

CHAPTER I

INTRODUCTION

1.1 Background of Study

Nowadays, advancements in various fields are no longer in doubt, including in the field of food and beverages. Many people spend their time outside the home either just to relax or even for work purposes. Cafes or restaurants are one of their choices because they are not only cafes are considered to not only sell food and drinks but also offer comfortable facilities for visitors. A café or restaurant is a business in the field of drinks and food that is managed practically by offering a level of service for consumers in a comprehensive and friendly manner. Apart from being a place to eat and drink, cafes and restaurants provide many benefits for visitors who come, such as a place to relieve boredom and fatigue of consumers and create a peaceful and lively atmosphere for consumers (Khong and Salim, 2024).

Revisit intention pertains to the inclination of individuals to revisit a location within the same country or region due to their prior encounters with the level of service quality. The idea of revisit intention, which is the process of creating tourist intentions, describes the propensity of tourists to return based on their favorable experience, with a focus on long-term perspective (Situmorang, 2020).

Draja Cafe is one of the cafes in Medan city that provides coffee and various archipelago menus such as nasi bungkus, toast, indomie, fried rice and other menus. In this research, the author focuses on Draja Cafe at the Citraland Complex branch. To find out the number of visits at Draja Cafe Citraland, the author took data on

consumer visits in the last 3 years as follows.

Table 1.1 Number of Visitors at Draja Cafe Citraland from 2022-2024

Month	2022	2023	2024
January	2263	2122	1563
February	3693	2630	1690
March	2213	2210	1520
April	2696	2632	1832
May	2587	1563	2021
June	2362	2123	2069
July	2003	2032	2033
August	2028	2260	2022
September	2156	2363	1943
October	2369	2632	2034
November	1986	2523	1656
December	2863	2530	2096
Total Visitors	29219	27620	22479

Source: Draja Cafe Citraland (2022-2024)

Based on table 1.1, the number of consumers visiting Draja Cafe shows that there is a downward trend in the number of consumers visiting from 2022 to 2024. In 2022 the total visitors were at 29.219 then increased to 27.620 in 2023 and decreased again in 2024 with 22.479.

The main reason for choosing this research topic is the decline in the number of consumers from year to year at Draja Cafe and they are struggling with customers who have tasted food and drinks and do not revisit Draja Cafe resulting in a decrease in consumer purchasing decisions.

When starting a food service or retail business, the ambiance of the coffee shop (store atmosphere) must also be taken into account. Customers' shopping decisions are likely to be positively impacted when the retail environment may make them feel comfortable. A business's store image will also be enhanced by a pleasant coffee shop setting (Pradana and Robie, 2022).

To find out the phenomenon regarding the store atmosphere at Draja Cafe Citraland, the author conducted a pre-survey to 30 respondents regarding the store atmosphere with the following results.

Table 1.2 Pra Survey of Store Atmosphere

No.	Statements	Yes	No
1	The exterior of Draja Cafe is attractive and easily recognizable.	18	12
2	The choice of colors and interior decoration of the cafe creates a comfortable atmosphere.	11	19
3	The layout of tables and chairs allows customers to move comfortably.	19	11
4	Access to the cafe is easy to reach by both private vehicles and public transportation.	12	18
5	The equipment and supplies in the ordering area look clean and neatly arranged.	19	11

Source: Pra Survey (2025)

In the pre-survey outcomes in the preceding table, it shows that 18 respondents dominantly stated that the appearance of Draja Cafe is easy to identify, 19 respondents stated that the colour selection and interior of the cafe have not made them fully comfortable, 19 respondents stated that the arrangement of tables and chairs at Draja Cafe is good and makes it easy for them to move comfortably, 18 respondents stated that the location of Draja Cafe is far enough to reach, 19 respondents stated that the equipment and supplies at Draja Cafe are clean and neatly arranged. This phenomenon shows that Draja Cafe already has a strong visual identity and a comfortable and clean space. However, the main challenges faced are the lack of comfort in the interior aspects and the location which is considered less strategic. To increase the attractiveness of the cafe, improvements need to be made in colour selection and interior design to create a more comfortable atmosphere, as well as a more aggressive marketing strategy to attract customers even though the location is not very accessible.

Another factor that can influence revisit interest is brand image. Consumers often buy products that are associated with well-known brands because of their preference for familiar goods. This inclination results from the perception that well-known brands are more dependable, consistently available, simple to locate, and of indisputable quality (Khong and Salim, 2024). To find out about the brand image at Draja Cafe Citraland, the author compares consumer ratings and reviews of several similar cafes in the Citraland area as follows.

Table 1.3 Brand Comparison in Cafe at Citraland

No.	Name	Google Ratings
1	Draja Cafe Citraland	4.4
2	V Coffee Bar	4.6
3	The Walker	5.0
4	H&L	4.9
5	Koffkin Lavidia	4.3

Source: Google Ratings (2025)

In the results of the google rating, it shows that Draja Cafe Citraland has a review rating of 4.4. From similar cafes in the Citraland area, it shows that when compared to several similar cafes, Draja Citraland has a lower rating than several other cafes. To find out the phenomenon of brand image at Draja Cafe Citraland, the author conducted a pre-survey to 30 respondents with the following results.

Table 1.4 Pra Survey of Brand Image

No.	Statements	Yes	No
1	Draja Cafe has a characteristic that distinguishes it from other cafes in Citraland.	12	18
2	Draja Cafe gives off an exclusive yet cosy impression for various groups.	16	14
3	Draja Cafe is known as a great place to work, hang out, or relax.	17	13
4	Draja Cafe always provides good and friendly service to customers.	14	16
5	I am satisfied with the taste of the food and drinks served at Draja Cafe.	10	20

Source: Pra Survey (2025)

The pre-survey findings in the preceding table indicate that the dominant 18 respondents stated that Draja cafe is a cafe similar to other cafes, 16 respondents stated that Draja cafe is an exclusive and comfortable place, 17 respondents stated

that Draja cafe is comfortable to use for work, 16 respondents stated that employees have not been fully able to provide good service and 20 respondents stated that they were not satisfied with the taste of food and drinks served by Draja Cafe. This phenomenon indicates that Draja Cafe has potential as a comfortable and exclusive place, but still faces challenges in terms of concept differentiation, service quality and food and beverage flavours which are aspects that must be considered in Draja Cafe's brand image.

The next factor that can influence interest in visiting again is the variety of menus from the restaurant. The variety of menus offered by the cafe is a consideration for consumers in visiting, so it is hoped that the cafe management will provide a varied and not monotonous menu so that consumers are not bored and feel that this cafe is not special compared to similar cafes (Tondang et al, 2023).

To find out the phenomenon regarding the menu variety at Draja Cafe Citraland, the author conducted a pre-survey to 30 respondents regarding the store atmosphere with the following results.

Table 1.5 Pra Survey of Menu Variety

No.	Statements	Yes	No
1	The menu served at Draja Cafe has a variety of flavours.	12	18
2	The portion of food and beverages at Draja Cafe is in accordance with the price offered.	20	10
3	Food and drinks at Draja Cafe are made from high-quality ingredients.	8	22
4	The presentation of food and drinks at Draja Cafe is very attractive and aesthetically pleasing.	6	24
5	The menu available at Draja Cafe is quite diverse and includes many options.	22	8

Source: Pra Survey (2025)

In the pre-survey results in the table above, it shows that 18 respondents stated that the menu served had a standard variety of flavours, 20 respondents stated that the food portion was in accordance with the price offered, 22 respondents stated

that the food and drinks provided used ordinary food ingredients. Meanwhile, 24 respondents stated that the food and drinks served did not look aesthetic and 22 respondents stated that the variety of menus available was diverse at Draja Cafe. Draja Cafe faces several challenges in the aspect of menu variations that can affect customer attractiveness and satisfaction. Although Draja Cafe has a wide variety of menus and portions that are suitable for the price, there are still challenges in terms of taste, quality of raw materials, and aesthetics of presentation. This is the phenomenon of menu variation that occurs at Draja Cafe.

Considering the described background of study above, the writer determines the study of store atmosphere, brand image, and menu variety on revisit intention at Draja Cafe Citraland Medan. Therefore, the relationship between these three variables will increase revisit intention. Hence, the title of this research is: **“THE INFLUENCE OF STORE ATMOSPHERE, BRAND IMAGE, AND MENU VARIETY TOWARDS REVISIT INTENTION AT DRAJA CAFE CITRALAND 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 store atmosphere, brand image, and menu variety, and revisit intention. The writer has previously determined the problem's limitations, which include several independent variables (referred to as Variable X), store atmosphere, brand image, and menu variety, and dependent variable (Variable Y) consist of revisit intention.

1.3 Problem Formulation

Through study conducted at Draja Cafe Citraland Medan, the writer has identified numerous inquiries pertaining to the emerging issues, which are:

- a. Does store atmosphere have influence on revisit intention at Draja Cafe Citraland Medan?
- b. Does brand image have influence on revisit intention at Draja Cafe Citraland Medan?
- c. Does menu variety have influence on revisit intention Draja Cafe Citraland Medan?
- d. Does store atmosphere, brand image, and menu variety have influence on revisit intention at Draja Cafe Citraland Medan?

1.4 Objective of the Research

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

- a. To describe whether store atmosphere have influence revisit intention at Draja Cafe Citraland Medan.
- b. To explain whether brand image have influence on revisit intention at Draja Cafe Citraland Medan.
- c. To explain whether menu variety have influence on revisit intention at Draja Cafe Citraland Medan.
- d. To analyze whether store atmosphere, brand image, and menu variety have influence on revisit intention at Draja Cafe Citraland Medan.

1.5 Benefit of the Research

The advantages of this research can be outlined as follows:

1.5.1. Theoretical Benefit

It is expected that the results of this investigation would improve the existing theories regarding store atmosphere, brand image, and menu 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 store atmosphere, brand image, and menu variety in relation to the goal of revisit intention.
- b. For Draja Cafe Citraland 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.