

CHAPTER I

INTRODUCTION

1.1 Background of Study

The business world today is growing at an incredibly fast pace, evident in the emergence of numerous new types of businesses. This rapid development requires a balanced approach to ensure adequate food availability, as food remains a fundamental human necessity. Changing environmental and social conditions mean that businesses must continuously adapt to evolving consumer preferences and trends. Currently, the service sector stands out as one of the most attractive areas for business ventures. Among these, the culinary service industry, in particular, is gaining significant attention from entrepreneurs and marketers alike (Monica, 2020).

Today's society is increasingly adopting a hedonistic lifestyle, driving people to seek things that bring them personal satisfaction. Many now frequent cafes not only to enjoy the food and beverages but also with specific purposes in mind—such as conducting business meetings, unwinding, socializing, or spending leisure time with friends and family (Yolanda and Ramidani, 2020).

Nowadays, coffee consumption has become a trend in itself, especially in urban communities. Coffee has become one of the lifestyles of urbanites. If urban people or urban communities make coffee a lifestyle, then coffee will also have more meaning. This is because lifestyle in urban society is used as a marker of social strata. Coffee is currently a popular drink in Indonesia, which is in demand from

young people to the elderly. The coffee business is currently a lot of choices for business people because the coffee business has good business prospects (Mais et al, 2024).

The development of the cafe business is determined by the number of customers who visit the cafe. The more customers who visit, the more the café will develop. Judging from these symptoms, there is intense competition among existing coffee shops. Coffee shop owners must create ideas and concepts that are one step ahead of other competitors as a strategy to attract consumers to come and buy products. Furthermore, encouraging every consumer who comes to make a revisit intention is the key to the success of coffee shops in maintaining business continuity in the midst of high competition (Mais et al, 2024).

Revisit intention is the result of various factors involving previous experiences and expectations to have the same or even better experience in the next visit. Revisit Intention is one of the keys to success in winning the competition because the more coffee shops that offer different concepts, the more choices for consumers. By making revisit intention, consumers reject offers from competitors and choose to visit the same place. One way to encourage Revisit Intention can be done by shaping the characteristics of the company through store atmosphere development (Mais et al, 2024).

Kedai Kopi Kebun Medan is one of the cafes with a garden concept located at Cemara Kuta complex. The menu is served with the concept of vegetables that can be picked directly from the garden. In addition to the health mission, this cafe also upholds flavour. On visiting intentions, Kedai Kopi Kebun has experienced a

decline in visits from consumers in recent times. The following is the data on the decline in consumer visits.

Table 1.1 Number of Visitors of Kedai Kopi Kebun January 2023 – December 2023

Month	2023	Change (%)
January	763	-
February	659	6%
March	616	7%
April	608	1%
May	602	1%
June	586	3%
July	575	2%
August	558	3%
September	546	2%
October	543	1%
November	540	1%
December	504	7%

Source: Kedai Kopi Kebun Medan (2023)

The tables and graphs presented above are the number of customers who visited Kedai Kopi Kebun in the period January to December 2023. obtained through interviews with the manager. The decreasing number of customers may indicate that customers feel they are not getting more value from the cafe and are not satisfied with the cafe. As a result, customers do not want to return and result in a decrease in the number of visitors at the restaurant.

The atmosphere within a café significantly contributes to the overall experience through its design elements. Consequently, cafés must thoughtfully design and establish an environment that resonates with their target audience, encouraging customers to return. A customer's intention to revisit serves as a behavioral sign of their desire for repeat visits. Cafés have a notable influence not only on individual lifestyles but also on the local economy within the food and beverage sector, underscoring their broader impact (Sudjarwadi, 2024).

In the cafe atmosphere at Kedai Kopi Kebun Medan, there are still consumers who complain about the cafe atmosphere that does not make them comfortable when visiting. Here are some reviews from consumers about the cafe atmosphere at Kedai Kopi Kebun Medan taken from Google Reviews.

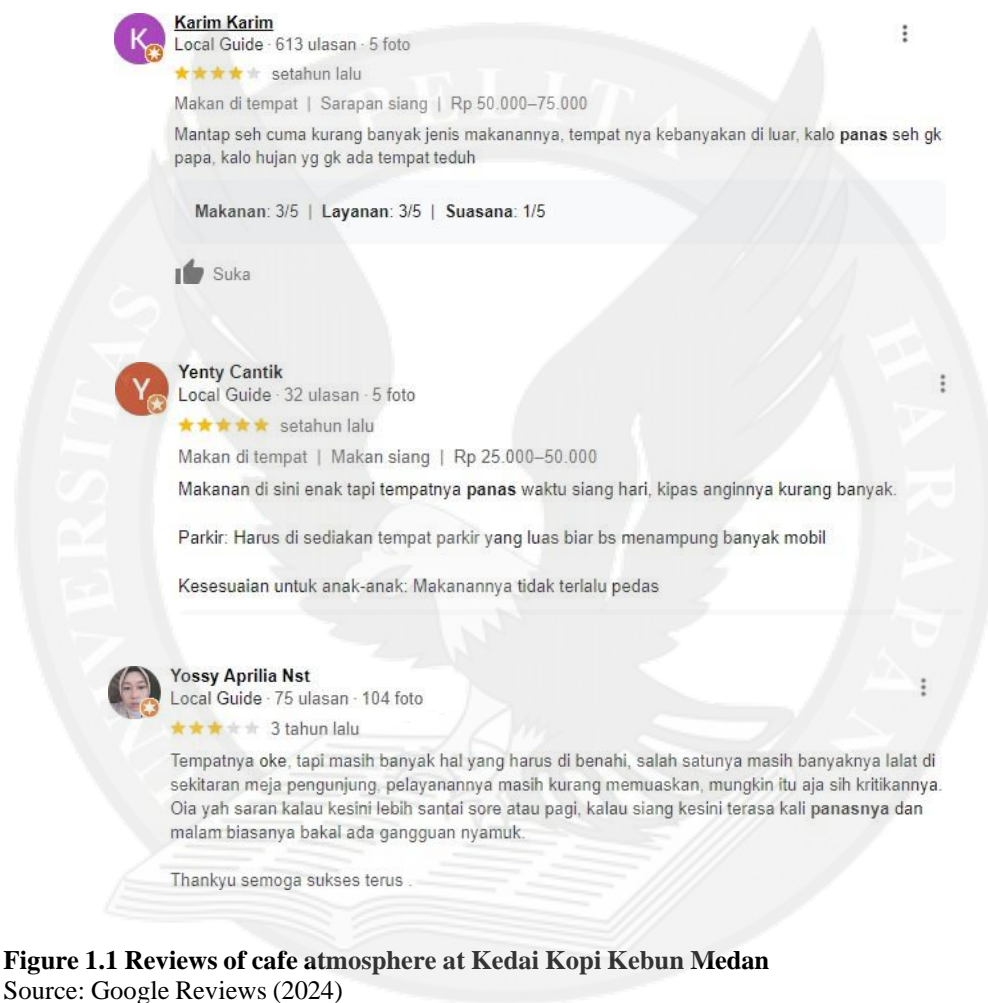


Figure 1.1 Reviews of cafe atmosphere at Kedai Kopi Kebun Medan
Source: Google Reviews (2024)

In the results of google reviews about the atmosphere at Kedai Kopi Kebun Medan, several complaints were filed by consumers, including the hot atmosphere of the cafe in the afternoon because of the unavailability of a qualified indoor room, consumers also complained about the unavailability of fans and also many mosquitoes around because they use the concept of open space. The complaints

raised by consumers show that the cafe atmosphere at Kedai Kopi Kebun Medan needs to get attention from the management. Here is the appearance of the cafe conditions at Kedai Kopi Kebun Medan.

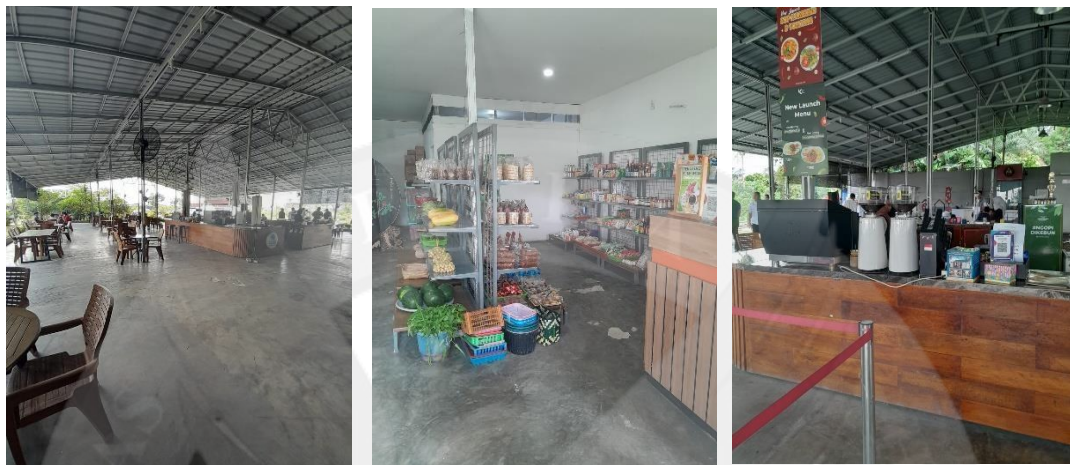


Figure 1.2 Cafe atmosphere at Kedai Kopi Kebun Medan

Source: Documented by the Writer (2024)

The food quality is also very different from coffee shops. This phenomenon causes more and more cafes in the city of Medan so that cafe and restaurant owners are competing in designing cafes so that they get an atmosphere that can attract people to visit and attract customers to make return visits. Food quality have an extensive impact on the response by customers who visit the cafe. Food quality need to be a concern for quality by a restaurant because cafe atmosphere and food quality affect the customer's vision (Taqwin et al, 2021).

In the quality of food at Kedai Kopi Kebun Medan, consumers tend to give good ratings. The quality of food and drinks is considered by consumers to have good taste quality and low prices in accordance with the concept offered. Here are some consumer reviews from Google Reviews.

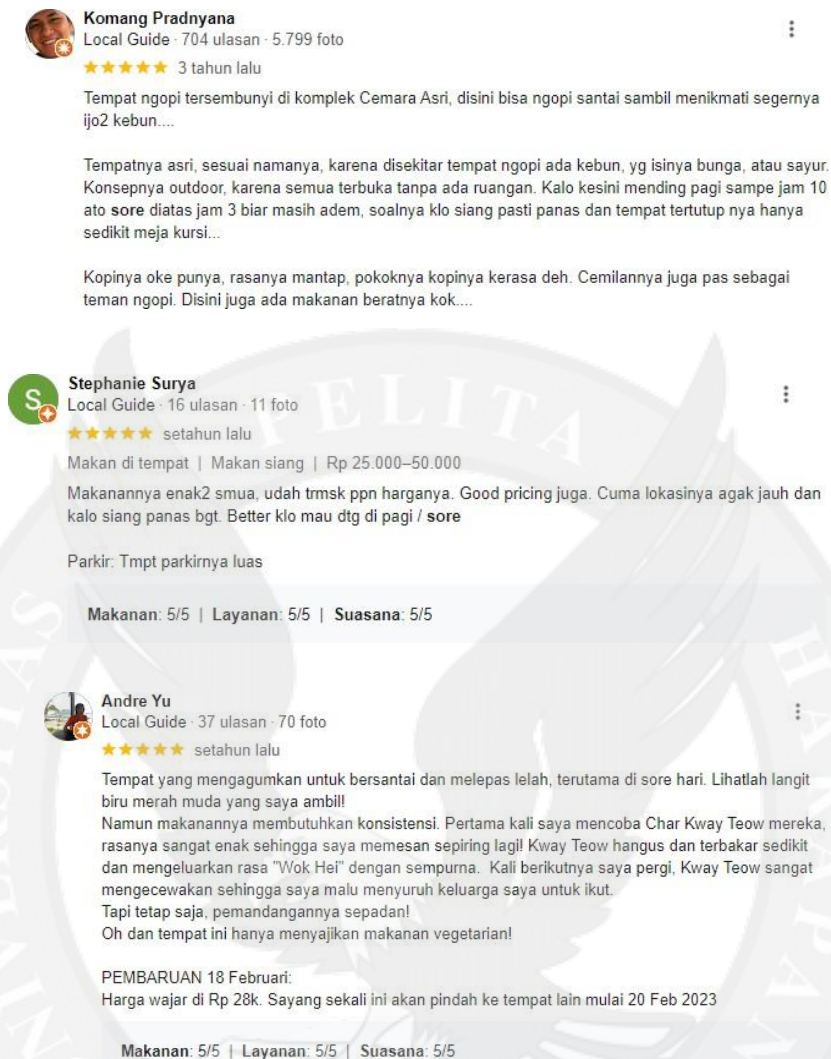


Figure 1.3 Reviews of food quality at Kedai Kopi Kebun Medan

Source: Google Reviews (2024)

On the quality of food at Kedai Kopi Kebun Medan, it shows that consumers tend to give a good assessment of the food served at Kedai Kopi Kebun. Consumers tend to state that the food served has a flavour that matches expectations. However, there are complaints about the inconsistent taste of the food served. This complaint needs to get attention from the management at Kedai Kopi Kebun Medan.

Product variety encompasses different variations, including a range of flavor options and diverse menu choices. This variety offers economic benefits to

consumers, as it allows them more options to satisfy their needs and personal tastes. A broad product selection can also enhance consumer appeal and satisfaction. Essentially, product variety refers to the assortment of goods or services provided to the market to capture interest, boost sales, simplify use or consumption, and ultimately meet consumers' wants and needs (Allesandro et al, 2024).

In product variations at Kedai Kopi Kebun Medan, the menu provided is quite varied with various types of vegetarian food which are garden products. In addition, a variety of coffee and tea drinks are also provided by Kedai Kopi Kebun Medan. The menu provided is also diverse and has a relatively cheap price. Here is a look at the menu provided at Kedai Kopi Kebun Medan.



Figure 1.4 Menu Variety at Kedai Kopi Kebun Medan

Source: Kedai Kopi Kebun Medan (2024)

To find out the respondents' responses regarding product variety, the authors conducted a pre-survey to 30 respondents regarding product variety with the pre-survey results as follows.

Table 1.2 Pra Survey of Product Variety

No.	Statement	Yes	No
1	Kedai Kopi Kebun allows customers to request how their food and beverages taste like	25	5
2	There are options of sizes for food and beverages ordered at Kedai Kopi Kebun	12	18
3	Customers have options for the ingredients to be put on their food and beverages at Kedai Kopi Kebun	12	18
4	Kedai Kopi Kebun is able to serve their food and beverages with different styles	18	12
5	Kedai Kopi Kebun always has a wide selection of dishes available	16	14

Source: Pra Survey (2024)

From the results of the pre-survey, the dominant consumer stated that most of the food and beverages provided could be adjusted as desired, then not all menus provided were the same size, consumers also could not request the food ingredients served as desired, the dominant consumer stated that the food served had different styles and consumers stated that the choice of dishes was mostly always available.

Revisit intention is chosen as the dependent variable because it serves as a crucial indicator of business sustainability, customer satisfaction, and loyalty, particularly in the competitive café industry. It reflects a consumer's likelihood of returning, highlighting the effectiveness of a business in meeting or exceeding customer expectations, which directly impacts profitability and long-term growth. In competitive markets like urban areas, where numerous cafés vie for attention, revisit intention helps distinguish successful businesses by fostering repeat visits and reducing customer churn. Additionally, this variable captures the holistic impact of factors such as atmosphere, food quality, service, and product variety, offering actionable insights for strategic improvements. For Kedai Kopi Kebun Medan, addressing issues like inconsistent food taste or an uncomfortable environment can significantly influence revisit intentions, ensuring resources are allocated effectively. Lastly, revisit intention aligns with modern consumer

lifestyles, emphasizing satisfaction, comfort, and unique experiences, making it a critical focus for sustaining customer engagement and achieving a competitive edge.

Considering the described background of study above, the writer determines the study of cafe atmosphere, food quality and product variety on revisit intention at Kedai Kopi Kebun Medan. Therefore, the relationship between these three variables will increase customer purchase decision. Hence, the title of this research is: **“THE INFLUENCE OF CAFE ATMOSPHERE, FOOD QUALITY, AND PRODUCT VARIETY TOWARDS CUSTOMER REVISIT INTENTION AT KEDAI KOPI KEBUN MEDAN”**

1.2 Problem Limitation

This research will be undertaken due to the restricted opportunity from August 2024 to November 2024 about those relevant problems including cafe atmosphere, food quality and product variety, and revisit intention. The writer has previously determined the problem's limitations, which include several independent variables (referred to as Variable X), cafe atmosphere, food quality and product variety, and dependent variable (Variable Y) consist of revisit intention. According to Yudiantantri and Nora (2019), the indicator of cafe atmosphere about: lightning, layout of goods, the temperature in the room, shop design and color According to Nafis et al (2023), the indicators of food quality about: freshness, presentation, maturity level, food variation According to Sihombing (2021), the indicators of menu variation indicators about: taste, size, product quality, product appearance, availability. According to Polas et al (2020), the indicator of revisit intention about:

revisit in the future, recommend to others, say positive words, encourage others to visit as from

1.3 Problem Formulation

Through study conducted at Kedai Kopi Kebun Medan, the writer has identified numerous inquiries pertaining to the emerging issues, which are:

- a. Does cafe atmosphere have influence on revisit intention at Kedai Kopi Kebun Medan?
- b. Does food quality have influence on revisit intention at Kedai Kopi Kebun Medan?
- c. Does product variety have influence on revisit intention at Kedai Kopi Kebun Medan?
- d. Does cafe atmosphere, food quality and product variety have influence on revisit intention at Kedai Kopi Kebun Medan?

1.4 Objective of the Research

The aim of this research is to investigate and gather information about:

- a. To describe whether cafe atmosphere have influence on revisit intention at Kedai Kopi Kebun Medan.
- b. To explain whether food quality have influence on revisit intention at Kedai Kopi Kebun Medan.
- c. To explain whether product variety have influence on revisit intention at Kedai Kopi Kebun Medan.

- d. To analyze whether cafe atmosphere, food quality, and product variety have influence on revisit intention at Kedai Kopi Kebun Medan.

1.5 Benefit of the Research

The advantages of this research can be outlined as follows:

1.5.1. Theoretical Benefit

The findings of this study are anticipated to enhance the current theories pertaining to cafe atmosphere, food quality and product variety and revisit intention.

1.5.2. Practical Benefit

The practical advantage of this research is as follows:

- a. The writer anticipates that the outcome of this research will make a valuable contribution to the current ideas on cafe atmosphere, food quality and product variety in relation to the goal of revisiting.
- b. For Kedai Kopi Kebun Medan, this research examines the efficacy of the survey in enhancing the company's performance.
- c. This study acts as a resource and reference for other researchers, guiding them in carrying out relevant and aligned research.