

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of the culinary industry at this time can be said to be growing very rapidly, and one of them is the restaurant business. Restaurants are very easy to find around us various types and forms. Restaurant business is growing along with the development of the population and lifestyle of the community want fast paced presented. Consciously or not, with population growth more and more so are the food needs that must be provided (Sujatno, 2020).

Intentions are assumed to capture the motivational factors that influence behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behavior. People with high intention to perform a behavior are highly motivated to realized said behavior. Thus, there is a significant probability that the behavior will be realized (Laurensia & Sofiani, 2023).

Customer Purchase Interest is essentially a problem-solving process. Researchers using this purchase decision variables because the study of purchase decision is still worth to be studied considering the more the number of products in circulation resulted in the need for various consideration for the community in making purchasing decisions. Most customers, both individual customers and organizational buyers through a mental process that is almost the same in deciding the product and what brands to buy (Tanjung, Adha, & Batubara, 2023). Customer

purchase decision can be done if the product is in accordance with what is desired and customers need.

This study was conducted in Pondok Indah Restaurant, Medan located in Jl. Hasanuddin No.1, Petisah Hulu, Kec. Medan Baru



Source: Pondok Indah Restaurant, Medan 2024

Figure 1. 1 Pondok Indah Restaurant, Medan

Based on observations made that there is a decrease in repeat purchases made by customers, which has an impact on revenue that has decreased at Pondok Indah Restaurant, Medan. In addition, the decline in purchasing decisions marked by the number of bad reviews received by Pondok Indah Restaurant, Medan. In addition, the low repeat purchases also resulted in profit from the Pondok Indah Restaurant, Medan declining every year. In 2022, the Pondok Indah Restaurant, Medan earned a profit of Rp 767,658,505. But the next year the repeat purchases experienced a decline profit Rp 681,940,000.

Table 1. 1 Google Review for Menu Diversity at Pondok Indah Restaurant, Medan

Time	Decription
May 2023	<i>Makanan ya kurang beragam ditambah tidak tecantum harga dalam menu.</i>
April 2023	<i>Menunya terlalu sederhana sehingga tidak ada ciri khas tertentu.</i>
Juni 2023	<i>Banyak menu makanan yang kosong sehingga terkadang terbatas pemesanan. Makanan ini berhubungan dengan seafood.</i>
Agustus 2023	<i>Menu ikan yang tidak beragam hanya gurami, bawal dan gembung.</i>
November 2023	<i>Untuk jenis sayuran hanya terbatas sehingga tidak banyak pilihan untuk pelanggan.</i>

Source: Pondok Indah Restaurant, Medan, 2024

Many customers complain that the variety of food is not much despite having completeness at Pondok Indah Restaurant, Medan. But seafood cuisine is only more related to fried, steamed, tauco, chili sauce. There is not much variety offered to customers. Pondok Indah Restaurant, Medan did not innovate the menu in the last 3 years. Variations of the menu are still minimal due to the frequent emptiness of some menus, especially seafood. Size variations are available only for some menus, not as a whole so sometimes if customers want to order more portions are not available.

Price has an important role, including price determine what should be produced and who will acquire the goods or services produced, price is an important benchmark for all people, both consumers and producers in the movement of its business, and price affects the company's revenue and profit as well as the company's competitive position. Therefore, price is an important key in business, especially it is the perception of the price of products formed by the company towards customers that will support the success and success of the company's business. With provide a good price perception and appropriate to the customer, the company can survive in the face of competition and can also maximize profits earned by the company (Hasyim and Hidayat, 2024).

By forming the right and appropriate price perception, the company can improve the perception of the quality of its products to customers, so that the company can expand its market share and make a profit the maximum. With a broad market share and large profits, then the survival of the company can be guaranteed. Therefore, activities related to price perception must be carefully planned and periodically evaluated to determine the effectiveness of price perception in relation to the perception of the quality of the company's products.

According to Leha and Subagyo (2019), states that there are 5 factors that affect consumer interest to come to the restaurant, namely the atmosphere, location, facilities and variety and service. The success and hygienic, atmosphere and price. For this reason, it is necessary to monitor and pay attention to it so that it creates re-purchase interest, satisfaction and an increased level of loyalty (Levy and Michael, 2021). Customers will experience buying interest caused by the quality of service, variety of food and beverages, success and hygienic, atmosphere and price. For this reason, it is necessary to monitor and pay attention to it so that it creates re-purchase interest, satisfaction and an increased level of loyalty (Levy and Michael, 2021).

Many customers complain of overpriced prices, food price mismatch and poor taste quality of food. This triggers customer disappointment so that they have low interest in revisiting.

Table 1. 2 Google Review for Price Perception at Pondok Indah Restaurant, Medan

Time	Decription
April 2023	<i>Pelayanan kurang ramah, dan harga relatif mahal,</i>
May 2023	<i>Kena prank,,, awalnya mau ke ko*i Sunda,, tapi berhubung sudah lama sekali tidak ko*i Sunda, jadi salah masuk,, wkwkkw.. intinya harga terlalu mahal dibanding kualitas makanan,, ikan saleh 140 ribu belum termasuk nasi dan pajak,, kari ayam 120 ribu(asin nya luar biasa) nasi goreng rasa kecap manis 45 ribu,,kalau misal enak, wajar,, pertama dan terakhir,, hati hati harga tidak di cantumkan</i>
June 2023	<i>Harganya mehong x. Di menu udh g pakai harga lg.. Rasanya jg biasa aj</i>
October 2023	<i>First impression. Kcewa, di list menu gak ada harga. Untuk menu Mahal harga tak sesuai dengan kualitas. Masih bagusan toko sebelah.</i>
December 2023	<i>Rasa nya biasa aja..harga nya lumayan mahal.... Tidak seimbang harga dengan kualitas makanan</i>

Source: Pondok Indah Restaurant, Medan, 2024

The table above shows that the perception of the price is still not in accordance with the quality of food and coupled with the price of food that is not listed in the menu so that customers feel disappointment. According to customers that the price is not listed on the menu only contains photos and menu names so sometimes customers do not know the overall price of food. In addition, many complaints stating that the price of food is too expensive while the portion is not too much. For beverages, also classified as more expensive compared to its competitors.

Based on the explanation above, the writer decides to conduct a research entitled “**The Influence of Menu Diversity and Price Perception on Customer Purchase Interest at Pondok Indah Restaurant, Medan**”.

1.2 Problem Limitation

Due to limitation of time and budget this research focused to Pondok Indah Restaurant, Medan that the independent variable used is the Menu Diversity

(X_1) and Price Perception (X_2) and dependent variable used is the Customer Purchase Interest (Y).

1.3 Problem Formulation

The formulates several questions, as follows:

- a. Does Menu Diversity have a partial influence towards Customer Purchase Interest at Pondok Indah Restaurant, Medan?
- b. Does Price Perception have a partial influence towards Customer Purchase Interest at Pondok Indah Restaurant, Medan?
- c. Do Menu Diversity and Price Perception have simultaneous influence towards Customer Purchase Interest at Pondok Indah Restaurant, Medan?

1.4 Objective of the Research

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

1. To find out whether Menu Diversity have a partial influence towards Customer Purchase Interest at Pondok Indah Restaurant, Medan.
2. To find out whether Price Perception have a partial influence towards Customer Purchase Interest at Pondok Indah Restaurant, Medan.
3. To find out whether Menu Diversity and Price Perception have simultaneous influence toward Customer Purchase Interest at Pondok Indah Restaurant, 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 Menu Diversity and Price Perception and influence on Customer Purchase Interest in hospitality industry.

1.5.2 Practical Benefit

The practical benefits on this research are:

1. For th writer

The writer as the researcher to get more experience in doing the research and as an addition to knowledge with regard to Menu Diversity, Price Perception and Customer Purchase Interest.

2. For Pondok Indah Restaurant, Medan

To provide useful suggestions for the company in increasing Customer Purchase Interest especially by improving the Menu Diversity and Price Perception.

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.