

CHAPTER I

INTRODUCTION

1.1 Background

In modern era, every company must have its own business strategy in various scales, small, medium, and large. . A company must be able to apply every effective analysis strategy in order to be able to see the wants and even needs of consumers by continuing to provide new innovations. Dessert food is now no longer a dessert but can also be purchased as a snack. Dessert business competition, especially in the cheese cake business which is a new trend in the culinary field that is currently making consumers interested in the trend of cheese cake. Mini brown cheese cake Manado is one of the companies in the dessert industry which was founded on December 8, 2019, which started its business by selling cheeses cake products which are something new at this time. By having 8 outlets in several cities in Indonesia.

According to Tjiptono (2012) a purchase decision is a process that comes to customers, looking for information about a particular product or brand and well determined that each of these alternatives can solve problems, which then leads to purchasing decisions.

In this case Mini Brown Cheese Cake Manado always makes innovations in its products and focuses on developing the business it is running and in this case, mini brown cheese cake Manado will always be a purchasing decision from consumers. by making strategy segmentation, which is made by the company by also choosing strategic positions.

Figure 1.1

Logo Mini Brown Cheese Cake Manado



Source: mini-brown-cheese-cake-bakery.business.site

Figure 1.1 shows the logo of the Mini Brown Cheese Cake. This logo is made by the company with a simple and unique image but has a modern impression that can attract consumers' attention.

Figure 1.2



Sourcer: mini-brown-cheese-cake-bakery.business.site

Figure 1.2 is a product description of the Mini Brown Cheese Cake Manado. Here also Mini Brown Cheese Cake makes and creates products with several flavors such as the original Cheese, Matcha Cheese Cake, Oreo Cheese Cake, and

Chocolate Cheese Cake. Mini Brown Cheese Cake Manado also has additional menus.

In this case Mini Brown Cheese Cake Manado, which is a company that runs its dessert food business, also has other competitor companies engaged in the same field, namely the dessert food business and the following are food companies that are competitors of Mini Brown Cheese Cake Manado.

1. Q Cheese Cake & Whatever Manado
2. Holand Bakery Manado
3. BreadTalk
4. Lenso Manado

In this section the researcher is interested in analyzing the Segmentation, Target, and Position of Consumer Purchase Decisions of the Manado Mini Brown Cheese Cake. Competition for cheese cake which is growing rapidly in the city of Manado has resulted in intense competition, which requires companies to be able to develop better strategies than their competitors. Based on the results of an interview with one of the store employees that the existence of competitors in this culinary field, especially pad design such as cheese cake, makes the sales target slightly reduced by the presence of competitors.

Based on the problem of the explanation above, the researcher is interested in conducting research "Analysis of Segmentation Targeting Positioning on Consumer Purchasing Decisions."

1.2 Problem Statement

Based on the background described above, the problem statements in this study are:

1. Does the market strategy of the Mini Brown Manado Cheese cake affect the consumer purchasing decision?
2. Does the target market of Manado Mini Brown Cheese Cake Manado affect the consumer purchasing decision?
3. Does the market position of the Manado Mini Brown Cheese Cake Manado affect the consumer purchasing decision?
4. Does the market strategy of Mini Brown Cheese Cake Manado affect the consumer purchasing decision?

1.3 Research Objective

In accordance with the formulation, the researchers have the following objectives:

1. To analyze whether market segmentation of Manado Mini Brown Cheese Cake Manado affect the consumer purchasing decision
2. To analyze whether target market is Manado Mini Brown Cheese Cake Cake Manado affect the consumer purchasing decision
3. To analyze whether market position of Manado Mini Brown Cheese Cake Cake Manado affect the consumer purchasing decision
4. To analyze the market strategy of Mini Brown Cheese Cake Manado Cake Manado affect the consumer purchasing decision

1.4 Research Limitations

This study certainly has some predetermined limitations for conducting this research which is more focused, such as:

This study only focuses on consumer market analysis on the Mini Brown Manado Cheese Cake and of course has many obstacles such as data retrieval which is very influential especially when the covid-19 pandemic

1.5 Research benefits

This benefit for the company is, the company is able to provide useful information and can implement the formulation of corporate strategy in running the business in order to improve consumer purchase decisions, and can be used as information and reference material on segmentation, targeting, and positioning for readers.