

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of the most essential elements in the relationship between food, tourism and local development is the sector of restaurants. The use of local food in restaurants increases the level of local production. Meanwhile, the marking of restaurants' menus based on local food is a good alternative of menus and restaurant's marketing. In addition, the use of local food on a restaurant business affects in the perceived growth of the level of authenticity of the restaurant's experience that extends more in the width of destination. Restaurants have an essential impact in tourism development offering to tourists not just the food but also the experience. In fact restaurants are not created just for food purpose because food industry has a supporting role and is an important part of tourism industry (Dhora & Dionizi, 2024).

Business development in the culinary field, especially restaurants, is growing very rapidly. The opportunities provided are very large and promising, because the mindset, lifestyle and habits of the people are changing due to the times. Restaurants today are not just selling food and drinks, but the atmosphere provided by the restaurant can be a special attraction (Saputra, 2023).

Local food represents a sense of pleasure that has become a culture, belief, identity and is a symbol of the heritage of certain regional cultural wealth (Yulia et al. 2023). The heritage of cultural wealth is one of the potentials in Indonesia

which is a differentiator between other countries. The study show that local food has a positive contribution to health because in terms of composition it has a variety of different nutrients (Du Plooy et al. 2018).

Es Teler 77 is a fast food restaurant chain established in Jakarta Indonesia, in 1982. The name refers to the popular Indonesian dessert drink, es teler. Besides es teler, the restaurant also sells Indonesian food, such as bakso. Es Teler 77 is an Indonesian fast food chain. The restaurant serves Indonesian specialties such as fried rice, chicken noodle, and especially es teler. It was founded by Sukyatno Nugroho based on the recipe of his mother-in-law, Murniati Widjaja in 1982 in Jakarta. Currently, there are more than 140 Es Teler 77 outlets in Indonesia, Singapore, Malaysia, and Australia.



Figure 1. 1. Es Teler 77 Sun Plaza Medan
Sources: Es Teler 77 (2025)

Customers' intention is the driving force that motivates a customer to a brand. It involves understanding your customers' needs beyond the surface of their inquiries, enabling customer to provide support that's efficient, empathetic,

and, ultimately, more human. The understanding customer intention is important because it helps businesses understand customer needs.

Customers' intention to visit at Es Teler 77 Sun Plaza Medan has decreased. This phenomenon is indicated by the sales data obtained by Es Teler 77 Sun Plaza Medan which has decreased.

**Table 1.1 Sales Data of Es Teler 77 Sun Plaza Medan
(2022-2024)**

Year	Total
2022	3.954.250.050
2023	3.469.117.473
2024	2.685.050.365

Sources: Es Teler 77 Sun Plaza Medan (2025)

Table 1.1 shows that sales data obtained by Es Teler 77 Sun Plaza Medan that in 2023 experienced a decline of 12.27% compared to 2022. Then the same condition also occurred in 2024 by 22.60%. From this data it can be concluded that there was a decrease in sales in the 2022-2024 period at Es Teler 77 Sun Plaza Medan, which means that there was a decrease in customer intention to visit.

The visualization of food appearance is the art of presenting food in a way that is visually appealing. It's an important part of the dining experience, and can affect a customer's perception of the food's quality and taste. The visualization of food appearance on a plate is one aspect that consumers seek to achieve their expectations of an experience when it comes to a restaurant. Food which has a good appearance or presentation would be adding a value on a plate that will be serving to the guest who buy the food. According to Putra et al., (2023), If the nice visual appearance of food can be balanced with the good quality of food and the price is worth it by customers, the customers' intention to visit in restaurant

would be increase. Based on research conducted by Janjić et al., (2023) that visualization of food appearance influence towards customers' intention to visit.

Visualization appearance of food at Es Teler 77 Sun Plaza Medan which is less attractive because different from the photo advertisement from Es Teler 77 Sun Plaza Medan. The following is the difference between the appearance of the ice teller advertisement and when it is served to customers, which can be seen in the table below.



Figure 1. 2. Visualization of Food Appearance at Es Teler 77 Sun Plaza Medan

Sources: Es Teler 77 Sun Plaza Medan (2025)

Figure 1.2. shows that the appearance in advertisements is very attractive to customers, but when serving there is no attractive appearance. The arrangement of ice teller raw materials is too haphazard so that it seems random and looks bad. Then the colors of the fruits used are pale so Es Teler 77 don't look attractive. Besides the problem of poor appearance, many customers praise the delicious taste of Es Teler 77. Some of these phenomena triggered a decline in Customers' Intention to Visit Es Teler 77 Sun Plaza Medan.

Ambiance at a restaurant refers to the overall atmosphere or mood created within a dining establishment, influenced by elements like lighting, décor, music, seating arrangements, and overall design, which collectively contribute to the dining experience and set the tone for the guests' perception of the place. A restaurant's ambiance can influence customers' intentions to return, recommend the restaurant, and make repeat purchases. A good ambiance can make customers feel valued and cared for, and can leave a lasting impression (Senduk et al., 2022). Based on research conducted by Kurniawan et al., (2024) that Ambiance influence towards customers' intention to visit.

The unpleasant ambiance at Es Teler 77 Sun Plaza Medan. This has led to many negative reviews from customers. Some of the problematic atmospheres used in customer reviews can be seen in the table below.



Figure 1. 3. Ambiance at Es Teler 77 Sun Plaza Medan

Sources: Es Teler 77 (2025)

Figure 1.3. shows that the results of reviews from customers by providing documentary evidence. From the documentation above, it can be seen that the distance between consumers is too close, which sometimes does not provide comfort. Since Es Teler 77 Sun Plaza Medan is located in a mall, it is very noisy. Another complaint is also the use of equipment such as tables that are used too small so that when customers want to relax eating and working it is difficult to implement. As a result of various negative reviews about the ambiance at Es Teler 77 Sun Plaza Medan, there is a low interest in return visits.

Service quality refers to the overall elements of the customer experience. Service quality in a restaurant is the overall experience a customer has, including the food, service, and atmosphere. It's important because it can influence customers' intention to visit, customer satisfaction and loyalty, which are key to a restaurant's success (Daniswara, 2022). Service quality measures how well a company delivers services in relation to customer expectations. It is important because it helps firms understand and meet customer needs and expectations.

Based on research conducted by Therok et al., (2021) that service quality influence towards customers' intention to visit.

The service quality of Es Teler 77 Sun Plaza Medan is still low, which triggers customer disappointment, resulting in many negative reviews and low ratings. The following evidence of negative reviews of Es Teler 77 Sun Plaza Medan can be seen in the below.



Figure 1. 4. Review Negative at Es Teler 77 Sun Plaza Medan

Sources: Es Teler 77 Sun Plaza Medan (2025)

Figure 1.4 above shows that service quality has been complained about by customers for several years. But there is no improvement from Es Teler 77 Sun Plaza Medan. This shows the disappointing performance of Es Teler 77 Sun Plaza Medan in serving customers. Some of the complaints are equipment and

equipment that are not kept clean, Es Teler 77 Sun Plaza Medan food and drinks that take a very long time to be delivered to customers, frequent customer order errors. These various phenomena make customers not intention in revisiting or making recommendations to others and family.

This research is motivated by research gaps in previous studies. According to Oren (2020), visualization of food appearance has influence towards customers' intention. However, different research results were found by Raboni et al. (2024), visualization of food appearance has no influence towards customers' intention. According to Aji (2024), Ambiance has influence towards customers' intention. However, different research results were found by Novita et al. (2022), Ambiance has no influence towards customers' intention. According to Juliani & Waryono (2024), Service quality has influence towards customers' intention. However, different research results were found by Yusuf (2020), service quality has no influence towards customers' intention. After seeing previous studies of several variables of Visualization of Food Appearance, Ambiance, and Service Quality towards Customers' Intention in research showing inconsistent research gaps in research results that still show mixed results, so to get more accurate and up to date research results, researchers are interested in researching further.

Based on the background study, the writer is interested to conduct research with the title: **“The Influence of Visualization of Food Appearance, Ambiance, and Service Quality towards Customers’ Intention to Visit Es Teler 77 Sun Plaza Medan.”**

1.2 Problem Limitation

Due to limitations in the abilities, funds and time that researchers have, therefore, the discussion was not long and effective. To limit the problem, the author will focus on three variables: visualization of food appearance, ambiance, and service quality as independent variable while customers' intention to visit as dependent variable to limit the problem.

1.3 Problem Formulation

The problem formulation in this research can be described as follow:

- a. Does visualization of food appearance has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan?
- b. Does ambiance has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan?
- c. Does service quality has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan?
- d. Do visualization of food appearance, ambiance, and service quality have simultinously influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan?

1.4 Objective of the Research

The objective of the research as follow:

- a. To analyze whether the visualization of food appearance has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan.

- b. To analyze whether the ambiance has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan.
- c. To analyze whether the service quality has partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan.
- d. To analyze whether the visualization of food appearance, ambiance, and service quality have simultaneously influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan.

1.5 Benefit of the Research

The benefit of the researches as follow:

1.5.1 Theoretical Benefit

The result from this study can be proof for readers to know that visualization of food appearance, ambiance, and service quality having influence on customers' intention to visit. The result from this study can provide insight and experience as well as observations in real life situation which is very useful for the writer in the future. The result from this study can be used for reference for those who are interested in studying the same problem in the future. This study can also update the existing theory about the influence of visualization of food appearance, ambiance, and service quality have partial influence towards customers' intention to visit.

1.5.2 Practical Benefit

The following are the practical benefits of this study:

a. For Es Teler 77 Sun Plaza Medan

The researcher expects the result from this study could benefit the business to evaluate, and take the result as suggestion to know the influence of visualization of food appearance, ambiance, and service quality have partial influence towards customers' intention to visit Es Teler 77 Sun Plaza Medan

b. For the Writer

The result from this study can make the writer gain new experience and more knowledge about the importance of visualization of food appearance, ambiance, and service quality towards customers' intention to visit.

c. For Future Researches

The researcher expects the result from this study could become a comparison for the future researchers who are interested of studying the same topic which is the influence visualization of food appearance, ambiance, and service quality towards customers' intention to visit.