

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a country that is developing and has a large enough population and is consumptive in nature. In addition, Indonesia is a country with a potential market for marketing various types of products. The emergence of various types of beverage products has made market competition tighter and made producers compete with each other to provide the best to consumers. From one type of tea beverage product, there are many brands that dominate the product, such as: Sosro Bottle Tea, Glass Tea, Fresh Tea, Fragrant Top Tea, Box Tea and others.

Tea drink is very suitable for Indonesian people because it can be consumed in any atmosphere. Tea is one of the most popular beverage products in Indonesian society. Tea is also a drink that is easy to obtain raw materials and a typical (traditional) drink for Indonesians. This drink is widely consumed because of its distinctive taste and aroma, provides freshness, and has good health benefits. Tea is also effective as an antioxidant, repairs damaged cells, smooths skin, prevents cancer and heart disease, reduces cholesterol, improves blood circulation (Solikhah and Dewi, 2017). Along with technological developments, the tea processing industry also develops from time to time. For tea producers, this commodity also has a high economic value that can bring benefits.

Tea is sold in various forms, namely the first in the form of ready-to-drink tea which is packaged in cartons and bottles, and the second in bulk form where consumers have to brew it and remove the dregs or better known as tea bags. Packaged tea drinks have become a very popular drink and have a large enough market share in Indonesia among the public.

Various kinds of tea products sold in the market cause competition among tea producers, so that tea marketers need to understand consumer behavior and then develop a marketing strategy to compete for consumers, which means that marketers must know what consumers need. Therefore, we want to examine what reasons cause consumers to choose and buy these tea products.

The place that consumers choose to purchase tea products is in supermarkets.

Table 1.1 List of Minimarkets in the City of Bengkalis

No	The Place	Address
1	Plaza	Jl. YosSudarso
2	Indomaret	Jl. BathinAlam
3	Alfamart	Jl. PanglimaMinal
4	MM Bakery	Jl. Pattimura, Bengkalis
5	Pacceka Plaza	Jl. KelapaptiDarat

Source: Processed Data

In this study the researchers chose a minimarket for interviews with consumers, and there are several minimarket places for the interview, namely Plaza, Indomaret, Alfamart, MM Bakery, and Pacceka Plaza.

The development of minimarket in the city of Bengkalis is increasingly advanced, making some people prefer to meet their household needs in supermarkets with reasons of convenience, guaranteed availability, guaranteed cleanliness, providing various brands and practicality. Tea products available in supermarkets include various choices, including packaging, brand and size. The research was conducted in supermarkets due to the neat arrangement of products in supermarkets and the location between types of teabags, brewed tea, and ready-to-eat tea in one place or area, so this can help consumers in choosing the type of tea according to their tastes and needs.

One of the important factors that will influence consumer decisions is consumer attitudes. The concept of attitude is closely related to the concept of belief and behavior. Attitudes usually play 4 main roles in shaping behavior. Consumer behavior will be closely related to product attributes. Product attributes are characteristics of a product that consumers consider in buying a product. Therefore, consumer interest is a strong factor in influencing consumer attitudes, so that by studying consumer attitudes and interest in a product can be used as a

source of information to assist marketing managers in developing appropriate marketing strategies and programs.

Based on the background that has been described, the authors are interested in conducting a study entitled "An analysis on the attitudes and interests factor of consumers in purchasing tea products at the Minimarkets of Bengkulu City"

1.2 Formulation of The Problem

Based on the description described above, the research problem can be formulated as follows:

1. How the behavior of minimarket consumer attitudes towards tea products in the City of Bengkulu.
2. How the behavior of minimarket consumer interest in tea products in the City of Bengkulu.

1.3 Research Objectives

From the formulation of the problems that have been stated, the research objectives can be determined as follows:

1. How the behavior of minimarket consumer attitudes towards tea products in the City of Bengkulu.
2. How the behavior of minimarket consumer interest in tea products in the City of Bengkulu.

1.4 Research Benefits

The benefits to be achieved in conducting a study entitled an analysis on the attitude and interest factor of consumers in purchasing tea products at the minimarkets of Bengkulu city are as follows:

1. For the author
As a condition for graduation and contributing to science and as an implementation of the theories that have been obtained in lectures.

2. For Academics

The results of this study can be used as a reference for the study of the attitudes and interests of supermarket consumers towards tea products in the city of Bengkalis.

3. For the Community / Consumers

The results of this study are expected to be input or reference for readers in general or for researchers to research about the same aspects.

1.5 Scope and Limitation of the Problem

Based on the background that has been described previously, the authors define the problem so that the scope of this research has clear boundaries. The problem boundaries in this study are consumer attitudes, consumer interest, while the scope of this study is tea products in Bengkalis.

1.6 Report Writing Systematics

The systematics of writing in this final project research can be explained as follows:

CHAPTER I : INTRODUCTION

In this chapter, the researcher describes the background, problem formulation, research objectives, research benefits, the scope and limitations of the problem, and the systematics of writing.

CHAPTER II : LITERATURE REVIEW

This chapter describes previous research as well as a literature review and framework.

CHAPTER III : METHOD AND PROCESS OF COMPLETION

This chapter describes specifically the procedures for writing which include the location and time of

research, the object of research, types and sources of data, data collection techniques, data analysis methods and types of research.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter contains the results and discussion. The results of this thesis research contain data that includes, among others, to determine the attitudes and interests of supermarket consumers towards tea products.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter contains conclusions and suggestions as the final description of the report.

