

CHAPTER I

INTRODUCTION

1.1 Background

At this time, household needs are urgently needed, one of which is household equipment in the form of places or containers for food and drinks and even kitchen utensils which are very much used by the community to meet their quality needs. One of them is the manufacture of food and beverage containers, which are made of plastic material. Plastic has become a necessity for people's lives. One function of plastic is the primary material for making quality food or beverage containers. The results of the design of food and beverage containers or other equipment made of plastic are very diverse, both in terms of shape and color, so many customers are interested in buying it as a public need.

However, not all plastic food and beverage containers have good health value. Lots of users of food and beverage containers made of plastic which contain chemicals, are vulnerable to hot temperatures so they are easily contaminated by various hazardous chemicals contained in food and beverage containers made of plastic material. The chemical exchange between plastic and food is maximized in hot conditions. At present the development of plastic products is very rapid, and the use of plastic as food and beverage packaging is increasingly in demand by the development of the existing plastic industry. Therefore, the purpose of this research is to serve as a reference for the community to be more observant in choosing hygienic, quality food and beverage container products, and products that have good health values and avoid bad health effects as well as the convenience of using plastic containers so that customers are satisfied. with the product they bought.

One of the plastic food and beverage containers made from plastic is Tupperware. Tupperware products are made of the best quality plastic materials. High quality plastic products are hygienic, safe, healthy, airtight, and do not contain toxic chemicals. Tupperware products function as preparation, storage and serving containers for food and beverage containers, as well as household

appliances. Tupperware products are safe to use multiple times for food and drink containers, and good product designs and various colors make customers interested in buying Tupperware products.

The competition in the food container business in Indonesia is getting tougher. As quoted from top brand award.com (2022), there is competition for plastic food containers and tumbler bottles in Indonesia, which are included in the top brand awards. These products include Tupperware, Lion Star, Lock & Lock and Claris. The following is an overview of Tupperware's product competition in Indonesia.



Figure 1.1 Top Brand Survey Data
Source: www.topbrand-award.com

From the picture above, in 2022 Tupperware won the first level Top Brand award in the Drinking Bottle or Tumbler Category as much as 46.5% and the second level in the plastic food container category by 25.0%. This award is given for the success of Tupperware as a multinational company that produces various innovative household products, using the main raw material of plastic that is already used by the community. From the survey data above, this occurs because of the very good value perceived by customers so that customers become loyal in purchasing Tupperware products. Therefore, to remain a top brand, the company must create customer loyalty that is felt by customers towards Tupperware products.

The existence of the use of Tupperware products is also widely known in Bengkalis Island. There are several shops selling Tupperware products on Bengkalis Island, which is the shopping center for the Bengkalis community. There are various types of Tupperware that are sold in terms of shapes, functions, motifs and different prices and are suitable for all types of food and beverages. The existence of Tupperware has been known for a long time in Bengkalis, and is already very well known among the general public.

This attracts researchers to examine what factors affect Tupperware's customer loyalty. The theories related to this research include customer loyalty. According to Oliver 1997 in Rahayu (2019), customer loyalty is a persistent customer commitment to re-subscribe or repurchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes.

According to Barnes 2003 in Nurmansyah (2018) suggests that building customer loyalty begins with the stage of creating value to customers. Increasing value to customers increases satisfaction and can lead to higher levels of customer resilience. When customers stay because they feel comfortable with the value and service they can become loyal customers, while loyalty can be manifested in repeated purchases. According to Nurmansyah (2018), the factors that affecting customer loyalty are customer satisfaction, product or service quality, product or service image, brand image, customer trust, advertising, provision of facilities, service quality, customer value creation, and barriers to switching to other products.

Based on the above background, this research will examine further **"Analysis of Factors Affecting Tupperware Customer Loyalty in Bengkalis Island."** The results of this study are expected to determine the factors that influence the loyalty of Tupperware consumers in Bengkalis Island.

1.2 Formulation of the Problem

Based on the background of the problem described above, the Formulation of the Problem to be examined is as follows:

1. What are the factors that affecting Tupperware customer loyalty in Bengkalis Island ?
2. What is the highest dominant factors that affecting Tupperware customer loyalty in Bengkalis Island ?
3. What is the lowest non dominant factors that affecting Tupperware customer loyalty in Bengkalis Island ?

1.3 Purpose of the Study

Based on the formulation of the problem above, the purpose of the study is as follows:

1. To find out the factors that affecting Tupperware customer loyalty in Bengkalis Island
2. To find out the highest dominant factors that affecting Tupperware customer loyalty in Bengkalis Island
3. To find out the lowest non dominant factors that affecting Tupperware customer loyalty in Bengkalis Island

1.4 Significance of the Study

The results of this study are expected to provide several benefit sand uses for various parties including the following :

1. Theoretical Aspect
This research is expected to provide theoretical benefits, namely as a reference to increase knowledge and develop knowledge, especially in the marketing field.
2. Practical Aspect
This research is expected to provide useful information for Tupperware consumers regarding the factors that influence the loyalty of Tupperware customers in Bengkalis Island.
3. In terms of Society

This research is expected to be a reference for people who use Tupperware products to meet the needs of the community as one of the benefits of being environmentally friendly for families and individuals

1.5 Scope and Limitation of the Problem

Based on the background described previously, the author defines the problem so that the scope of this research has clear boundaries. The limitations of the problem created are:

1. Only discusses Tupperware customer loyalty and does not discuss other variables.
2. This research only focuses on people who use Tupperware in the Bengkalis Island
3. This research was conducted only to prove the dominant and non-dominant factors that affect Tupperware customer loyalty in Bengkalis Island

1.6 Writing System

In order to provide a clear picture of the writing of this project, a writing system was developed that contains information about the material discussed in each chapter. The systematics of this writing are as follows:

CHAPTER I : INTRODUCTION

Chapter I explains the background of the problem, problem formulation, research objectives, research benefits, scope and limitations of the problem, and writing systematics.

CHAPTER II : LITERATURE REVIEW

Chapter II describes the previous research, the theoretical basis, the framework of thought that is used as a guide in the thesis.

CHAPTER III : RESEARCH METHODOLOGY

Chapter III explains the location, time and object of research, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing

techniques, scale measurements, validity and reliability testing, data analysis methods, research hypotheses, research models. Type of research, the definition of the concept and operational variables.

CHAPTER IV : RESULTS AND DISCUSSION

Chapter IV explains the outlines of the results and discusses after the author conducted research based on the obtained data through questionnaires and interview, observations and case studies.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

Chapter V explains the conclusions of the results and discussion which is done in a conclusion and suggestions as recommendation for improvement on the related study in the future.