

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Nowadays, progress in various fields is undoubtedly included in the field of food and beverages. Nowadays, many people spend their time outside the home either just to relax or even for work purposes. Cafes or restaurants are one of their choices because cafes are considered not only selling food and drinks but also offering comfortable facilities for visitors (Tondang et al, 2022).

Cafe or restaurant is a business in the field of drinks and food that is managed practically by offering a level of service for consumers as a whole and friendly. In addition to places to eat and drink, cafes and restaurants provide many benefits for visitors who come as a place to eliminate boredom and fatigue of consumers and create a peaceful and lively atmosphere for consumers (Tondang et al, 2022).

There are several factors that will influence a consumer to make a visit, namely social media Instagram. Social media Instagram influences visit intention, which means that increasing social media marketing can increase visit intention (Patalo and Pratama, 2020).

Another factor that can influence return visit interest is brand image. Consumers frequently purchase products associated with renowned brands due to their preference for familiar items. This preference stems from the belief that well-

known brands are more dependable, consistently accessible, easy to locate, and possess unquestionable quality (Hamidi et al, 2022).

The next factor that can influence the interest in visiting again is the variety of menus from the restaurant. The variety of menus offered by the cafe is a matter of consideration for consumers in visiting, so it is hoped that the cafe management will provide a varied and not monotonous menu so that consumers are not bored and feel that this cafe is not special compared to similar cafes (Tondang et al, 2022).

Wowrung.id is one of the restaurants in Medan. With a variety of superior Indomie and *satay taichan* menus, Wowrung has become one of the favorite restaurants for young people. To see the intention of consumer visits at Wowrung.id, we can see the number of consumer visits as follows.

Table 1.1 Number of Visitors at Wowrung.id from 2021-2023

Month	2021	2022	2023
January	3263	4232	1863
February	2693	2630	1690
March	2236	3632	1852
April	2632	1896	1836
May	2323	1563	2043
June	2263	2058	2042
July	2023	2630	2033
August	2320	3530	2042
September	2145	2363	1943
October	1863	2632	2034
November	2542	2523	1656
December	2630	1935	2096
Total Visitors	28933	31624	23130

Source: Wowrung.id (2021-2023)

The number of consumers visiting Wowrung shows that there is a downward trend in the number of consumers visiting from 2021 to 2023. In 2021 the total visitors were at 28,933 then increased to 31,624 in 2022 and decreased again in 2023 with 23,130. The decline in the number of consumers shows that there is a downward trend in the number of consumers who visit Wowrung as

shown in the following figure.

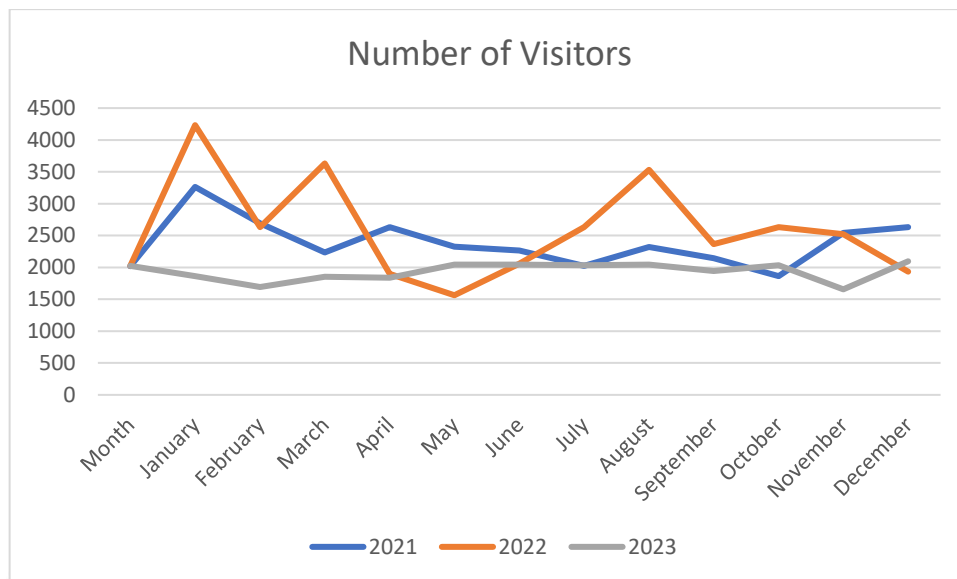


Figure 1.1 Number of Visitors at Wowrung.id
Source: Wowrung.id (2020-2023)

Social media support is important to help businesses grow. Wowrung.id has an active social media and has 18.4K followers. Here's a look at Wowrung.id's social media on Instagram.



Figure 1.2 Social Media Instagram Wowrung.id
Source: Instagram (2020-2023)

The data taken from SocialBlade shows that Wowrung.id has social media with good development. This is also evident from the rise in the quantity of

followers' which shows Wowrung.id is able to present interesting content, actively socialise with followers, and have interesting campaigns.

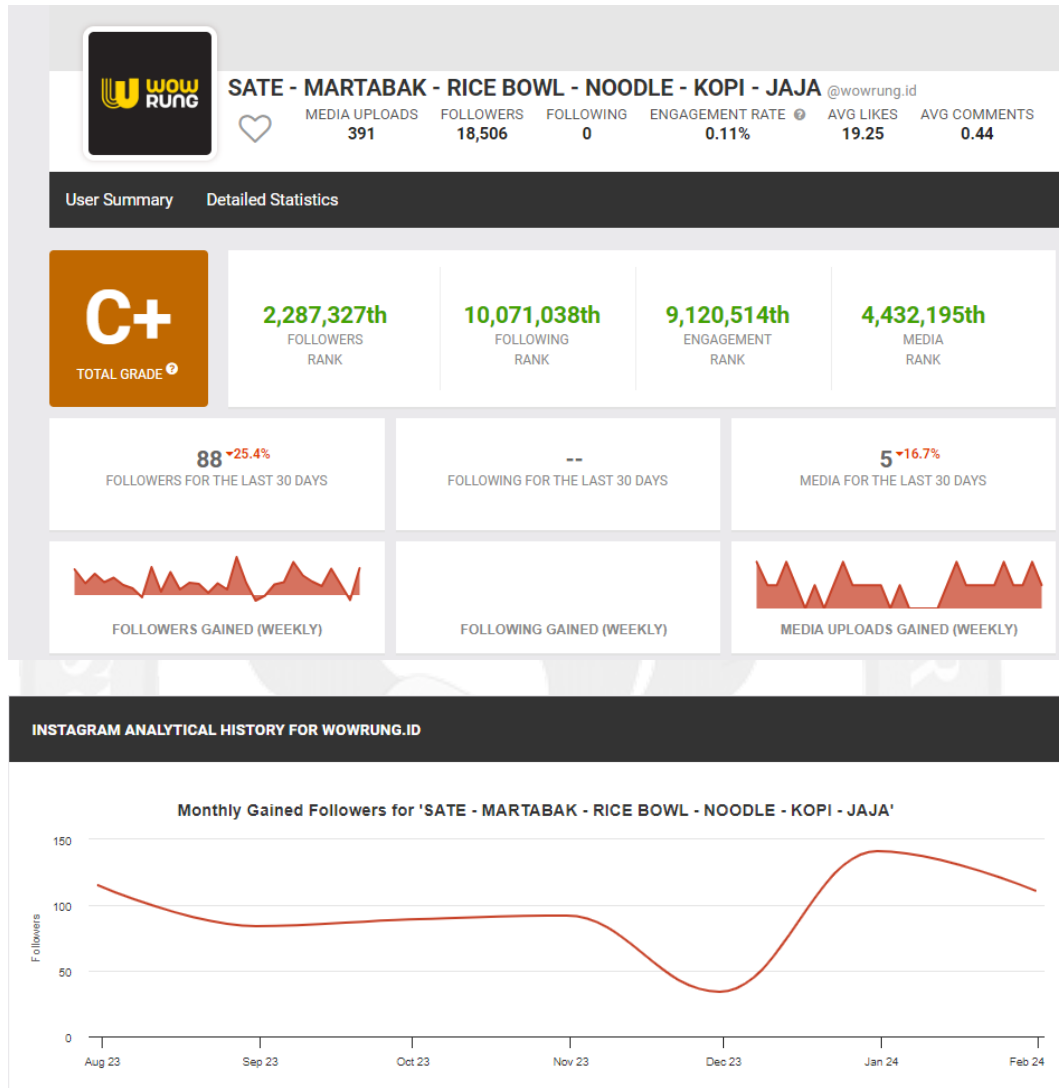


Figure 1.3 Insight of Instagram of Wowrung.id

Source: SocialBlade (2023)

On Instagram social media insight owned by Wowrung shows that there is a problem with the number of followers decreasing. The decrease in the number of followers shows that Wowrung's social media still has to pay attention to the campaign aspect of the content presented, the content that is not relevant to consumers' desires, and the content presented is still not popular with consumers.

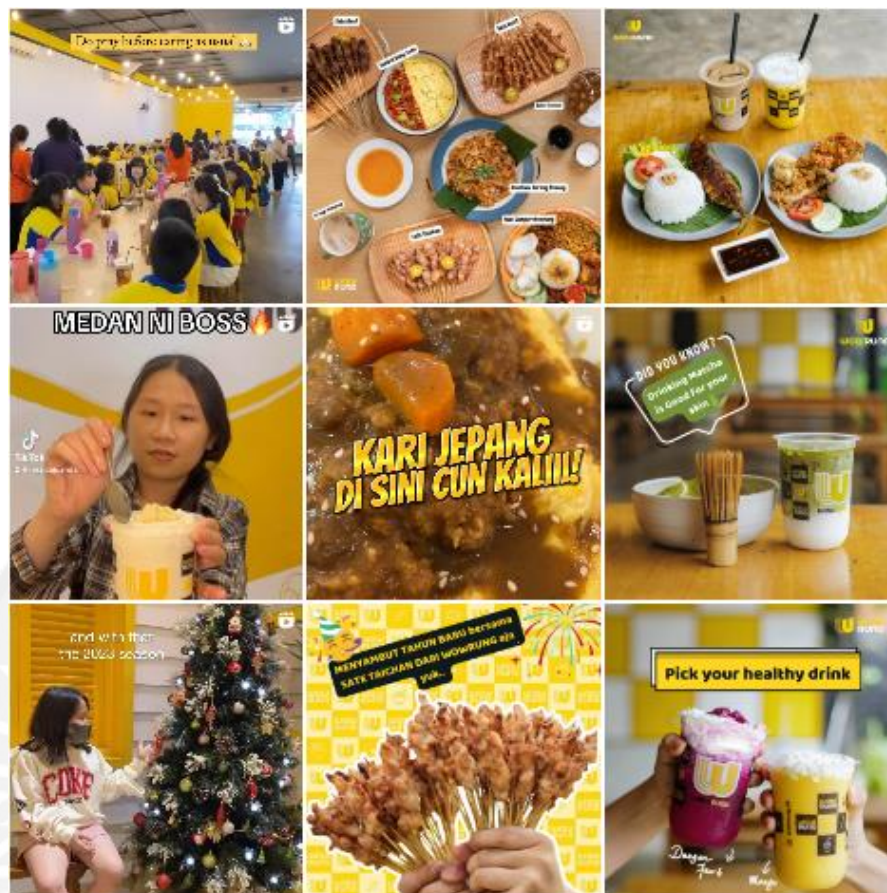


Figure 1.4 Social Media of Wowrung.id

Source: Instagram (2023)

In brand image, Wowrung.id has a fairly good rating on Google reviews with a score of 4.3. The following is a display of ratings and comments given by consumers on Google reviews.

Wowrung

Jl. H. Adam Malik No.36, Silalás, Kota Medan, Sumatera Utara

4,3 ★★★★★ 1.877 ulasan ⓘ



Figure 1.5 Reviews of Wowrung.id

Source: Google Reviews (2023)

With a total rating of 4.3 obtained from google results, it shows that the brand image of Wowrung.id Is highly regarded by consumers. In addition, Wowrung.id also actively provides reviews that show that Wowrung can establish closeness with consumers in maintaining a positive brand reputation among consumers. The following is a comparison of ratings from several similar restaurants in the Adam Malik Medan area.

Table 1.2 Ratings of Cafe at Adam Malik Medan

Name	Ratings
Filosopi Kopi	4.7
Wowrung	4.3
Fore Cofee	4.4
Doppio	4.4
Borjouis	4.9
Lavin	4.9

Source: Google Ratings (2023)

From several restaurants and cafes around Adam Malik, it shows that Wowrung has a rating of 4.3 which is slightly lower than other restaurants and cafes. This shows that the brand image competition among cafes and restaurants in Adam

Malik area is very tight. Wowrung as one of the restaurants in Adam Malik Street has a tight competition with other competitors and the various choices available in cafes and restaurants make consumers have various choices of places to visit.

Wowrung.id as one of the restaurants that has food concepts such as rice bowl, Indomie, fried rice and various other menus is known to be varied and has various types of flavors so that consumers can choose according to their wishes for the menu to be served.



Figure 1.6 Menu Appearance of Wowrung.id

Source: Wowrung.id (2023)

From the variety of menus served by Wowrung.id, consumers can choose fried rice or Indomie with a variety of different flavors, different sizes as desired. The menu is also presented in an attractive form and is available according to consumer orders. The same comments are also given by consumers who state that

the menu variations at Wowrung.id are very diverse with a variety of choices on the following display.



Figure 1.7 Reviews of Menu Variation at Wowrung.id
Source: Google Reviews (2023)



Figure 1.8 Other Menu from Similar Cafe
Source: Google (2023)

In terms of menu variations, competitors also have a variety of menus, but some menus have cheaper prices and larger menu sizes. However, Indomie and fried rice, which are the main menu in Wowrung, still have more variations compared to competitors' menu.

Considering the described background of study above, the writer determines the study of social media Instagram, brand image, and menu variation on revisit intention at Wowrung.id Restaurant Medan. Therefore, the relationship between these three variables will increase revisit intention. Hence, the title of this research is: **“The effect of social media Instagram, brand image, and menu variation have simultaneous effect on revisit intention at Wowrung.id Restaurant Medan”**

1.2. Problem Limitation

This research will be undertaken due to the restricted opportunity and financial resources at Wowrung.id Restaurant Medan that located at Jalan H Adam Malik No 46 from January 2024 to June 2024 about those relevant problems including social media Instagram, brand image, and menu variation, and revisit intention. The writer has previously determined the problem's limitations, which include several independent variables (referred to as Variable X), social media Instagram, brand image, and menu variation, and dependent variable (Variable Y) consist of revisit intention.

Social media Instagram with indicator advantageous campaign, relevant content, frequently update is content, popular content (Isman et al, 2020)

The indicator of brand image is brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence (Ilham et al, 2020).

Menu variation with indicator Taste, Size, Product Quality, Product Appearance and Availability (Sihombing, 2021).

Revisit intention with indicator consider revisit in the future, recommend to others, say positive words and encourage others to visit as from (Kalim and Tabash, 2020)

1.3. Problem Formulation

Through study conducted at Wowrung.id restaurant in Medan, the writer has identified numerous inquiries pertaining to the emerging issues, which are.

- a. Does social media Instagram have partial effect on revisit intention at Wowrung.id Restaurant Medan?
- b. Does brand image have partial effect on revisit intention at Wowrung.id Restaurant Medan?
- c. Does menu variation have partial effect on revisit intention at Wowrung.id Restaurant Medan?
- d. Do social media Instagram, brand image, and menu variation have simultaneous effect on revisit intention at Wowrung.id Restaurant Medan?

1.4. Objective of the Research

The aim of this research is to investigate and gather information about:

- a. To describe whether social media Instagram has partial effect on revisit intention at Wowrung.id Restaurant Medan.
- b. To explain whether brand image has partial effect on revisit intention at Wowrung.id Restaurant Medan.
- c. To explain whether menu variation has partial effect on revisit intention at Wowrung.id Restaurant Medan.
- d. To analyze whether social media Instagram, brand image, and menu variation have simultaneous effect on revisit intention at Wowrung.id Restaurant Medan.

1.5. Benefit of the Research

The benefits of this research can be enumerated as follows:

1.5.1. Theoretical Benefit

The findings of this study are anticipated to enhance the current theories pertaining to social media Instagram, brand image, and menu variation, towards revisit intention.

1.5.2. Practical Benefit

The practical advantage of this research is as follows:

- a. The writer anticipates that the outcome of this research will make a valuable contribution to the current ideas on social media platform Instagram, brand image, and menu variation in relation to the goal of revisiting.
- b. For Wowrung.id Restaurant Medan, this research examines the efficacy of the survey in enhancing the company's performance.

- c. This research serves as a guide and reference for other researchers, directing them towards conducting compatible research.

