

CHAPTER I: INTRODUCTION

1.1. Background.

Humans being had two basics needs that meet the consumer, namely, physical and spiritual needs. One of the crucial physical needs to fulfil is the need for food as a primary and an essential requirement for every human being occupies a sizeable portion of the total individual consumption expenditure. We know that in the 990s more companies realized the importance of being customer-oriented and market-driven rather than just focusing on products, technology or sales (Wu & Chen:1), this is a core subject to be customer-oriented and market-driven for most companies today. The competition increasingly intense causes a company to place an orientation on meeting the needs of consumers as its primary goal. Through more companies offering products and services at consultants, more alternatives are available for consumers, so that, companies always try to meet the needs of their customers and maintain customers so that customers have the power to buy back the products sold by the company.

Consumers buy goods and services to meet various wants and needs. Goods and services themselves are not as important as human needs and desires that must be fulfilled. So what is purchased by the consort is not goods or services but the benefits that can be provided by the Canteen as a value-added food. In other words, what is bought by the consort is the ability of the value-added food to meet the needs and desires of consumers. Whether the value-added food purchased is commensurate with the sacrifice that the consumer has provided, they perceive the value of what is contained in the value-added food should meet the consumer's satisfaction.

Jakarta is known as a city of education, a city of students, capitals from various regions come to their fate. This icon is one of the supporters for entrepreneurs to open their businesses in both countries in the

future. The company that developed in this city will be very diverse, ranging from the food business (culinary), clothing (convection), crafts to the banking business. With the diversity of business, it certainly has an impact on business competition. A company that is thriving is the food business or known as the culinary term. The increasing variety of culinary presented and the growing number of outlets that serve culinary is an attraction for researching the culinary business that focused on one of the culinary venues, namely canteen or food provider on the i3L campus. We know Jakarta is also known as a city of education where many people come around to get a good education from the world and Jakarta is also a city that is surrounded by various island and different country and has a different population.

In line with the development of the business world today, the increasing level of competition in meeting human needs. The role of marketing is increasingly important in a company to grab the attention of consumers whether it is a company that produces Value-added food such as food providers in the canteen in the future. The marketing approach cannot be separated from the consumer side because the consultant has an important role, where consumers as a measuring tool in determining the success of an item or service. Therefore, the role of marketing aims to meet human needs, where human needs will move dynamically following developments so marketers must be sensitive to reading every change in consumer tastes.

Every campus or school requires a canteen or cafeteria service that strives to provide food and drinks needed by college students or personnel. Canteen service is one of the unique services available on campus. Its existence considered essential because the service can support the needs of all campus personnel, especially the need for value-added food and drink. This study will focus on a consumer who eats at the food provider at the canteen and how they added value to perceive the value of consumers who want to buy.

Department of education should have supported by a commitment to well-being and health of consumer through university curriculum and a range of idea and initiatives to give to alter physically to push consumer who usually consuming a healthy food Value-added that provided in the Canteen. The university is

still running to carry out both programs of well-being and healthy comprehensively, including education of food and nutrition also the formation and process on-campus canteen. It is essential to develop interest and love on purchasing diet or nutrition and healthy food eating among consumers, campus staffs, and teachers to enabling them to enjoy nutrition and healthy food with a lower price as long as being on the campus. A Canteen should provide varieties of food that Value-added and dishes of consumer need that enlarge the ability and knowledge. Considering the importance of consuming the correct type of food to the growth and development of consumers, many universities accept the service of the food value-added as integrated into university programs. So, it is essential for those consumers who are always spending significant time on campus to do some activities that should be supported by giving nutrition and economically-many of consumers supported by fewer snack allowances. Daily food served at the canteen is guaranteed to be by the consumer abilities and must give adequate nutritional value in adding some beneficial items of food that provided. However, related to Canteen is not appropriately managed and is truly good for individuals as well as groups; this can be considered to affect development programs on campus in the future. (Jonalyn L. Santos, 2016).

By providing canteen services, is expected to help campus personnel, so that the learning process can run well and the learning objectives can achieve optimum value-added food. Ahmad Agung, (2017), in his Dictionary of Education, says that: "Cafeteria is a room or building in which college millennial consumer students select the prepared food and serve themselves." Campus canteen is a space or building which is on campus or college, where it provides selected or healthy food for consumers served by canteen officers so they will get satisfaction.

This brilliant business idea seems very tempting. Not long after the campus canteen established, stalls and other canteen began to emerge which carried the concept almost the same as the campus canteen. It is needed to be considered by the campus canteen because the current consumers are who have grown and

developed. Consumers can evaluate the quality of the products which is produced by the campus canteen every day, and even consumers have a different and always changing colour and very quickly decide on a choice of Value-added food.

The buyer Interest arising has been often the opposite of the financial condition that owned. The consumer's buying interest is the hidden desire in the minds of consumers who do not know what a wish is and expects to buy by consumers. According to Nulufi & Murwatiningsih (2015), consumers who have approved or a positive attitude towards a brand and product will raise interest in buying products or brands that are another essential characteristic of the consumer have high purchasing power different from other generations and desire to participate in online purchasing. All the students or Millennial generation intimate with Internet usage and more acceptable to the adoption of technological innovations. They are comfortable with mobile phone activities and online as well. (San, Omar & Thurasamy, R. (2015).

An essential of product quality for the campus canteen because it can affect consumer behaviour, especially consumer loyalty which manifested in the desire to repurchase and recommend the primary consideration for culinary connoisseurs, at this time the price and the atmosphere of the campus canteen is an essential factor for millennial consumers in choosing a dining place. (Muhammad Ludfi Rahmawan, 2015).

The factors that further shape consumer perceive Value are the product quality and service quality that added value food in the campus canteen. Better product quality and service quality will provide comfort to consumers and can create consumer satisfaction and post-purchase intention to repeat purchase, thus increasing the company's sales turnover. (Nugraheni, Mutiara. Dr. & Maharani, Astyasari Esti, 2018) States that service quality is an economic activity that produces or produces time, place, form, and psychological or needs. Companies should have the ability to provide the best service in terms of time, place, shape, and needs of consumers. The product and service quality that can supply from the canteen business is friendly employee service and also the appearance of the employee who is neat and attractive so that it creates a comfortable

impression for consumers and raises the quality of excellent service. It interpreted that if the campus canteen can provide a superior quality service, it is possible to be able to form positive consumer perceptions, so that customer loyalty or post-purchase intention is expected to be able to increase sales value.

The business competition that is such tight causes companies to be able to meet consumer needs and compete in marketing their products. Of course, the campus canteen must be good at maintaining its quality so as not to lose competitiveness with similar businesses. Consumers not only pay attention to the principal of the perceived value of the product but also pay attention to the quality of services food provided by the canteen at Campus. The crowd of visitors who come into the campus canteen does not mean that the campus canteen is minimal. The consumer of students, even the lecturers, and other employees, many of them choose to eat outside when eating on rest time. So, it can be due to boredom in the food menu, product quality, and service quality because everyone has already distinguished kinds of food provided.

When the author interviewed one of the consumers and he said, "when we rested on the first eye we finished, and then we ordered food. The meals have not come until other friends have finished their food. We waited for more than 30 minutes for the food, and the friend next to me gave the canteen the code to quickly serve. But the food arrived fifteen minutes later. So to help the consumer, so many people have enough employees to be able to be well served then that consumers do not wait long for their foodservice, " One student on campus who had interviewed.

Better food provides product quality will increase interest in repurchasing consumers perception. And the food added-value product also has many preferences. However, on this, the author would like to concern on the service and product preference conducting the research. In this current conditions of intense competition, the main priority of the campus canteen is to achieve a level of consumer satisfaction that is in line with consumer expectations, with the intention that consumers remain loyal and do not move to restaurants or choose other places. And that can only be achieved if consumers meet the needs, which means

that the value-added food offered is not only quality but also healthy, varied, competitive prices, and consumers to get a pleasant service.

The importance of Perceive value, consumer satisfaction and post-purchase of products or services can certainly determine the image of product and service in the community. A great piece or lousy knowledge is a process of treating someone towards an object or information received through observation by using the senses that they have and the service that they got. This perception process is related to giving meaning, and interpreting observed objects. Humans sort out only sure things in their lives, then organizes and interpret them selectively. Perception shapes how humans understand other people and their world as well as the various choices taken in their lives. Therefore, an author interested in researching to the title "The Effect of Perceived Value, Consumer Satisfaction and Post-Purchase Intention on food Value added in the Canteen of I3L Campus in the future."

1.2 Research Questions

The research questions are:

1. Does perceived value affect on consumer satisfaction?
2. Does consumer satisfaction affect on post-purchase intention?
3. Does the post purchase intention affect on the perceived value?

1.3 Research Objectives

The objectives of this research are:

- a. Explain the effect of perceived value on consumer satisfaction in canteen products;
- b. Explain the effect of consumer satisfaction on post-purchase intention on canteen products;
- c. Explain the effect of post-purchase intention on perceived value in canteen products;

1.4 Research Benefits

This research is expected to provide benefits for those who have an interest related to the topics raised from this research, namely:

1. Academic Benefits

This research is expected to be able to add insight and knowledge to both authors and subsequent writers. The results of this study are expected to provide benefits as a reference material in the field of management science relating to marketing management, especially regarding the relationship between perceived value, Consumer Satisfaction and Post-purchase intention variables in food value-added food products in the i3L Jakarta office.

2. Practical Benefits

This research is expected to be beneficial for the canteen at campus in i3L Jakarta Campus as input and consideration for owners and managers, in order to be able to clearly know what factors influence consumer purchase intentions for products produced by Food Value-added products as a means of determining strategies to increase sales and retain consumers.

1.5 Research Scope

In this study will discuss the Relationship between perceived value, Consumer Satisfaction and Post-purchase intention on Food Value added at Campus Canteen in i3L Jakarta.

1.6 Systematic of Research Writing

Overall this research consists of five chapters with the systematic writing as follows:

Chapter I: Introduction

This chapter contains the background of the problem, the formulation of the problem, the purpose of the study, the benefits of the study, the scope of the research, and the systematic writing.

Chapter II: Literature Review

This chapter contains the theoretical basis for variables and things that exist in research, previous research and frameworks and hypotheses.

Chapter III: Research Methods

This chapter contains research designs, operational variables, data collection techniques, sampling techniques, data analysis and hypothesis testing.

Chapter IV: Research Results and Discussion

This chapter is the main content of the research that contains a description of the research object, data analysis, discussion and implementation of the research results so that it can be known the results that are meticulous about the results of hypothesis testing.

Chapter V: Closing

This chapter contains research conclusions, research limitations and suggestions for further research.