

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Indonesian cuisine has developed rapidly in the modern era. Globalization and technology have had a major influence on changes in taste, cooking techniques and food presentation. Cuisine from various countries is now easily accessible and adapted by Indonesians. This has led to the emergence of new dishes that combine local and international flavors. Technology also plays a role in the development of modern cuisine. The use of modern cookware and innovative cooking techniques allows for the creation of more varied and interesting dishes (Sakina, 2020).

The activity of food and beverages has become a habit or lifestyle of a person and not only fulfills basic needs, but has become one of the trends of a person in addition to fulfilling his hunger. Everyone has different menu choices or tastes, some want to achieve their satisfaction because of the prestigious status of the restaurant or cafe with luxurious servants and spend large amounts of money. Some people choose restaurants or cafes that are simple but provide satisfaction in the taste of the food customers eat (Mruk, 2024).

As for PT Opal Coffee Indonesia, focus more on the downstream of the coffee business value chain, which is to provide the added value of green coffee beans that will be processed into roasted coffee beans to become the coffee drink itself. PT Opal Coffee Indonesia also distribute its own brand: Opal Coffee Drip

Coffee products and also Kalita brewing equipments to major retailers in Indonesia such as : Aeon Supermarket, Grand Lucky, Farmers / Ranch Market, Papaya, etc. Currently PT Opal Coffee Indonesia is already running 2 Opal Café and 4 Opal Coffee at Modern Market Outlets, which we will develop more Opal Cafe and Outlets in the near future.



Figure 1. 1 Opal Coffee

Sources: Opal Coffee, Cemara Asri Medan (2025)

Customer satisfaction is a measure of how happy customers are with a company's products, services, and capabilities. It's an important factor in retaining customers and increasing revenue. Customer satisfaction is important because it helps businesses understand their customers and improve their products and services. It also helps businesses build customer loyalty and a positive brand reputation (Eltantian et al., 2023).

Opal Coffee in Cemara Asri Medan has several advantages, including a comfortable atmosphere, especially the outdoor area surrounded by plants, as well as above-average food for the price offered. In addition, they also offer a wide

selection of coffee and attractively packaged coffee equipment. Customer Satisfaction at Opal Coffee, Cemara Asri Medan has decreased. This resulted in a decrease in revenue from Opal Coffee, Cemara Asri Medan. Customer Satisfaction at Opal Coffee, Cemara Asri Medan has decreased. This resulted in a decrease in revenue from Opal Coffee, Cemara Asri Medan. The following is the revenue data obtained by Opal Coffee, Cemara Asri Medan in the table below.

Table 1.1 Sales Data at Opal Coffee, Cemara Asri Medan (2022-2024)

Year	Revenue	Percentage (%)
2022	709.190.500	-
2023	581.572.400	(17.99%)
2024	491.780.000	(15.44%)

Sources: Opal Coffee, Cemara Asri Medan (2025)

Table 1.1 shows that in 2023 the company experienced an decreased in total sales of 17.99% compared to 2020. Then in 2024 it decreased by 15.44%. This is due to the high level of competition in the coffee business. From the declining revenue data, it can be concluded that customer satisfaction is low so that they do not make a return visit to Opal Coffee, Cemara Asri Medan.

Brand image is the perception of a brand that is linked to brand associations that are embedded in consumers' memories. Some of the marketing tools that can be used to create a brand image are the product itself, packaging/label, brand name, logo, colors used, point of purchase promotions, retailers, advertising and all other types of promotions, price, brand owner, country of origin, even the target market and product users. A brand image is important because it helps a business stand out from its competitors, build customer loyalty, customer satisfaction and increase the perceived value of its products and services (Prastiwi & Rivai, 2022).

The brand image of Opal Coffee, Medan has decreased. This can be seen from the many reviews given by customers, creating a negative image in the minds of customers. The following negative reviews given by customers can be seen in the picture below.



Figure 1. 2 Review Negative at Opal Coffee, Medan
Sources: Opal Coffee, Cemara Asri Medan (2025)

Figure 1.2. shows that there are many negative reviews from customers such as expensive prices, disappointing services, food flavors that still do not satisfy customers. Some of these phenomena build a negative image at Opal Coffee, Medan.

A menu variation is a different version or form of a menu item. Variations are used to distinguish between different sizes or styles of the same menu

item. Dishing up unique and exclusive items can help a restaurant stand out from its competitors and create a sense of exclusivity and loyalty. Changing the menu can also help a restaurant receive positive feedback and establish a reputation for excellence, leading to increased customer traffic and revenue (Sanjaya et al., 2024). According to Saputri et al., (2023), Menu variation can increase customer satisfaction by creating a sense of exclusivity and loyalty. It can also help a restaurant stand out from competitors, and establish a reputation for excellence.

The menu variations at Opal Coffee, Medan are still unsatisfactory for consumers. The majority of the food offered by Opal Coffee, Medan is more western food, snacks and various coffee drinks and others.

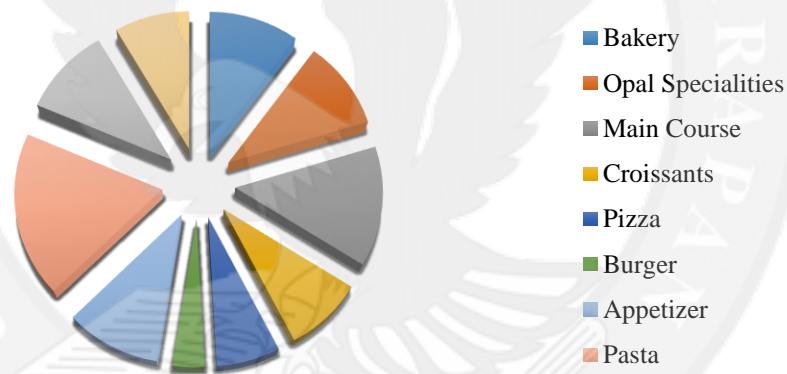


Figure 1.3. Food Menu at Opal Coffee, Cemara Asri Medan (2024)

Sources: Opal Coffee, Cemara Asri Medan (2025)

The food menu at Opal Coffee, Medan is dominated by pasta, which offers eleven variations. The food menu at Opal Coffee, Medan is dominated by pasta which offers eleven variations then main courses of eight types. Opal Coffee offers several main course options such as steak from tenderloin, salmon, sirloin, lamb and chicken.

Opal Coffee, Cemara Asri Medan provides various types of coffee and manual brew.

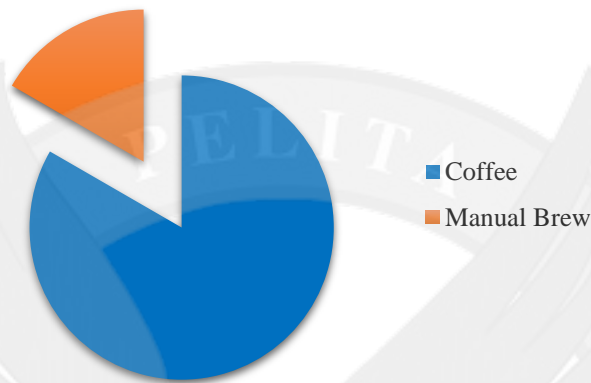


Figure 1. 4 Coffee Menu at Opal Coffee, Cemara Asri Medan (2024)

Sources: Opal Coffee, Cemara Asri Medan (2025)

Opal Coffee offers several types of coffee, including Arabica, Robusta, and a blend of both. They also have variants such as Gula Aren, and coffee beans dried from their own plantation. Manual brew at Opal Coffee is a method of brewing coffee that is done manually, without the use of an espresso machine. The process involves full control over every stage, from grinding the coffee beans, heating the water, to pouring the water over the ground coffee.

In addition to coffee, Opal Coffee, Cemara Asri Medan also provides various types of beverages as shown below.

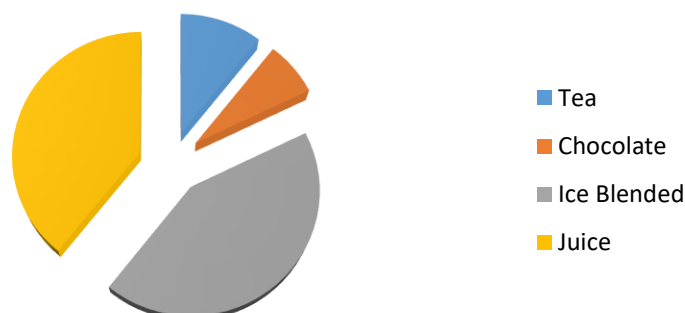


Figure 1.5. Beverages Menu at Opal Coffee, Cemara Asri Medan (2024)

Sources: Opal Coffee, Cemara Asri Medan (2025)

Opal Coffee, Cemara Asri Medan in particular is known for its juice menu as a customer favourite. Besides juice, Opal Coffee, Cemara Asri Medan also provides a wide selection of other drinks such as tea, chocolate, and ice blended.

From the menu of Opal Coffee, Medan, which is offered predominantly western food and various snacks, the price offered is not in accordance with the portion. Many customers who have visited Opal Coffee, Medan give reviews of prices that are too expensive and portions that are too small. The taste of the food is sometimes inconsistent and unsatisfactory such as too salty, hard food texture and so on. In addition, the phenomenon of menu variation is also evident from the incomplete menu availability.

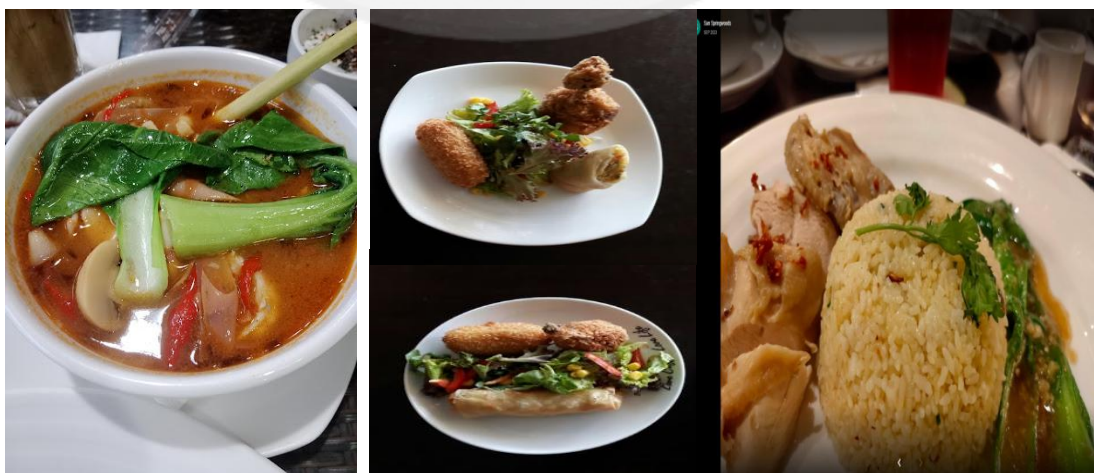
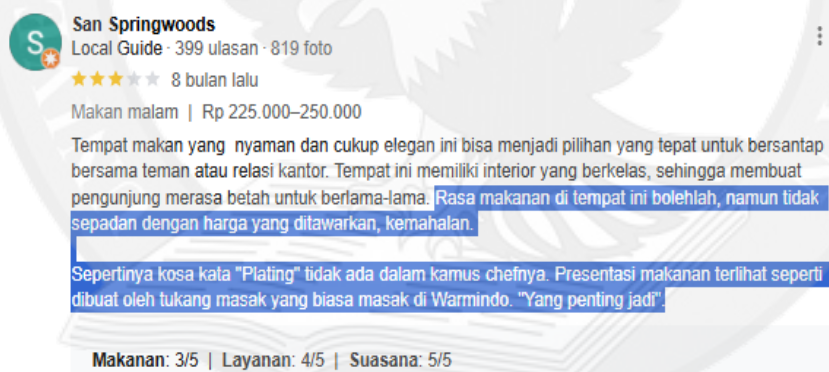


Figure 1.6. Plating food at Opal Coffee, Medan

Sources: Opal Coffee, Cemara Asri Medan (2025)

Customer experience is the overall impression a customer has of their interactions with a business. It includes all the emotions, judgments, and reactions a customer has throughout their interactions (Arviana & Syah, 2022). According to Hasfar et al., (2020), Customer satisfaction relates to how good the process was in the acquisition of the product or service. This may be measured by conducting a survey on the various touch points in the customer journey. Customer Experience focuses on the emotional aspect and the wholistic aspect that the client acquire.

The customer experience obtained by customers is quite disappointing and dissatisfied. This triggers customers to give a low review and rating on Opal Coffee, Medan.

Table 1. 2. Review Negative at Opal Coffee, Medan (2024)

Review	Rating	Description
Lisa Rindiani	1	The place is nice, comfortable, clean, the drinks are okay the food is okay but why the waiters are less service, very annoying, unethical communication, please pay attention especially in the bill there is a cas service but the service is very bad.
Vina	3	3 stars because when the fettucine was served the bread had hair. After that, I was told to replace it, but only the bread with hair was replaced.
Fahmi Saputra	3	The coffee was mediocre. The pancakes were undercooked. To be honest, the taste was average. Nothing special.
Veronika Tjoa	3	Place is smokey. They need to fix their ventilation. The whole place smells of deep frying smokes. Lighting on some tables are too dim. Ambiance is otherwise good and coffee is very good! Fix the ventilation and the lighting and I'll change the rating to 5star.
Sofian Efendy	1	The service is really bad, especially since there is no hospitality.
Adri BO	1	Expensive food and lack of seats for children.
Bachtiar Effendy	1	Food Presentation Very long and expensive. <i>Nasi goreng kampung</i> is served > 45 minutes.
Fahmi Rosdiana	1	When we arrived, because we brought a baby. we immediately asked for a baby chair. The employee there also explained that they only have 2 baby chairs and 2 of them were broken. we just accepted, anyway in the car we had prepared a stroller. The food here is indeed good, according to the price. so is the coffee. But all the enjoyment was destroyed when the table next to us was filled, they brought small children too. and the employees here swiftly provided baby chairs.

Sources: Opal Coffee, Cemara Asri Medan (2025)

Table 1.3. shows that the various experiences of customers are very disappointing. Many customers predominantly complain about unsatisfactory service quality and incomplete facilities.

Based on the background study, the writer is interested to conduct research with the title: **“The Influence of Brand Image, Menu Variation, and Customer Experience on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.”**

1.2 Problem Limitation

Due to limitation in the abilities, funds and time that researcher have, the goal is to solve the problem and create boundaries to focus on the main issue that will be discussed. The writer will focus on three variables : brand image, menu variation, and customer experience as independent variable while customer satisfaction as dependent variable. This *skripsi* aim to study the extent to which brand image, menu variation, and customer experience can influence customer satisfaction. This study will focus on Opal Coffee, Medan located at Jl. Cemara Asri Boulevard Raya, Medan Estate.

1.3 Problem Formulation

Based on research on the company produced by the writer, the writer makes the problem formulations in the questions in this study such as:

1. Does Brand Image has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan?

2. Does Menu Variation has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan?
3. Does Customer Experience has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan?
4. Do Brand Image, Menu Variation, and Customer Experience have simultaneous influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan?

1.4 Objective of the Research

From the formulation of the problem compiled by the writer, the writer makes the research objective of the problem in this study such as:

1. To investigate whether the Brand Image has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.
2. To analyze whether the Menu Variation has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.
3. To analyze whether the Customer Experience has partial influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.
4. To analyze whether the Brand Image, Menu Variation, and Customer Experience have simultaneous influence on Customer Satisfaction at Opal Coffee, Cemara Asri Medan.

1.5 Benefit of the Research

For the research on Brand Image, Menu Variation, and Customer Experience can influence on Customer Satisfaction, this research has two benefits:

1.5.1 Theoretical Benefit

The theoretical benefits of this research such as understanding how a good brand image can increase customer satisfaction, understanding the role of menu variations that are in accordance with customer desires and how the important role of customer experience by ensuring the provision of satisfying food quality and service so that customers make return visits, increase sales and make recommendations to others.

1.5.2 Practical Benefit

Based on the purpose of this research can provide research benefits:

1. For the Writer

In this study, the writer has the ability and capability about brand image, menu variation, customer experience and customer satisfaction to be able to understand the knowledge in this study.

2. For Opal Coffee, Cemara Asri Medan

In this study, Opal Coffee, Cemara Asri Medan is able to evaluate and understand about the problems regarding the influence of brand image, menu variation, and customer experience on customer satisfaction

3. For other researchers

In this study results, other parties can be use this research paper about the influence of brand image, menu variation, and customer experience on customer satisfaction to be reference in focusing on future research.