

Pengaruh Perceived Safety & Brand Trust, Fair Price, Perceived Risk, Government Trust, dan Solidarity with Restaurant Sector terhadap Intention to Visit Restoran All You Can Eat (Studi pada Perilaku Konsumen selama Pandemi COVID-19 di DKI Jakarta) = The Effect of Perceived Safety & Brand Trust, Fair Price, Perceived Risk, Government Trust, and Solidarity with Restaurant Sector toward Intention to Visit All You Can Eat Restaurant (Study on Consumer's Behavior during COVID-19 Pandemic in DKI Jakarta)

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Abstrak

Restoran menjadi salah satu sektor bisnis yang sangat terdampak oleh Pandemi COVID-19. Restoran all you can eat termasuk jenis restoran yang mengalami penurunan jumlah pengunjung yang drastis akibat pandemi. Dibutuhkannya strategi bisnis yang disesuaikan pada perilaku konsumen selama pandemi. Penelitian ini bertujuan untuk menguji pengaruh perceived safety & brand trust, fair price, perceived risk, government trust, dan solidarity with restaurant sector terhadap intention to visit restoran all you can eat. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan melakukan survei melalui penyebaran kuesioner terhadap 150 responden secara online untuk mengumpulkan data. Data diolah menggunakan SPSS versi 26.0. Hasil penelitian menunjukkan perceived safety & brand trust, fair price, government trust, dan solidarity with restaurant sector secara parsial berpengaruh positif terhadap intention to visit restaurant. Selanjutnya perceived risk berpengaruh negatif terhadap intention to visit restaurant. Perceived safety & brand trust, fair price, perceived risk, government trust, dan solidarity with restaurant sector berpengaruh signifikan secara simultan terhadap intention to visit restaurant. Faktor-faktor tersebut selanjutnya harus diperhatikan oleh restoran all you can eat dalam menarik minat konsumen untuk berkunjung.

.....Restaurant is one of the most business sector that affected by COVID-19 pandemic. All You Can Eat is one of restaurant type that has a drastic decrease in the number of visitors due to the pandemic. Therefore, an adapted strategy is needed based on consumer's behaviour during the pandemic. This study aims to examine the effect of perceived safety and brand trust, fair price, perceived risk, government trust, and solidarity with restaurant sector toward consumer's intention to visit all you can eat restaurant. This study uses a quantitative approach by conducting online survey through distributing questionnaires in order to collect the data from 150 respondents. The data was processed using SPSS software version 26.0. The results showed that perceived safety and brand trust, fair price, government trust, and solidarity with restaurant sector partially had a positive effect toward consumer's intention to visit all you can eat restaurant. Furthermore, perceived risk had a negative effect toward consumer's intention to visit all you can eat restaurant. Perceived safety and brand trust, fair price, perceived risk, government trust, and solidarity with restaurant sector had a significant simultaneous effect toward consumer's intention to visit all you can eat restaurant. These factors must be considered by all you can eat restaurant for attracting consumers to visit.