

PENGARUH PERSEPSI *FOOD SAFETY* TERHADAP *REPURCHASE INTENTION*

(Survei pada Wisatawan yang Pernah Berkunjung ke La Vie En Rose Bandung)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
Program Studi Manajemen Pemasaran Pariwisata



Oleh

**Ahmad Mathori
1900801**

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

LEMBAR HAK CIPTA

PENGARUH PERSEPSI *FOOD SAFETY* TERHADAP *REPURCHASE INTENTION*

(Survei pada Wisatawan yang Pernah Berkunjung ke La Vie En Rose Bandung)

Oleh
Ahmad Mathori
1900801

Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

© Ahmad Mathori, 2023
Universitas Pendidikan Indonesia
Juli 2023

Hak cipta dilindungi Undang-Undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

PENGARUH PERSEPSI *FOOD SAFETY* TERHADAP *REPURCHASE INTENTION*

(Survei pada Wisatawan yang Pernah Berkunjung ke La Vie En Rose Bandung)

Skripsi ini disetujui dan disahkan oleh:

Mengetahui,

Pembimbing 1



Dr. Gita Siswhara, SE.Par., MM
NIP. 19730510 200812 1 002

Pembimbing 2



Andreas Suwandi, S.Pd., Gr., M.Pd
NIP. 92019021 989041 2 101

Mengetahui,

**Ketua Program Studi Manajemen Pemasaran Pariwisata
FPIPS Universitas Pendidikan Indonesia**



Taufik Abdullah, Ph.D.
NIP. 19851024 201404 1001

**Tanggung Jawab Yuridis
Ada Pada Peneliti**



Ahmad Mathori
NIM. 1900801

ABSTRAK

Ahmad Mathori 1900801 “Pengaruh Persepsi *Food Safety* terhadap *Repurchase Intention*” (Survei pada Wisatawan yang Pernah Berkunjung ke La Vie En Rose Bandung) dibawah bimbingan Dr. Gita Siswhara, SE. Par., MM dan Andreas Suwandi, S. Pd., Gr., M.Pd

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh dari persepsi *Food Safety* terhadap *Repurchase Intention* pada wisatawan yang pernah berkunjung ke La Vie En Rose Bandung. Dalam penelitian ini menggunakan variabel bebas (X) yaitu *Food Safety* yang terdiri dari dimensi diantaranya *freshness*, *hygiene*, *cooking*, dan *preparation and serving*, serta yang menjadi variabel terikat (Y) adalah *Repurchase Intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian ini menggunakan data primer dengan pengambilan sampel sebanyak 260 responden yaitu wisatawan yang pernah berkunjung ke La Vie En Rose Bandung. Teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan bantuan program perhitungan statistik. Dalam penelitian ini *preparation and serving* memperoleh penilaian tertinggi, sedangkan *hygiene* memperoleh nilai terendah. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *Food Safety* memberikan pengaruh yang signifikan pada *Repurchase Intention* di La Vie En Bandung.

Kata Kunci: *Perception*, *Food Safety*, *Repurchase Intention*, La Vie En Rose Bandung

ABSTRACT

Ahmad Mathori 1900801 *“The Effect of Food Safety Perceptions towards Repurchase Intention”* (Survey on Tourists Who Have Visited La Vie En Rose Bandung) under the guidance of Dr. Gita Siswhara, SE. Par., MM and Andreas Kelvin, S.Pd., Gr., M.Pd

This study aims to determine the extent to which the influence of Food Safety perceptions on Repurchase Intention of tourists who have visited La Vie En Rose Bandung. In this study the independent variable (X) was used, is Food Safety which consisted of dimensions including freshness, cleanliness, cooking, and preparation and serving, and the dependent variable (Y) is Repurchase Intention. The type of research used is descriptive and verification using explanatory survey methods and using a cross sectional study approach. The data in this study used primary data by taking a sample of 260 respondents, is tourists who have visited La Vie En Rose Bandung. The data analysis technique used is multiple linear regression with the help of program statistical calculations. In this study, preparation and serving received the highest rating, while hygiene received the lowest score. The results showed that together and separately the Food Safety variable had a significant influence on Repurchase Intention at La Vie En Bandung.

Keywords: Perception, Food Safety, Repurchase Intention, La Vie En Rose Bandung

DAFTAR ISI

LEMBAR HAK CIPTA.....	i
LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN	iii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH	vii
DAFTAR ISI.....	ix
DAFTAR TABEL	xiii
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	11
1.3 Tujuan Penelitian.....	11
1.4 Kegunaan Penelitian.....	11
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	13
2.1 Kajian Pustaka.....	13
2.1.1 Pendekatan Teori <i>Marketing for Hospitality and Tourism</i>	13
2.1.2 Konsep Persepsi.....	17
2.1.2.1 Definisi Persepsi	17
2.1.2.2 Proses Terjadinya Persepsi.....	18
2.1.2.3 Faktor yang Mempengaruhi Persepsi.....	19
2.1.3 Konsep <i>Repurchase Intention</i>	19
2.1.3.1 Definisi <i>Repurchase Intention</i>	19
2.1.3.2 Pengukuran <i>Repurchase Intention</i>	21
2.1.3.3 Model <i>Repurchase Intention</i>	23
2.1.4 Konsep <i>Food Safety</i>	24
2.1.4.1 Definisi <i>Food Safety</i>	24
2.1.4.2 Pengukuran <i>Food Safety</i>	25
2.1.4.3 Model <i>Food Safety</i>	29

2.2 Kerangka Pemikiran	30
2.3 Hipotesis Penelitian	33
BAB III OBJEK DAN METODE PENELITIAN.....	35
3.1 Objek Penelitian	35
3.2 Metode Penelitian.....	35
3.2.1 Jenis Penelitian dan Metode yang Digunakan	35
3.2.2 Operasional Variabel	36
3.2.3 Jenis dan Sumber Data.....	43
3.2.4 Populasi, Sampel dan Teknik Sampling	44
3.2.4.1 Populasi	44
3.2.4.2 Sampel.....	44
3.2.4.3 Teknik Sampling	44
3.2.5 Teknik Pengumpulan Data.....	46
3.2.6 Pengujian Validitas dan Reliabilitas	46
3.2.6.1 Pengujian Validitas	47
3.2.6.2 Pengujian Reliabilitas	50
3.2.7 Teknik Analisis Data	51
3.2.7.1 Teknik Analisis Data Deskriptif.....	52
3.2.7.2 Teknik Analisis Data Verifikatif.....	54
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	65
4.1 Profil, Karakteristik dan Pengalaman Responden	65
4.1.1 Profil La Vie En Rose Bandung	65
4.1.1.1 Identitas La Vie En Rose Bandung	65
4.1.1.2 Sejarah Singkat La Vie En Rose Bandung	65
4.1.1.3 Produk yang Ditawarkan La Vie En Rose Bandung.....	66
4.1.2 Profil Responden Berdasarkan Karakteristik.....	67
4.1.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia	67
4.1.2.2 Karakteristik Responden Berdasarkan Asal Daerah	68
4.1.2.3 Keterkaitan Karakteristik Responden Berdasarkan Pekerjaan dan Penghasilan Per Bulan.....	69
4.1.2.4 Karakteristik Responden Berdasarkan Uang Saku Per Bulan.....	70
4.1.3 Profil Responden Berdasarkan Pengalaman	70

4.1.3.1	Keterkaitan Pengalaman Responden Berdasarkan Sumber Informasi dan Intensitas Pembelian	70
4.1.3.1	Pengalaman Responden Berdasarkan Biaya yang Dikeluarkan..	71
4.2	Gambaran Persepsi <i>Food Safety</i> di La Vie En Rose Bandung.....	72
4.2.1	Tanggapan Responden terhadap Persepsi <i>Freshness</i>	72
4.2.2	Tanggapan Responden terhadap Persepsi <i>Hygiene</i>	73
4.2.3	Tanggapan Responden terhadap Persepsi <i>Cooking</i>	74
4.2.4	Tanggapan Responden terhadap Persepsi <i>Preparation and Serving</i>	75
4.2.5	Rekapitulasi Hasil Tanggapan Responden terhadap Persepsi <i>Food Safety</i> di La Vie En Rose Bandung	76
4.3	Gambaran Variabel <i>Repurchase Intention</i> di La Vie En Rose Bandung	78
4.3.1	Tanggapan Responden terhadap <i>Willing to Repurchase</i>	79
4.3.2	Tanggapan Responden terhadap <i>Intend to Continue Purchase</i>	80
4.3.3	Tanggapan Responden terhadap <i>Continue Purchase in The Future</i>	81
4.3.5	Rekapitulasi Hasil Tanggapan Responden terhadap <i>Repurchase Intention</i> di La Vie En Rose Bandung	82
4.4	Pengaruh Persepsi <i>Food Safety</i> terhadap <i>Repurchase Intention</i> di La Vie En Rose Bandung.....	84
4.4.1	Hasil Pengujian Asumsi Regresi Linear Berganda.....	84
4.4.1.1	Hasil Pengujian Asumsi Normalitas	84
4.4.1.2	Hasil Pengujian Asumsi Heteroskedastisitas	85
4.4.1.3	Hasil Pengujian Asumsi Multikolinearitas.....	86
4.4.1.4	Hasil Pengujian Asumsi Autokorelasi	87
4.4.1.5	Hasil Pengujian Asumsi Linearitas	87
4.4.2	Hasil Pengujian Koefisien Korelasi dan Koefisien Determinasi	88
4.4.3	Pengujian Hipotesis dan Uji Signifikansi Secara Simultan (Uji F).....	89
4.4.4	Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji T)	90
4.4.5	Model Persamaan Regresi Berganda Pengaruh Persepsi <i>Food Safety</i> terhadap <i>Repurchase Intention</i>	91
4.5	Pembahasan Hasil Penelitian.....	92
4.5.1	Tanggapan Responden terhadap Persepsi <i>Food Safety</i>	92
4.5.2	Tanggapan Responden terhadap <i>Repurchase Intention</i>	93

4.5.3 Pengaruh Persepsi <i>Food Safety</i> terhadap <i>Repurchase Intention</i>	95
4.6 Implikasi Hasil Temuan Penelitian	95
4.6.1 Temuan Bersifat Teoritik.....	95
4.6.2 Temuan Bersifat Empirik.....	96
BAB V KESIMPULAN DAN REKOMENDASI.....	97
5.1 Kesimpulan.....	97
5.2 Rekomendasi	98
DAFTAR PUSTAKA	100
LAMPIRAN.....	107

DAFTAR TABEL

Tabel 1. 1 Data Jumlah Penjualan Makanan & Minuman La Vie En Rose Bandung Tahun 2022-2023	6
Tabel 2. 1 Sitasi Definisi <i>Repurchase Intention</i> Menurut Para Ahli.....	19
Tabel 2. 2 Pengukuran <i>Repurchase Intention</i>	21
Tabel 2. 3 Sitasi Definisi <i>Food Safety</i> Menurut Para Ahli.....	24
Tabel 2. 4 Pengukuran <i>Food Safety</i>	25
Tabel 3. 1 Operasional Variabel.....	36
Tabel 3. 2 Jenis dan Sumber Data	43
Tabel 3. 3 Hasil Pengujian Validitas.....	48
Tabel 3. 4 Hasil Pengujian Reliabilitas	51
Tabel 3. 5 Interpretasi De Vaus Koefisien Korelasi	59
Tabel 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia	68
Tabel 4. 2 Keterkaitan Karakteristik Responden Berdasarkan Asal Daerah	68
Tabel 4. 3 Keterkaitan Responden Berdasarkan Pekerjaan dan Penghasilan Per Bulan	69
Tabel 4. 4 Karakteristik Responden Berdasarkan Uang Saku Per Bulan	70
Tabel 4. 5 Keterkaitan Responden Berdasarkan Sumber Informasi dan Intensitas Pembelian.....	71
Tabel 4. 6 Pengalaman Responden Berdasarkan Biaya yang Dikeluarkan	71
Tabel 4. 7 Tanggapan Responden Terhadap Persepsi <i>Freshness</i>	72
Tabel 4. 8 Tanggapan Responden Terhadap Persepsi <i>Hygiene</i>	73
Tabel 4. 9 Tanggapan Responden Terhadap Persepsi <i>Cooking</i>	74
Tabel 4. 10 Tanggapan Responden Terhadap Persepsi <i>Preparation and Serving</i>	75
Tabel 4. 11 Rekapitulasi Tanggapan Responden Terhadap Persepsi <i>Food Safety</i> di La Vie En Rose Bandung	76
Tabel 4. 12 Tanggapan Responden Terhadap <i>Willing to Repurchase</i>	79
Tabel 4. 13 Tanggapan Responden Terhadap <i>Intend to Continue Purchase</i>	80
Tabel 4. 14 Tanggapan Responden Terhadap <i>Continue Purchase in The Future</i>	81
Tabel 4. 15 Rekapitulasi Tanggapan Responden Terhadap <i>Repurchase Intention</i> di La Vie En Rose Bandung	82
Tabel 4. 16 Hasil Pengujian Asumsi Normalitas dengan Menggunakan Kolmogorov Smirnov	84
Tabel 4. 17 Hasil Pengujian Asumsi Heteroskedastisitas	85
Tabel 4. 18 Hasil Pengujian Asumsi Multikolinearitas	86
Tabel 4. 19 Hasil Pengujian Asumsi Autokorelasi	87
Tabel 4. 20 Hasil Pengujian Asumsi Linearitas	88
Tabel 4. 21 Hasil Pengujian Koefisien Korelasi dan Koefisien Determinasi	88
Tabel 4. 22 Hasil Uji F.....	89
Tabel 4. 23 Hasil Uji T.....	90

DAFTAR GAMBAR

Gambar 1. 1 Tren Data Pertumbuhan <i>Food and Beverage Industry</i> 2011-2023 ...	4
Gambar 1. 2 Jumlah Usaha Restoran Dan Cafe di Kota Bandung Tahun 2017-2020	5
Gambar 1. 3 Data Jumlah Penjualan Makanan & Minuman La Vie En Rose Bandung Tahun 2023	7
Gambar 2. 1 <i>Model Of Consumer Decision-Making</i>	15
Gambar 2. 2 <i>The 4ps Of Marketing Mix</i>	16
Gambar 2. 3 <i>Model Repurchase Intention</i>	23
Gambar 2. 4 <i>Model Food Safety</i>	29
Gambar 2. 5 Kerangka Pemikiran Persepsi <i>Food Safety</i> terhadap <i>Repurchase Intention</i>	32
Gambar 2. 6 Paradigma Penelitian Persepsi <i>Food Safety</i> terhadap <i>Repurchase Intention</i>	33
Gambar 3. 1 Diagram Jalur Hipotesis	61
Gambar 3. 2 Regresi Linear Berganda	62
Gambar 4. 1 Logo La Vie En Rose Bandung	65
Gambar 4. 2 Menu La Vie En Rose	67
Gambar 4. 3 Variabel Persepsi <i>Food Safety</i> pada Garis Kontinum	78
Gambar 4. 4 Variabel <i>Repurchase Intention</i> pada Garis Kontinum	83

DAFTAR PUSTAKA

- Adekunle, S. A., & Ejechi, J. O. (2018). Modelling repurchase intention among smartphones users in Nigeria. *Journal of Modelling in Management*, 13(4), 794–814. <https://doi.org/10.1108/JM2-12-2017-0138>
- Alvarez-Risco, A., Quipuzco-Chicata, L., & Escudero-Cipriani, C. (2022). Determinants of Online Repurchase Intention in Covid-19 Times: Evidence from an Emerging Economy. *Lecturas de Economia*, 96, 101–143. <https://doi.org/10.17533/udea.le.n96a342638>
- Amoako, G. K., Caesar, L. D., Dzoghbenuku, R. K., & Bonsu, G. A. (2023). Service recovery performance and repurchase intentions: the mediation effect of service quality at KFC. *Journal of Hospitality and Tourism Insights*, 6(1), 110–130. <https://doi.org/10.1108/JHTI-06-2021-0141>
- Asmoro, I. P., & Tuti, M. (2023). Satisfaction With Packaging and Price to Purchase Decision and Repurchase Intention. In *Jurnal Dinamika Manajemen dan Bisnis* (Vol. 6, Issue 1). <http://journal.unj.ac.id/unj/index.php/jdmb>
- Barber, N., & Scarcelli, J. (2009). Clean restrooms: How important are they to restaurant consumers? *Journal of Foodservice*, 20, 309–320. <https://doi.org/10.1111/j.1748-0159.2009.00155.x>
- Bartenstein, Fred. (1954). Role of Law in Food Safety. *Journal of Agricultural and Food Chemistry*, 2(3), 122–124. <https://doi.org/10.1021/jf60023a003>
- Braje, I. N., Pechurina, A., Bıçakcıoğlu-Peynirci, N., Miguel, C., Alonso-Almeida, M. del M., & Giglio, C. (2022). The changing determinants of tourists' repurchase intention: the case of short-term rentals during the COVID-19 pandemic. *International Journal of Contemporary Hospitality Management*, 34(1), 159–183. <https://doi.org/10.1108/IJCHM-04-2021-0438>
- Brunsnø, K., Fjord, T. A., & Grunert, K. G. (2002). *Consumers' Food Choice and Quality Perception*.
- Bryan, F. L. (1992). *Hazard Analysis Critical Control Point Evaluations: A guide to identifying hazard and storage*. Geneva: World Health Organization.
- Burge, T. (2022). *Perception: First Form of Mind*. Oxford University Press.
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Chuang, L.-W., & Chiu, S.-P. (2017). Analysis on Consumer's Repurchase Intention of Online Shopping. *2017 International Conference on Green Informatics (ICGI)*, 155–158. <https://doi.org/10.1109/ICGI.2017.49>
- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods*.
- Czinkota, M. R., Masaaki, C., Vrontis, K. D., & Shams, R. (2021). *Marketing Management Past, Present and Future* (4th Edition). SPRINGER NATURE.
- Data Industri. (2023). *Pertumbuhan Industri Makanan dan Minuman, 2011 – 2023*. Data Industri Research. <https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>
- De Vaus, D. (2002). *Analysing Social Science Data*. Sage Publications Limited.

- DeVito, J. A. (2016). *The Interpersonal Communication Book* (Fourteenth Edition). Pearson Education.
- Ellyawati, J. (2017). Double Deviation Investigation Of Perceived Service Recovery Justice: A Study On The Indonesian Airline Industry. In *The Journal of Applied Business Research* (Vol. 33, Issue 6).
- Ergönül, B. (2013). Consumer awareness and perception to food safety: A consumer analysis. *Food Control*, 32(2), 461–471. <https://doi.org/10.1016/J.FOODCONT.2013.01.018>
- Fahmi, R., Febi, H. K. H., Saifuddin, Z., Purwokerto, I., & Hikmat, R. F. (2022). Analisis Faktor-Faktor Niat Beli Ulang dalam Pembelian Online Analisis Faktor-Faktor Niat Beli Ulang dalam Pembelian Online Analysis of Repurchase Intention Factors in Online Purchases. 2(05), 527–541. <https://doi.org/10.36418/comserva.v2i5.676>
- Fajar, F., Priharsari, D., & Rokhmawati, R. I. (2022). Pengaruh Reputation dan EWOM terhadap Repurchase Intention Konsumen pada E-Commerce (Vol. 6, Issue 6). <http://j-ptiik.ub.ac.id>
- Farooq, U., Shafi, A., Khan, M., Hayat, K., Baqir, M., & Iqbal, M. (2021). *Food Quality and Food Safety* (1st Edition). CRC Press.
- Field, A. P. (2009). *Discovering statistics using SPSS*. SAGE Publications.
- Fiona, R. D., & Hidayat, W. (2020). Pengaruh Promosi penjualan dan E-Service Quality terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan (Studi pada pelanggan Gopay di Jabodetabek). *Jurnal Ilmu Administrasi Bisnis*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Goh, S. K., Jiang, N., & Tee, P. L. (2016). International Review of Management and Marketing The Impact of Brand trust, Self-image Congruence and Usage Satisfaction toward Smartphone Repurchase Intention. *International Review of Management and Marketing*, 6(3), 436–441. <http://www.econjournals.com>
- Hair, F. J., William C, B., Barry J, B., & Rolph E, A. (2014). *Multivariate Data Analysis* (International). Pearson.
- Halstead, D. (1989). Expectations and Disconfirmation Beliefs as Predictors of Consumer Satisfaction, Repurchase Intention, and Complaining Behavior: An Empirical Study. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 2.
- Hamidah, T., Rahayu, A., Hayuputri, F. M., Simarmata, N. I. P., Harmoko, A. R., Kencana, S. C., Wicaksana, S. A., & Syahtiani, Y. (2022). *Psikologi Umum* (L. Susanto, Ed.). Dd Publishing.
- Haq, M. A. (2022). *Repurchase Intention Model Proposed in the Industrial Revolution 4.0 Era*. 76–82.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawati, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). CV. Pustaka Ilmu Group.
- Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*, 38(6), 1351–1371. <https://doi.org/10.1108/IJBM-03-2020-0108>

- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131. <https://doi.org/10.5539/ijms.v11n3p131>
- Ji, Y., Lee, W. S., & Moon, J. (2023). Café Food Safety and Its Impacts on Intention to Reuse and Switch Cafés during the COVID-19 Pandemic: The Case of Starbucks. *International Journal of Environmental Research and Public Health*, 20(3). <https://doi.org/10.3390/ijerph20032625>
- KEK. (2021). *Dewan Keamanan Kawasan Ekonomi Khusus Republik Indonesia*. <https://kek.go.id/kek-pariwisata>
- Khairani, K. (2018). The Effect of Brand Image And Food Safety on The Purchase Decision of Samyang Noodles Product to The Students of Faculty of Economics And Business of University of North Sumatra Medan. *International Journal on Language, Research and Education Studies*, 2(2), 266–280. <https://doi.org/10.30575/2017/IJLRES-2018050810>
- Khemthong, S., & Charngkit, P. (2022). A path analysis study of repurchase intention of food with health claim under the effect of food attributes. *Canada. Decision Science Letters*, 11, 263–272. <https://doi.org/10.5267/dsl.2022.3.001>
- Kirk, C. P., & Rifkin, L. S. (2020). I'll trade you diamonds for toilet paper: Consumer reacting, coping and adapting behaviors in the COVID-19 pandemic. *Journal of Business Research*, 117, 124–131. <https://doi.org/10.1016/j.jbusres.2020.05.028>
- Kostromitina, M., Keller, D., Cavusoglu, M., & Beloin, K. (2021). “His lack of a mask ruined everything.” Restaurant customer satisfaction during the COVID-19 outbreak: An analysis of Yelp review texts and star-ratings. *International Journal of Hospitality Management*, 98. <https://doi.org/10.1016/j.ijhm.2021.103048>
- Kotler, P., Bowen, J. T., & Baloglu, S. (2021). *Marketing for Hospitality and Tourism* (8th Edition). Pearson Education Limited. https://www.pearson.com/nl/en_NL/higher-education/subject-catalogue/Hospitality-Travel-and-Tourism/Marketing-for-Hospitality-and-Tourism-8e.html
- Lasmy, Prabowo, H., Hamsal, M., & Simatupang, B. (2019). e-Marketing and Service Quality on Repurchase Intention of Online Transportation. *2019 International Conference on Information Management and Technology (ICIMTech)*, 1, 324–329. <https://doi.org/10.1109/ICIMTech.2019.8843759>
- Lily Anita, T., & Ardiansyah, I. (2019). The Effect of Brand Awareness, Brand Image, And Media Communication on Purchase Decision in The Context of Urban Area Restaurant. In *Journal of Business and Entrepreneurship* (Vol. 7, Issue 2).
- Mahmoodjanloo, M., Tavakkoli-Moghaddam, R., Baboli, A., & Jamiri, A. (2020). A multi-modal competitive hub location pricing problem with customer loyalty and elastic demand. *Computers and Operations Research*, 123. <https://doi.org/10.1016/j.cor.2020.105048>

- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017a). *Marketing Research*. www.pearson.com/uk
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017b). *Marketing Research*.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017c). *Marketing Research an Applied Approach Fifth Edition*. In *The Marketing Book: Seventh Edition*. <https://doi.org/10.4324/9781315890005>
- Maziriri, E. T., Rukuni, T. F., & Chuchu, T. (2021). Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968731>
- Moslehpour, M., Pham, K. Van, Minh, C., Chi, H., City, M., Carrine, V., & Aulia, K. (2017). *Repurchase Intention of Korean Beauty Products among Taiwanese Consumers*. <https://ssrn.com/abstract=3104472> Electronic copy available at: <https://ssrn.com/abstract=3104472> Electronic copy available at: <https://ssrn.com/abstract=3104472>
- Murray, R., Glass-Kaastra, S., Gardhouse, C., Marshall, B., Ciampa, N., Franklin, K., Hurst, M., Thomas, M. K., & Nesbitt, A. (2017). Canadian consumer food safety practices and knowledge: Foodbook study. *Journal of Food Protection*, 80(10), 1711–1718. <https://doi.org/10.4315/0362-028X.JFP-17-108>
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intention. *Journal of Hospitality & Tourism Research*.
- Ngoc, N. M., Tien, N. H., Hieu, V. M., Duc, L. D. M., & Trang, T. T. T. (2023). Sustainable integration in Vietnam's tourism industry Article in World Review of Entrepreneurship Management and Sustainable Development. *World Review of Entrepreneurship*, X. <https://www.researchgate.net/publication/369590648>
- Open Data Jabarprov, D. P. dan K. (2021, October 8). *Jumlah Usaha Restoran, Rumah Makan dan Cafe Berdasarkan Kabupaten/Kota di Jawa Barat*. Open Data Jabarprov, Dinas Pariwisata Dan Kebudayaan.
- Perng, A. O. L., Thing, C. F., & Fong, T. Y. (2014). *Factors Influencing Consumers' Repurchase Intention of Groupon*.
- Pouliot, S., & Wang, H. H. (2018). Information, Incentives, and Government Intervention for Food Safety. *Annual Review of Resource Economics*, 10(1), 83–103. <https://doi.org/10.1146/annurev-resource-100516-053346>
- Prabowo, H., Astuti, W., & Respati, H. (2020). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms. *Open Journal of Business and Management*, 08(01), 194–207. <https://doi.org/10.4236/ojbm.2020.81012>
- Prabowo, T. A. (2019). *The Perception of Sports and Health Physical Education Teachers in Special Elementary Schools in Magelang City about Adaptive Physical Education*.
- Pramkaew, W., Limsuwan, P., & Sony, A. (2022). *The Impact of Customers' Perceived Values on Repurchase Intention of Shabu Shabu Buffet Restaurant*

Service: Untangling the Influence of Perceived Emotional, Social, Price, and Quality Values.

- Praxiom Research Group Limited. (2019). *Food Safety Management Definitions - ISO 22000 2018.*
- Prigent-Simonin, A.-H., & Hérault-Fournier, C. (2005). The role of trust in the perception of the quality of local food products: with particular reference to direct relationships between producer and consumer. *Anthropology of Food*, 4. <https://doi.org/10.4000/aof.204>
- Putra, Ananta, D., & Verinita. (2020). *Analisis Faktor-Faktor yang Mempengaruhi Repurchase Intention Konsumen pada Situs Jual Beli Online Lazada.co.id.* 22(2).
- Putri, N. K. A. K., Rosnani, T., Listiana, E., Syahbandi, ., & Fitriana, A. (2023). The Analysis of Repurchase Intention in Online Transaction of a Marketplace, Shopee (A Case Study: Customers of Fashion Products in Indonesia). *Asian Journal of Economics, Business and Accounting*, 21–32. <https://doi.org/10.9734/ajeba/2023/v23i1913>
- Ramadhan, M. R., & Utami, S. (2019). Pengaruh Kesadaran Kesehatan, Nilai Yang Dirasakan, Keamanan Pangan Dan Harga Terhadap Niat Beli Ulang Pada Konsumen Pizza Hut Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4.
- Ratasuk, A., & Gajesanand, S. (2022). *The Mediation of Perceived Risk and Trust in Food Delivery Service in Bangkok during COVID-19.* <https://www.researchgate.net/publication/364230467>
- Rizaly, E. N., & Rahman, A. (2021). Pengembangan Sistem Informasi Pariwisata Berbasis Website Untuk Meningkatkan Kesadaran Masyarakat Terhadap Potensi Daerah Kabupaten Dompu. *Jurnal Penelitian Dan Pengabdian Masyarakat Bidang Pariwisata*, 1(1), 29–38. <http://journal.ainarapress.org/index.php/jiepp>
- Salim, L., & Sumara, R. (2018). Customer Satisfaction, Brand Trust And Repurchase Intention. *Jurnal Ilmiah Ekonomi.* <http://ejournal.stiepena.ac.id/index.php/fe>
- Sartika, D. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Ulang Produk You C 1000 Serta Dampaknya Terhadap Loyalitas Konsumen. In *Jurnal Penelitian Ekonomi dan Bisnis* (Vol. 2, Issue 1). <http://www.jpeb.dinus.ac.id>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th Edition). Pearson.
- Sekaran, U., & Bougie, R. (2016a). *Research Methods for Business.*
- Sekaran, U., & Bougie, R. (2016b). *Research Methods For Business: A Skill Building Approach* (7th Edition). Wiley.
- Sekaran, U., & Bougie, R. (2016c). *Research methods for business: A skill building approach.* John Wiley & Sons.
- Selamat, J., & Iqbal, S. J. (2016). *Food Safety: Basic Concepts, Recent Issues, and Future Challenges.* Springer International Publishing Switzerland.

- Shah, S. H. H., Lei, S., Hussain, S. T., & Mariam, S. (2020). How consumer perceived ethicality influence repurchase intentions and word-of-mouth? A mediated moderation model. *Asian Journal of Business Ethics*, 9(1). <https://doi.org/10.1007/s13520-019-00096-1>
- Si, S., Adalja, A. A., Gómez, M. I., Cynthia Lin Lawell, C., Zhu, C., Lawell, L., Bar-Isaac, H., Cao, J., Chen, C., Dubois, P., Fan, L., Gatti, N., Ge, F., Gerarden, T., Gibson, M., Kawai, K., Kleven, H., Li, D., Li, S., ... Zhang, S. (2021). *Food Safety and Restaurant Food*.
- Siaputra, H. (2020). Bagaimana Keamanan Pangan, Kualitas Makanan Dan Citra Merek Mempengaruhi Minat Beli Ulang. *Jurnal Manajemen Perhotelan*, 6(2), 79–87. <https://doi.org/10.9744/jmhot.6.2.79-87>
- Siswhara, G., Anggraeny, D., & Masharyono. (2017). Pengaruh Promosi Melalui Instagram dan Event terhadap Repurchase Intention do Cenghar Kopi Kota. *The Journal Gastronomy Tourism*, 4.
- Sobur, A. (2016). *Psikologi Umum*. Pustaka Setia.
- Studymateriall. (2021). *Food Safety And Quality - Factors Affecting Safety Of Food, Prevention Of Food Safety Hazard, Personal Hygiene Practices, Food Handling Practices*. Study Materiall. <https://studymateriall.com/food-safety-and-quality-factors-affecting-safety-of-food-prevention-of-food-safety-hazard-personal-hygiene-practices-food-handling-practices/>
- Sucipto, C. D. (2015). *Keamanan pangan : untuk kesehatan manusia*. Gosyen Publishing.
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199–219. <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Thoha, M. (2014). *Perilaku Organisasi Konsep Dasar dan Aplikasinya*. Grafindo Persada.
- Tumelap, H. J. (2011). *Kondisi Bakteriologik Peralatan Makan Di Rumah Makan Jombang Tikala Manado*.
- Walgito, B. (2010). *Pengantar Psikologi Umum*. Andi Offset.
- Wang, E. S. T., & Tsai, M. C. (2019). Effects of the perception of traceable fresh food safety and nutrition on perceived health benefits, affective commitment, and repurchase intention. *Food Quality and Preference*, 78. <https://doi.org/10.1016/j.foodqual.2019.103723>
- Waskito, D., Ananto, M., & Rezza, A. (2014). Persepsi Konsumen terhadap Makanan Organik di Yogyakarta. *Jurnal Pelita*.
- Wei, Y. P. (2021). The effect of food safety-related attributes on customer satisfaction of ready-to-eat foods at hypermarkets. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910554>
- Wijaya, W. (2017). *Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen di Yoshinoya Galaxy Mall Surabaya*.
- Wilson, N., Keni, K., Henriette, P., & Tan, P. (2019). The Effect of Website Design Quality and Service Quality on Repurchase Intention in the E-commerce

- Industry: A Cross-Continental Analysis. *Gadjah Mada International Journal of Business*, 21(2), 187–222. <http://journal.ugm.ac.id/gamaijb>
- Xue, J., Rasool, Z., Khan, M. A., Khan, A. I., Khan, F., Khan, A. A., Shoukat, R., & Ali, H. (2021). The Influence of Substituting Prices, Product Returns, and Service Quality on Repurchase Intention. *Complexity*, 2021. <https://doi.org/10.1155/2021/4167340>
- Yusuf, A. M. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan* (1st ed.). Kencana.