

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the current era of modernization, the development of the tourism sector has implications for several aspects related to tourists, such as hotels, restaurants, transportation, tour guides, entertainment. Moreover, the trend of traveling is not only done by individuals, but also by group tours. The opportunities to open a culinary business are increasingly wide open along with the increase in the tourism sector. It is undeniable that culinary tourism is not a momentary phenomenon, but has become the main attraction and purpose of traveling to a destination. In addition, the culinary business remains one of the businesses that the market really needs. This is because food and drink are the basic needs (primary needs) of each individual that must be met every day. On the other hand, today's consumers have high mobility and fairly dense activities (Arifiani and Aprileny, 2020).

Cafe is a public space that is increasingly being visited by the metropolis community as an alternative new interaction space. This is due to the ease of interacting with family, relationships or partners and also in entertaining guests like business partners in addition to creating a sense of formality and also to make the atmosphere more comfortable. The restaurant provides varied menus and types of preparations to meet the characteristics and desires of consumers who are

basically easily bored in any case. Therefore, menu variation is very important in influencing potential consumers' buying interest.

Satisfaction is a customer pleasure when feel a product where comparable or exceeding one's expectations. Therefore, business owners must have their own strategy through the quality of services provided in order to create more value than business competitors (Hariyanto, et al, 2022). Based on the survey that there is a decrease in customer satisfaction that can be seen from many low ratings in the review Juju Eatery Cafe, Medan. The following google review data for 2021 to June 2022 are:

Table 1. 1 Google Review for Customer Satisfaction of Juju Eatery Cafe, Medan 2021-2022

Rating	Menu Variation
2	Many food menus are empty. For a taste of food like spaghetti, chicken steak better select to eat at Juju. The taste is good and the price is cheap. The food is gone, the family's new drink. For the taste and portion of food is not worth the price of eating.
2	Javanese noodles taste below standard, overcooked..
3	Juju fried rice (salted fried rice, salted dried shrimp, fried rice is delicious there is a spicy taste there is no salty taste)
1	Unhygienic employees. My dinner plate was served the same as his. No porkes on employees
1	Service provided by staff. I stood up for over 30 minutes and no one walked.
2	Brought my wife for her birthday lunch but it ended in disaster.. We came at 12 o'clock, the place was not crowded only 3 tables were filled. We waited for 45 minutes and our food did not come, we just ordered a simple bowl of rice and spaghetti. The funny thing is, customers who come 20 minutes after I enter get their food first. Then I asked the waiter to cancel my order the waiter said it was in process then I asked again if you forgot to cook my food and he answered yes.. we left the restaurant and took our food.. thank you for ruining our day..

Sources: Juju Eatery Cafe, Medan, 2022

One of the key elements in the culinary business competition is the variety of menus provided by the restaurant. Variation or diversity is a form that is different or varied depending on the results of one's interpretation. Menu

variations are included as a strategy that is widely used in the business world. The Menu can also be used as a customer base in making food choices, a well-made menu can direct customer attention to items that are sold more.

Therefore, companies must make the right decisions regarding the variety of menus that are sold, because with the service offerings of restaurants for various dishes in the sense of a complete menu ranging from taste, types of food and drinks, and the availability of products at any time as indicated has been described above, this will be able to attract the attention of consumers to make a purchase and make it easier for consumers to choose and buy a variety of menus according to their wishes the menu is a guide for those who prepare food or dishes, even a guide for those who enjoy the dish being made (Arifiani and Aprileny, 2020).

Table 1. 2 Google Review for Menu Variation at Juju Eatery Cafe, Medan 2021-2022

Rating	Menu Variation
1	The variety of food is not too much for Indonesian food.
2	The drinks are a lot of variety and delicious but the variety of menus is not much in new things.
2	Visit September 19, 2021, opinion from a person who is fond of hanging out and stopped by Juju yesterday
2	The food Menu is not much, the taste of the dishes is not the same as the price or indeed like the taste (especially the pasta menu, not creamy and like no cheese at all), curry beef rice (hard meat and taste and plating are very standard with prices above 70k per plate). Thank you for taking the time to share your experience with us. Suggestions for improvement yes Juju, success

Sources: Juju Eatery Cafe, Medan, 2022

Juju Eatery Cafe, Medan which offers many types of food ranging from western, asian and japanese food in order to be many choices for customers. Besides, providing many variations of food Juju Eatery Cafe, Medan also provides many types of drinks ranging from latte, blended, beer, tea and so on.



Figure 1. 1 Beverage Menu of Juju Café, Medan
Sources: Juju Eatery Cafe, Medan, 2022

The taste of a food product is one of the determinants of product acceptance by consumers. Therefore, businesses must optimize the flavor of each food. This is one of the main factors determining the success of cafe in the field of food. Hygienic food products that are claimed to provide health benefits and practicality will be difficult for consumers to accept if product is less preferred or even disliked. Taste is the taste of food that is recognized by the tongue. Because the tongue is the most advanced sense of taste from the path of absorption of food into the human body, the taste sensation of the tongue is the closest taste to the problem of food (Surahman and Winarti, 2020).

There are many factors that can alter taste perceptions, ranging from an individual's age to the temperature of the food. These variables are extremely important for food & beverage industry professionals to keep in mind when evaluating and developing new products. Considering these factors will help ensure accurate sensory and the development of products consumers desire (Pieniak, 2022).

Table 1. 3 Google Review for Taste of Food at Juju Eatery Cafe, Medan 2021-2022

Rating	Taste of Food
1	Java noodles taste below standard, overcook. Fried rice juju (rice too dry, shrimp too dry, the fried rice is just spicy taste no salty taste). The Menu is not innovation.
1	The food Menu is not much, the taste of the dishes is not the same as the price or indeed like the taste (especially the pasta menu, not creamy and like no cheese at all), curry beef rice (hard meat and taste and plating are very standard with prices above 70k per plate). Thank you for taking the time to share your experience with us. Suggestions for improvement yes Juju, success
1	The Menu is too expensive. less recommended. The taste of food is inconsistent
1	Overpriced, normal food, too much cream. Food tastes good sometimes not
2	Good place, but the food is not to good and overprice
1	Just try one drink, never try the food
1	Overpriced, <i>normal food</i> , too much cream

Sources: Juju Eatery Cafe, Medan, 2022

Based on Google reviews mentioned above, the taste of food from Juju Eatery Cafe, Medan is not good because too much cream in some foods, food prices are also not in accordance with the taste of food that triggers many customers who tend to be disappointed. The variety of menus offered does not trigger customer interest and many customer complaints that the portion of Asian food is too small.

Based on the explanation above, the writer decides to conduct a research entitled **“The Influence of Menu Variation and Taste of Food towards Customers Satisfaction at Juju Eatery Cafe, Medan”**.

1.2 Problem Limitation

Due to limitation of time and budget this research focused to Juju Eatery Cafe, Medan that the independent variable used is the Menu Variation (X_1) and Taste of Food (X_2) and dependent variable used is the Customers Satisfaction (Y).

1.3 Problem Formulation

Based on the background of the study, the writer formulates several questions, as follows:

- a. Does Menu Variation have partial influence towards Customers Satisfaction at Juju Eatery Cafe, Medan?
- b. Does Taste of Food have partial influence towards Customers Satisfaction at Juju Eatery Cafe, Medan?
- c. Do Menu Variation and Taste of Food have simultaneous influence towards Customers Satisfaction at Juju Eatery Cafe, Medan?

1.4 Objective of the Research

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

1. To find out whether Menu Variation has a partial influence towards Customers Satisfaction at Juju Eatery Cafe, Medan.
2. To discover whether Taste of Food has a partial influence towards Customers Satisfaction at Juju Eatery Cafe, Medan.
3. To investigate whether Menu Variation and Taste of Food have simultaneous influence towards Customers Satisfaction at Juju Eatery Cafe, 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 Variation and Taste of Food and effect on Customers Satisfaction in hospitality industry.

1.5.2 Practical Benefit

The practical benefits on this research are:

1. For the writer

The writer as the researcher to get more experience in doing the research and as an addition to knowledge with regard to Menu Variation and Taste of Food and Customers Satisfaction.

2. For the Juju Eatery Cafe, Medan

To provide useful suggestions for the company in increasing Customers Satisfaction especially by improving the Menu Variation and Taste of Food.

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.