

## CHAPTER I

### INTRODUCTION

#### A. Background

Food is one of people basic needs. Indonesia consist of about 250.000.000 people. Then, needs of food is relatively higher than other contries. Which is part of the people have higher activities and tend to buy outside the home rather than cooking food themselves. Therefore culinary still be promising bussines and even increasingly developed as of today. To run the bussines is relatively eassy either by cooking their own food or be distributor of food.. To getting a recipe is easy both derived from someone who willing to teach us directly, book, or we can access everytime we want through internet. However it is not everyone succesfully in running this business. There are many ways to established this businnes among others franchise, or start their own business from the beginning themselfe. The franchise is legal and commercial relationship between the owner of a trademark, servicemark, tradename, or advertising symbol and an individual or group wishing to use that identification in a business. Eventhough franchise system seems easy to run. Just to purches one of franchise permit but in fact is not always succeed. These are manager or owner task to mantain their products quality. Researcher will be replicated research regarding the Impact of Brand Commitment on Loyalty to Retail Service Brands conducted by Fullerton (2005). It will replicated the part of variables fom that research are brand satisfaction, affective commitment, contiunence commitment, and repurches intention. Further, all of these varibles will be explain in operational variable. The object of the study is “NIKMAT RASA”. It one of stall placed in Ngawi, East Java. The main menu locally known as ayam goreng kremes kampung.

## **B. Formulation of Problem**

Is Brand Satisfaction effect on Repurchase Intention with Affective commitment and Continuence commitmen as a mediating variable ?

## **C. Restrictions on The Problem**

Based on the above formulation of the problem, the purpose of this study was to analyze the Brand Satisfaction toward Repurchase Intention with Affective commitment dan Continuence commitmen as a mediating variable. In detail the purpose of the study include :

1. Analyzing the effect of Brand satisfaction toward affective commitment
2. Analyzing the effect of Brand satisfaction toward continuence commitment
3. Analyzing the effect of affective commitment toward Repurchase Intention
4. Analyzing the effect of continuence commitment toward Repurchase Intention

## **D. Benefit of Research**

1. The Benefits that can be taken by Depot Nikmat Rasa was as consideration for the decision to create a product that can satisfy consumers and to compete with competitors.
2. Results of this study are expected to contribute to the academic world in particular who majored in marketing management.
3. Results of this study are also expected to be used as reference material for future research.