

# Covid-19 Phenomenon On Restaurant Consumer: An Evidence From Indonesia

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## **Abstract**

This research aims to find changes in the consumption behavior of restaurant consumers during the COVID-19 pandemic, taking into account the attributes of the COVID-19 Protocol and Halal and *Tayyib*. This research uses a quantitative method. Through 681 responses, the sample of this research only uses 666 restaurant consumers in Indonesia during pandemic Covid-19. The data used are primary data through the distribution of questionnaires to respondents. Structural Equation Model (SEM) with Partial Least Square (PLS) is conducted for data analysis to verify the relationship between variables. The findings of this study are COVID-19 Protocol attributes are the essential variables on buying intention during the COVID-19 pandemic in Indonesia. Other attributes tested proved to have a change in the effect on satisfaction and to purchase intent of restaurant consumers. The implications of this research are to bridge the needs of industry and research related to restaurant consumers. Restaurant industry players can use the results of this study to adjust the attributes they have to remain able to flow revenue during the COVID-19 pandemic. This research focuses on restaurant consumers during the COVID-19 pandemic by improving variables related to the COVID-19 Protocol and Halal and *Tayyib*.

**Keywords:** attributes, consumer satisfaction, buying intention, halal, *tayyib*.

## **1. Introduction**

On December 31, 2019, the coronavirus (COVID-19) was first reported from Wuhan, which spread to all corners of the world (WHO, 2020). Almost all countries in the world have been infected with the coronavirus, including Indonesia. President Joko Widodo announced the first confirmed case in Indonesia on March 02, 2020 (The Jakarta Post, 2020). Until June 4, 2021, there were 1.84 million total cases in Indonesia, with a confirmed death of 51.296 (John Hopkins University, 2021).

The coronavirus, which has turned into a global pandemic, is no longer only a health crisis but also triggers various other situations: the economy. The COVID-19 pandemic has significantly impacted the real economy, with an unknown impact as its spread is still ongoing (Ramelli and Wagner, 2020). As many as 100 countries have announced a partial or complete lockdown, and the transportation sector has decreased by around 70-90% (Dunford et al., 2020). Annually, in 2020 the Indonesian economy contracted by -2.07%, quarterly; in the first quarter of 2021, there was still a contraction of 0.96% compared to the previous quarter (BPS, 2021). A partial or complete lockdown that causes movement restrictions will significantly impact the transportation sector and related industries. In 2020, the growth of Indonesia's transportation and warehousing sector was recorded to have contracted by -15.04%, while the accommodation and food and beverage provider sector (Hotels & Restaurants) experienced a contraction of -10.22% (BPS, 2021).

The hotel and restaurant industry contraction is reflected in the occupancy rate of less than 20% at the beginning of 2021. Under normal conditions, the average rate is around 60% (Julian and Rahmawati, 2021). The economic crisis caused by COVID-19 has proven to be very influential on the restaurant industry. Recent research should have started to take a position to find ways to adapt during the COVID-19 pandemic. This research focuses on the restaurant industry during the COVID-19 period by seeing changes in restaurant consumer behavior during the COVID-19 pandemic. This study attempts to add variables related to COVID-19 and attribute and halal variables to determine how restaurant consumer behavior changes. This study looks at the causes of the decline in restaurant

consumers and provides suggestions on how restaurant industry players should adapt during the COVID-19 pandemic.

## 2. Literature Review

### 2.1. Attributes

Islam encourages followers of its faith to obey the sharia (Islamic rules) of religion in a *kaffah* (comprehensive) manner without exception (al-Mahally & Jallaludin, 1990). Islam regulates food that is allowed and not for consumption by followers of its religion through the concept of halal (permissible) and haram (prohibited). Halal means lawful permitted pure, wholesomeness and is recommended by the Islamic Law (Dahalan, 2008; Kocturk, 2002; Mohamed Nasir and Pereira, 2008; Riaz and Chaudry, 2004; Shafie and Othman, 2006).

Every Muslim is only allowed to consume something halal and not allowed to consume something that is haram. The *halal* and *tayyib* concept is a comprehensive concept that Muslims consume does not contain haram elements and is also safe for consumption (Omar et al., 2012). *Tayyib* can be defined as something clean and pure. So that Islam only allows something that Muslims consume, it is not against Islamic rules and is also safe for the body. The contrary of *tayyib* is *khabith* which connotes everything impure (Alzeer et al., 2017). Because this research was conducted in Indonesia, we included the halal variable in restaurant attributes.

### 2.2. Customer Satisfaction

There are several restaurant attributes that consumers consider in choosing a dining place, including food quality, service quality, price, atmosphere, and so on (Liu & Tse, 2018). Consumer satisfaction is defined by Oliver (1997) as a form of assessment of a product or service, which can fulfill their desires. In comparison, Zeithaml & Bitner (2003) redefined consumer satisfaction as consumer evaluation of a product or service that can meet their wants and expectations. Assessment and evaluation is a process carried out by consumers. Consumers have certain expectations of a restaurant, while satisfaction/dissatisfaction will depend on how the restaurant can meet those expectations when consumers make purchases (Oliver, 1980; Day, 1984). The following is an image that describes customer satisfaction.

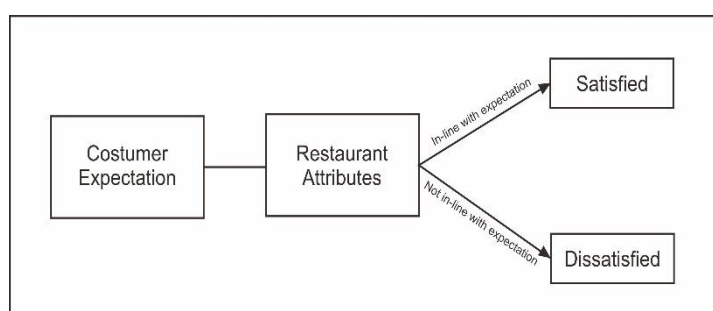


Figure 1. Satisfaction Concept

Barsky & Labagh (1992) state that specific characteristics determine consumer satisfaction/dissatisfaction; each attribute influences consumer satisfaction but has a different influence. Almanza (1994) found that service quality is the attribute that most affects customer satisfaction.

### 2.3 Buying Intentions

Under normal circumstances, consumers will at least only pay attention to the quality of food,

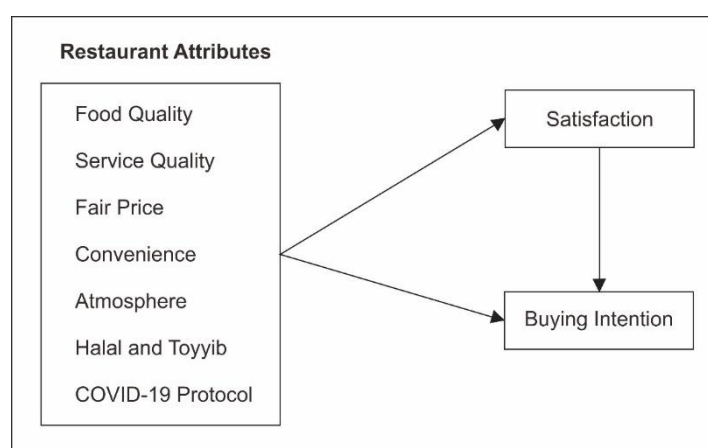
service quality, price, and interior atmosphere as consideration for dining in restaurants (Liu & Tse, 2018). Unlike during a pandemic (not typical), it refers to the definition of satisfaction expressed by Oliver (1997) as a form of assessing a product or service that can fulfill their desires. Then there will be an additional need to avoid the spread of Covid-19 when eating at restaurants so that the covid-19 Protocol becomes part of consumer needs which automatically affects satisfaction.

Restaurant attributes are designed to offer food to consumers and a dining experience (Weiss et al., 2005). The experience here has a broad meaning, which refers to consumer safety in the context of a pandemic. Thus, we include the health protocol as part of a vital restaurant attribute to see its effect on satisfaction and consumer purchase intentions.

Research conducted by Qu (1997) found that food quality is the attribute that most influences consumers' decisions to return to restaurants. According to Namkung and Jang (2007), what is included in food quality is a healthy menu, texture, appearance, etc. The consumer's decision to return to a restaurant is evidence that the attributes of a restaurant affect the intention of consumer behavior. Thus, the second hypothesis is formulated as follows:

When someone is satisfied with a restaurant, whether to form a particular behavior, repeat purchase is still an exciting topic for testing. Research conducted by Kivela et al. (1999) found that hotel customer satisfaction affects the intention to recommend the hotel and make repeat purchases. Several other studies have also found the same thing (e.g. Mai & Ness, 2000; Calvo, 2001; Hansen & Solgaard, 2001; Sanzo et al., 2003; Grunert et al., 2004; Nowak and Newton, 2006). The more satisfied the consumer will ignore other offers that are more competitive than he already feels. This shows that consumer satisfaction can form certain behaviors (purchase intentions). Although in another study conducted by Sulek and Hensley (2004) did not find a relationship between happiness and intent to return.

We use restaurant attribute variables as independent variables by adding halal and *tayyib* and the COVID-19 Protocol as an additional variable to see the influence of restaurant consumers during the COVID-19 pandemic. We use the satisfaction variable as the dependent and intervening variable on the consumer's purchase intention, during the purchase intention as the dependent variable of restaurant attributes and satisfaction. The following is an image of the research model that we propose:



**Figure 2.** Research Model

The formulation of this research hypothesis is:

**H1:** Attributes have a positive and significant influence on consumer satisfaction.

**H2:** Attributes have a positive and significant influence on buying intentions.

**H3:** Consumer satisfaction has a positive and significant effect on buying intention.

### 3. Method

This research is a quantitative study using primary data sources derived from questionnaires. The purpose of this research is to customers to restaurants in Indonesia during the Pandemic Covid-19. The sample in this study is every restaurant customer with characteristics that follow the research topic to obtain the required data. We distributed 681 questionnaires taking into account the demographic diversity of the respondents. From the 681 questionnaires we were allocated, only 666 can be continued for future analysis. The questionnaire uses a 5 point Likert to obtain more rigid research data. We distributed questionnaires online and offline from May 22 to June 10, 2021. Before distributing large amounts of data, we carried out a small amount of distribution as a pilot study to observe the level of readability and possible technical errors. This research uses the structural equation model-partial least square (SEM-PLS) technique to meet the suitability of exploratory analysis (Hair et al., 2011), thus making it more possible to construct and test a new conceptual framework.

### 4. Result and Discussion

Based on the questionnaire distributed to respondents, the demographics of the respondents used in this research are shown in Table 1.

**Table 1. Respondent Demographics**

Variable	Description	Frequency	%
<b>Gender</b>	Male	243	36.49
	Female	423	63.51
<b>Age</b>	17-25	458	68.77
	26-35	114	17.12
	36-45	64	9.61
	46-55	23	3.45
	>55	7	1.05
<b>Domicile</b>	Borneo Island (nearest)	9	1.35
	Nusa Tenggara and Bali Island (nearest)	10	1.50
	Papua Island (nearest)	1	0.15
	Sumatra Island (nearest)	56	8.41
	Java Island (nearest)	515	77.33
	Sulawesi Island (nearest)	75	11.26
<b>Occupation</b>	Student	461	69.22
	Private employee	52	7.81
	Entrepreneur	12	1.80
	Civil Servant	83	12.46
	Freelancer	3	0.45
	Others	55	8.26
<b>Income/month (IDR)</b>	< 1 million	463	69.52
	1 - 2 million	58	8.71

	2 - 5 million	87	13.06
	5 - 10 million	40	6.01
	> 10 million	18	2.70
<b>Education</b>	Junior High School	2	0.30
	Senior High School	429	64.41
	Diploma	7	1.05
	Bachelor	85	12.76
	Master	115	17.27
	Doctoral	28	4.20

(Source: Data Processed, 2021)

#### 4.1. Measurement Model Evaluation

In the data analysis process, to meet the reliability and validity of the data, indicators that have a factor loading  $\leq 0.7$  must be eliminated from the model. Calculation and non-parametric testing with all indicators that have a factor loading  $\geq 0.7$ . The analysis in Cronbach's  $\alpha$  ( $\geq 0.7$ ), Composite Reliability ( $\geq 0.7$ ), AVE ( $\geq 0.5$ ) for assessing convergent validity (Hair et al., 2019). collinearity testing was carried out by looking at the value of the variance inflation factor (VIF). Burns and Burns (2008) stated that there was collinearity if the VIF number was 10.0, but Heir et al. (2014) recommended a maximum cut-off value of 5.0. The results of the reliability, validity, and collinearity tests are presented in the following table:

**Table 2. Validity and Reliability**

Variables (Code)	Indicator	Outer Loading	CA	CR	AVE	VIF
Food Quality (FQ)			0.912	0.930	0.654	
X1	Taste of the dish makes me satisfied	0.801				2.255
X2	Presentation of the dish makes me satisfied	0.775				2.366
X3	Variety of the menu makes me satisfied	0.817				2.414
X4	Healthy food choices make me satisfied	0.813				2.664
X5	Freshness of the dish makes me satisfied	0.853				3.171
X6	Authenticity of the dish makes me satisfied	0.779				2.036
X7	Food safety makes me satisfied	0.823				2.385
Services (Serv)			0.928	0.944	0.737	
X8	Attentive service	0.829				2.426

<b>Variables (Code)</b>	<b>Indicator</b>	<b>Outer Loading</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>	<b>VIF</b>
X9	Waiter's knowledge of the menu makes me satisfied	0.833				2.432
X11	Order accuracy makes me satisfied	0.866				3.035
X12	Fast service makes me satisfied	0.875				3.245
X14	Reliable service makes me satisfied	0.864				3.224
X15	Service consistency makes me satisfied	0.883				3.441
Price (P)			0.886	0.921	0.744	
X16	Reasonable price makes me satisfied	0.844				2.165
X17	Portion of the dish makes me satisfied	0.872				2.451
X18	Value of the dish makes me satisfied	0.870				2.718
X19	Dining experience makes me satisfied	0.865				2.642
Convenience (Conv)			0.892	0.921	0.700	
X20	Convenient location of the restaurant makes me satisfied	0.865				2.630
X21	Close location of the restaurant makes me satisfied	0.796				1.980
X22	Availability of parking space makes me satisfied	0.834				2.234
X23	Cleanliness of the restaurant makes me satisfied	0.873				2.717
X24	Smell of the restaurant makes me satisfied	0.812				1.990
Atmosphere (Atmos)			0.925	0.944	0.770	
X26	Temperature of the restaurant makes me satisfied	0.825				2.156
X27	Interior design of the	0.899				3.467
						10286

Variables (Code)	Indicator	Outer Loading	CA	CR	AVE	VIF
X28	restaurant makes me satisfied Exterior design of the restaurant makes me satisfied	0.905				3.641
X29	Choice of color and lighting of the restaurant makes me satisfied	0.887				3.158
X30	Restaurant landscape makes me satisfied	0.869				2.760
Halal & <i>Tayyib</i> (HT)			0.857	0.921	0.875	
X31	The availability of a halal logo makes me believe that the food processing process meets halal and <i>tayyib</i> criteria	0.906				2.285
X34	Availability of a halal logo makes me more satisfied	0.911				2.285
COVID-19 Protocol (CP)			0.857	0.912	0.755	
X35	Arrangement of distance according to the covid-19 protocol makes me satisfied	0.861				2.094
X36	Provision of a hand washing place makes me satisfied	0.895				2.115
X39	Spraying antiseptic on every visitor makes me satisfied	0.887				2.230
Satisfaction (Sat)			0.964	0.969	0.745	
Y1	I am delighted if the taste of the restaurant's dishes is good	0.866				3.845
Y3	I am very satisfied if the restaurant service is good	0.885				4.518
Y4	I look forward to	0.881				3.993

<b>Variables (Code)</b>	<b>Indicator</b>	<b>Outer Loading</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>	<b>VIF</b>
Y5	visiting a restaurant that has good service I am very satisfied if the price offered is reasonable	0.878				4.752
Y6	I really hope to visit a restaurant that has reasonable prices	0.867				4.395
Y10	I hope to visit a restaurant that has a good atmosphere	0.892				4.404
Y11	I am very satisfied if the restaurant has a halal label	0.877				4.613
Y12	I hope to visit a restaurant that has a halal label	0.873				4.501
Y13	I am very satisfied if the restaurant implements the covid-19 protocol	0.823				4.721
Y14	I really hope to visit a restaurant that implements the covid-19 protocol	0.825				4.687
Buying Intention (BI)			0.962	0.967	0.748	
Y15	I would recommend a restaurant that has a good taste of the dishes	0.867				3.587
Y16	I'll tell about a restaurant that has a good taste of dishes	0.852				3.753
Y17	I'll revisit to a restaurant that has a good taste	0.884				4.350
Y22	I'll tell about a restaurant that offers reasonable prices	0.862				3.650
Y24	I would recommend a restaurant that has a	0.892				4.367



Variables (Code)	Indicator	Outer Loading	CA	CR	AVE	VIF
Y29	cozy place I'll revisit to a restaurant that has a comfortable atmosphere	0.894				4.361
Y31	I'll tell about a restaurant that has a halal label	0.887				4.871
Y32	I'll revisit to a restaurant that has a halal label	0.872				4.278
Y33	I would recommend a restaurant that implements the Covid-19 protocol	0.818				4.265
Y35	I'll revisit to a restaurant that applies the Covid-19 protocol	0.818				4.047

Note: Unqualified variables have been excluded from model CR & Cronbach  $\alpha \leq 0.7$ , AVE  $\leq 0.5$ , and VIF  $\geq 5.0$  (Source: Data Processed, 2021)

#### 4.2. Structural model evaluation

When convergent validity is used, discriminant validity must also confirm that all constructs in the model have significant concept differences. We used the Fornell-Larcker test to see if any issues related to the validity of the model used.

**Table 3. Discriminant Validity**

	Atmos	BI	Conv	CP	FQ	HT	P	Sat	Serv
<b>Atmos</b>	<b>0.877</b>								
<b>BI</b>	0.703	<b>0.865</b>							
<b>Conv</b>	0.838	0.731	<b>0.836</b>						
<b>CP</b>	0.681	0.743	0.709	<b>0.881</b>					
<b>FQ</b>	0.752	0.724	0.780	0.694	<b>0.809</b>				
<b>HT</b>	0.690	0.742	0.746	0.721	0.693	<b>0.935</b>			
<b>P</b>	0.766	0.724	0.840	0.654	0.788	0.664	<b>0.863</b>		
<b>Sat</b>	0.716	0.925	0.760	0.762	0.740	0.778	0.730	<b>0.869</b>	
<b>Serv</b>	0.793	0.740	0.844	0.701	0.843	0.742	0.834	0.783	<b>0.858</b>

(Source: Data Processed, 2021)

### 4.3. Predictive Accuracy and Relevancy

We use predictive accuracy and relevancy to see how independent variables influence their dependent variables. Determine variable the  $R^2$  and  $Q^2$  values must be measured.  $Q^2$  value on Smart PLS, it is necessary to take additional steps by using Blindfolding calculations ( $Q^2 = 1 - SSE / SSO$ ). Variables with  $R^2$  0.75, 0.50, and 0.25 have substantial (high), moderate, and weak degrees of analysis, while variables with a  $Q^2$  value greater than 0, 0.25, and 0.50 depict small, medium, and large (Hair et al., 2019).

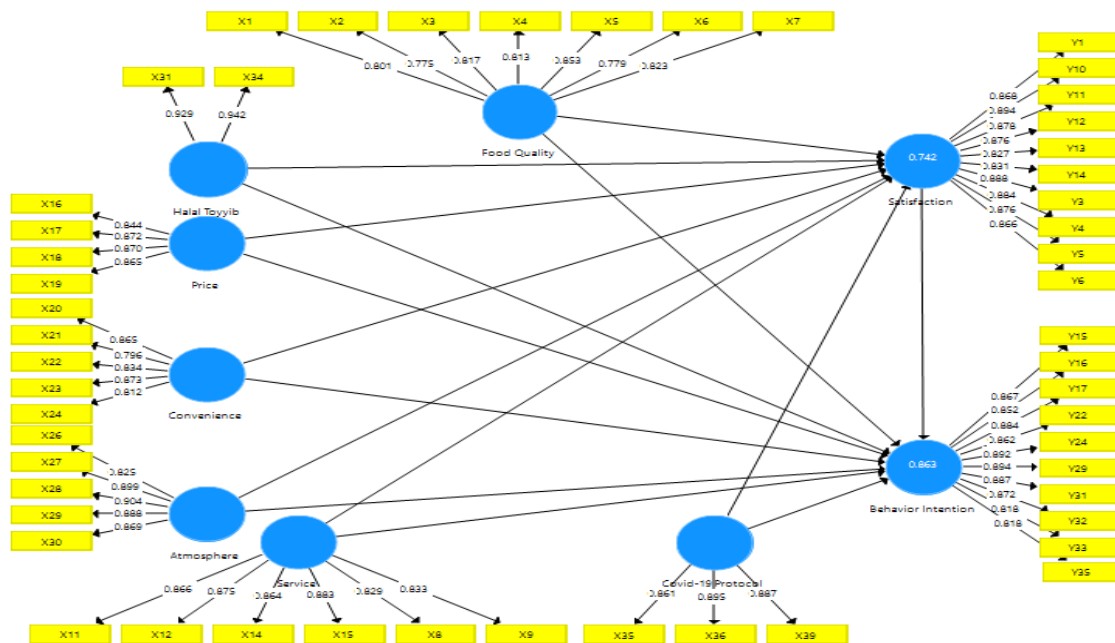
**Table 4.** Predictive Accuracy and Relevancy

Variables (code)	$R^2$	$R^2$ Adjusted	$Q^2$	Effect Size	Predictive Accuracy
Buying Intention (Exp)	0.865	0.863	0.642	Substantial	Large
Satisfaction (Pur)	0.745	0.742	0.557	Moderate	Large

(Source: Data Processed, 2021)

Variables in the model that we use have substantial effect sizes and large predictive accuracy, with values of  $R^2$  0.750 and  $Q^2$  0.50. Greater effect size and predictive accuracy mean variables can explain more actual conditions (Hair et al., 2019). Buying intention is the dependent variable of satisfaction and restaurant attributes (Food Quality, Services, Price, Convenience, Atmosphere, Halal and *Tayyib*, and COVID-19 Protocol). In contrast, satisfaction is the dependent variable of restaurant attributes. Buying intention has an adjusted  $R^2$  value of 0.863. This indicates that the independent variable has a predictive power of 86.3% (very high), while satisfaction has an adjusted  $R^2$  of 0.745, almost close to 0.750 but still has a relatively high predictive power. Buying intention and satisfaction have a value of  $Q^2$  0.50, indicating that the independent variable used has a perfect level of predictive accuracy.

The test results of the Structural model with adjusted  $R^2$  Values can be seen in the following figure:



**Figure 3.** The Structural Model with adjusted  $R^2$  Values

#### 4.4. Constructs Analysis

We performed bootstrap analysis to determine direct and indirect relations between variables, using 5,000 samples.

**Table 5. Path Coefficients**

Path	Path Coefficient	t-value	p-value	Decision
Atmos – BI	0.050	1.427	0.154	Rejected
Atmos – Sat	0.030	0.689	0.49	Rejected
Conv – BI	-0.044	0.229	0.819	Rejected
Conv – Sat	0.037	0.550	0.582	Rejected
CP – BI	0.062	5.178	0.000**	Accepted
CP – Sat	0.264	5.011	0.000**	Accepted
FQ – BI	0.053	2.128	0.033*	Accepted
FQ – Sat	0.071	1.549	0.121	Rejected
HT – BI	0.028	4.457	0.000**	Accepted
HT – Sat	0.283	5.175	0.000**	Accepted
P – BI	0.116	2.827	0.005**	Accepted
P – Sat	0.037	1.888	0.059	Rejected
Sat – BI	0.807	17.996	0.000**	Accepted
Serv – BI	0.037	0.736	0.462	Rejected
Serv – Sat	0.185	3.139	0.002**	Accepted

Note(s): \* $p < 0.05$ ; \*\* $p < 0.01$

(Source: Data Processed, 2021)

In addition, the results of the moderating effect test can be seen in the following table:

**Table 6. Moderating Effect**

Path	Direct	Indirect	Type
CP-Sat-BI	0.062	0.150**	Moderating
Serv-Sat-BI	-0.099	0.213**	Mediating
HT-Sat-BI	0.028	0.228**	Moderating

Note(s): Sat is a mediating construct. \* $p < 0.05$ ; \*\* $p < 0.01$

(Source: Data Processed, 2021)

#### 4.5. Importance-Performance Matrix Analysis (IPMA)

IPMA is to identify the factor that has significant importance for the particular target construct development, comparing low performance (Fornell et al., 1994; Martilla & James, 1977; Slack, 1994). We feel it is necessary to present the most influential factors, considering that this research was conducted during the COVID-19 pandemic. Figures 4 and 5 respectively show IPMA for Satisfaction and Buying intention.

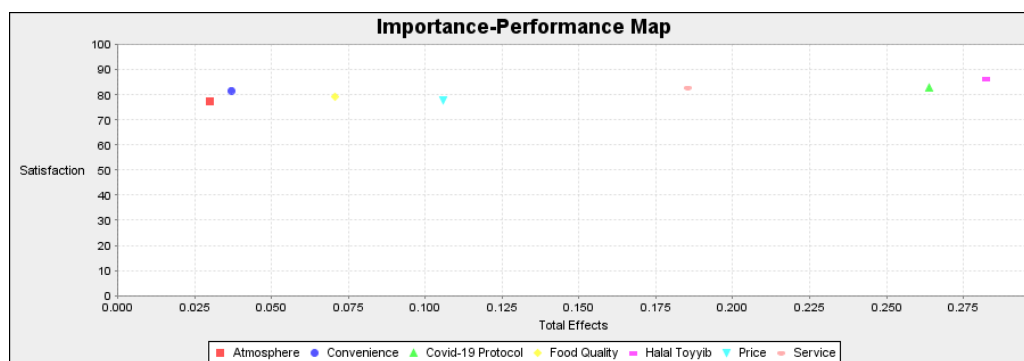


Figure 4. IPMA-Satisfaction

The results of the buying intention test can be seen in the figure below:

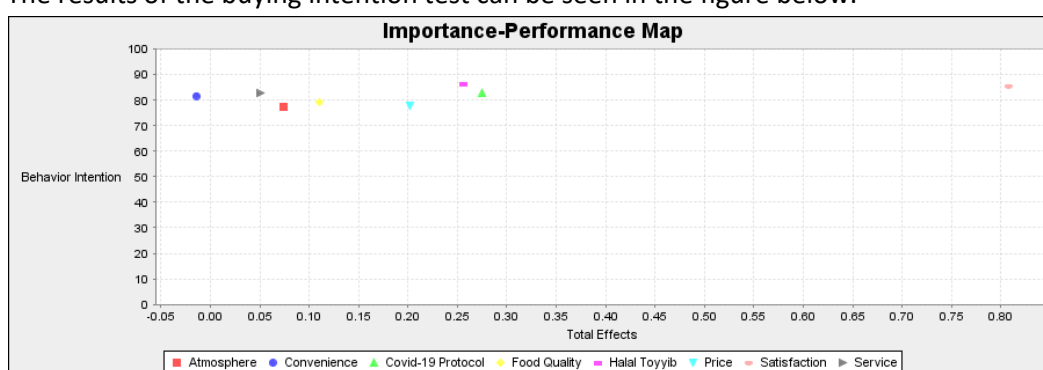


Figure 5. IPMA- Buying Intention

#### 4.6. Discussion

Today COVID-19 is still an epidemic that cannot be overcome, including by Indonesia. The longer COVID-19 lasts, the more significant the economic impact will be. Special measures need to be taken to ensure financial stability. The company's financial management becomes critical when there is an unexpected cash flow problem, in this case, COVID-19 (Kahle & Stulz, 2013). However, the restaurant must still find a way to attract cash flow through offline and online sales. In Indonesia, offline sales are still facing obstacles because the digitalization level is still low (Maskur, 2020). This indicates that the Indonesian industry is still significantly dependent on offline compared to online sales. Thus, the main thing that the restaurant industry needs to do is adapt and optimize offline sales. This research seeks to help related industries, especially restaurants, which are trying to continue to sell offline by analyzing changes in consumer behavior patterns during the COVID-19 pandemic.

Satisfaction has been shown to affect buying intention positively, and this finding confirms previous findings (Kim et al., 2009; Liu & Jang, 2009; Liu & Tse, 2018). COVID-19 Protocol (CP), Halal and *Tayyib* (HT), and Service (Serv) have a positive and significant correlation to Satisfaction (Sat). Restaurant consumers are satisfied during the pandemic when a restaurant implements the covid, halal, and *tayyib* protocol and has good service. On the other hand, Price (P), Convenience (Conv), Atmosphere (Atmos), and Food Quality (FQ) do not correlate with satisfaction. This study indicates that, during the COVID-19 pandemic, restaurant consumers paid more attention to attributes related to health issues. Surprisingly, halal and *Toyyib* variables remain factors that influence consumer satisfaction, considering that respondents are Muslims who should fulfill Islamic law, in this case,

related to halal food.

Convenience, Atmosphere, and Service do not affect Buying Intention (BI), but Price and Food Quality affect Buying intention. Indicates traditional attributes (Price and Food Quality) during the pandemic concern hotel consumers to make repeat purchases. In times of crisis, rational consumers will choose to make purchases at restaurants that have competitive prices and good food quality, compared to the experience of eating a dish. Surprisingly, the Covid-19 Protocol and Halal and *Tayyib* consistently also influence Buying intention. During the COVID-19 pandemic, Muslims continued to pay attention to issues related to religion and health.

If examined more deeply, satisfaction plays an essential role as a moderating variable for Covid-19 Protocol, Service, Halal, and *Tayyib* on buying intention. Even though service does not directly relate to purchase intent, when a restaurant can make consumers satisfied with service performance, it will make repeat purchases. Based on these findings, satisfaction is a mediating variable between Service and Buying intention, in contrast to the COVID-19 Protocol and Halal and *Tayyib*, which are significant either directly or indirectly.

Referring to the above explanation, we can say that during the COVID-19 pandemic, IPMA results show that restaurant consumers in Indonesia still make Halal and *Tayyib* a priority in choosing a restaurant. It is proven that the most influential factors on Satisfaction are Halal and *Tayyib* (Figure 4). While the most crucial factor for buying intention is the COVID-19 Protocol (Figure 5), this proves that health issues are the main concern for restaurant customers during the COVID-19 pandemic.

## **5. Conclusion**

During the COVID-19 pandemic, restaurants must adapt by adding to their attributes and improving service performance. In this case, issues related to health, Halal and *Tayyib*, and COVID-19 Protocol have a central role in forming Buying Intentions, further increasing offline sales. In Indonesia's case with a Muslim majority, the issue of halal is also a crucial attribute, so restaurant industry players must be able to adapt halal certification. Satisfaction acts as a mediating variable for the COVID-19 Protocol and Halal and *Tayyib*, meaning that whether someone feels satisfied/dissatisfied with a restaurant, they still pay attention to the COVID-19 Protocol and Halal and *Tayyib*. Satisfaction as an intervening variable means that it will form a Buying Intention to a restaurant when someone is satisfied.

## **6. Research Limitation**

This study focuses on restaurant consumers' satisfaction and buying intention, which is limited in time during the COVID-19 pandemic. The study results are very likely to be different if they are carried out outside the COVID-19 pandemic. Consumer satisfaction compares expectations, and the reality that is served by, in this case, is a restaurant, so it is necessary to make a follow-up study that focuses on finding factors that influence consumers' initial expectations of a restaurant. The higher consumer expectations of a restaurant, of course, the better if it is under reality. On the contrary, if the restaurant cannot meet the initial expectations of consumers, it will negatively impact customer satisfaction.

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