

CHAPTER I

INTRODUCTION

1.1. Background of the Study

In the development of the current era, the food and beverage business has great potential, with businesses in the field of food and beverage continuing to grow every day. Mobility in the community is a driving force in the development of the restaurant industry. Various types of restaurants continue to appear in various places, such as shopping centres, offices, and those on public streets. This happens because the need for food is a primary human need every day.

The restaurant business in the city of Medan is inseparable from the growing trend of various foods and beverages. More than that, the culture of the people who like to make food a place for gathering and chatting also nourishes the growth of the country's restaurant business. Moreover, having internet facilities and a comfortable place, which of course adds to the attractiveness of the restaurant, allows the public to not only enjoy the food but also the comfort of being at the restaurant.

Purchasing decisions are decisions that are owned by consumers in determining the product to be consumed. Consumers make purchasing decisions after considering certain considerations for the product to be purchased. Then the purchase decision will be made according to the product that is included in the consumer's consideration. According to Arfan et al (2019), purchasing decisions

are consumer activities that are directly involved in making decisions to make purchases on products offered by sellers.

Having a good brand image is the hope of all businesses in the restaurant sector. Brand image is an image that is owned by a product name that is in the minds of consumers. According to Haqiqi and Khuzaini (2020), consumers in purchasing a product not only look at the product in terms of quality, price, and promotion but also the brand image attached to the product.

Convenience of consumers in visiting a restaurant can be seen from the atmosphere that the restaurant has. The atmosphere of the restaurant is the appearance of the environment in the restaurant. According to Ango et al (2023), store atmosphere can be described as changes to the design of the purchasing environment that produce special emotional effects that get consumers to take purchasing actions.

Another factor that shapes purchasing decisions is food quality. By having a good food quality will make consumers buying. Food quality is one of the characteristics possessed by products that are in accordance with consumer expectations. According to Farhan and Tuti (2021), quality has a direct impact on product and service performance, therefore food quality is closely related to purchasing decisions.

Sondoro Safinah Medan is a restaurant with a main menu of seafood and steamboat. At the moment, customer purchases in restaurants do not show good conditions. This happened because of a decrease in purchasing decisions from consumers as seen from the number of transactions at the Sondoro Safinah Medan

restaurant in recent years. The following is the number of transactions data for the Sondoro Safinah Medan restaurant as follows.

Table 1.1 Number of Transactions Data of Sondoro Safinah Medan

Month	2021	2022	2023
January	219	203	223
February	234	112	302
March	213	118	289
April	215	132	252
May	238	155	266
June	197	162	211
July	183	147	198
August	189	133	-
September	176	155	-
October	201	178	-
November	188	220	-
December	211	218	-
Total	2464	1933	1741

Source: Sondoro Safinah (2023)

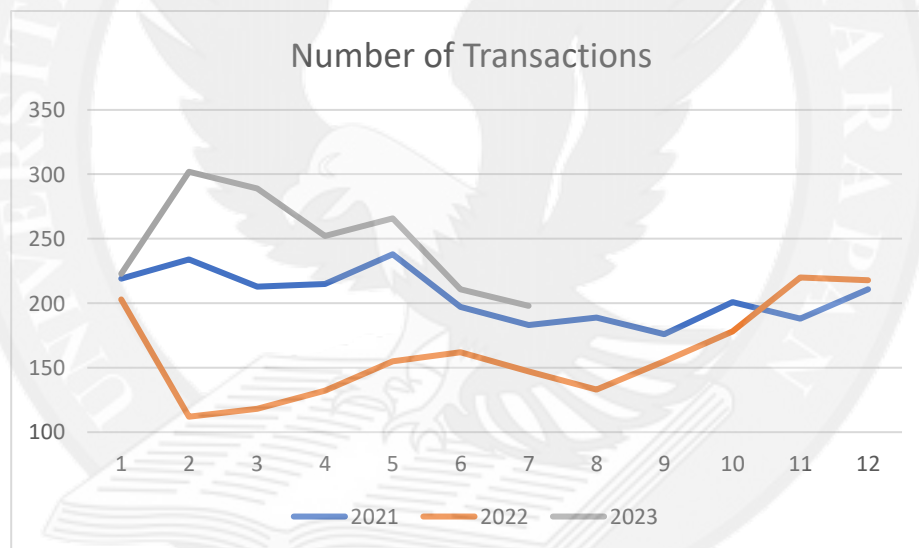


Figure 1.1 Number of Transactions at Sondoro Safinah 2021-2023

Source: Prepared by the Writer (2023)

Table 1.1 above shows that there is a decrease in number of transactions from 2021 to 2023. From the graph shown, there is a downward trend in the number of consumers. This shows that there is a decrease in consumer purchasing decisions

that occur due to a decrease in number of transactions from the Sondoro Safinah Restaurant.

In the current brand image of Sondoro Safinah, restaurant has a good brand personality. This can be seen from the number of ratings received with a score of 4.3 indicating that Sondoro Safinah has good reviews and can be accepted by consumers. Here are the ratings of some seafood restaurants that are similar to Sondoro Safinah.

Table 1.2 List of Seafood Restaurant

No	Name of Restaurant	Review Ratings
1	Radja Laoet	4.6
2	Jumbo Seafood Restaurant	4.5
3	Wajir Seafood	4.5
4	Kampung Nelayan	4.5
5	My Way Seafood	4.4
6	Jambul Seafood	4.4
7	Happy Seafood	4.4
8	Dapur Seafood Alibaba	4.3
9	Waringin Seafood	4.3
10	Sondoro Safinah	4.3

Source: Google Reviews (2023)

From the results of the reviews obtained on Google Reviews, it shows that Sondoro Safinah gets a rating of 4.3 which is still considered good but still below some similar seafood restaurant. Sondoro Safinah as one of the seafood restaurants has not been able to fully provide brand attitude and behaviour from an interesting experience for consumers when visiting the restaurant which can be seen from the ratings that have not outperformed other restaurants.

With a good rating but still low in compared to similar seafood restaurants that occur because the Sondoro Safinah brand identity has not become the first choice for consumers and the benefits have not provided good expectations in accordance with the expectations of consumers. To assess other aspects of brand

image on Sondoro Safinah, the writer conducted interviews with 10 respondents to find out Sondoro's brand image with the following interview results.

Table 1.3 Ratings of Brand Image

No	Questions	Ratings				
		1	2	3	4	5
1	Do you recognise the Sondoro Safinah brand?	-	7	-	3	-
2	How do you feel when you hear about Sondoro Safinah?	-	-	10	-	-
3	When I mention Sondoro, what comes to your mind?	-	4	-	6	-
4	Does Sondoro Safinah can fulfil your expectations?	-	7	-	3	-

Source: Interviews (2023)

From the results of interviews with respondents, most respondents stated that they were not familiar with the logo of Sondoro Safinah, had neutral feelings after hearing the name Sondoro, had a neutral name in respondents' responses, had positive respondents when hearing the name Sondoro Safinah, but there were still respondents who complained that they had negative expectations of Sondoro Safinah.

In terms of atmosphere, Sondoro Safinah currently has an atmosphere with a design that provides both indoor and outdoor spaces. However, outdoor rooms only rely on fans and have rather hot temperatures when consumers are busy visiting. The following is a display of the atmosphere of the restaurant at Sondoro Safinah.



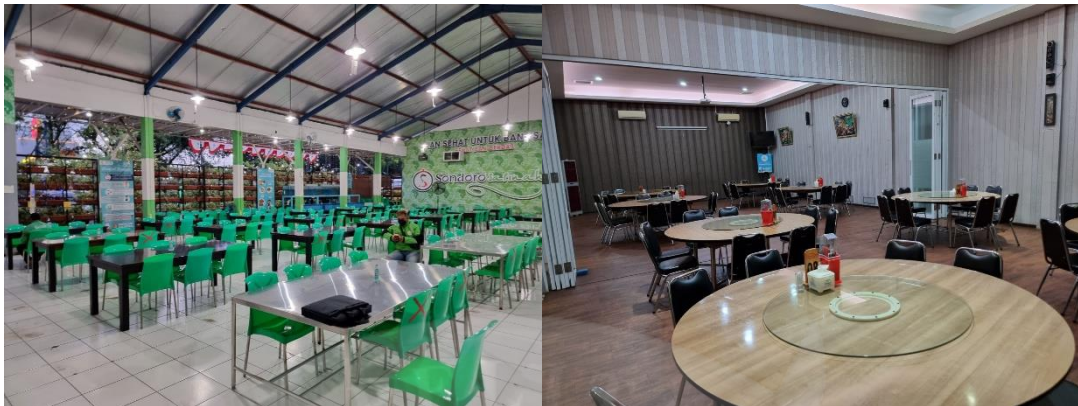


Figure 1.2 Restaurant Conditions at Sondoro Safinah

Source: Prepared by the Writer (2023)

From the condition of the restaurant when it is crowded, it shows a hot atmosphere when consumers visit. In the image display, Sondoro Safinah provides a large and sufficient parking area. In terms of lighting, Sondoro Safinah still has dark lighting in the parking lot. This can be seen from the lighting that is only a little in the parking area so that it will interfere with consumer comfort. In addition, the colour combination still uses a predominantly green colour which is rather monotonous and has not varied in attracting restaurant customers. In terms of room conditions, Sondoro Safinah only provides fans so it can get quite hot especially at night. As for the arrangement of tables and chairs, it is considered good enough with the size of the restaurant and provides good comfort for consumers.

Regarding food quality at Sondoro Safinah, consumers still complaints about the lack of consistency in the taste of the food served. From the results of Google Reviews, many consumers complain about the taste of the food served in the following reviews.

Table 1.4 Reviews from Google

Rating	Comments
1 star	The food is too salty for my taste
1 star	The food tastes bland
1 star	Third time coming here, and all dishes are still salty
3 stars	The price is quite expensive with a large portion, but the contents of the kepah/clams is little with many shells and sauce.

Source: Google Reviews (2023)

From the results of Google's reviews, it shows that consumers still complain about the quality of the food served, which is still too salty which shows that the food served is not fresh because of the salty taste. The portion of food served is also still too small. Here's a look at the menu at Sondoro Safinah.



Figure 1.3 Portions of Food at Sondoro Safinah

Source: Google Reviews (2023)

In the presentation of the menu served with a large portion, but in the content of the kepah only a little and dominant sauce is served. This shows that the food presentation is not optimal. Meanwhile, the menu at Sondoro Safinah has a varied menu. Sondoro Safinah provides a variety of interesting variations and various sizes of menus available. This makes consumers have a variety of menu variants. Here is the menu at Sondoro Safinah.

Table 1.5 List of Menu Variation at Sondoro Safinah

No	Menu Types	Size	Variation
1	Steamed	9 types of fish	10 variations
2	Fried		8 variations
3	Soup/Bubur/Bakar		5 variations
4	Sea Crab	Sea Crab Small, Medium, Super	10 variations
5	Soft Crab	Scallop, Kepah, Bamboo Scallop	5 variations
6	Assorted Shells	-	5 variations
7	Eel	-	5 variations
8	Leng Hong Kien	-	1 variation
9	Mantao	-	1 variation
10	Prawns	Galah Shrimp, Kelong Shrimp	14 variations
11	Calamari	-	8 variations
12	Sondoro Special Chicken	Full chicken and half chicken sizes	10 variations
13	Tofu	-	10 variations
14	Soup	-	5 variations
15	Vegetable	-	14 variations
16	Fish Fillet	-	5 variations
17	Other Menu	-	5 variations
18	Sondoro Menu Packet	-	10 variations

Source: Sondoro Safinah (2023)

In the aspect of menu variation at Sondoro Safinah, the menu has a variety of types consisting of 18 types of menus with various sizes and types such as grouper, fried fish, small and large sea crab and has a very large variety from five variations to 14 variations of flavours such as Hongkong Sondoro, Spicy Sauce, Tauco and various other flavours provided. In terms of menu variations, Sondoro has varied menu.

Based on the background described and the importance of the role of brand image, atmosphere, and food quality variables in influencing consumer purchasing decisions, the writer will conduct research with the title **“The Influence of Brand Image, Atmosphere, and Food Quality on Customer Purchase Decision at Sondoro Safinah, Medan”**

1.2. Problem Limitation

Due to the limited time and budget, this research will be conducted at Sondoro Safinah Medan that located at Jalan H. Adam Malik No.38, Medan from August 2023 to October 2023 about those relevant problems including brand image, atmosphere, and food quality and customer purchase decision. For the problem limitation already chooses by writer where there are some independent variables (Variable X) consist of brand image, atmosphere, and food quality and dependent variable (Variable Y) consist of customer purchase decision.

The indicator of brand image according to Kotler (2012) in Haqiqi and Khuzaini (2020) are brand identity, brand personality, brand association, brand attitude and behavior, brand benefit and competence.

The indicator of atmosphere according to Yudiantantri and Nora (2019) are lighting, layout of goods, the temperature in the room, facilities, shop design and color.

The indicator of food quality according to Qin et al. (2009) in Iskandar (2019) are freshness, presentation, maturity level, food variation.

The indicator of customer purchase according to Kotler and Keller (2009) in Farhan and Tuti (2021) are decision problem recognition, information search, evaluation of alternatives, purchasing decisions, post-purchase behavior.

1.3. Problem Formulation

The following is the questions needed to be answered in this research are as follows:

- a. Does brand image have partial influence on customer purchase decision at Sondoro Safinah, Medan?
- b. Does atmosphere have partial influence on customer purchase decision at Sondoro Safinah, Medan?
- c. Does food quality have partial influence on customer purchase decision at Sondoro Safinah, Medan?
- d. Do brand image, atmosphere, and food quality have simultaneous influence on purchase decision at Sondoro Safinah, Medan?

1.4. Objective of the Research

According to the problem formulation above, the objectives of this research are as follows:

- a. To describe whether brand image has partial effect on customer purchase decision at Sondoro Safinah, Medan.
- b. To explain whether atmosphere has partial effect on customer purchase decision at Sondoro Safinah, Medan.
- c. To discover whether food quality has partial effect on customer purchase decision at Sondoro Safinah, Medan.
- d. To analyze whether brand image, atmosphere, and food quality have simultaneous effect on customer purchase decision at Sondoro Safinah, 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 brand image, atmosphere, and food quality on customer purchase decision.

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 add knowledge regarding the influence of brand image, atmosphere, and food quality on customer purchase decision.
- b. For Sondoro Safinah Medan, this research as information about the solution to improve business performance and revenue from restaurants through brand image, atmosphere, and food quality.
- c. For other researchers, to be a guide and reference in leading the researcher to do other research that is compatible with this research.