

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The Food & Beverage (F&B) business is still consider as a very potential sectors because it has a large market. In Indonesia, with a population of 281.6 million, there are many opportunities that can be found in the Food & Beverage industry. There are various types of Food & Beverage that are tailored to market tastes, each with its own challenges and opportunities. Having this business can be started from a small to large scale, depending on the target market. Small-scale businesses can be in the form of stalls, simple restaurants, or snack culinary businesses, while medium-scale businesses can be in the form of cafes and restaurants with menu innovations. Businesses that have survived so far continue to try to add new things not only to impress customers but also to make employees feel comfortable. Looking at today's businesses, it is very common that these businesses, especially in the Food & Beverage industry, all of their basic concepts are almost the same where they serve food, drinks, snacks, or even alcohol if needed, or can be said to be in accordance with the concept (Hartono, 2024). According to Fincirc International Management (2024), the lack of creativity in building concepts makes these restaurants not have what is called uniqueness. Consumers tend to get bored with the same things they see everywhere and need some kind of refreshment.

Most people, if they found a new and trendy café that just opened or we can

say that it is currently happening, the queue won't be short, it will be going to be a long queue. The simplest case that we can see is in Medan. Medan nowadays has so many new cafés and restaurants that try to serve a new and fresh concept that is unique from the usual café. But not all the cafés can really have a loyal customer for a long time. Usually, it only lasts for 2-3 months because people just join the hype, if it's not fit to their taste, then they won't even bother to come back again. So, if that's the case, how can all these business' owners keep their customers' loyalty so that their business won't go bankrupt? Well said, it's not only all about the ambience, or even the looks of the café or restaurants, but the taste of the food, the service that the employees give, and the uniqueness of the menu do really matter.

Purchase intention refers to the feelings and motivations that influence consumers' buying decisions for products and services. It is crucial for customers as they assess specific products. Those with positive purchase intention tend to have a strong commitment, enhancing their desire for lasting relationships with sellers. Thus, purchase intention indicates customer loyalty (Augustinus & Vivi, 2020). Purchase intention is a part of consumer behavior that shows the tendency to respond before buying. Repurchase intention arises from previous purchasing experiences. Consumers can know the value of the product through experience. Retaining old customers is more important and cheaper than finding new customers.

Starbucks Multatuli Medan is a restaurant located in North Sumatra Province, precisely in the Medan area. This coffee shop sells various types of food & drinks such as: coffee, sweet desserts, bread & pastries, drinks which are very

delicious to enjoy with family or friends. Researchers chose Starbucks Multatuli because the location is easy to reach and close to the residence or workplace and also Starbucks Multatuli has its own place away from the crowd so that customers can sit quietly and comfortably. If seen in Figure 1.1, the ease of access to the restaurant, including parking, is also a consideration for customers to come to Starbucks Multatuli.

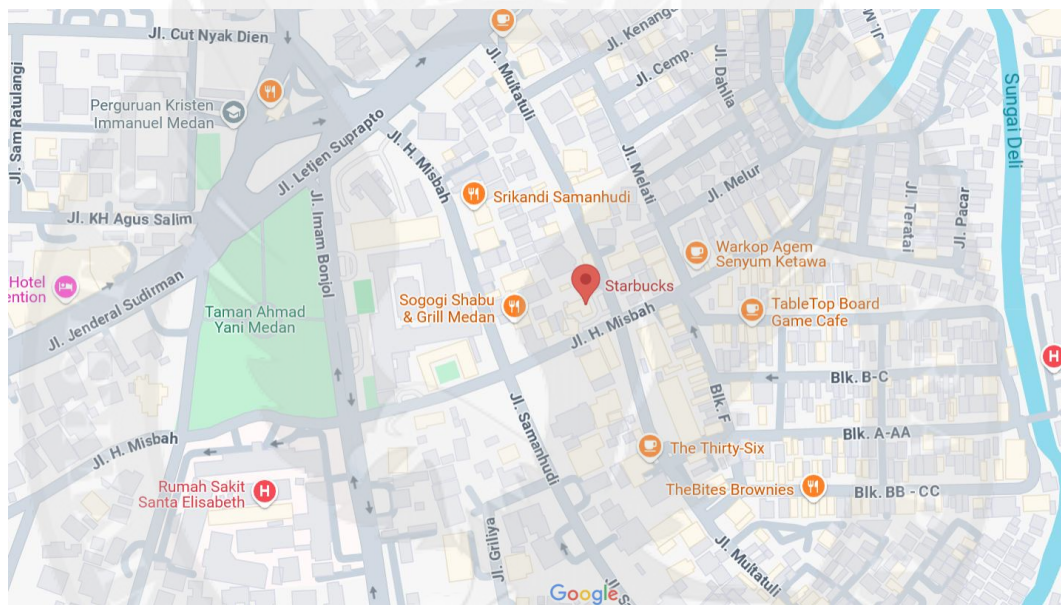


Figure 1.1 Location of Starbucks Multatuli Medan

Source: Google Maps of Starbucks Multatuli Medan

To increase the number of customers, Starbucks Multatuli Medan strives to increase consumer purchasing interest through Brand Awareness, Store Atmosphere and Menu Variety. However, increasing this customer consumption is not easy. Companies need to make efforts and take steps so that their products sell as expected and consumers are interested in buying again. When conducting initial observations at Starbucks Multatuli Medan, researchers found information on the number of customers from the number of reviews during 2020-2024.

Table 1.1 Data on Customers' Review of Starbucks Multatuli Medan for 2020-2024

Years	Customers' Review
2020	216
2021	205
2022	210
2023	219
2024	183

Source : Google Review from Starbucks Multatuli Website

The table above shows that the number of customers' reviews of Starbucks Multatuli Medan has decreased between 2020 until 2024. The problem with the number of customers is thought to be because Starbucks Multatuli Medan pays less attention to its efforts to customers, the atmosphere of Starbucks Multatuli Medan is less pleasant, and the variety of menus is according to customer desires. All of these are factors that cause the decrease in the number of customers. Here's why customers are decreasing every year at Starbucks Multatuli.

Brand awareness is one of the variables that the writer chooses to indicate the purchase intention of the customer. The reason for this variable is considered as one of the indicators which we all know that Starbucks, as the brand itself, is well known by all people. It can be doubted if there's anyone who doesn't know the brand "Starbucks". So, brand awareness is important in determining the purchase intention. Nowadays, brand awareness can be one of the indicators for a successful business, the simplest way to be recognized by society and it is the first step to reach a higher goal. People need to know your brand, know your specialty, what is something that you can serve and make a good first impression so that people will come back again to repurchase. People also tend to go after they hear the name "Starbucks", they instantly think that everything served by them will be good. But

the fact is that not every Starbucks retail has the same standardized taste. Obviously, they have the Standard Operating Procedure and the standard for everything that they sell, but who can guarantee that the taste from different retail and location can be the same. But for a long time, Starbucks has been chased by another new brand.

Store atmosphere is a physical aspect of a store that can convey its image of the store and draw consumers. Store atmosphere is an important aspect in the business because it shows the physical characteristics and the main thing in every retail business establishment. Its function is to create a comfortable atmosphere for customers and give consumers a sense of being able to linger in the cafe and indirectly can stimulate consumers to make a purchase.



Figure 1.2 Store Atmosphere of Starbucks Multatuli Medan

Source: Starbucks Multatuli Medan, 2025

Starbucks Multatuli Medan has a visually appealing interior design as seen in Figure 1.2 while maintaining a minimalist design and the lighting and colors of the room which is to use to create a comfortable and pleasant atmosphere. However, the arrangement of tables and chairs at Starbucks Multatuli Medan is not yet

pleasant or still narrow, because when it is crowded, customers will jostle when they want to leave the place. So, this is what makes customer interest in buying at Starbucks Multatuli Medan decrease.

It can be seen from Figure 1.3, regarding Starbucks Multatuli Medan, Customer feedback on Google Reviews underlines concerns about the limited space of the store. The review demonstrates how customers recognize the layout as narrow, which might negatively impact their overall experience.



Figure 1.3 Customer's Negative Review at Starbucks Multatuli Medan

Source: [Starbucks, Multatuli Medan - GoFood](#)

Menu variety means a variety of foods offered by culinary entrepreneurs, which can be distinguished based on ingredients, recipes, cooking methods, and types of food. Many menu choices aim to make it more convenient for the consumers in order to reach their needs. An attractive presentation also makes customers want to come back.



Figure 1.4 Menu variety of Starbucks Multatuli Medan

Source: Starbucks Multatuli Medan, 2025

Customers who come to the restaurant can choose the menu they like without any restrictions to order the menu in the restaurant, because there is a complete menu variation from Starbucks Multatuli Medan so that customers adjust to their taste, portion and desired presentation. This menu variation can be seen in Figure 1.4. Starbucks Multatuli Medan provides a variety of food menus consisting of coffee drinks, non-coffee drinks, frappuccino drinks, bread, cakes and pastries. In addition, various types of Starbucks Multatuli Medan menu variations can also be ordered through the online food delivery application such as Go food, Grab Food and etc. Although Starbucks Multatuli Medan provides a wide variety of food and beverage menus, not all elements of society like the variety of food and beverages at Starbucks Multatuli Medan, especially coffee-flavored food and beverages. This is because there are other factors that cause people to dislike the variety of menus at Starbucks Multatuli Medan, such as the price of their drinks are more expensive than the other places.

From the phenomena and explanations above, it can be concluded that the presence of Starbucks Multatuli is less noticed by management. Therefore, Starbucks Multatuli needs to increase customer purchasing intention by considering brand awareness and store atmosphere variables, but menu variety is always the first factor that restaurants like Starbucks Multatuli pay attention to. This study will focus on proving that brand awareness, store atmosphere, and menu variety have a significant effect on purchase intention.

Based on the description, the writer is interested in conducting research with the title **“The Influence of Brand Awareness, Store Atmosphere, and Menu Variety on Purchase Intention at Starbucks Multatuli Medan”**.

1.2 Problem Limitation

The writer does the research by limitation which is conducted only at Starbucks Multatuli and determines the problem limitation on brand awareness, store atmosphere and menu variety as independent variable (X) and purchase intention as dependent variable (Y). Indicators Brand Awareness (X1) in this research is brand recall, brand recognition, purchase decision and consumption. Indicators Store Atmosphere (X2) in this research is lightning, music, temperature, scent, room layout, color and cleanliness. Indicators Menu Variety (X3) in this research is product taste, portion size, product quality, attractive product appearance and availability of menus to support consumer orders. Indicators Purchase Intention (Y) in this research is transactional interest, referential interest, preferential interest

and explorative interest. The characteristics of these respondents consist of age, gender, level of income, occupation and educational background.

1.3 Problem Formulation

Based on the background of the problem above, the problem formulation can be made, namely:

1. Does the brand awareness has a partial influence on purchase intention at Starbucks Multatuli Medan?
2. Does the store atmosphere has a partial influence on purchase intention at Starbucks Multatuli Medan?
3. Does the menu variety has a partial influence on purchase intention at Starbucks Multatuli Medan?
4. Do the brand awareness, store atmosphere and menu variety have simultaneous influence on purchase intention at Starbucks Multatuli Medan?

1.4 Objective of the Research

The objective of this research is :

1. To know whether brand awareness have partial influence on purchase intention at Starbucks Multatuli Medan.
2. To know whether store atmosphere have partial influence on purchase intention at Starbucks Multatuli Medan.
3. To know whether menu variety have partial influence on purchase intention at Starbucks Multatuli Medan.

4. To know whether brand awareness, store atmosphere and menu variety have simultaneous influence on purchase intention at Starbucks Multatuli Medan.

1.5 Benefit of the Research

It is expected that this research will have an impact on education, depending on its purpose. Here are some of the benefits of this research:

1.5.1 Theoretical Benefit

It is hoped that this research will increase our understanding and expertise on purchase intention. This research helps our understanding of the relationship between customer loyalty and brand awareness, store atmosphere and also menu variety at Starbucks Multatuli Medan.

1.5.2 Practical Benefit

The practical benefits of this research are

1. For writers, this research adds to the understanding of experience and is an application of the ideas that researchers learned while studying at Pelita Harapan University.
2. For Starbucks Multatuli Medan, the results of this study can produce real improvements. By knowing what customers like the most, Starbucks Multatuli Medan can pay attention to consumer behavior while in the cafe. For example, if the atmosphere makes customers come back, Starbucks Multatuli Medan can renovate the place to be more comfortable. If

customers like the variety of menus, the cafe can introduce new dishes periodically.

3. For other researchers, it is hoped that the findings of this study would be helpful to other researchers as a comparison, as recommendations, and as something to think about while doing more research.

