

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In the global society, both within the domestic (global) market and in foreign markets, business demand is becoming quite sharp. A business should satisfy its customers in order to win the competition, for example by offering quality items, marketing strategies that follow the evolution of the times, such as online systems, affordable pricing, quicker distribution or delivery of products, and better service than its opponents. Products with poor quality, high cost or slow delivery of products will make customers unhappy, but at different levels.

Waluya and Iqbal (2019), the results show that the greatest factor which influences purchasing decisions is customer satisfaction. Companies can further enhance the alertness of service staff in responding to customer complaints and quickly provide solutions to customer complaints.

If customers decide to purchase a product, they usually have some motives for buying it, such as feeling pleased with the product's performance and the reliability. There are often customers who purchase products based on the need for an item and not a few customers who randomly buy a product, which means that when choosing to buy, customers buy the product without any plans to buy in advance or without any special considerations. Customers who are pleased with the brand performance of the goods of their choice have an effect on the minds of customers in order to continue purchasing an item or brand.

Before starting a business, the first thing that a brand must learn is how to

satisfy the needs of its customer. Koi Thé, Sun Plaza Medan, will be particularly for this research.

**Table 1.1**  
**Customer critics and suggestion based on category**

Category	Amount	Percentage
Atmosphere	10	33%
Service	12	40%
Taste	8	26,67%
Total	30	100%

Source: Prepared by the writer (2021)

As seen from the table above, it shows that the atmosphere at there does not satisfy customers because of the atmosphere, which is dim and yellowish and make customers feel sleepy after sitting there for a while. The space is also quite limited, which could result in a lack of seats for customers standing in a queue for their orders, as well as making customers feel hesitant to make a purchase. Meanwhile, customers are to be satisfied, because if they are not satisfied they won't be the repeat customers and become competitor customers.

According to the reviews on the internet, some of the products at Koi Thé are comparable to the original. Customers may choose to buy from another brand rather than Koi Thé, Sun Plaza Medan. Since the brown sugar part, in particular, tastes like medicine. As a result of this weakness, the company (Koi Thé) must improve the standard for all of its products in order to discourage customers from switching to another brand and to attract more customer enough to purchase the products.

The interpretation received by consuming the product is then compared to the expectation. Customers would feel dissatisfied if expectations are greater than the performance of the product. Because of this, Sun Plaza Medan has decreased customer satisfaction which effect the purchase decision at KOI Thé as seen by the number of customers complaining that it is caused by not fast service and a few employees, especially for the new-comers that make it hard to provide full service because they are still in the training program.

Based on the problems above, this research has the following title: “The Effect of Customer Satisfaction towards Purchase Decision at Koi Thé, Sun Plaza Medan”.

## **1.2 Problem Limitation**

Customer satisfaction at KOI Thé, Sun Plaza Medan has been decreased as evidenced by the high amount of customer complaints which caused by bad service, which takes too long time for making one product (slow service). Because of this complaint, it will effect the purchase decision which has been decreased on the declining of sales.

Thus, it can be included that the indicator of independent variable which is customer satisfaction according to Priansa (2017): expectations, performance, comparison experience. Meanwhile, it will also effect the purchase decision which is the dependent variable. According to Sudaryono (2019), the indicator of purchase decision are: trust, commitment, switching costs and word of mouth.

### **1.3 Problem Formulation**

The problems formulated on this research are:

1. What are the main factors determining Customer Satisfaction at Koi Thé, Sun Plaza Medan?
2. What are the main factors determining the Purchase Decision at KOI Thé, Sun Plaza Medan?
3. Does Customer Satisfaction have effect towards Purchase Decision at Koi Thé, Sun Plaza Medan?

### **1.4 Objective of the Research**

The purpose of the study are:

1. To analyze Customer Satisfaction at Koi Thé, Sun Plaza Medan.
2. To analyze Purchase Decision at Koi Thé, Sun Plaza Medan.
3. To analyze the effect of Customer Satisfaction towards Purchase Decision at Koi Thé, Sun Plaza Medan.

### **1.5 Benefit of the Research**

#### **1.5.1 Theoretical Benefit**

A reference for similar research in the future, especially concern about Customer Satisfaction attention to the level of Purchase Decision.

#### **1.5.2 Practical Benefit**

Some of the obvious benefits are assumed for:

1. Researcher  
Help the writer to know the effect of customer satisfaction in towards purchase decision in the real life.

2. Reader

Help to improve reader knowledge about how important the influence of the level of customer satisfaction in towards their purchase decision.

3. Company

Help the company to aware that customer satisfaction does effect the purchase decision.

