

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Study**

The retail business requires a reliable retail marketing strategy for long-term business development, which can generate maximum profit. Retailing includes all activities involved in the sale of goods or services directly to end consumers for personal and non-business use or services directly to end consumers for personal and non-business use while a retailer or retailer is any business whose sales volume comes mainly from retail. It does not matter whether the goods or services are sold by person, mail, telephone, or vending machine or where they are sold, whether in a shop, on the street, or in the consumers home (Ayuwardani et al, 2021).

Mie Gacoan was founded in 2016 in Malang, East Java, by young Indonesian entrepreneur Yohanes Yosef Eko Susilo. With the aim of offering a delicious and affordable spicy noodle culinary experience, Mie Gacoan seeks to appeal to spicy food lovers in Indonesia. This research focuses on Mie Gacoan in the Binjai branch.

According to Rajput and Gahfoor (2020), revisit intention is one of the most important attributes for a restaurant to sustain. According to Rampengan et al (2021), revisit interest is the strong desire of visitors to return to visit in the future as a direct response to past visits.

To find out the phenomenon regarding revisit intention at Mie Gacoan, Kapten Muslim branch, to find out the respondents opinions regarding Mie

Gacoans revisit intention, the author conducted a pre-survey with Google Form from February 2, 2025 until February 4, 2025 with the total respondents as much as 30 customers from Mie Gacoan with the following results.

**Table 1.1 Pra Surevey of Revisit Intention**

No.	Statements	Yes	No
1	I will visit Mie Gacoan in the future	5	25
2	I would recommend Mie Gacoan to my friends	11	19
3	I share my experience of visiting Mie Gacoan	12	18
4	I have brought my colleagues to visit Mie Gacoan	8	22

Source: Pra Survey (2025)

In table 1.1, the pre-survey results show that the dominant 25 respondents stated that they would not visit again in the future, then 19 respondents stated that they would not recommend Mie Gacoan to friends, 18 respondents stated that they would not share their experience in Mie Gacoan, and 22 respondents stated that they did not bring friends to visit Mie Gacoan. The phenomenon of revisit intention found from respondents is that respondents do not have a good experience when visiting Mie Gacoan and do not intend to visit in the future again, do not recommend Mie Gacoan, do not share experiences in visiting Mie Gacoan and do not intend to bring friends to visit Mie Gacoan.

Brand awareness plays a crucial role in influencing revisit intentions across various sectors, including the hospitality and food industries. In the context of Mie Gacoan Binjai, understanding how brand awareness affects customers intentions to return is essential for developing effective marketing strategies. When customers are familiar with a brand, they are more likely to perceive it positively, which can lead to increased satisfaction and a higher likelihood of returning (Hong & Ahn, 2023; Wardi et al., 2021).

On the phenomenon of brand awareness, the author compares several brands

in Medan city at this time that are similar to Mie Gacoan. Some brand comparisons are as follows.

**Table 1.2 Brand Comparison**

No	Name	Google Ratings
1	Mie Gacoan Kapten Muslim	4.6
2	Wizzmie Medan Pancing	4.8

Source: Google Reviews, 2025

In table 1.2, Mie Gacoans business competitor in Medan city at the moment is Wizzmie which opened the same business concept and is similar to Mie Gacoan. In the rating obtained, it is slightly better than Mie Gacoan in the Kapten Muslim area. To find out the respondents opinions regarding brand awareness of Mie Gacoan, the author conducted a pre-survey with the following results.

**Table 1.3 Pra Survey of Brand Awareness**

No.	Statements	Yes	No
1	I had never heard of the Gacoan Noodle brand before this.	12	18
2	I can recognise Mie Gacoan when I see its logo.	19	11
3	If I want to eat spicy noodles, I immediately think of Mie Gacoan.	10	20
4	I often choose Gacoan Noodles over other noodle brands.	12	18

Source: Pra Survey (2025)

In table 1.3, the pre-survey results show that the dominant 18 respondents stated that they had heard of the Mie Gacoan brand before, then 19 respondents stated that they could recognise Mie Gacoan when they saw the logo. The majority of 20 respondents stated that they did not choose Mie Gacoan as their first choice when they wanted to eat spicy noodles and as many as 18 respondents stated that they preferred other brands compared to Mie Gacoan. The phenomenon of brand awareness found from respondents is that respondents dominantly choose other brands if they want to eat spicy noodles and dominantly choose other brands compared to Mie Gacoan.

Service quality is another pivotal factor that directly affects customer

satisfaction and, consequently, revisit intentions. Studies have shown that high service quality positively correlates with customer satisfaction, which in turn influences the likelihood of customers returning to the restaurant (Rajput & Gahfoor, 2020; Supriyanto, 2024). In the context of fast food, where customer expectations for quick and efficient service are high, maintaining a high standard of service quality is essential for ensuring customer satisfaction and loyalty (Wardi et al., 2021).

In the phenomenon of service quality at Mie Gacoan Medan, Kapten Muslim branch, consumers still make various complaints about the services provided. Here are some consumer reviews regarding service quality taken from Google reviews on Mie Gacoan Medan, Kapten Muslim branch..



**Figure 1.1 Complaints of Service Quality**

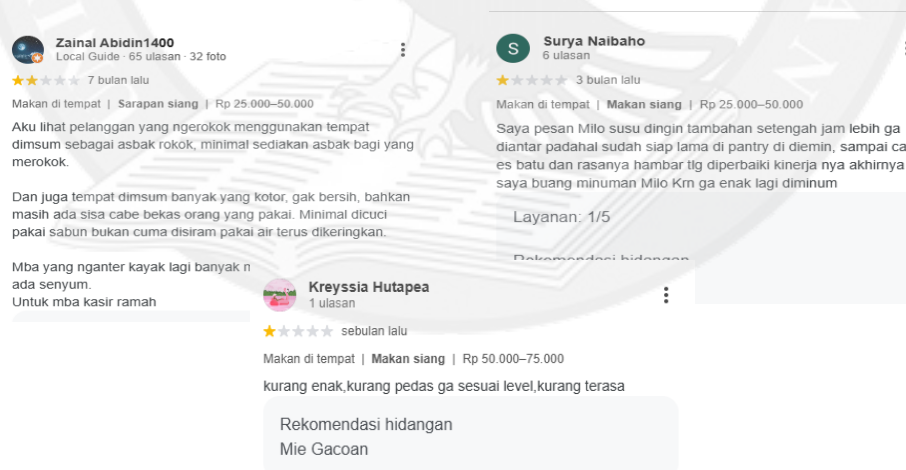
Source: Google Reviews (2025)

In the reviews given by consumers regarding service quality, it shows that consumers complain about employees who are less responsive in providing services, employees who are less polite, and often do not take initiative properly when serving visiting consumers. The complaints submitted by consumers show

that there are problems with the quality of service at Mie Gacoan, Kapten Muslim branch.

Food quality is equally important in determining revisit intentions. Research consistently demonstrates that food quality is a critical antecedent of customer satisfaction in the fast-food sector (Rajput & Gahfoor, 2020; Supriyanto, 2024). When customers perceive the food quality as high, they are more likely to express satisfaction and return to the establishment. This relationship is particularly relevant for Mie Gacoan Binjai, where the quality of food can differentiate it from competitors and enhance customer loyalty (Kamkankaew, 2024).

On the phenomenon of food quality at Mie Gacoan Medan, Kapten Muslim branch, consumers still make various complaints about the quality of food provided. Here are some consumer reviews regarding food quality taken from Google reviews on Mie Gacoan Medan, Kapten Muslim branch.



**Figure 1.2 Complaints of Food Quality**

Source: Google Reviews (2025)

In the reviews given by consumers regarding food quality, it shows that consumers complain that employees pay less attention to the cleanliness of food

ingredients and food containers used, the lack of ability of employees to maintain food hygiene and besides that the inconsistent and bland taste of food is also something that consumers complaint. The complaints filed by consumers show that there is a problem with the quality of food at Mie Gacoan, Kapten Muslim branch.

Considering the described background of study above, the writer determines the study of brand awareness, service quality and food quality on revisit intention at Mie Gacoan Kapten Muslim Branch. Therefore, the relationship between these three variables will increase revisit intention. Hence, the title of this research is: **“THE EFFECT OF BRAND AWARENESS, SERVICE QUALITY, AND FOOD QUALITY TOWARDS REVISIT INTENTION AT MIE GACOAN MEDAN”**

## **1.2 Problem Limitation**

This research will be undertaken due to the restricted opportunity from January 2025 to May 2025 about those relevant problems including brand awareness, service quality and food quality, and revisit intention. The writer has previously determined the problems limitations, which include several independent variables (referred to as Variable X), brand awareness, service quality and food quality, and dependent variable (Variable Y) consist of revisit intention.

## **1.3 Problem Formulation**

Through study conducted at Mie Gacoan Medan, the writer has identified numerous inquiries pertaining to the emerging issues, which are:



- a. Does brand awareness have effect on revisit intention at Mie Gacoan Medan?
- b. Does service quality channel have effect on revisit intention at Mie Gacoan Medan?
- c. Does food quality have effect on revisit intention at Mie Gacoan Medan?
- d. Does brand awareness, service quality and food quality have effect on revisit intention at Mie Gacoan Medan?

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

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

- a. To describe whether brand awareness have effect on revisit intention at Mie Gacoan Medan.
- b. To explain whether service quality have effect on revisit intention at Mie Gacoan Medan.
- c. To explain whether food quality have effect on revisit intention at Mie Gacoan Medan.
- d. To analyze whether brand awareness, service quality and food quality have effect on revisit intention at Mie Gacoan 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 brand awareness, service quality and food quality 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 brand awareness, service quality and food quality in relation to the goal of revisit intention.
- b. For Mie Gacoan Binjai, 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.

