

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The economy is one of the most important things to meet the needs of every human being in fulfilling and accelerating the order of daily life. The economy can be obtained from several human activities including agriculture, trade, industry and many others. Therefore, humans cannot be separated from economic activities because the economy is the wheel of life that always rotates which leads humans towards changes to become more prosperous. One way to get an economy through trade is one of them being an entrepreneur.

The increasingly fierce business competition requires companies to offer new innovations, both in terms of products that are more attractive and or services that make it easier for their customers. This is done in order to get new customers and retain customers. Therefore that customers who are satisfied with the product or service, Muskat *et al.*, (2019). Saputro *et al.*, (2022). They have received, can make repeat purchases in the future. At this time being an entrepreneur is one way to improve the economy, by opening a café business, café is one of the places that has been growing and popular in recent years. The development of people's lifestyles, especially millennial children and the variety of consumer needs for something and followed by the creativity and ideas of entrepreneurs to provide and meet the needs of the community, it makes it easier for consumers to find a place to relax in the form of a cafe.

Business Incubator is a type of business in the sector engaged in the cafe business that provides indoor and outdoor seating. The number of cafes that exist at this time has resulted in the owners thinking more creatively to create concepts and ideas that are different from existing cafes. This can definitely attract customer attention, not only that by providing good quality service will give an influence of attraction to customers.

Kotler and Keller, (2021). Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought against the expected performance. Satisfaction is also a response to emotional attitudes that are triggered by the customer appraisal process resulting from comparing perceptions of expectations before purchase with perceptions after using a product or service.

Quality of service is the first factor that influences good customer satisfaction and loyalty. Service quality, Lukman *et al.*, (2022). Must also be able to start from fulfilling and meeting customer needs and ending with customer. The quality of service to meet the needs and desires of consumers and the accuracy in conveying it will lead to a match between consumer expectations and acceptance when marketing a product brand Tjiptono, (2014). Customer satisfaction cannot only be achieved from promotion and service alone, but there are several other factors that can support the fulfillment of customer satisfaction. Apart from promotion and service quality, product quality is also one of the variables that can affect customer satisfaction. Product quality will make customers feel satisfied with the results they show that the products used are of quality. To achieve the desired product quality, a quality standardization is needed.

This method is carried out by business people therefore that the products produced meet the standards. Therefore that do not lose trust in these products and of course will give the best impression to customers. The Inkubator Bisnis dan Teknologi is present as one of the cafe business places that sells coffee, ice drinks and food products.

The reason I did research by raising the title, Pengaruh Promotion, service Quality, Product Quality on Customer Satisfaction at the Inkubator Bisnis dan Teknologi, because there are several problems that make me interested in conducting research on Inkubator Bisnis dan Teknologi, one of which is about unstable sales, almost one year more I worked at the business and technology incubator, the sales were very unstable and led to a decrease in sales every month.

Therefore I am interested in researching the influences that cause these problems. Thus hopefully this research can help the Owner in overcoming the problems that occur in the Inkubator Bisnis dan Teknologi.



**Figure 1.1 Inkubator Bisnis dan Teknologi.**

Inkubator Bisnis dan Teknologi is located close to the Bengkalis State Polytechnic campus, precisely in Sungai Alam Village, Bathin Alam Street, Bengkalis District This Inkubator Bisnis dan Teknologi is already running, and currently has formed entrepreneurial activities through the beverage and food business. The current Inkubator Bisnis dan Teknologi is still in the form of an entrepreneurial prototype, and in the future it is hoped that it will become a form of independent business that can grow rapidly.

Based on the background above, the research to be carried out will examine more deeply about : **“THE INFLUENCE OF PROMOTION, SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION (Case Study of Food and Beverages at the Inkubator Bisnis dan Teknologi).**

## **1.2 Formulation of the Problem**

Based on the background described above, it can be concluded that the problems to be raised in this study are as follows:

1. Does promotion influence customer satisfaction?
2. How much does promotion influence customer satisfaction?
3. Does service quality influence customer satisfaction?
4. How much does service quality influence customer satisfaction?
5. Does product quality influence customer satisfaction?
6. How much does product quality influence customer satisfaction?
7. Do the promotion, service quality and product quality, simultaneously have influence on customer satisfaction?
8. How much the promotion, service quality and product quality, simultaneously have influence on customer satisfaction?

## **1.3 Purpose of the Study**

From several problem formulations that have been described, it can be concluded that the research objectives are

1. To find out whether promotion influences customer satisfaction.
2. To find out how much the promotion has influence on customer satisfaction.
3. To find out whether service quality influences customer satisfaction.
4. To find out how much the service quality has influence on customer satisfaction.
5. To find out whether Product Quality influences Customer Satisfaction.
6. To find out how much the product quality has influence on customer satisfaction.

## **1.4 Significance of the Study**

Based on the background of the problem, it is hoped that the results of this study will provide benefits for:

### 1. Theoretical Benefits

Researchers hope that this research can help deepen understanding of the factors that influence promotion, product quality, service and customer satisfaction and can be used as reference material for further research.

### 2. Practical Benefits

As a consideration for companies in making decisions, especially regarding promotion, service quality, product quality and customer satisfaction. By practically applying the findings of this study, companies can improve performance, strengthen relationships with customers, and better achieve business goals.

## **1.5 Scope and Limitation of the Problem**

Based on the description contained in the background above, the problems studied in this study need to be limited. This research is focused on studying the effect of promotion, service quality and product quality on customer satisfaction with food and beverages in the Inkubator Bisnis dan Teknologi, especially in Bengkalis Regency, case studies will be conducted at the Polbeng Business Incubator located in Sungai Alam Village, Bathin Alam Street. In this research, the analysis study will only be carried out on Validity Test, Reliability Test, Hypothesis Test, using SPSS. In this study, the authors only examined the effect of promotion, service quality and product quality on customer satisfaction. This is done because of the limited ability of researchers.

## **1.6 Writing System**

### **CHAPTER I : INTRODUCTION**

This chapter describes and explains the background of the problem, problem formulation, structured objectives, it is necessary to write a systematic report. The following is a systematic formulation of problems, research objectives, research benefits, scope and limitations of problems and a systematic thesis writing.

**CHAPTER II : LITERATURE REVIEW**

This chapter clearly describes the theory that generates ideas and underlies the chosen topic or thesis title, where the literature review contains previous research, theoretical foundations, and a framework of thought.

**CHAPTER III : RESEARCH METHODOLOGY**

This chapter describes in detail the steps taken to complete the chosen thesis topic. Where in the Methodology and Completion Process contains the location, time and object of research, types and sources of data, population and samples. Sampling Techniques, Data Collection Techniques, Data Processing Techniques, Measurement Scales, Validity and Reliability Testers, Data Analysis Methods, Research Hypotheses, Research Models, Types of Research, Conceptual and Operational Definition of Variables and Research Schedule and Budget.

**CHAPTER IV : RESULT AND DISCUSSION**

This chapter contains the test results, discussion and limitations of the research results. The results of the thesis are made in the form of tables, graphs, photos / images or other forms so that it is easier to follow the discussion. The discussion of the results obtained is made in the form of theoretical explanations, both qualitatively, quantitatively and statistically.

**CHAPTER V : CONCLUSION AND SUGGESTION**

In this chapter the author will describe the conclusions that contain a summary obtained from the discussion and suggestions as a substitute for the writing that will be submitted by the author.