

CHAPTER I

INTRODUCTION

1.1 Background of Study

The culinary business is one of the most competitive businesses because its business is growing rapidly. Competition in marketing products and services continues to be carried out so that businesses can remain competitive and survive. Marketing activities are very important in business. As time goes by, the culinary business is growing dynamic as consumer tastes continue to change and the environment changes happening around the business.

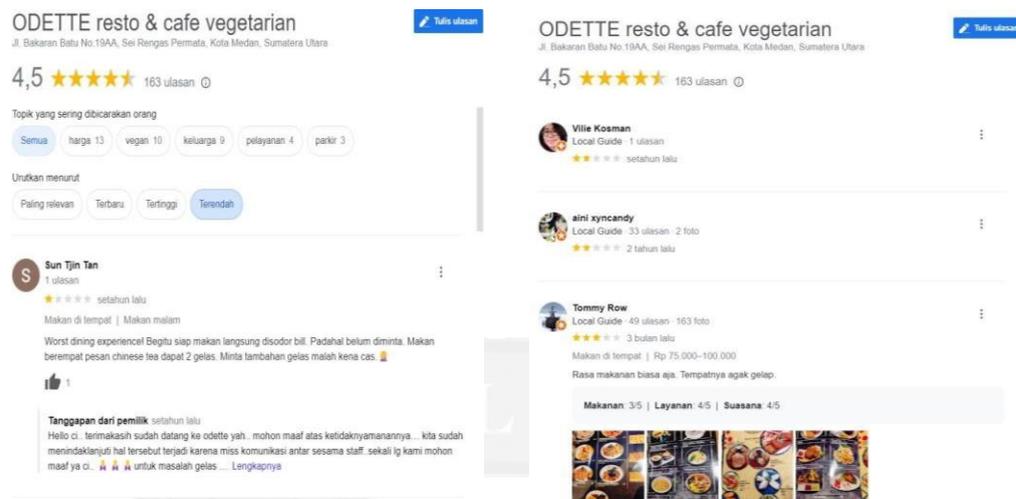
Usually the establishment of business people culinary to continue to be able to meet the wants and wants of shoppers so as not to miss competitors indeed in spite of the fact that there are changes. To be able to outlive and create, trade proprietors are required to be able to form points of interest in terms of buyer buying choice and confront competition in trade.

The process of meeting the needs and desires of this consumer which is a marketing concept also needs a strategy to achieve the goals of culinary business actors. Acquiring Choices is an issue tackling exercises carried out by people in selecting suitable behavioral choices from two or more behavioral choices and is considered the foremost suitable activity in buying by to begin with going through the stages of the decision-making prepare (Firmansyah, 2019). So that consumers can continue to make purchases of the products offered, of course maintaining consumer satisfaction is a top priority. According to Djunaidi (2020), consumer

fulfillment is the result of a seen comparison between item execution and the reasonableness of the consumer's desires after making a purchase. On the off chance that the item meets or surpasses buyer desires, at that point the customer will feel fulfilled and bad habit versa, on the off chance that the buyer does not meet desires, at that point buyers are not fulfilled.

In maintaining consumer satisfaction, an entrepreneur will usually pay attention to various aspects that can influence them, such as service and advertising. According to Tjiptono and Chandra (2019), service quality is a comparison between the level of service delivered by the company compared to customer expectations which is realized through fulfilling customer needs and desires as well as the accuracy of delivery in matching or exceeding customer expectations. According to Widjojo (2019), advertising is a form of non-personal communication using mass media. These ads can build brand identity, build relationships with customers, increase sales, and convey information.

There are a number of culinary places in the city of Medan, one of which is Odette Resto & Cafe Vegetarian. Odette Resto & Cafe Vegetarian is a place to eat specifically for vegetarian consumers. Odette Resto & Cafe Vegetarian is located on Jalan Bakaran Batu No. 19 AA, Medan. Odette Resto & Cafe Vegetarian is currently experiencing the problem of decreasing satisfaction of consumers who buy its products because there are many consumers who complain indirectly to Odette Resto & Cafe Vegetarian and quite a few also make consumers have to directly complain about the shortcomings of Odette Resto & Cafe Vegetarian because I felt disappointed.



Sources: Google Review, 2023

Figure 1.1. Customer Satisfaction Review

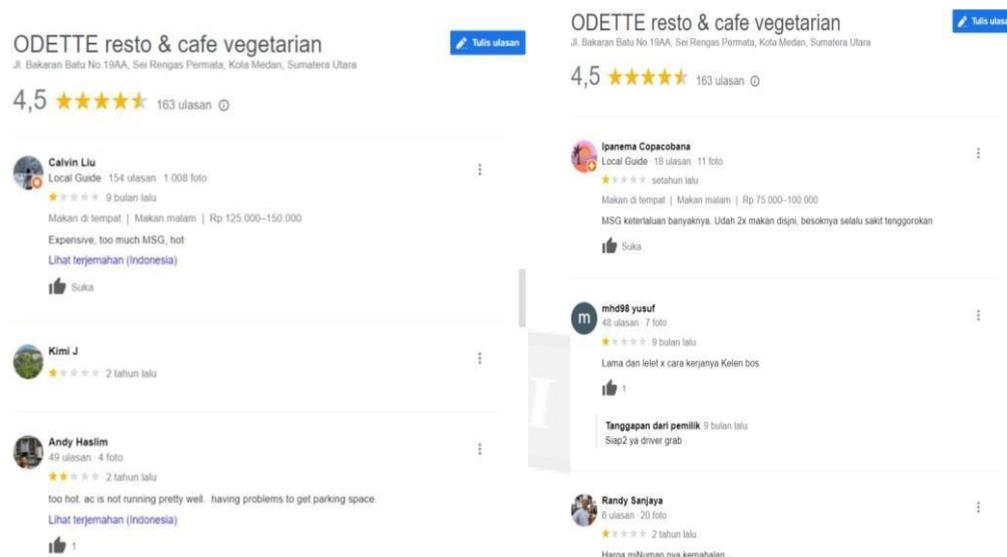
The decline in consumer satisfaction is caused by the quality of service provided because it is still lacking and often does not meet consumer expectations, such as slow responses from employees, slow communication methods or the length of time it takes to serve food to consumers. Apart from the quality of the service, it is also known that Odette Resto & Cafe Vegetarian rarely carries out advertising activities to introduce its products, making it less widely known among vegetarian consumers. Some consumers also rarely hear about Odette Resto & Cafe Vegetarian, which makes consumers hesitate when they want to make a visit. The lack of information in advertising and misleading causes consumers to have unrealistic expectations regarding products or services, resulting in dissatisfaction when the received products or services do not meet their expectations. Advertisements occasionally created by Odette Resto & Cafe Vegetarian is also perceived as unprofessional or unappealing, thus affecting consumers' perceptions of the quality of products or services offered and lowering the brand image in consumers' eyes.



Sources: Instagram, 2024

Figure 1.2. Instagram Advertising

From picture instagram advertising above, it's missing any information about the validity period of these promotions. The absence of a timeframe can lead to misleading claims and a lack of transparency, potentially causing confusion and frustration among customers. Without clarity on when the discounts are applicable, customers may assume they are ongoing or available indefinitely, only to discover later that they have expired. This ambiguity not only risks disappointing customers who attempt to redeem expired offers but also undermines trust in the brand's integrity. Clear and transparent communication regarding the duration of promotions is essential to managing customer expectations and fostering a positive relationship based on honesty and reliability.



Sources: Google Review, 2023

Figure 1.3. Service Quality Review

Based on the research conducted by Dewi and Putri (2022) entitled “Service Quality, Customer Value, And Price To Consumer Satisfaction At Kopi Kenangan Coffee Shop.” The result found that service quality partially has a positive and significant effect on consumer satisfaction. Price partially has a positive and significant effect on consumer satisfaction. Service quality and price simultaneously have a positive and significant effect on consumer satisfaction.

Based on the background study above, the writer is interested to conduct research with the title: **“The Effect of Service Quality and Advertising Toward Consumer Satisfaction of Odette Resto & Cafe Vegetarian.”**

1.2 Problem Limitation

For the problem limitation, the writer will focus on three variables which are service quality, advertising, and satisfaction for the problem limitation. This thesis

aims to investigate how service quality and advertising can affect satisfaction. This research will focus on consumers of Odette Resto & Cafe Vegetarian.

1.3 Problem Formulation

Based on the description of the background of the problem above, there are identification problems in this study that can be identified:

1. How does Service Quality affect Consumer Satisfaction at Odette Resto & Cafe Vegetarian?
2. How does Advertising affect Consumer Satisfaction at Odette Resto & Cafe Vegetarian?
3. How do Service Quality and Advertising affect Consumer Satisfaction at Odette Resto & Cafe Vegetarian?

1.4 Objective of the Research

The objectives of the research as follow:

1. To analyze whether Service Quality has a partial effect toward Consumer Satisfaction at Odette Resto & Cafe Vegetarian.
2. To analyze whether Advertising has a partial effect toward Consumer Satisfaction at Odette Resto & Cafe Vegetarian.
3. To analyze whether Service Quality and Advertising have simultaneous effect toward Consumer Satisfaction at Odette Resto & Cafe Vegetarian.

1.5 Benefits of the Research

The benefits of the researches as follow:

1. Theoretical Benefits

a. For Readers

The result from this study can be proof for readers to know that service quality and advertising can affect consumer satisfaction at Odette Resto & Cafe Vegetarian.

b. For Writer

The results from this study provide insight and experience as well as observations in a real life situation which is very useful for the writer in the future.

c. For Other Researches

The results from this study can be used for reference for those who are interested in studying the same problem in the future.

2. Practical Benefits

a. For Odette Resto & Cafe Vegetarian

The researcher expects the result from this study could benefit the business to evaluate and take the result as suggestion to know the effect of service quality and advertising toward consumer satisfaction.

b. For Writer

The result from this study makes the writer gain new experience and more knowledge about the importance of service quality and advertising toward consumer satisfaction.

c. For Future Research

The researcher expects the results from this study could become a comparison for future researchers who are interested in studying the same topic, which is the effect of service quality and advertising toward consumer satisfaction.

