

CHAPTER I

INTRODUCTION

1.1 Background

In the era of business development that is growing rapidly, affecting the level of competition between companies is getting stronger. To win an increasingly competitive competition, business people are required to have a business strategy and be able to create a competitive advantage in order to satisfy customers so that they make repeat purchases. These strategies and innovations should be adapted to the current development of people's lifestyles. Progress and development of the times continue to occur, also followed by people's lifestyles that continue to change as a form of adjustment response to changes that occur (Isalman and Robby, 2022). Industry competition is getting tighter and growing rapidly at this time, one of which is business actors in the culinary field that produce similar products.

Businesses engaged in the culinary field, especially cafes, must understand the importance of customer satisfaction. The development of the cafe business is influenced by many factors other than the high interest from the community itself. Cafe owners must pay attention to factors that can create customer satisfaction. Many customers who visit the cafe not only enjoy the food and drinks offered, but also have a specific purpose such as meeting with business relations, relaxing or gathering and spending free time with relatives or friends. According to Yolanda and Rahmidani (2020) visitors not only see how a cafe serves food and drinks, but the atmosphere of a comfortable and attractive dining area and has a variety of available products is one of the considerations for visitors in choosing a cafe as a place to eat and spend time.

The atmosphere generated by a cafe can build a first impression that attracts customers to enter the cafe, feel comfortable in it and buy food or drinks. The existence of an attractive design concept is used as the right moment for visitors, especially young people to take pictures and capture the moment with

friends when they are in a beautiful and interesting place. At this time there are various kinds of cafe concepts that influence customers to come to visit. There is a vintage cafe concept that has an interior design with various ancient knick-knacks that make customers feel the atmosphere of the past. There is also an outdoor cafe concept which is designed by utilizing open spaces so that cafe visitors can enjoy free air outside the room and can see the surrounding environment more freely, and there are many more design concepts that can be used in a cafe to attract the attention of cafe visitors. In addition to cafe atmosphere, a cafe must also have a variety of food and beverage menu products offered to customers. The more diverse the types of products that are sold in one place, the customer will feel satisfied if he makes a purchase at that place and he does not need to make a purchase elsewhere and he will repeat the same thing for the next purchase (Agustin et al, 2019).

Kotler (2006) in Agustin et al (2019) states that menu variations is a collection of all products and goods offered by certain sellers to buyers. The relationship between menu variations and customer behavior in making purchasing decisions is closely related to the continuity of a company's sales. Visitors to the cafe have their own tastes in food and drink. Cafés that provide a variety of food and beverage products make it easier for customers to make choices. The diversity of food and beverage products available at a café can create satisfaction and comfort for customers so that they make a purchase and decide to make a repeat visit to the café.

One of the cafes that caught my attention was Zoom cafe & Resto which is one of the cafes in Bengkalis District which is located on Hangtuah street. The first thing that caught my attention was the cafe atmosphere in the Zoom Café & Resto and the variety of products and drinks offered by Zoom Café & Resto for its visitors. Zoom Cafe & Resto is a cafe and restaurant that does not only prioritize product variants but has advantages in designing interiors and exteriors and providing a comfortable atmosphere. Zoom Cafe & Resto offers a distinctive atmosphere with the layout of tables, sofas, chairs that are arranged not too close

together and industrial basic colors to match one another. The comfortable atmosphere is even more complete with music that makes consumers feel comfortable and at ease. Zoom Cafe & Resto gives a light aroma to the room and adjusts it to the ideal room temperature. One of the design concepts of Zoom Café & Resto uses a rooftop concept so that visitors can see the surrounding view from above. In addition, there is an outdoor concept equipped with umbrellas and beautiful flower plants and shady trees to make visitors comfortable and able to enjoy the open nature atmosphere.

Besides having a concept with a comfortable atmosphere, Zoom Café & Resto also has a variety of food and beverage products offered to customers, therefore the customers can make various choices. The pleasant atmosphere of the cafe and the variety of products are effective marketing communication tools in attracting customers to make purchases, which in turn can generate more sales. An attractive design concept can give a positive impression to customers so intend to make a revisit and repurchase.

According to Yoo et al (2020:4) revisit intention refers to the customer's intention to continue to use products and services or return to the cafe and is an indication of customer satisfaction or dissatisfaction. It also means the possibility of a customer to repeatedly visit the current product or service provider in the future. Thus, revisit intention is a key factor for evaluating relational marketing performance because it is useful in measuring the likelihood of a continuing relationship. Therefore, customer satisfaction and comfort can influence customer behavior to make repeat purchases and revisit.

From the description above, the author intends to conduct research with the title **“The Influence of Cafe Atmosphere and Menu variations toward Customer Revisit Behavior (Case Study at Zoom Café & Resto Bengkalis)”**.

1.2 Formulation of the Problem

Based on the background of the problem above, the formulation of the problem to be examined is how the influence of cafe atmosphere and menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis?

1.3 Purpose of the Study

Base on the formulation of the problem, the purpose of the study to be achieved are as follows:

1. To find out the influence of cafe atmosphere toward customer revisit behavior in the Zoom Café & Resto Bengkalis.
2. To find out the influence of menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis.
3. To find out the influence of cafe atmosphere and menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis.

1.4 Significance of the Study

The results in this study are expected to provide significance to the readers as follows:

1. Significance for Authors
As a material for studying theories that can be applied in the world of work and this can be the author's knowledge about the influence of cafe atmosphere and menu variations toward customer revisit behavior.
2. Significance for Zoom Café.
The results of this study are expected to be useful as input for Zoom Café & Resto owners and provide attention in terms of cafe atmosphere that include cafe interior and exterior design, and menu variations available so that customers visit again.
3. Significance for Community
With this research, it can provide a source of information and knowledge related to the effect of café atmosphere that include café interior and exterior design cafe interior and exterior design, and about the menu variations toward customers revisit behavior.

1.5 Scope and Limitation of the Problem

The discussions of scope and limitation of the problem is focused on respond of customers of Zoom Café & Resto about cafe atmosphere Zoom Café & Resto. The cafe atmosphere in question is the interior and exterior of the cafe,

layout and design concepts as well as menu variations, namely the variety of food and beverages available at Zoom Café & Resto Bengkalis.

1.6 Writing System

The following is a systematic report writing that will be presented in the report:

CHAPTER I : INTRODUCTION

This chapter explains the background of the problem, the formulation of the problem, the purpose of the study, the significance of the study, the scope and limitations of the problem as well as the systematic writing of reports.

CHAPTER II : LITERATURE REVIEW

This chapter will describe the literature review and the basis of the previous theory that will be used in the completion of the study.

CHAPTER III : RESEARCH METHODOLOGY

This chapter will describe specifically related to the systematic of writing that is done include location and object of the study, types and sources of data, population and sample, sampling technique, data collection technique, data processing technique, measurement scale, test of validity and reliability, and data analysis technique.

CHAPTER IV : RESULT AND DISCUSSION

This chapter will explain the result and discussion of study.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter is the last chapter that will explain the conclusions and suggestions from the result of research.