

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Culinary Business is an activity that produces food and beverages that will be sold to consumers, of course with the aim of generating maximum profit (Anggraeni et al., 2023). According to Hasan et al. (2023), the culinary business is also associated with great profits, this is because everyone who does culinary work, especially in the food industry, really enjoys the profession. Handayani & Fauzi (2023) added that with the competitive culinary industry in Indonesia, this restaurant or eatery has succeeded in becoming a potential business amidst fierce competition.

Along with the development of the times and the complexity of customer needs and desires, it has caused significant changes in every aspect of life. One of them is changes in the trade, food, service and information industries. These changes have an impact on people's lifestyles ((Rahmasari & Suharno in Halik et al., 2021). Atila & Fisun in Tiwa et al. (2022) stated that there are factors that influence people to choose a restaurant, such as service, product, price, atmosphere, location, and smoking area. Halik et al. (2021) explain that previously, people only ate at restaurants or casual dining when celebrating birthdays or other special events. However, nowadays, eating at restaurants has become commonplace and part of a casual lifestyle. In addition, various types of foreign cuisine such as American, Japanese, and Korean cuisine have also entered Indonesia.

Revisit intention is one of the problems and is still being researched to this day. Renda & Situmorang (2024) said that revisit intention or intention to revisit is a person's desire to make repeat visits to the same destination. The higher the customer's intention to revisit, the greater the likelihood that the business will survive and compete with other businesses. Revisit intention is the possibility of consumers repeating activities or revisiting a place in the future (Putri et al., 2023). Revisit intention can be the key to success in winning the competition because research according to Soebandhi et al. (2020) states that the more restaurants or cafes that offer different concepts, the more choices there are for consumers. Putri et al. (2023) also stated that this means that by revisiting intention, consumers reject offers from competitors and choose to visit the same place.

Golden Lamian Sun Plaza Medan is located on the 4th floor of zone A, located at Jl. KH. Zainul Arifin No.7. Golden Lamian Sun Plaza Medan is one of the typical Asian food restaurants that serves various noodle dishes and other dishes such as dimsum, hainan rice and so on. Golden Lamian Sun Plaza Medan is an ideal choice for dining after activities around the area. It's strategic location offers easy access for visitors who want to enjoy delicious dishes before continuing their activities. Certification of all Golden Lamian Sun Plaza Medan menus is MUI halal certified, does not contain preservatives.



Figure 1.1 Golden Lamian Sun Plaza Medan

Source: Golden Lamian Sun Plaza Medan, 2025

To increase the interest in returning is not easy because the restaurant must be able to create a comfortable restaurant atmosphere, have a variety of menus, do promotions and also increase brand loyalty. The following is data on the number of transactions to Golden Lamian Sun Plaza Medan over the last 5 years:

Table 1.1 Data On The Number Of Transaction To Golden Lamian Sun Plaza Medan For 2020-2024

| Years | Number Of Transaction | Percentage Difference In Transaction Year on Year |
|-------|-----------------------|---|
| 2020 | 964 | - |
| 2021 | 1.058 | 9,75% |
| 2022 | 951 | -10,11% |
| 2023 | 905 | -4,84% |
| 2024 | 869 | -3,98% |

Source : Golden Lamian Sun Plaza Medan, 2025

The table above shows that the number of transactions at Golden Lamian Sun Plaza Medan has decreased between 2021 and 2024. This information on the

number of transactions was obtained by researchers from the management of Golden Lamian Sun Plaza Medan when conducting a preliminary survey. The problem of the decrease in the number of transactions is suspected to be because Golden Lamian Sun Plaza Medan pays less attention to the atmosphere of Golden Lamian Sun Plaza Medan, the variety of menus offered, and the inefficiency of promotions carried out by restaurant management.

Building and maintaining brand loyalty has been one of the main research themes for marketers for a very long time. Van Lam et al. (2018) in Keni & Clarissa (2024) define brand loyalty as a genuine intention to reconsider a purchase without being overly swayed by circumstances. Srivastava & Rai (2018) in Keni & Clarissa (2024) describe it as a measure of brand credibility and attitude, reflecting consumers' evaluations over time. Brand loyalty indicates customer commitment to a brand (Hariandja et al., 2021). High ratings for restaurants in Sun Plaza highlight the rising competition, making it essential for Golden Lamian Sun Plaza Medan to boost revisit intentions.

Table 1.2 Lists of Restaurant Ratings in Sun Plaza Medan

| No. | Restaurant Name | Ratings | Year of Establishment | Main Product |
|-----|-------------------------|---------|-----------------------|------------------------------------|
| 1 | Nelayan Jala Restaurant | 4.5 | 2006 | Dimsum, Chinese Cuisine Specialist |
| 2 | Sushi Tei | 4.6 | 2003 | Sushi, ramen and Japanese cuisine |
| 3 | Sushi Hiro | 4.9 | 2021 | Ramen and Japanese cuisine |
| 4 | Kimukatsu | 5,0 | 2021 | Ramen and Japanese cuisine |
| 5 | Golden Lamian | 3.8 | 2017 | Ramen and Japanese cuisine |

Source: Google Review Rating, 2025

From the table above, we can see that the restaurants in Sun Plaza have different ratings, namely in the range of 3.8-5.0. The description of the restaurant ratings in the table is Nelayan Jala Restaurant with a rating of 4.5, Sushi Tei with a

rating of 4.6, Sushi Hiro with a rating of 4.9, Kimukatsu with a rating of 5,0, and Golden Lamian Sun Plaza with a rating of 3.8. The low rating of Golden Lamian Sun Plaza is due to negative comments such as the culture of following the queue order, and taking too long, bad service, especially for ojol and please provide a soundproofing for the noodle room, often startling customers and making them uncomfortable because the sound is so loud, especially if you are bringing a baby who is sleeping so they cry and are startled awake.

Oktavio, et al. (2023), restaurant atmosphere is everything that creates the atmosphere of a place, whether through music, visuals and arrangements that can influence consumer perceptions and emotions. According to Ing et al. (2020), a restaurant must maintain its cleanliness and have the right lighting and temperature for its customers. This is because the atmosphere has been proven to have an impact on the emotions, attitudes, and spending patterns of customers. Munwaroh & Rptiono (2021), Physical characteristics are important for creating a comfortable atmosphere in a cafe and influencing image and purchasing behavior.



Figure 1.2 Atmosphere in Golden Lamian Sun Plaza
Source: Golden Lamian Sun Plaza, 2025

If you look at Figure 1.2, it shows that the atmosphere of Golden Lamian Sun Plaza is quite good. The problem faced is seen from the music indicator, where Golden Lamian is located in Sun Plaza which is close to other restaurants so that Golden Lamian Sun Plaza never plays music. This makes customers less comfortable when eating at this restaurant. From the lighting indicator, it can be seen that the lighting in Golden Lamian Sun Plaza is not evenly distributed in all places so that certain tables are not bright enough which causes glare and discomfort. In addition, the table arrangement is neat and orderly, but even though Golden Lamian Sun Plaza experiences long queues during peak hours, it causes some customers to switch to other dining options because there are no seats.

According to Kotler (2002) in Sihombing et al (2021) menu diversity (menu variants) is the availability of all types of menus offered to be owned, used or consumed by consumers produced by a producer. Every consumer has different tastes. Sihombing et al (2021) explains again that menu variants are one of the factors that can affect consumer satisfaction. If cafes and restaurants provide a variety of menus, it will be easier for cafes to attract consumers. A well-designed menu can be a basis for customers to choose food, as well as attract their attention to more products offered. Separate units within a brand or product line can be distinguished by size, price, or other characteristics (Hasibuan et al., 2022). Tondang et al. (2023), menu diversity affects customer satisfaction, creating a cafe that provides comfort for consumers both in terms of atmosphere that has a contemporary concept that can create its own comfort for consumers.



Figure 1.3 Menu Variety Golden Lamian Sun Plaza

Source: Golden Lamian Sun Plaza, 2025

From figure 1.3, it can be seen that there are various menus sold at Golden Lamian Sun Plaza such as Lamian noodles, Hainanese rice, dim sum, Lamian BBQ. Although the products offered are diverse, Golden Lamian Sun Plaza often does not sell all the food on the menu, so customers hesitate to make repeat purchases and even though the food sold at the company is very diverse, many customers still buy the same products elsewhere because of purchasing habits.

Promotion is one way to create an increase in repurchase interest in products at Golden Lamian Sun Plaza and it is expected that there will be an increase in sales figures for the promoted products. Promotion, according to Perreault et al. (2021), is the sharing of information to affect attitudes and behavior between the seller and potential customers or other channel participants. Carrying out promotions is not just about informing about products, but also attracting attention so that a purchase takes place. According Febriyanto & Widiartanto (2021), promotions can be carried out through various media. Now, at a time when technology is increasingly developing, utilizing social media to carry out promotions is a very appropriate

thing. Carrying out promotions through social media can also make products more attractive and make purchases in the future.

From the results of the pre-survey at Golden Lamian Sun Plaza, promotional issues are also one of the causes of low interest in repeat visits. Currently, Golden Lamian Sun Plaza is adding promotional media through social media such as Instagram, Facebook, banners and WhatsApp, but this media also has weaknesses in reaching the expected segment, because not all segments in question use social media to see Golden Lamian Sun Plaza promotions as the first choice in choosing a restaurant.

From the phenomena and explanations above, competition among restaurants in Sun Plaza is very tight. Therefore, it is essential for Golden Lamian Sun Plaza to enhance customer return interest by understanding the variables that affect it. This study will focus on demonstrating that the restaurant atmosphere, menu variations, and promotions significantly impact brand loyalty and increase customer return interest.

1.2 Problem Limitation

The problem limitation helps to make the research focused and clear, concentrating on how brand loyalty affects the restaurant atmosphere, menu variety, and promotions on customer revisit intentions at Golden Lamian Sun Plaza Medan. Data for this research will be gathered through questionnaires designed for the study. The samples analyzed will include individuals who meet specific criteria: both male and female, aged 18 to 60 years, living in Medan city, and who have

visited Golden Lamian Sun Plaza Medan at least twice in the last year. Putri et al. (2023) mention that indicators used to measure revisit intention, namely willingness to visit again, willingness to invite, willingness to share positive tales indicates a person's readiness to tell others about a company's products or services and willingness to prioritize the visiting destination. Atmosphere indicators in restaurants as follows: music, aroma, color, lighting and temperature (Fuada & Wulansari, 2024). According to Sihombing et al. (2021), the menu variation indicators are product taste, portion size, product quality, attractive product appearance and availability of menus to support consumer orders. Febriana (2020) mention that the indicators of promotion used to promote a product are promotion frequency, promotion time and special offers. According to Komalasari & Khatimah (2022) there are four indicators of brand loyalty are level of purchasing the same product, repeated product purchases, not switching to other brands and recommending to others.

1.3 Problem Formulation

Based on the background, the formulation of the research problem is:

1. How does restaurant atmosphere has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan?
2. How does menu variety has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan?
3. How does promotion has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan?

4. How does brand loyalty as moderator role on restaurant atmosphere toward customer revisit intention at Golden Lamian Sun Plaza Medan?
5. How does brand loyalty as moderator role on menu variety toward customer revisit intention at Golden Lamian Sun Plaza Medan?
6. How does brand loyalty as moderator role on promotion toward customer revisit intention at Golden Lamian Sun Plaza Medan?

1.4 Objective of the Research

The objective of this research is :

1. To know restaurant atmosphere has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan
2. To know menu variety has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan
3. To know promotion has significant influence customer revisit intention at Golden Lamian Sun Plaza Medan
4. To know brand loyalty as moderator role on restaurant atmosphere toward customer revisit intention at Golden Lamian Sun Plaza Medan
5. To know brand loyalty as moderator role on menu variety toward customer revisit intention at Golden Lamian Sun Plaza Medan
6. To know brand loyalty as moderator role on promotion toward customer revisit intention at Golden Lamian Sun Plaza Medan

1.5 Benefit of The Research

This research aims to provide benefits in education, both directly and indirectly. The benefits of this research are as follows:

1.5.1 Theoretical Benefit

The results of this study can provide extra information and serve as a reference for further research on how Brand Loyalty influences Restaurant Atmosphere, Menu Variety, and Promotion in relation to Customer Revisit Intention at Golden Lamian Sun Plaza Medan.

1.5.2 Practical Benefit

The practical benefits of this research consist of :

1. Golden Lamian Sun Plaza Medan is expected to provide additional information and as a consideration in making decisions related to Brand Loyalty and Customer Revisit Intention, so that in the future this research can help Golden Lamian Sun Plaza Medan become a place by having interesting things to match customer expectations.
2. For writer, this research can be used as information in developing knowledge about how relationships Brand Loyalty as moderator role on Restaurant Atmosphere, Menu Variety, and Promotion toward Customer Revisit Intention at restaurant.
3. For University, the study's results can serve as library material and extra reference for students in Hospitality Management at Pelita Harapan University.

4. For other restaurant, this research can help restaurant management understand Restaurant Atmosphere, Menu Variety, and Promotion, and guide them on Customer Revisit Intention and Brand Loyalty.

