the unproper place especially when it rains.

As a result after the comparison between the two restaurants that has 4.6 rating in the google review, both of the restaurant have the valuable

information, positive, and negative reviews. The brand image from both restaurants is quite different. BPK Saksang Goyang Lidah is a well-known restaurant in Medan and it has a distinctive logo, but sometimes the restaurant doesn't give a positive impression to the customer because of their high expectation from the famous restaurant. Meanwhile, BPK Sembiring is not a well-known restaurant and doesn't have logo, but the customers sometimes feel impressed about the positive vibes and food from the simple restaurant.

Table.1.2 BPK Saksang Goyang Lidah and BPK Sembiring of Food Quality Reviews

Rating	Comments from BPK Saksang Goyang Lidah	Name
1	The sambal was not good and cold. Probably from the refrigerator. Ribs and roast were not well seasoned. Nice to know but not to return	Rheny Giovanny
2	The flavor still needs to be improved	Kelvin Kwan
3	For food so average roast pork here, service is a bit slow and for roast pork yesterday a lot of fat and a little burnt but the rest is ok! For the taste is not as good as it used to be	Echanz ang
3	From the texture of the grilled meat to the flavor of the soup does not reflect the typical food of the Karo Batak people.	Ian Joe
3	The soup was a bit salty. The ribs were soft and tender but a bit plain and not rich in flavor. The fried onion topping was too little. The fried pork was too dry, almost burnt. It was not as juicy as usual. All you can taste is a salty but not tasty crunch.	M J
Rating	Comments from BPK Haleluya	Name
1	Sweet roast pork, acidic chili, salty soup... I finally asked for plastic and wrapped the soup and roast pork.	Liasta Sembiring
2	The meat is salty	Fitri Taruna
3	The soup is like drinking water with no flavor... everything else is good. Maybe because many people forgot to enter the seasoning	Aldo ADP*OFFICIAL
3	The food is too sweet	Poltak Simanjuntak

Source: Prepare by the writer (Google Review, 2023)

rheny giovanny
4 ulasan · 2 foto
★★★★★ setahun lalu
Sambal nya kurang enak dan dingin. Mungkin dari kulkas. Iga dan panggang bumbu nya kurang meresap. Nice to know tp tidak untuk kembali 😊

Kelvin Kwan
Local Guide · 9 ulasan · 138 foto
★★★★★ setahun lalu
Untuk rasa masih perlu ditingkatkan.....
👍 Suka



Figure 1.3 Food Quality Reviews at BPK Saksang Goyang Lidah

Source: Prepared by the Writer (2023)

The following picture below is the Food Quality review of BPK Sembiring.



Figure 1.4 Food Quality Review at BPK Sembiring

Source: Prepare by the writer (Google Review, 2023)

There are some negative review that author take the data for a period of one years. About food quality from both of the restaurant, BPK Saksang Goyang Lidah is sometimes inconsistent in serving it's food as seen in the following

reviews consumers commented on the sambal which was not good and fragrant, the meat, especially roast pork and pork ribs said that the seasoning from the meat was not absorbed and tasted normal and the oil from the pork could be very oily and sometimes also fatty. Also, customers could only taste the salt because the fried pork is very dry. While BPK Sembiring, sometimes customers were complaining about the pork and standart taste. Most of the comments from customers stated that the food and pork were sweet and not salty like the usual bpk food. Sometimes customers also commented on the soup which sometimes tasted bland and a little too salty. They also found that the pork was too salty.

In conclusion, strength of BPK Saksang Goyang Lidah is in their decent place and delicious food, while their weakness is in their service performance, pricy food and their inconsistency for serving the food. It is advised that restaurants take these unfavorable evaluations as a chance to improve after comparing the reviews of another restaurant. From online customer reviews, we have been evaluating the online reviews, brand image, and food quality from the customer reviews, but we can't examine more deeply about the customer decision. Therefore, the researcher still curious and wish to make a research about the customer decision at BPK Saksang goyang lidah. The research is entitled: **“The Influence of Online Customer Review, Brand Image, and Food Quality on Customer Purchase Decision at BPK Saksang Goyang Lidah Restaurant”**

1.2 Problem Limitation

Based on this research, the writer requires to limit the problem to facilitate the data collection and factors in the study, the writer can control from the topics that have been planned from the beginning. The limitation of the discussion that has been determined by the writer is where the research focuses on a BPK Saksang Goyang Lidah restaurant at which is located on Ruko Perumahan Green Park No. 1&2, Jl. Berlian Sari, Kedai Durian, Kec. Medan Johor. The selection of this place aims for the writer to be able to obtain data through customers in the research variables.

There is a constraint on the variables that the author has chosen, which are online customer reviews, brand image and food quality as independent variables (Variable X) while customer purchase decisions as the dependent variable (Variable Y). Those variables have indicators:

a. The indicators for Online Customer Review variable are source credibility, argument quality, valence review, and Perceived Usefulness (Latifah and Harimukti, 2015 as cited in Dzulqarnain, 2019)

b. The indicators for Brand Image variables are Attributes, Benefits and Brand Attitudes (Pratiwi and Yasa, 2019)

c. The indicators for Food Quality variable are the Taste, Texture, Portion, Aroma, Color, Temperature and Presentation (Davis et al., 2018 as cited in Thevania, 2022)

d. The indicators on Customer Purchase Decisions variables are Problem Recognition, Information Search, Purchase Decision and Post-Purchase Decision (Firmansyah, 2018)

1.3 Problem Formulation

The study on the influence of online customer reviews, brand image, and food quality against customer purchase decisions in the restaurant BPK Saksang goyang lidah aims to address the following research questions:

- a. Does online customer review have partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan?
- b. Does brand image have partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan?
- c. Does food quality have partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan?
- d. Do online customer reviews, brand image and food quality simultaneously influence customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan

1.4 Objective of the research

The author develops the following research goals for the topic in this study based on the definition of the problem:

- a. To investigate whether online customer review has partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan.

b. To discover whether brand image has partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan.

c. To understand whether food quality has partial influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan.

d. To analyze whether online customer review, brand image and food quality simultaneously influence on customer purchase decisions at BPK Saksang Goyang Lidah Restaurant, Medan.

1.5 Benefit of the research

For research on online customer review, brand image and brand trust can influence on customer purchase decision at BPK Saksang Goyang Lidah Restaurant, Medan, this research has two benefits:

1.5.1 Theoretical Research

Theoretically, conducting this kind of study may be advantageous. It is:

a. It can assist the writer get new insights, enhance their expertise, and better grasp this material.

b. It can assist future researchers in gathering additional information about theories for their own work.

1.5.2 Practical Research

In practice, the results of this research can provide benefits for future researchers:

a. For the writer, in this study, has the ability and capability about online customer reviews, brand image, brand trust and customer purchase decisions to be able to understand the knowledge in this study.

b. For other researchers, it can give further insight or information to those doing case studies, particularly related situations, such as supplementary theory or be used as a literature review (reference).

c. For object research, this study can assist them in learning more about the problem and how to fix it.

