

CHAPTER I

INTRODUCTION


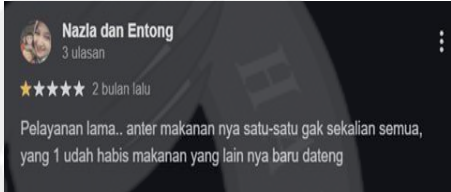
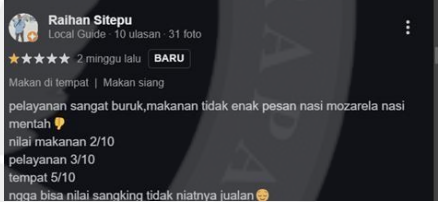
1.1 Background of Study

Food is much more than just a source of sustenance; it's an integral part of our culture, identity, and social interactions. Food is an important part of our everyday life from the time we get up till the final bite before bed. It gives our bodies nourishment, powers our actions, and offers consolation when we're in need. The complex tapestry of human experience is reflected in the variety of foods. Every cuisine narrates a distinct tale influenced by history, geography, and environment. For example, the simplicity of Italian cooking highlights the value of using local, fresh products, while the spices of Indian cuisine tell of historic trading routes. A window into daily life is provided by street food vendors, where recipes are handed down through the generations and frequently change over time while maintaining their cultural identity. Additionally, food is a means of communication. Families and friends come together over shared meals, which promotes community. In addition, food has evolved into a medium for artistic expression. Chefs everywhere push the limits of culinary inventiveness by experimenting with flavors, textures, and presentations. Innovative dishes that entice the senses and expand our ideas of what food may be are the result of this blending of traditional methods with contemporary inspirations. Additionally, food is a means of communication. Families and friends come together over shared meals, which promotes community. In addition, food has evolved into a medium for artistic

expression. Chefs push the limits of culinary inventiveness by experimenting with flavors, textures, and presentations. Innovative dishes that entice the senses and expand our ideas of what food may be are the result of this blending of traditional methods with contemporary inspirations. Rahman et al. (2022) The study revealed that promotional activities on Instagram, such as creative and interactive content, significantly improve customer engagement and their experience with brands Four restaurants make up the Hai Kou Group: "Hai Kou Restaurant, Hai Kou Dim Sum, Hai Kou Huo Guo, Hikari Izakaya." Hai Kou dim sum is the focus of my research for this thesis. The F&B company Haikou Group operates Haikou Dimsum, which has locations on Jalan Petisah, Citra Land Gama City Complex, and Jalan Ring Road Medan. This restaurant specializes in Chinese cuisine and serves a variety of meals, including dim sum, appetizers, and veggies. Their specialties are ducks and golden pomfret. Additionally, their location is ideal for hosting dinner parties, family get-togethers, and social gatherings.

The Hai Kou Group is dedicated to creating a work environment founded on moral principles, civility, and honesty. Numerous elements that contribute to a restaurant can have unfavorable effects. Customer satisfaction is occasionally another element that contributes to a restaurant's negative reputation. Beginning with the waiter's service, the amount of time it took to create the dish, its flavor, and its freshness or quality. (Holmlund et al., 2020) Found that a customer-oriented company culture has a significant impact on a positive customer experience, especially through improved service quality. Therefore, we must continue to pay attention to many things.

Table 1.1 Total Bad Reviews in 3 months

Months	Google Review about Food Quality			Example
	2 stars	3 stars	Total Bad Review	
November	3	17	20	
December	1	3	13	
January	2	5	10	

Source: Prepared by Writer (2025)

1.2 Problem Limitation

This study is restricted to how Haikou Group's corporate culture, brand image, and Instagram promotion affect the company's customer experience. Because Haikou Group is a restaurant that is relatively new to Medan but is already well-known among its patrons, the study's focus is solely on this group; therefore, the findings cannot be extrapolated to other businesses with different features. Corporate culture, which affects customer interactions, brand image developed through marketing communications, and promotions conducted on Instagram, the

company's primary social media platform, are among the elements examined. The Haikou Group's constant emphasis on promotion and active participation on Instagram piqued my curiosity when I saw their social media accounts, particularly Haikou Dim Sum. To further present their culinary menu to a large audience, for instance, they invite food influencers. Additionally, this study is restricted to Haikou Group clients in specific regions, and data was gathered over a three-month period in 2024–2025. This restriction is meant to help focus the research, and because of the special features of Haikou Group, the findings of this study cannot be applied to the F&B sector. Three independent variables and one dependent variable company culture (X1), brand image (X2), Instagram promotion (X3), and customer experience (Y) were employed in this study.

1.3 Problem Formulation

The author can determine the problem identification in the following ways based on the previous background study:

1. Does company culture have a significant effect on customer experience at Haikou Dim sum?
2. Does brand image significantly influence customer experience at Haikou Dimsum?
3. Does Instagram promotion significantly influence customer experience at Haikou Dimsum?
4. Do company culture, brand image, and Instagram promotion collectively have a significant influence on customer experience

1.4 Objective of the Research

1. To quantitatively analyze the effect of company culture on customer experience at Haikou Dimsum
2. To determine the impact of brand image on customer experience at Haikou Dimsum.
3. To evaluate how Instagram promotion contributes to customer experience at Haikou Dimsum.
4. To assess the simultaneous influence of company culture, brand image, and Instagram promotion on customer experience.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

This study makes significant theoretical contributions to several academic disciplines. By analyzing how corporate culture, brand image, and Instagram promotions affect customer experiences, it advances marketing and branding theory. By examining how digital platforms like Instagram influence customers' emotional and cognitive reactions, it also advances the notion of customer experience. By concentrating on Instagram's influence on customer behavior and brand impression, the study adds to the body of knowledge on social media marketing. Additionally, it advances frameworks in branding theory and consumer behavior, deepening understanding of how brand image and corporate culture impact customer experience in the digital age.

1.5.2 Practical Benefit

This research offers valuable practical benefits for multiple stakeholders in the food and beverage industry, especially Haikou Group. For Haikou Group itself, the findings help management understand which factors—company culture, brand image, or Instagram promotion—most significantly influence customer experience, based on direct responses from 101 customers. These insights can guide the company in enhancing service quality, refining employee training, improving brand consistency, and optimizing Instagram marketing strategies. Other F&B businesses can also benefit by using the study as a reference for developing their own customer experience strategies, particularly by recognizing the growing importance of social media engagement in attracting and retaining customers. For marketing professionals, this research provides practical insights into customer behavior and digital engagement, supporting more effective decisions regarding promotional content, visual branding, and influencer collaborations on Instagram. Lastly, the study contributes to academic research in the fields of hospitality, branding, and digital marketing by offering a tested questionnaire model and an analysis framework that can be adapted in future studies or applied in different business contexts.