

## **CHAPTER I**

### **PRELIMINARY**

#### **1. Background**

Online business or electronic business is any type of business or commercial transaction that includes the sharing of information on the internet. Online business not only deals with online transactions of selling and buying products and/or services but also allows to carry out business processes (inbound/outbound logistics, manufacturing & operations, marketing and sales, customer service) in the value chain through networks, internal or external.

Savour Brownies, which started and is located in Depok, West Java, operates online from marketing, sales and looking for consumers who are interested in buying brownies, Savory Brownies sells semi-wet and semi-dry brownies. Since the covid-19 pandemic, more and more people out there are making money by selling all kinds of food, desserts, many also selling brownies. Due to this phenomenon, the competition between brownie sellers is increasing and getting tougher in the form of attracting the attention of consumers, maintaining and seizing many markets of different ages and circles. Consequently, each online food store must pay special attention to customer satisfaction, by giving priority to improving the performance of product and service attributes that are considered important by customers.

The specialty of Savour Brownies is that the brownies that are sold have a texture that is neither too dry nor too wet or as it is called 'fudgy' brownies. The menu offered by Savour Brownies is a variety of flavors that can be obtained from other cakes and sweetness that can be requested by consumers themselves. Based on comments from several consumers who bought Savour Brownies brownies complaining of service problems, namely damage in shipping, a little too sweet in some brownies, and too infrequently holding promos, these things are a challenge for Savour Brownies micro-businesses to continue to make improvements so that consumers are interested in buying can increase. Dissatisfaction arises when consumers have expectations that the brownie package that they will receive will be neat and good but the fact that the package is not received as expected due to damage in the shipping process. Dissatisfaction can also occur when the brownie package you are waiting for turns out to be damaged or lost, so you are afraid to order again with the thought that the package will be damaged or lost again. A consumer who accepts post-consumption dissatisfaction is likely to change the consumer buying decision behavior and look for other alternatives such as looking in other stores for the same product and sometimes not paying attention to the price because consumers do not want the same thing to happen again.

Consumer satisfaction according to Kotler and Keller in Donni Junni Priansa (2017) states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product

performance (result) to the expected performance (or result). Meanwhile, according to Kivert and Simonson in Sangadji and Sopiah (2013) consumer satisfaction can establish a harmonious relationship between producers and consumers, creating a good basis for repeat purchases so as to create consumer loyalty and form word of mouth recommendations so that it can benefit the company. There are two dimensions or ways to measure customer satisfaction.

If the value received by customers is negative, it can damage the core brand so that consumers run to other competitors. For this reason, understanding the value received by customers is important in a competitive business.

Various efforts have been made so that there is no damage or loss of shipping on product orders that have been purchased by Savory Brownies consumers. Efforts to provide information on the flexibility of Savory Brownies in the amount of sweetness that consumers can ask for. As well as events or marketing promotions that can be realized to attract consumers' attention to gain consumer loyalty and loyalty. Every effort has been made to also increase consumer buying interest.

Service quality generally refers to the comparison of customer service expectations related to company performance. Businesses with a high level of service quality are more likely to be able to meet customer needs while remaining economically competitive in their respective industries. The service quality model describes how to achieve the desired quality in service. The

achievement of the desired quality in services differs from tangible products, because the evaluation is based on expectations and attitudes rather than data on reliability. There are several models of service quality. Service quality is important because it determines customer satisfaction. Quality affects the success or failure of a business. These big companies pay a lot of attention to quality because they know that the quality of the service its company provides ultimately has an impact on their brand.

Previous research on service quality, trust, price and taste of consumer buying interest shows differences in results in previous research. Therefore, there is a need for research to know the results of previous studies through the research gap. Below this is a research gap table from the results of previous studies:

**Table 1.2**  
***Research Gap***

	<b>Research result</b>	<b>Researcher, Year</b>
The influence of Service Quality on Consumers Buying Interest	Service quality has a positive and significant effect	Ade Indra Permana (2020)
	Service quality has no effect	Laurensia Hanjani Putri (2016)
The influence of Trust on Consumers Buying Interest	Trust has a positive and significant effect	Resa Nurlaela Anwar, Aulia Afifah (2016)
	Trust has no effect	Ade Indra Permana (2020)
The influence of Price on Consumers Buying Interest	Price has a positive and significant effect	Haliza Rahma Alifia, Arif Hartono (2022)
	Price has no effect	Aptaguna, A., Pitaloka, E. (2016)

The influence of Taste on Consumers Buying Interest	Taste has a positive and significant effect	Vony N. S., Awin M., Sri A. (2015)
	Taste has no effect	Willy, Siti N. (2019)

Based on the background of the problem with research gaps in it makes up for the title of the research proposed: **The Effect of Service Quality, Trust, Price and Taste Associated Toward Consumers Buying Interest. (Case study at Savour Brownies in Depok, Jakarta).**

## 1.2 Formulation of the problem

Based on the explanation of the background of the problem, the researcher can formulate the research problem as follows:

1. Is there an effect of service quality associated toward consumers buying interest?
2. Is there an effect of trust associated toward consumers buying interest?
3. Is there an effect of price associated toward consumers buying interest?
4. Is there an effect of taste associated toward consumers buying interest?

## 1.3 Scope of problem

Researchers limit the problem which only examines how big of an effect does service quality, trust, price, and taste have toward consumer's buying interest.

#### **1.4 Research purposes**

The objectives of this research are:

1. To test the effect of Service Quality on Consumer Buying Interest.
2. To test the effect of Trust on Consumer Buying Interest.
3. To test the effect of Price on Consumer Buying Interest.
4. To test the effect of Taste on Consumer Buying Interest.

#### **1.5 Benefits of Research**

The results of this study are expected to provide significant benefits useful for several parties:

1. For Researchers

This research can be used to add insight to the author about how much influence of service quality, trust, price and taste on consumers buying interest.

2. For General

The results of this study will be useful for new business owner or entrepreneurs in considering how much influence of service quality, trust, price and taste on consumers buying interest.

3. For the Academy

The results of this study can be used as reference material for writing further research, especially in the field of marketing management among academics and general.

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