THE INFLUENCE OF CUSTOMERS BUYING INTEREST IN THE USING OF ENGLISH MENU IN MEDAN'S CAFES

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ABSTRACT

This research purpose to analyze the affect of English menu in café to the customers buying interest in Macehat Coffee and Ristreet Coffee House. Service quality in terms of five dimensions, namely tangible, empathy, reliability, responsiveness, and assurance. Whereas customer satisfaction is divided into four factors namely product quality, emotions, price and cost. The analysis technique used in this study was descriptive analysis of respondents' profiles.The results of this study indicate that service quality has an influence on customer satisfaction.
Key words : English menu, customer satisfaction

INTRODUCTION
Background

The development of Indonesian economy is growing fast, which involved small and medium industries. For a sample of growing bussiness in Indonesia is a culinary business. The culinary business is growing rapidly in Indonesia and also in many provinces such as Medan. The Culinary entrepreneurs try to provide the best service for their customers, because of the increasing competitors, it make they have to find creative ideas to attract the customers attention, in order to increase the sale and income. One way to attract many customers is creating menu design in English, so that the business of the café become famous among the young people. Mostly Indonesian's young people are familiar in using English term for several thing, for example in social media interaction.

In order to understand the consumers behaviour is certainly not easy because they have different traits. These differences are influenced by the individual factors themselves and also by the environmental factors that affect them. These differences affect consumer interest and behaviour in choosing the product they want. Moreover the consumer purchasing decisions are also influenced by the factors such as culture, social, individual and psychological factors of the consumer itself (Zein Achmad, 2012).

Therefore, in order to get the market target, the café entrepreneurs have to study the consumers' behavior in order to understand what they want, need and interest. By understanding the consumer behaviour, the entrepreneurs can influence the consumers interest to buy what they have been offerred in the cafe.

LITARATURE REVIEW
Theorotical Review
Marketing Understanding

Marketing is an important factor in the company's strategy in conducting its business primarily in relation to consumers. The word marketing comes from the word market, or it can also be interpreted as a mechanism to find between demand and bidding. Zein Achmad (2012 : 1) "Marketing is a social and managerial process in which individuals and groups get what they want by creating, offering and exchange valuable products with other parties". The

definition of marketing is based on the following core concepts: need, desire, and demand (demands); Products (goods, jaasa and ideas); Value, cost, and satisfaction; Exchanges and transactions; Relationships and market networks as well as marketers and prospects.

According to Kotler and Amstrong (2008, H. 5) marketing more than any other customer-related business function. Two marketing objectives are attracting new customers by promising value excellence and maintaining and growing existing customers by providing satisfaction. Robust marketing is essential to success in all organisations. (S.Djatikusuma, Edin dan Wanda Getrycia : 2012)

From the above two definitions can be concluded that marketing is essentially not only the activities of selling goods or services but also includes activities to fulfill the wishes and needs by trying to influence consumers to be willing Purchase company goods and services through the creation, offer, and service. It is very important for business actors to understand the consumer behaviour. So that the company can develop, determine the price, promote and display the product better in order to improve the business and maintain the company's survival. By studying consumer behaviour, business actors, will know the opportunity, identify, and determine market strategy and segmentation.

Consumer Behaviour

The choice of consumer products and service options change continuously. A marketing manager must have a careful knowledge of consumer behaviour in order to provide what consumers need and want. And not just consumers but the need for profits by the company can also be achieved. Kotler (2002) Consumer purchasing behaviour is influenced by cultural, social, personal and psychological factors. Zein Achmad (2012 : 96) "Consumer behaviour illustrates how consumers make purchasing decisions and how they use and regulate the purchase of goods or services. From the definition above, it can be concluded that the consumer buying decision is influenced by factors such as culture, social, individual and psychological factors of the consumer itself. In other words consumer behaviour is the science that is done to buy a certain goods or services. This can be used as a guide to learn how consumers make decisions..

Factors affecting consumer buying behavior

    a. Cultural Factor

       Cultural factors have a broad and profound influence on consumer behaviour. Marketers must understand how their individual cultures and values are contained, such as the role played by culture, subculture and social-class buyers where the social class is a group of people who equally consider Similarities between themselves.

    b. Social Factor

       Consumer behaviour is also influenced by social factors, such as groups, families, as well as the role and the consumer's siosial status. In this regard because most consumers prefer to seek other people's opinion as a guide to the approval of the purchase decision of a product or service.

       Consumers interact directly with groups, families and with opinion leaders to obtain information that can reduce search and evaluation efforts and to reduce high risk of decision Purchase. And it can be concluded that a product or brand used can describe the role and status of the wearer.

    c. Personal factor

       Buyer's decision is also influenced by personal characteristics such as gender, age and stage of buyer's life cycle, occupation, economic situation, lifestyle, as well as personality and self-concept. According to Zein Achmad (2012 : 112) personality defined as:

1) Personality is combining the psychological order and environmental influences. Including a person's basic character, especially their dominant characteristics.
2) Self-concept is how the consume to perceive themselves. Self concept includes attitude, perception, confidence and evaluation.
3) Lifestyle is a way of life, identified by one's activity, interests and opinions. The different characteristics of the individual individuals to reduce the needs and desires of different individuals in each individual as a manifestation of the fulfillment of satisfaction.

Psychological factors

The next option of purchasing one is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes. These four factors are tools for consumers to recognize their feelings, collect and analyse information, formulate thoughts and opinions and take action.

Consumer Purchase Decisions.

After looking for information and evaluating various alternative to meet the needs, consumers must decide between buying or not buying any goods or services. This buying decision is a series on the evaluation of the brand, price, place of sale, color, etc. of a product or service purchased.According to Zein Achmad (2012:97). The purchase decision stages are as follows: Search information, sAlternative evaluation percaushing, Post-purchase behavior.

Types of consumer decision-making and involvement:
a. Identify types of consumer buying satisfaction and discuss the importance of consumer engagement.
b. Involvement (involvement) is the amount of time and effort required by a buyer in the search, evaluation and decision process of consumer behaviour.
c. The behavior of routine response (routine repone behavior) is a type of decision-making demonstrated by consumers who often hold purchases, products and cheap cost services and requires little search and time verdict.
d. Limited decision making is a type of decision that requires a certain period of time to collect and negotiate about an unidentified brand in a well-known product category.

Research Location

This research took location in Medan city of North Sumatra province. The Cafe is the target of research that is: 1) Macehat Coffe located on Jl. Karo No. 20, Petisah Tengah and 2) Cafe Ristreeto Coffee House located at Jl. Sei Padang No. 70, Padang Bulan Selayang.
1) Macehat Coffee

Macehat Coffe is one of the Caffe Coffe that serves the menu of food and beverages in English, also has the appeal to customers who are big enough to do repeat orders. The results of a temporary study that can author conclude this café has a fairly high number of visitors per day, the author took the data from the view directly in the field also see the history visit from Google Maps. The most ordered menu is:
a. Avocado Coffe Float
b. Nice coffe
c. Hot Coffee Latte
d. Ice Coffee Jelly
e. Avogato
f. Avocado Espresso, dan
g. Black Coffee

Here author display some images Menu to reinforce the data that the authors display:

Avocado Coffee Float

Avogato

Hot Coffe Latte

Ice

Coffee Jelly

Foto Tempat Usaha

Outdoor Seeting

Macehat Coffe has a good review among young and old people, which is due to its comfortable place and also serves delicious drinks and food.

2) Ristreet Coffe House

This café themed Clasi, which is a mainstay of this café to attract customers who will visit or who have visited, comfortable also add to the selling value of the Ristreet coffe House. As for the menu presented in English and has a high order is:
a. V60
b. Vietnam Drip
c. Hot Coffee Latte
d. Ice Coffee Latte
e. Javanese Coffe

f. Wine Coffee
    Here authors display some images to reinforce the data that the authors describe:

V60

Ice Coffee Latte

Vietnam Drip

Javanese

Ristreeto Coffee people gather to also share the story what makes among the business.

House is also a place where business discuss business that will be lived, of fellow business people. This is Ristreeto Coffee House famous

RESEARCH METHODS

This research uses quantitative research methods which are research methods that are based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments quantitative or statistical data analysis with the aim to test hypotheses that has been applied (Sugiyono, 2016, p13).

Research Population

The population in this study includes 2 cafes located in the city of Medan, namely: Macehat Coffe located on Jl. Karo No. 20, Petisah Tengah and Cafe Ristreeto Coffee House located at Jl. Sei Padang No. 70, Padang Bulan Selayang.

Research samples

Due to the enormous population of more than 100 and time constraints, as well as the manpower, the amount to be taken as many as 50 respondents contained in the population. Where according to Arikunto (2002:12) If the population is more than 100 people then it is taken up to 5%, 10%, or 20%, 30% of the population amount. Meanwhile, according to Guilford (1987:127) The number of samples taken is greater than the minimum requirement of 30 respondents where the larger the sample will provide accurate results.

Population and Sample

The population in this study are customers who have made purchases at the Macehat coffee & Ristreet Coffee House more than once. The number of samples to be studied was 30 respondents. The technique used in sampling in this study is non probability sampling

(through convenience sampling technique), while the methods and procedures of data collection in this study are questionnaires conducted for one week with the distribution of questionnaires as many as 5 people on Monday, 5 people in Tuesday, 5 people on Wednesday, 5 people on Thursday, 5 people on Friday, 5 people on Saturday..

Data Measurement Scale

Measurement of variables in this study using a Likert scale. Likert scale used in this study there are five levels in the assessment of scores from numbers 1-5, namely as follows:

    a. Strongly Disagree (STS) given a score of 1
    b. Disagree (TS) given a score of 2
    c. Neutral (N) is given a score of 3
    d. Agree (S) given a score of 4
    e. Strongly Agree (SS) given a score of 5

Validity test

Validity test according to Sugiyono (2016, p176) an instrument said to be valid means to show the measuring instrument used to obtain the data is valid or can be used to measure what should be measured. This validity test was conducted on 30 respondents with the requirement of a correlation coefficient number above 0.361 and a sig value below 0.05, it could be said that the data was valid.

Discussion

The results showed that the quality of service had a significant effect on customer satisfaction at Macehat coffee & Ristreet Coffee House. This means that a good quality of service will have a significant effect on customer satisfaction at the Macehat coffee & Ristreet Coffee House. Based on tests of simple linear regression equations, the results of the study also showed that service quality has a significant effect on customer satisfaction at the two cafes. With a coefficient of determination (R Square) of 0.244 which means that the quality of service consisting of tangible (physical evidence), empathy (empathy), reliability (reliability), responsiveness (responsiveness), and assurance (certainty) contribute to customer satisfaction in the cafés by 24.4%, while the remaining 75.6% is influenced by other factors outside or besides service quality variables. This shows that the higher the level of service quality at Macehat coffee & Ristreet Coffe House, the higher the customer satisfaction. and vice versa if the lower the level of service quality at Macehat coffee & Ristreet Coffee House.

CONCLUSIONS AND RECOMMENDATIONS

    1. Conclusion

        Based on the results of the analysis, several conclusions can be drawn as follows:

        a. Among the five dimensions of service quality, the reliability dimension is the most dominant dimension. This means that Macehat coffee & Ristreet Coffee House cafes always pay attention to their customers by providing reliable and accurate promised services by giving name of menu in English.

        b. Among the four factors of customer satisfaction, product quality is the most dominant factor in customer satisfaction. This means that Macehat coffee & Ristreet coffee house always provides and provides good food and beverage products, starting from the best and hygienic ingredients, as well as healthy and delicious.

        c. Service quality has an influence on customer satisfaction at Macehat coffee & Ristreet Coffee House.

    2. Suggestion

        Based on the conclusions obtained, several suggestions can be developed for the parties concerned in this study. The suggestions put forward are as follows:

a. The quality of service implemented by Macehat coffee & Ristreet Coffee House still needs to be improved, for example improvements in the dimension of responsiveness, in terms of the long time waiting for serving menus can be done more quickly, so that customers do not wait too long. In addition, in terms of serving customers, waiters should provide services in a friendly and fast manner. Besides that, the waiters must be braver to offer the menus at Macehat coffee & Ristreet Coffee House

b. To further increase customer satisfaction Macehat coffee & Ristreet Coffee House should provide promotions that combine food and beverage purchases.

c. To further improve the quality of Macehat Coffee & Cantina café services, it is advisable to provide a place where customers can express complaints and criticisms about what is lacking from Macehat coffee & Cantina cafes such as distributing criticisms and suggestions when giving bills or building an online community, and so forth.

d. The next researcher is expected to be able to continue the research with other variables outside the variables that have been studied, such as customer loyalty variables, in order to obtain more results

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