PalArch's Journal of Archaeology of Egypt / Egyptology

LIFE STYLE, KNOWLEDGE AND DINESCAPE IMPACT ON REPURCHASE INTENTION (CASE STUDY OF THE IMPLEMENTATION OF HEALTH PROTOCOLS IN RESTAURANT "X", BANDUNG CITY)

Ayuningtyas Y. Hapsari[*], Irma Rianti, Sigit Ramadhan, Shoffa A. Fauziyyah, Savira A. Putri

Economy and Business Faculty, Universitas Widyatama, Bandung, Indonesia

*ayuningtyas.yuli@widyatama.ac.id

ABSTRACT:
Many people think that covid-19 is not a serious disease, so they ignore health protocols. High number of positive cases in Indonesia is due to many people who do not implement health protocols according to government recommendations or there are still some people who ignore health protocols which can harm other people who always try to implement health protocols properly. This study aims to see how the lifestyle of the new adapted habitat community, knowledge, dinescape and repurchase intention at a restaurant in Bandung City and to see the influence of lifestyle, knowledge and dinescape on repurchase intentions at a restaurant in Bandung, both partially or simultaneously. This research uses descriptive verification method. The sample used is the people of Bandung City. The questionnaires were distributed evenly in five regions using path analysis and hypothesis testing. Based on the results of the study it can be ignored that lifestyle, knowledge and data have an effect on repurchase intentions at one of the restaurants in Bandung, either partially or simultaneously.

INTRODUCTION

The world was shocked by the discovery of a virus that is very deadly because it has claimed thousands of human lives, the virus is called as the Corona virus is a new type of Corona virus that is transmitted to human. The corona virus outbreak has spread in 188 countries around the world. According to data compiled by Johns Hopkins University, the number of positive cases has reached 14.3 million. The World Health Organization (WHO) said the number of new coronavirus cases in the world had jumped by nearly 260,000 in 24

hours. During the month of December, 232 doctors have died due to exposure to the Corona virus. In Indonesia itself, starting Monday, January 11, 2021, there are an additional 10,047 new cases of being infected with the Corona virus in Indonesia, bringing the total to 846,765 positive cases of corona. Meanwhile, the number who recovered from corona cases increased to 7,7068 people to become 695,807. Even though there was a decrease in people who recovered, people who died from exposure to the corona virus continued to increase to 24,645 because there were an additional 302 new cases. During December, 232 doctors have died due to exposure to the Corona virus (https://nasional.kontan.co.id/).Steps that can be taken by the government to reduce the number of positive corona cases can be done by implementing good and correct health protocols, especially in public places where there is a lot of interaction between people. People are encouraged to adapt to new habits (new normal) by always using a mask when traveling, carrying hand sanitizers and wash their hands clearly with soap and running water. A restaurant or restaurant is one of the places where many people gather, so the health protocol at the place to eat must always be applied. Every restaurant or restaurant must apply strict health protocols by providing facilities for washing hands, limiting the number of visitors and providing distance between dining tables and checking body temperature. During adaptation to new habits (new normal), people's mindset and lifestyle must also be changed. People who have a lifestyle to always spend their time by gathering together or often eat by dine in in restaurants to reduce this frequency to prevent exposure to the corona virus. Many restaurants provide delivery services or provide online purchase facilities which are considered to make it easy for people who still want to buy food or drinks outside the home. This is intended to break the chain of transmission of the corona virus because despite implementing good and correct health protocols, the opportunity to be exposed to the corona virus in public places remains wide open for anyone. The Covid-19 pandemic has spread to almost all corners of Indonesia including the city of Bandung. Quoted from the official website of the Bandung City Covid-19 Information Center, starting January 11, 2021, the number of positive cases of Covid-19 in Bandung has reached 6,330 cases, meaning that Bandung is one of the cities in the red zone. Coblong Subdistrict is the region with the highest cases in Bandung City with 63 cases, followed by Sukajadi District with 39 people and Antapani District with 38 people exposed to the corona virus (covid19.bandung.go.id).The government continues to appeal to the public and restaurants, especially in Bandung, to always implement health protocols. Until now, the majority of restaurants in Bandung have implemented health protocols properly and correctly by providing facilities for washing hands, limiting the number of visitors, applying spacing between tables so that consumers are not close to each other and checking body temperature and limiting dine-in time. Even though the majority of restaurants in Bandung have implemented strict health protocols, the majority of consumers do not have the desire to repurchase due to restrictions on the number of visitors so they are forced to enter the waiting list if they want to eat dine-in. Researchers conducted a pre-survey of 30 consumers regarding the to make a repurchase at

restaurant in Bandung. The following are the results of a pre-survey regarding the desire of the consumer to repurchase:

Table 1. Pre-Survey Results Regarding Repurchase Intention

Statement	Answer	
	YES	NO
The intensity of dine in at the restaurant	21 People	9 People
The intensity visiting the restaurant in a week	Once	> Once
	26 People	4 People
Intend to make a repurchase at a restaurant that has been visited	YES	NO
	7 People	23 People

Based on the results of the pre-survey in table 1 regarding repurchase intention, the majority of people have made purchases directly on the spot but the majority of people do not have the desire to make purchases or make return visits to eat in person even though the restaurant has implemented the appropriate health protocol with government advice. This will be detrimental to the restaurant because the income they get will decrease due to reduced public interest in making direct purchases or dine-in. The phenomenon that occurs is that there is a change in the lifestyle of the community because during the pandemic, the majority of people always carry hand sanitizers when they go out and use masks that are in accordance with government recommendations. In addition, the community has knowledge of the risks they will get if they do not implement proper and correct health protocols when they are in public places where large numbers of people gather. Then the comfort and security they will get if they make a direct purchase to the place (dine in) because the restaurant always implements strict health protocols to prevent the spread of the corona virus to visitors. This does not guarantee to increase public interest in making return visits to eat directly at the restaurant (dine in).

LITERATURE REVIEW
Life Style
Life Style is the pattern of a person's life in spending time (activity), interest (interest) and behavior in daily activities (opinion). The perception of lifestyle between one individual and another is different in shaping the image of the surrounding environment (Sutrisna in Suraputra and I Gede, 2017). According to Mowen in Ekasari and Rizky (2015), psychography means describing (graph) consumer psychology (phyco). Psychographics are often defined as a measurement of AIO (Activity, Interest, Opinion) which is part of consumer psychology. Life style can be measured using several dimensions, namely activities, interests and opinions.

H₁: *Life style* affects *repurchase intention* at the restaurant "X" in Bandung

Consumer Knowledge
According to Blackwell et al. in Surahmat and Rina (2017), consumer knowledge is all information that consumers have regarding various kinds of

products and services as well as other knowledge related to these products and services and information related to their function as consumers. According to Brucks in Manuarang and Mukhammad et al. (2018), consumer knowledge has three dimensions, namely subjective knowledge, objective knowledge and experience based knowledge.

H₂: *Consumer Knowledge* affects *repurchase intention* at the restaurant "X" in Bandung
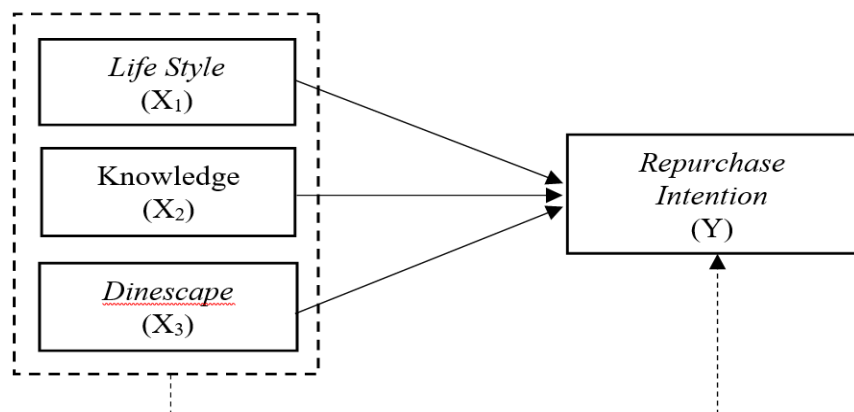
Dinescape

Dinescape is defined as a work of human hands in the form of physical evidence and the entire dining area at an upscale restaurant. Dinescape focuses on the inside (internal) of the dining environment and does not cover the outside (external) of the environment, such as parking lots and building designs, and does not cover the inside that is not a dining area, such as toilets and customer waiting areas, this is aimed at get exclusive information on places to eat (Ryu and Jang in Wilianto et al., 2017). According to Ryu and Jang in Wilianto et al. (2017), mentioning the elements contained in dinescape, namely, facility aesthetics, ambience, lighting, layout, table settings, service staff.

H₃: *Dinescape* affects *repurchase intention* at the restaurant "X" in Bandung

Repurchase Intention

The intention to repurchase is an individual consideration to repurchase a designated service from the same company, taking into account the current situation and circumstances that may occur (Heller et al. In Bhasyar, 2016). According to Ferdinand in Ain and Ratnasari (2015), repurchase intention can be measured through several dimensions, namely transactional intentions, referential intentions, preferential intentions and explorative intentions.

H4: *Life style*, Customer Knowledge and *dinescape* affects *repurchase intention* at the restaurant "X" in Bandung

Figure 1. Research Paradigm

RESEARCH METHODS

The analysis used in this research is path analysis. Path analysis is part of a regression model that can be used to analyze the causal relationship between one variable and another, Sugiyono (2013: 70). Path analysis is used by using

correlation, regression and pathway so that it can be seen to arrive at the intervening variable. The opinion of Riduwan and Kuncoro (2014: 2) that the path analysis model is used to analyze the pattern of relationships between variables in order to determine the direct or indirect effect of a set of independent (exogenous) variables on the dependent (endogenous) variable. The population in this study is the people of Bandung City who are evenly distributed which are divided into 5 regions, namely North Bandung, South Bandung, East Bandung, West Bandung and Central Bandung. Because the number of population in this study is not known, then in determining the sample size used for this study is calculated using the iteration method, namely as many as 120 people in Bandung. According to Sitepu in Meiditia (2015), the use of the iteration method is in accordance with the analytical tools used in hypothesis testing.

RESULTS AND DISCUSSION
Path Coefficient Testing
Table 2. Structural Equations

Structural Equations

$$RI = 0.16 + 0.31*LS + 0.41*P + 0.11*D, \text{ Errorvar.} = 0.26, R^2 = 0.42$$
$$(0.35)\ (0.11)\quad (0.099)\ (0.12)\qquad (0.034)$$
$$2.69\quad 2.72\quad 4.10\quad 0.89\qquad 7.62$$

From the results of calculations using LISREL version 8.8 software, hypothesis testing is done by comparing the value of t_{count} with t_{table}. The criterion for determining rejection is H_0 if t is greater than t_{table}. The following are the results of partial hypothesis testing:

$$t\text{-count} = \rho_{yx1} = 2{,}69;\ t\text{-table} = 1{,}98;\ \text{so } t\text{-count} > t\text{-table};\ H_0 \text{ rejected}$$
$$t\text{-count} = \rho_{yx2} = 2{,}72;\ t\text{-table} = 1{,}98;\ \text{so } t\text{-count} > t\text{-table};\ H_0 \text{ rejected}$$
$$t\text{-count} = \rho_{yx3} = 4{,}10;\ t\text{-table} = 1{,}98;\ \text{so } t\text{-count} > t\text{-table};\ H_0 \text{ rejected}$$

From the results of the path test, it is obtained objective information that the coefficient of path X_1 to Y statistically has an effect (reject H_0). This gives an indication that the life style variable has an effect on repurchase intention while the coefficient of path X_2 to Y statistically has an effect (reject H_0). This indicates that the knowledge variable has an effect on repurchase intention and the dinescape variable has an effect on repurchase intention.

Table 3. Correlation Between Variables

Correlation Matrix of Y and X

	Repurchase Intention	Lifestyle	Price	Decision
	--------	--------	--------	--------
Repurchase Intention	1.00			
Lifestyle	0.54	1.00		
Price	0.56	0.45	1.00	

| Decision | 0.54 | 0.76 | 0.59 |
| | 1.00 | | |

Description from the table above:

The strong relationship between life style (X1) and repurchase intention (Y) is 0.54. Shown that life style and repurchase intention reaches the level of 54% or in other words, the relationship between the two variables is a strong enough relationship because it is in the interval 0.40 - 0.599.

The strong relationship between knowledge (X2) and repurchase intention (Y) is 0.56. Shown that knowledge and repurchase intention reaches the level of 56% or in other words, the relationship between the two variables is a fairly strong level of relationship because it is in the interval 0.40 - 0.599.

The strong relationship between dinescape (X3) and repurchase intention (Y) is 0.54. Shown that dinescape and repurchase intention reaches the level of 54% or in other words, the relationship between the two variables is a strong enough relationship because it is in the interval 0.40 - 0.599.

Strong relationship between life style (X1), knowledge (X2) and dinescape (X3) is 0.76. Shown that life style, knowledge and dinescape reaches the level of 76% or in other words, the relationship between the three variables is a strong relationship because it is in the interval 0.60 - 0.799.
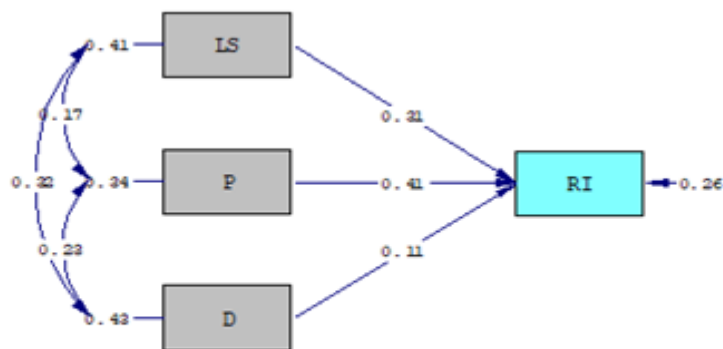
Hypothesis Test

Table 4. The amount of Path Coefficient

Partial Influence	$\rho_{yx1} = 0,31$ $\rho_{yx2} = 0,41$ $\rho_{yx3} = 0,11$
Simultaneously Influence	$R^2 Y (X_1 X_2) = 0,42$
Coefficient of Residu Influence	$\rho_y \varepsilon = 0,26$

This Figure below shows the model of structural path coefficient. The image below is an illustration of the relationship structural and path coefficient of each variable, there is:

Structural Standardized Solution Model

Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 2. Structural Relationship Between X1, X2, X3 and Y

Based on the table and path diagram above, it shows that:
The direct effect of the life style variable (X_1) on repurchase intention (Y) is 0.31 (squared = 0.312). This means that life style affects repurchase intention by 9.61%. In other words, life style has a low influence on repurchase intention because it is on an interval scale of 5% - 16%.
The direct effect of knowledge (X_2) on repurchase intention (Y) is 0.41 (squared = 0.412). This means that knowledge affects repurchase intention by 16.81%. In other words, knowledge has a low effect on repurchase intention because it is on an interval scale of 5% - 16%.
The direct effect of the dinescape variable (X_3) on repurchase intention (Y) is 0.11 (squared = 0.112). This means that Dinescape affects repurchase intention by 1.21%. In other words, Dinescape has a very low effect on repurchase intention because it is on the 0% - 4% interval scale.
The direct effect of the three variables simultaneously on life style (X_1), knowledge (X_2) and dinescape (X_3) on repurchase intention (Y) is 0.42 or 42%. This means that the two variables, namely life style, knowledge and dinescape, affect repurchase intention by 42%. In other words, life style, knowledge and dinescape have a strong influence on repurchase intention because they are in the 17% - 48% interval.
The effect of the residual variable (e) on repurchase intention (Y) is 0.26 or 26%. This means that repurchase intention is also strongly influenced by other factors such as service quality variables, restaurant environment, location or other variables, which is 26%.
After calculating the path coefficient, the path coefficient is tested, both as a whole and individually. To test the overall path coefficient, first the testing hypothesis is made, namely:

H_0: $\rho yx1 = \rho yx2 = 0$
H_a: $\rho yx1 = \rho yx2 \neq 0$

From the calculations to find the F value, the formula is used:

$$Fcount = \frac{(n - k - 1)R^2 Y(X1, X2)}{k(1 - R^2 Y(X1, X2))}$$

$$= \frac{(120 - 3 - 1) \, x \, (0,42)}{3 \, (1 - 0,42)}$$

$$= 28$$

Information:

R = coefficient of multiple determination

k = number of independent variables

n = number of samples

The results of simultaneous hypoethical testing: F-count = 28; F-table = 2.68; then $F_{count} > F_{table}$; H_0 is rejected. From the simultaneous test results, it shows that H_0 is rejected, it can be interpreted that together or simultaneously the two variables, namely Life Style (X_1), Knowledge (X_2) and Dinescape (X_3) have an effect on Repurchase Intention (Y).

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

Life style applied by the community is good. It can explain in a highest statement regarding the desire to always apply health protocols when doing dine in. The knowledge held by the community regarding the application of health protocols can be said to be high. Regarding the knowledge that people have about the importance of implementing health protocols when dine in. Dinescape provided by the restaurant is good. It can find in a highest statement regarding the suitability of consumers implementing seating using health protocols (keep your distance). Repurchase intention at a restaurant in Bandung can be said to be low. Explaining the statement is highest regarding the desire to provide suggestions and input to the restaurant to be more stringent.

Life style has an effect on purchasing decisions at a restaurant in the city of Bandung because t_{count} 2.69> t_{table} 1.98. This shows that life style (X_1) partially influences purchasing decisions at a restaurant "X" in Bandung City (Y).

Knowledge has an effect on purchasing decisions at a restaurant in Bandung because t_{count} 2.72> t_{table} 1.98. This shows that knowledge (X_2) influences purchasing decisions partially at a restaurant "X" in Bandung (Y).

Dinescape has an effect on purchasing decisions at a restaurant in Bandung because it is used because t_{count} 4.10> t_{table} 1.98. This shows that dinescape (X_1) affects purchasing decisions partially at a restaurant "X" in Bandung (Y).

Life style, knowledge and dinescape influence purchasing decisions at a restaurant in Bandung because F_{count} 28> F_{table} 2.68, this indicates that life style (X_1), knowledge (X_2) and dinescape (X_3) simultaneously affects purchasing intention at a restaurant "X" in Bandung (Y).

SUGGESTIONS

Based on the results of the conclusions that have been described, the suggestions that can be put forward are:

To improve the lifestyle adopted by the community, this can be done in a way, the restaurant provides complete information on their social media accounts that they have, a list of the food and drink menus provided that can be ordered online.

To increase public knowledge, this can be done by, before placing an order, the restaurant provides a re-appeal regarding the adaptation of new habits (new normal) implemented by the restaurant to remind visitors of the importance of always adhering to health protocols properly.

To improve the provided dinescape, the restaurant provides a strong warning to employees who do not apply health protocols properly and correctly. One of the habits of employees who do not comply with health protocols is to only use the face shield as an accessory (not using it properly).

To increase repurchase intention, this can be done in a way, the restaurant reaffirms and gives a strong warning to visitors who are deemed not obeying good and correct health protocols because it will harm other visitors who have followed the health protocol properly.

Suggestions for other researchers are to add other variables that can affect repurchase intention, such as restaurant environment, location, service quality and so on.

REFERENCES

Ain, N., and Ratnasari R.T. 2015. Pengaruh Citra Merek Melalui Sikap Konsumen Terhadap Niat Beli Ulang Pada Produk Busana Muslim Zoya di Surabaya. Jurnal Ekonomi Syariah Teori & Terapan, Vol. 2, No. 7.

Basyar, K., and Sanaji. 2016. Pengaruh Persepsi Kemudahan dan Persepsi Manfaat Terhadap Niat Beli Ulang Secara Online dengan Kepuasan sebagai Variabel Intervening. BISMA, Bisnis dan Manajemen, Vol. 8, No. 2.

http://covid19.bandung.go.id

Ekasari, N., and Rizky H. 2015. Pengaruh Faktor – Faktor Gaya Hidup Konsumen Terhadap Keputusan Pembelian Laptop Apple. Digest Marketing. Vo. 1, No. 1.

https://nasional.kontan.co.id/

Manuarang, R.N., and Mukhammad K.M. 2018. Pengaruh Product Knowledge Terhadap Purchase Intention (Survei pada Pengunjung Toko Buku UB Press, Kota Malang). Jurnal Administrasi Bisnis (JAB), Vol. 55 No. 3.

Sitepu, N.S.K. 2015. Analisis Jalur (Path Analysis), Unit Pelayanan Statistika Jurusan Statistika. Bandung: FMIPA UNPAD.

Sugiyono. 2017. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta

Surahmat, D., and Rina A. 2017. Pengaruh Pengetahuan Konsumen, Perasaan Konsumen, Motivasi Konsumen, dan Kepribadian Konsumen Terhadap Keputusan Pemilihan Perguruan Tinggi (Studi Kasus Pada Program Regular I Universitas Mercu Buana). Jurnal SWOT, Vol. Vii, No. 1.

Suraputra, I.M.W., and I Gede K.W. 2017. Pengaruh Gaya Hidup Terhadap Niat Pembelian Sepeda Motor Sport Honda Yang Dimediasi Oleh Sikap. E-Jurnal Manajemen, Vol. 6, No. 1.

Wilianto, N. and Hanjaya. 2017. Pengaruh Physical Environment Terhadap Customer Satisfaction Yang Membentuk Behavioral Intention Di Domi Deli Restaurant Surabaya: Aplikasi Skala Pengukuran Dinescape. Jurnal Hospitality dan Manajemen Jasa.