

**PENGARUH AUTHENTIC DINING EXPERIENCE TERHADAP
BEHAVIORAL INTENTION**

(Survei terhadap konsumen di Restoran Dapur Betawi, Jakarta)

SKRIPSI

Diajukan sebagai syarat memperoleh gelar Sarjana Pariwisata pada
Program Studi Manajemen Pemasaran Pariwisata



Oleh

Febri Sakinah Fitri

1504289

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2019**

LEMBAR HAK CIPTA

PENGARUH AUTHENTIC DINING EXPERIENCE TERHADAP BEHAVIORAL INTENTION

(Survei terhadap Konsumen di Restoran Dapur Betawi, Jakarta)

Oleh

Febri Sakinah Fitri

1504289

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata

Fakultas Pendidikan Ilmu Pengetahuan Sosial

Universitas Pendidikan Indonesia

©Febri Sakinah Fitri, 2019

Universitas Pendidikan Indonesia

Juli 2019

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 AUTHENTIC DINING EXPERIENCE TERHADAP BEHAVIORAL INTENTION

(Survei terhadap Konsumen yang Pernah Berkunjung ke Restoran Dapur Betawi, Jakarta)

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Gitasiswhara, SE, Par, MM.
NIP. 19730510 200812 1 002

Pembimbing II



Oce Ridwanudin, SE., MM.
NIP. 19810407 201012 1 002

Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata



Yeni Yuniawati, S.Pd.,MM
NIP. 19810608 200604 2 001

Tanggung Jawab Yuridis
Ada Pada Penulis



Febri Sakinah Fitri
NIM. 1504289

ABSTRAK

Febri Sakinah Fitri, 1504289. "Pengaruh Authentic Dining Experience Terhadap Behavioral Intention" (Survei terhadap konsumen di Dapur Betawi, Jakarta), dibawah bimbingan Gitasiswhara, SE.Par., MM., dan Oce Ridwanudin, SE., MM.

Industri pariwisata merupakan salah satu sumber pendapatan terpenting dan menjadi penggerak pekerjaan di banyak negara. Pergerakan industri makanan dan minuman terus berkembang pesat dan hal tersebut menjadi peluang bagi para pengusaha dibidangnya, sekaligus menjadi tantangan karena restoran harus memiliki suatu ciri khas sebagai pembeda dengan restoran lainnya. *Behavioral intention* konsumen menjadi salah satu permasalahan bagi pemasar yang perlu ditindaklanjuti untuk keberlangsungan suatu usaha. Untuk meningkatkan *behavioral intention* yang terdiri dari *revisit intention*, *recommendation*, dan *positive word-of-mouth*, Dapur Betawi perlu menerapkan beberapa strategi melalui *authentic dining experience* yang meliputi *food*, *environment*, *service and staff*, dan *others* sebagai pembeda dari restoran lainnya melalui kuliner dan kebudayaan asli Betawi. Tujuan penelitian ini adalah untuk melihat bagaimana pengaruh *authentic dining experience* sebagai variabel independen (X) terhadap *behavioral intention* sebagai variabel dependen (Y) di restoran Dapur Betawi. Jenis penelitian yang digunakan yaitu deskriptif dan kausal dengan menggunakan metode *explanatory survey*. Pengambilan sampel dilakukan menggunakan teknik *systematic random sampling* dengan jumlah responden sebanyak 400 orang, yaitu konsumen yang telah mengunjungi dan merasakan pengalaman makan yang otentik di Dapur Betawi. Teknik analisis data yang digunakan adalah teknis analisis jalur. Hasil penelitian ini menunjukkan bahwa *authentic dining experience* memiliki pengaruh terhadap *behavioral intention* pada konsumen Dapur Betawi. Keempat sub-variabel yaitu *food* (X1), *environment* (X2), *service and staff* (X3), dan *others* (X4) terbukti memiliki pengaruh yang signifikan terhadap *behavioral intention*. *Food* merupakan dimensi yang mendapat penilaian tertinggi dan paling dominan bagi konsumen karena unsur *authentic* atau keaslian sangat tergambaran melalui rasa, variasi menu, penampilan, dan metode memasak khas Betawi.

Kata Kunci: *Authentic Dining Experience, Behavioral Intention, Betawi, Restoran Etnik*

ABSTRACT

Febri Sakinah Fitri, 1504289. “*The Impact of Authentic Dining Experience towards Behavioral Intention*” (*Survey on consumer of Dapur Betawi, Jakarta*), under direction of Gitasiswhara, SE.Par., MM., and Oce Ridwanudin, SE., MM.

The tourism industry has become an important income and job generator for many countries. Food and beverage service continues to grow rapidly and it is open the chance and become a challenge at once for the entrepreneur on this field, because a restaurant need to have differentiator from the others. Consumer behavioral intention become one of the problems that need to be concerned for the sustainability of a restaurant. In order to improve behavioral intention which is consist of revisit intention, recommendation, and positive word-of-mouth, Dapur Betawi need to build some strategies through authentic dining experience, consisting of food, environment, service and staff, and others as a differentiator from other restaurants through culinary and Batavian culture. The purpose of this study is to determine the impacts of authentic dining experience as the independent variable (X) towards behavioral intention as dependent variable (Y) in Dapur Betawi Restaurant. The type of this research is descriptive and causal using the explanatory survey method. The sampling method used is systematic random sampling technique with the number of respondents are 400 person, which are consumer of Dapur Betawi and have experienced the authentic dining of this restaurant. This research uses path analysis as data analysis techniques. The result of the study shows that authentic dining experience has an impact on consumer behavioral intention. All of the sub variable which are food (X1), environment (X2), service and staff (X3), and others (X4) are proved to have significant effect to behavioral intention as well. Food is the dominant and the highest scored sub variable by consumer because of the authentic element is strongly represented by the food taste, menu variety, presentation, and the cooking method of Batavian cuisine.

Key words: authentic dining experience, behavioral intention, Betawi, Ethnic Restaurant

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI	v
DAFTAR TABEL	x
DAFTAR GAMBAR	xi
BAB I – PENDAHULUAN	
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah Penelitian.....	12
1.3 Tujuan Penelitian	12
1.4 Kegunaan Penelitian	12
BAB II – KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	
2.1 Kajian Pustaka	13
2.1.1 Konsep <i>Behavioral Intention</i>	13
2.1.1.1 Konsep <i>Behavioral Intention</i> dalam Kajian <i>Consumer Behavior</i>	13
2.1.1.2 Definisi <i>Behavioral Intention</i>	15
2.1.1.3 Dimensi <i>Behavioral Intention</i>	16
2.1.2 Konsep <i>Authentic Dining Experience</i>	18
2.1.2.1 Konsep <i>Authentic Dining Experience</i> dalam Kajian <i>Marketing Management</i>	18
2.1.2.2 Definisi <i>Authentic Dining Experience</i>	23
2.1.2.3 Dimensi <i>Authentic Dining Experience</i>	23
2.1.3 Penelitian Terdahulu.....	25
2.2 Kerangka Pemikiran	26
2.3 Hipotesis	31
BAB III – OBJEK DAN METODE PENELITIAN	
3.1 Objek Penelitian	33
3.2 Metode Penelitian	34
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	34
3.2.2 Operasional Variabel	35
3.2.3 Jenis dan Sumber Data	41
3.2.4 Populasi, Sampel dan Teknik Sampel	42
3.2.4.1 Populasi	42
3.2.4.2 Sampel.....	42
3.2.4.3 Teknik Sampling	43
3.2.5 Teknik Pengumpulan Data	45
3.2.6 Pengujian Validitas dan Reliabilitas.....	45
3.2.6.1 Pengujian Validitas	46
3.2.6.2 Pengujian Reliabilitas	49
3.3 Rancangan Analisis Data	51
3.3.1 Rancangan Analisis Data Deskriptif	52
3.3.2 Pengujian Hipotesis	52

BAB IV – HASIL PENELITIAN DAN PEMBAHASAN

4.1 Profil Perusahaan dan Wisatawan	61
4.1.1 Profil Perusahaan.....	61
4.1.1.1 Identitas Perusahaan.....	61
4.1.1.2 Sejarah Singkat Perusahaan	61
4.1.1.3 Produk yang Ditawarkan	62
4.1.2 Profil Konsumen Dapur Betawi	64
4.1.2.1 Karakteristik Konsumen Berdasarkan Jenis Kelamin dan Usia	64
4.1.2.2 Karakteristik Responden Berdasarkan Domisili dan Suku....	65
4.1.2.3 Karakteristik Responden Berdasarkan Pendidikan Akhir, Pekerjaan, dan Pendapatan	67
4.1.3 Karakteristik Konsumen Berdasarkan Pengalaman	69
4.1.3.1 Karakteristik Konsumen Berdasarkan Kegiatan yang Disukai dan Alasan Berkunjung	70
4.1.3.2 Karakteristik Konsumen Berdasarkan Teman Berkunjung dan Biaya yang Dikeluarkan di Dapur Betawi	71
4.1.3.3 Karakteristik Konsumen Berdasarkan Menu Favorit	73
4.2 Gambaran <i>Authentic Dining Experience</i> di Dapur Betawi	74
4.2.1 Tanggapan Konsumen terhadap <i>Food</i>	74
4.2.2 Tanggapan Konsumen terhadap <i>Environment</i>	76
4.2.3 Tanggapan Konsumen terhadap <i>Service and Staff</i>	77
4.2.4 Tanggapan Konsumen terhadap <i>Others</i>	79
4.3 Gambaran <i>Behavioral Intention</i> di Dapur Betawi	80
4.3.1 Tanggapan Konsumen terhadap <i>Behavioral Intention</i>	80
4.4 <i>Authentic Dining Experience</i> Terhadap <i>Behavioral Intention</i> di Dapur Betawi.....	83
4.4.1 Hasil Uji Asumsi Regresi	83
4.4.1.1 Hasil Uji Asumsi Normalitas	83
4.4.1.2 Hasil Pengujian Asumsi Heteroskedastisitas	84
4.4.1.3 Hasil Pengujian Asumsi Linearitas	85
4.4.1.4 Hasil Pengujian Asumsi Autokorelasi	86
4.4.1.5 Hasil Pengujian Asumsi Multikolinearitas	87
4.4.1.6 Hasil Pengujian Korelasi dan Koefisien Determinasi	88
4.4.2 Hasil Pengujian Koefisien Analisis Jalur.....	89
4.4.2.1 Hasil Pengujian Hipotesis dan Uji Signifikansi Secara Simultan (Uji F)	90
4.4.2.2 Hasil Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji t)	91
4.5. Pembahasan penelitian.....	95
4.5.1 <i>Authentic Dining Experience</i> di Dapur Betawi.....	95
4.5.2 <i>Behavioral Intention</i> di Dapur Betawi.....	97
4.5.3 Pengaruh <i>Authentic Dining Experience</i> terhadap <i>Behavioral Intention</i> di Dapur Betawi.....	99
4.6. Implikasi Hasil Temuan Penelitian	101
4.6.1 Temuan Penelitian Bersifat Teoritik	101
4.6.2 Temuan Penelitian Bersifat Empirik	102

BAB V – KESIMPULAN DAN REKOMENDASI

5.1 Kesimpulan	104
5.2 Rekomendasi	105

DAFTAR PUSTAKA**LAMPIRAN**

DAFTAR TABEL

Tabel 1.1	Daftar Jumlah dan Klasifikasi Usaha Makanan dan Minuman di DKI Jakarta Tahun 2018	3
Tabel 1.2	Data Kunjungan Dapur Betawi Tahun 2014 - 2018	5
Tabel 1.3	Data Pendapatan Dapur Betawi Tahun 2014 - 2018.....	6
Tabel 1.4	Ulasan Pelanggan (Online) Dapur Betawi	7
Tabel 1.5	Implementasi <i>Authentic Dining Experience</i> di Dapur Betawi.....	11
Tabel 2.1	Penelitian Terdahulu	25
Tabel 3.1	Operasionalisasi Variabel	36
Tabel 3.2	Data yang Digunakan dalam Penelitian	40
Tabel 3.3	Hasil Uji Validitas <i>Authentic Dining Experience</i> Terhadap <i>Behavioral Intention</i>	47
Tabel 3.4	Hasil Pengujian Reliabilitas <i>Authentic Dining Experience</i> Terhadap <i>Behavioral Intention</i>	51
Tabel 3.5	Interpretasi Koefisien Korelasi	54
Tabel 4.1	Karakteristik Konsumen Berdasarkan Jenis Kelamin dan Usia	64
Tabel 4.2	Karakteristik Konsumen Berdasarkan Domisili dan Suku	66
Tabel 4.3	Karakteristik Konsumen Berdasarkan Pendidikan Terakhir, Pekerjaan, dan Pendapatan.....	67
Tabel 4.4	Karakteristik Konsumen Berdasarkan Sumber Informasi dan Waktu Berkunjung.....	70
Tabel 4.5	Karakteristik Konsumen Berdasarkan Teman Berkunjung dan Biaya yang Dikeluarkan.....	71
Tabel 4.6	Karakteristik Konsumen Berdasarkan Menu Favorit	73
Tabel 4.7	Tanggapan Konsumen Dapur Betawi terhadap <i>Food</i>	74
Tabel 4.8	Tanggapan Konsumen Dapur Betawi terhadap <i>Environment</i>	76
Tabel 4.9	Tanggapan Konsumen Dapur Betawi terhadap <i>Service and Staff</i>	77
Tabel 4.10	Tanggapan Konsumen Dapur Betawi terhadap <i>Others</i>	79
Tabel 4.11	Tanggapan Konsumen Mengenai <i>Behavioral Intention</i>	81
Tabel 4.12	Hasil Pengujian Normalitas dengan Menggunakan Kolmogorov-Smirnov	81
Tabel 4.13	Hasil Pengujian Asumsi Heteroskedastisitas	82
Tabel 4.14	Hasil Pengujian Asumsi Linearitas	83
Tabel 4.15	Hasil Pengujian Asumsi Autokorelasi	83
Tabel 4.16	Hasil Pengujian Asumsi Multikolinearitas	84
Tabel 4.17	Output Pengaruh <i>Authentic Dining Experience</i> Terhadap <i>Behavioral Intention</i> Pada Konsumen Dapur Betawi.....	85
Tabel 4.18	Matriks Korelasi.....	89
Tabel 4.19	Hasil Pengujian Signifikansi Secara Simultan (Uji F)	91
Tabel 4.20	Hasil Pengujian Signifikansi Secara Parsial (Uji T)	92
Tabel 4.21	Hasil Rekapitulasi Tanggapan Konsumen terhadap <i>Authentic Dining Experience</i> di Dapur Betawi	95
Tabel 4.22	Hasil Rekapitulasi Tanggapan Konsumen terhadap <i>Behavioral Intention</i> di Dapur Betawi.....	97
Tabel 4.23	Hasil Pengujian Koefisien Jalur, Pengaruh Langsung dan Tidak Langsung <i>Authentic Dining Experience</i> terhadap <i>Behavioral Intention</i>	99

DAFTAR GAMBAR

Gambar 1.1 Hasil Prapenelitian <i>Behavioral Intention</i> Dapur Betawi	6
Gambar 2.1 <i>Model of Consumer Behavior</i>	13
Gambar 2.2 Tahapan Pengambilan Keputusan (<i>Decision Making</i>).....	14
Gambar 2.3 Kerangka Pemikiran Pengaruh <i>Authentic Dining Experience</i> terhadap <i>Behavioral Intention</i>	30
Gambar 2.4 Paradigma Penelitian Pengaruh <i>Authentic Dining Experience</i> terhadap <i>Behavioral Intention</i>	31
Gambar 3.1 Diagram Jalur Hipotesis.....	51
Gambar 3.2 Diagram Struktur Sub Hipotesis	56
Gambar 4.1 Logo Dapur Betawi.....	61
Gambar 4.2 Variabel <i>Authentic Dining Experience</i> pada Garis Kontinum.....	97
Gambar 4.3 Variabel <i>Behavioral Intention</i> pada Garis Kontinum	99
Gambar 4.4 Diagram Jalur Pengujian Hipotesis.....	94

DAFTAR PUSTAKA

- Adnan, A. A., Ghani, B. A., Zin, S. M., & Aziz, I. A. (2018). The Disciplinary Status of Islamic Consumer Behavior. *International Journal of Asian Social Science*, 7(12), 949–962. <https://doi.org/10.18488/journal.1.2017.712.949.962>
- Antón, C., Camarero, C., Laguna, M., & Buhalis, D. (2019). Impacts of authenticity, degree of adaptation and cultural contrast on travellers' memorable gastronomy experiences. *Journal of Hospitality Marketing and Management*, 28(7), 1–22. <https://doi.org/10.1080/19368623.2019.1564106>
- Ardiansyah, F. N., Yuniawati, Y., & Ridwanudin, O. (2019). *The Influence of Airport Service Quality toward Passenger Satisfaction*. 259(Isot 2018), 370–374. <https://doi.org/10.2991/isot-18.2019.82>
- Arthur, L. (2013). *Big Data Marketing: Engage Your Customers More Effectively and Drive Value*.
- Bagozzi, R., Wong, N., Abe, S., & Bergami, M. (2014). Cultural and Situational Contingencies and TPB. *Journal of Consumer Psychology*, 9(2), 97–106. https://doi.org/10.1207/S15327663JCP0902_4
- Brenc, M. M., & Dmitrovic, T. (2010). *Modelling perceived quality , visitor satisfaction and behavioural intentions at the destination level*. 31, 537–546. <https://doi.org/10.1016/j.tourman.2009.06.005>
- Bujisic, M., & Hutchinson, J. (2014). *The effects of restaurant quality attributes on customer behavioral intentions*. <https://doi.org/10.1108/IJCHM-04-2013-0162>
- Canny, I. (2014). Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intentions of Casual Dining Restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25–30. <https://doi.org/10.7763/IJIMT.2014.V5.480>
- Chang, H., Zhang, L., & Lee, J. S. (2018). Not all organic food is created equal: the role of product type, perceived authenticity, and construal level. *Journal of Marketing Communications*, 7266(May), 1–23. <https://doi.org/10.1080/13527266.2018.1468350>

- Chang, R. C. Y., Kivela, J., & Mak, A. H. N. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management*, 32(2), 307–316. <https://doi.org/10.1016/j.tourman.2010.02.009>
- Choe, J. Y. (Jacey), & Kim, S. (Sam). (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71(May 2017), 1–10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Choi, E. J., & Kim, S. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *International Jounal of Smart Home*, 7(1), 239–252.
- Choi, S., Liu, S. Q., & Mattila, A. S. (2018). Consumer Response to Authentic-Language Versus English-Language Menu Labeling in Ethnic Dining. *Cornell Hospitality Quarterly*, 59(2), 125–134. <https://doi.org/10.1177/1938965517730314>
- Dedeoglu, B. B., Bilgihan, A., Ye, B. H., Buonincontri, P., & Okumus, F. (2018). The impact of servicescape on hedonic value and behavioral intentions: The importance of previous experience. *International Journal of Hospitality Management*, 72(April 2017), 10–20. <https://doi.org/10.1016/j.ijhm.2017.12.007>
- Devindiani, E. (2016). PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER SATISFACTION SERTA DAMPAKNYA PADA CUSTOMER LOYALTY (Survei pada Pengguna Smartphone di Komunitas Online Apple dan Samsung Regional Bandung). *Pendidikan Manajemen Bisnis*, 1(1), 147–157.
- Dipietro, R. B., & Levitt, J. (2017). Restaurant Authenticity : Factors That Influence Perception , Satisfaction and Return Intentions at Regional American-Style Restaurants Restaurant Authenticity: Factors That Influence Perception ,. *International Journal of Hospitality & Tourism Administration*, 0(0), 1–27. <https://doi.org/10.1080/15256480.2017.1359734>
- Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do Satisfied Tourists Really Intend

- to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention. *Journal of Travel Research*, 54(2), 152–178. <https://doi.org/10.1177/0047287513513167>
- Dutta, K., Parsa, H. G., Parsa, R. A., & Bujisic, M. (2014). *Journal of Quality Assurance in Hospitality & Tourism Change in Consumer Patronage and Willingness to Pay at Different Levels of Service Attributes in Restaurants : A Study in India*. (February 2015), 37–41. <https://doi.org/10.1080/1528008X.2014.889533>
- Feng Hsiang Chang, C. Y. T. (2016). Influence of The Sports Tourism Attractiveness, Motivation, and Experience on Revisit Intentions. *Journal of Social Sciences & Humanities Research*, 2(1), 1–10.
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139–150. <https://doi.org/10.1016/j.chb.2016.09.057>
- Firdaus, T., & Abdullah, T. (2017). E-WoM: Pengaruhnya terhadap Keputusan Pembelian Tamu Restoran di Bandung Utara. *THE Journal : Tourism and Hospitality Essentials Journal*, 7(1), 21. <https://doi.org/10.17509/thej.v7i1.6843>
- Fu, Y., Liu, X., Wang, Y., & Chao, R. F. (2018). How experiential consumption moderates the effects of souvenir authenticity on behavioral intention through perceived value. *Tourism Management*, 69(January), 356–367. <https://doi.org/10.1016/j.tourman.2018.06.023>
- Hendijani, R. (2016). *Effect of food experience on tourist satisfaction : the case of Indonesia*. <https://doi.org/10.1108/IJCTHR-04-2015-0030>
- Hermawan, P., & Muhammad, N. R. (2017). *Customer Dining Experience at Korean Themed Restaurant: an Enhanced Service Blueprint Approach*. 3(February), 8997. <https://doi.org/10.21776/ub.apmba.2017.005.03.1>
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351–364.

<https://doi.org/10.1177/0047287509346859>

Huang, S. (Sam), Weiler, B., & Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research*, 54(3), 344–358. <https://doi.org/10.1177/0047287513517426>

Huang, J. (2017). The dining experience of Beijing Roast Duck: A comparative study of the Chinese and English online consumer reviews. *International Journal of Hospitality Management*, 66, 117–129. <https://doi.org/10.1016/j.ijhm.2017.07.003>

Huang, L. V. (2017). *Malaysian Café Culture : the Relationship Between Customer Experience and Customer*. 3(2), 1582–1602.

Huang, S. (Sam), Weiler, B., & Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research*, 54(3), 344–358. <https://doi.org/10.1177/0047287513517426>

Jang, S. (2017). Ethnic Restaurants , a Marketing Tool for Culinary Tourism ?: An Exploratory Study on Relationship between Ethnic Restaurant Experience and Intention to Visit the Origin Country *. *Journal of International Trade & Commerce*, 13(4), 93–106. <https://doi.org/http://dx.doi.org/10.16980/jitc.13.4.201708.93>

Jang, S. C. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. *International Journal of Hospitality Management*, 31(3), 990–1003. <https://doi.org/10.1016/j.ijhm.2011.12.003>

Jang, S. S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management*, 23(5), 662–680. <https://doi.org/10.1108/09596111111143395>

Jani, D., & Han, H. (2009). *Investigating the key factors affecting behavioral intentions Evidence from a full-service restaurant setting*. <https://doi.org/10.1108/09596111111167579>

Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing*

Intelligence and Planning, 35(1), 81–110. <https://doi.org/10.1108/MIP-02-2016-0024>

Jin, Naehyun Paul. (2013). *The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors*. 66(4), 209–217. <https://doi.org/10.1002/jtr>

Kim, E., Ham, S., Sun, I., & Gil, J. (2013). International Journal of Hospitality Management The roles of attitude , subjective norm , and perceived behavioral control in the formation of consumers ' behavioral intentions to read menu labels in the restaurant industry. *International Journal of Hospitality Management*, 35, 203–213. <https://doi.org/10.1016/j.ijhm.2013.06.008>

Kim, J., & Gambino, A. (2016). Do we trust the crowd or information system? Effects of personalization and bandwagon cues on users' attitudes and behavioral intentions toward a restaurant recommendation website. *Computers in Human Behavior*, 65, 369–379. <https://doi.org/10.1016/j.chb.2016.08.038>

Kim, J. H., & Jang, S. C. (Shawn). (2016). Determinants of authentic experiences: An extended Gilmore and Pine model for ethnic restaurants. *International Journal of Contemporary Hospitality Management*, 28(10), 2247–2266. <https://doi.org/10.1108/IJCHM-06-2015-0284>

Kim, J. H., & Jang, S. C. (Shawn). (2016). Determinants of authentic experiences: An extended Gilmore and Pine model for ethnic restaurants. *International Journal of Contemporary Hospitality Management*, 28(10), 2247–2266. <https://doi.org/10.1108/IJCHM-06-2015-0284>

Kim, J. H., Youn, H., & Rao, Y. (2017). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management*, 61, 129–139. <https://doi.org/10.1016/j.ijhm.2016.11.003>

Kim, K., & Baker, M. A. (2017). *The Impacts of Service Provider Name , Ethnicity , and Menu Information on Perceived Authenticity and Behaviors*. <https://doi.org/10.1177/1938965516686107>

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management*. [https://doi.org/10.1016/0024-6301\(90\)90145-T](https://doi.org/10.1016/0024-6301(90)90145-T)

- Kozak, M., & Kozak, N. (2018). *Tourist Behavior: An Experiential Perspective*.
<https://doi.org/10.1007/978-3-319-78553-0>
- Kovács, B., Carroll, G. R., & Lehman, D. W. (2014). Authenticity and Consumer Value Ratings: Empirical Tests from the Restaurant Domain. *Organization Science*, 25(2), 458–478. <https://doi.org/10.1287/orsc.2013.0843>
- Kukanja, M., Gomezelj Omerzel, D., & Kodrič, B. (2017). Ensuring restaurant quality and guests' loyalty: an integrative model based on marketing (7P) approach. *Total Quality Management and Business Excellence*, 28(13–14), 1509–1525. <https://doi.org/10.1080/14783363.2016.1150172>
- Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34(June 2015), 10–18. <https://doi.org/10.1016/j.jretconser.2016.09.005>
- Lanier, C. D. (2008). Experiential Marketing: Exploring The Dimensions, Characteristics, And Logic Of Firm-Driven Experiences. *Clinton D. Lanier, Jr.*, 24(10), 24–26. <https://doi.org/10.1108/02580540810907092>
- Lanier, C. D., & Hampton, R. D. (2009). Experiential Marketing: Understanding the Logic of Memorable Customer Experiences. *Memorable Customer Experiences: A Research Anthology*, (January 2009), 9–23.
- Lee, S. Y., Petrick, J. F., & Crompton, J. (2007). The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. *Journal of Travel Research*, 45(4), 402–412. <https://doi.org/10.1177/0047287507299566>
- Lee, T. H., Chao, W. H., & Lin, H. Y. (2018). Cultural inheritance of Hakka cuisine: A perspective from tourists' experiences. *Journal of Destination Marketing and Management*, 7, 101–111. <https://doi.org/10.1016/j.jdmm.2016.09.006>
- Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36–45. <https://doi.org/10.1016/j.ijhm.2015.07.008>

- Lin, P. M. C., Ren, L., & Chen, C. (2017). Customers' Perception of the Authenticity of a Cantonese Restaurant. *Journal of China Tourism Research*, 13(2), 211–230. <https://doi.org/10.1080/19388160.2017.1359721>
- Mak, A. H. N., Lumbers, M., & Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research*, 39(1), 171–196. <https://doi.org/10.1016/j.annals.2011.05.010>
- Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2017). The effects of food-related personality traits on tourist food consumption motivations. *Asia Pacific Journal of Tourism Research*, 22(1), 1–20. <https://doi.org/10.1080/10941665.2016.1175488>
- Mariam Shahzadi, Shahab Alam Malik, Mansoor Ahmad, A. S. (2016). *Perceptions of Fine Dining Restaurants in Pakistan : What Influences Customer Satisfaction and Behavioral Intentions ?*
- Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. *International Journal of Hospitality Management*, 65, 89–99. <https://doi.org/10.1016/j.ijhm.2017.06.011>
- Michael R. Solomon. (2018). *Consumer Behavior: Buying, Having, Being.*
- Mohammad, T., & Chan, J. K. L. (2011). Authenticity Representation of Malay Kelantan Ethnic Cuisine. *The 2nd International Research Symposium in Service Management*, (July), 458–466.
- Nam, M.-J., Shim, C., & Jeong, C. (2017). The effect of food quality on behavioral intention in Korean restaurants II . Literature review. *International Journal of Tourism and Hospitality Research*, 31(10), 59–72. <https://doi.org/10.21298/IJTHR.2017.10.31.10.59>
- Omar Mw Shaharudin Jusoff K Mohd Ali, M. (2011). Understanding the mediating effect of cognitive and emotional satisfaction on customer loyalty. *African Journal of Business Management*, 5(17), 7683–7690. <https://doi.org/10.5897/AJBM10.863>
- Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioral intentions in fast- food restaurants. *International Journal of Quality*

- and Service Sciences*, 1(1), 78–95. <https://doi.org/10.1108/17566690910945886>
- Ridwanudin, O., & Dewi, T. R. (2018). Analisis Deskriptif Authentic Atmospherics. *THE Journal: Tourism and Hospitality Essentials Journal*, 8(1), 57. <https://doi.org/10.17509/thej.v8i1.11690>
- Ryu, K., & Jang, S. (2016). *Influence of restaurants â€™ physical environments on emotion and behavioral intention*. 2069(October). <https://doi.org/10.1080/02642060802188023>
- Saha, G. C., & Theingi. (2009). Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand. *Managing Service Quality*, 19(3), 350–372. <https://doi.org/10.1108/09604520910955348>
- Sekaran, Uma; Bougie, R. (2016). *Research Methods for Business*.
- Sekaran, U. (2003). Research Methods for Business - A Skill Building Approach. In *Journal of Chemical Information and Modeling* (Vol. 53). <https://doi.org/10.1017/CBO9781107415324.004>
- Siswhara, G. (2016). *Pengaruh Servicescape Terhadap Behavioral Intention*. VI(2), 1061–1066.
- Smilansky, S. (2009). EXPERIENTIAL A practical guide to interactive brand experiences. In *Journal of marketing management*.
- Su, C. S. (2011). The role of service innovation and customer experience in ethnic restaurants. *Service Industries Journal*, 31(3), 425–440. <https://doi.org/10.1080/02642060902829302>
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif R&D*. (July)
- Sukalakamala, P. (2007). Customer Perceptions for Expectations and Acceptance of an Authentic Dining Experience in Thai Restaurants. *Journal of Foodservice*, 53(9), 69–75. <https://doi.org/10.1017/CBO9781107415324.004>
- Suleiman Awwad, M. (2012). An application of the American Customer Satisfaction Index (ACSI) in the Jordanian mobile phone sector. *The TQM Journal*, 24(6), 529–541. <https://doi.org/10.1108/17542731211270098>
- Torres Chavarria, L. C., & Phakdee-auksorn, P. (2017). Understanding international

- tourists' attitudes towards street food in Phuket, Thailand. *Tourism Management Perspectives*, 21, 66–73. <https://doi.org/10.1016/j.tmp.2016.11.005>
- Tsaur, S. H., Luoh, H. F., & Syue, S. S. (2015). Positive emotions and behavioral intentions of customers in full-service restaurants: Does aesthetic labor matter? *International Journal of Hospitality Management*, 51, 115–126. <https://doi.org/10.1016/j.ijhm.2015.08.015>
- Veljko Marinkov. (2015). International Journal of Bank Marketing. *International Journal of Bank Marketing*, 33(3).
- Zheng, Q. J., Xu, A. X., Kong, D. Y., Deng, H. P., & Lin, Q. Q. (2018). Correlation between the environmental knowledge, environmental attitude, and behavioral intention of tourists for ecotourism in China. *Applied Ecology and Environmental Research*, 16(1), 51–62. https://doi.org/10.15666/aeer/1601_051062

Website:

www.kemenperin.go.id, Artikel: *Industri Makanan dan Minuman Jadi Sektor Kunci*, diakses pada 28 Maret, 2019.

Jenishotel.com, Artikel: Perkembangan Bisnis Perhotelan dan Pariwisata di Indonesia, diakses pada 29 Maret, 2019.