

## ANALYSIS OF THE INFLUENCE OF RESTAURANT IMAGE ON VISIT INTENTION AT UNION PLAZA SENAYAN

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**Abstract** - Union Plaza Senayan is an American Bistro restaurant located in the Plaza Senayan Mall, South Jakarta. This study aims to determine the influence of the restaurant's image on customer visit intention and whether there is an effect between the two variables. The research uses quantitative method involving validity tests, reliability tests, classic assumption tests including normality tests and heteroscedasticity tests, simple linear regression tests, and hypothesis tests including t-tests and the coefficient of determination. The survey was conducted with 100 visitors of Union Plaza Senayan as the respondents. Based on the tests conducted, the average value of the Restaurant Image variable (X) was 4.45 (very high) and the average value of the Visit Intention (Y) was 4.474 (very high). The t-test results showed a value of 0.00, which means  $>0.05$ , indicating that the Restaurant Image variable (X) has an influence on the Visit Intention variable (Y). On the coefficient of determination ( $R^2$ ) test, it is resulted in a value of 0.647, suggesting that the Restaurant Image variable (X) has a 64.7% influence on the Visit Intention variable (Y). The simple linear regression test showed a result of 0.611, meaning that the restaurant's image has a positive influence on visit interest.

**Keywords** – Restaurant Image, Visit Intention, Union Plaza Senayan

### INTRODUCTION

Tourism is one of the industries that can support a country's economy, also known as a source of foreign exchange for a country. In general, tourism itself is defined as an activity carried out by individuals or groups for a certain period of time to a place to enjoy activities provided at the destination without having to think about work-related burdens. According to Prayogo in Susanti (2023), tourism is defined as travel undertaken by individuals or groups from one location to another, where they make plans within a certain period with the aim of recreation and seeking entertainment to fulfill their desires. Additionally, according to Marsono et al. (2016), tourism encompasses all matters related to tourism, including the development of tourist attractions and attractions, as well as various other efforts related to this field. Tourist attractions and points of interest are the main goals of tourism activities. Based on these definitions, tourism can be defined as an activity to relieve the burden and fatigue from work for some time at a particular place. Tourism remains the main choice for many people to refresh their minds and temporarily lift the burden of work at a tourist destination.

In the tourism sector, many business activities involve the provision of goods and services to meet the needs of visitors and tour organizers (Rulloh, 2017). This tourism sector is very large and can support the economy of several countries, including Indonesia. The tourism sector in Indonesia itself has developed significantly, and in some regions, it is heavily dependent on tourism activities to support the local economy. However, the tourism industry is further divided into several classifications, such as accommodation, MICE (Meeting, Incentive, Convention, and Exhibition), travel services, food and beverage (food and drink service businesses), and many more. These sectors are interconnected, enabling the tourism sector to function as an integrated industry. One of the rapidly growing sectors in tourism today is the Food and Beverage industry. The Food and Beverage industry encompasses all companies or departments involved in the processing and preparation of food and drink into ready-to-eat products, packaging of food and beverages, and their presentation to consumers. The Food and Beverage industry can stand alone or be a part of other industries, such as accommodation or tourist attractions. For accommodations like hotels and resorts, there is usually a dedicated department that manages Food and Beverage. This industry is thriving and popular not only in Indonesia but also in other countries because everyone needs to eat and drink, and many people enjoy trying new foods and drinks they haven't had before. Within this industry, there are various types or classifications, such as restaurants, coffee shops, bars, catering services, and many more. In this study, the main focus is on restaurants.

Restaurants are a significant part of the food and beverage industry that are also very popular and growing today. A restaurant is a place where guests are served and can enjoy meals during the restaurant's operating hours. Guests who enjoy the food need to pay according to the prices listed by the restaurant (Faturrohman, 2018). Restaurants can be categorized into several types based on their management. There are self-operated restaurants, which means they are not affiliated with hotels. Then there are restaurants managed under the hotel's management, serving as one of the facilities provided by the hotel. One of the restaurants competing in Jakarta is Union Plaza Senayan, which operates under the Union Group. This Union branch is located in Plaza Senayan Mall, at Plaza Senayan Ground Floor, Jl. Asia Afrika No.8 1, RT.1/RW.3, Gelora,

Tanah Abang District, Central Jakarta, DKI Jakarta. This Union branch features a classic ambiance and interior, offering a variety of international menu items that are sure to attract visitors based on its restaurant image.

Every restaurant has its own unique image, including Union Plaza Senayan. According to Ryu et al. in Trimulyo et al. (2015), a restaurant's image is the perception, impression, or overall assessment held by the public or customers regarding the prominent attributes of a restaurant. This image can be influenced by various factors, including the quality of the food, service, ambiance, price, location, and reputation. The image of a restaurant will undoubtedly affect people's interest in visiting it. From the reviews collected through various rate and review websites, there are many complaints about the interior and food quality, especially the main dishes. But the most frequent things the reviewers talk about is the service quality of the Union Plaza Senayan that doesn't meet their expectation and even disappointing to many of the reviewers. And also, the total visits of this restaurant reached 131.586 in 2023. Even though it looks quite high, there's some fluctuation or up and down happening on the visits which indicates something might happen to the customer visit intention in that year.

This study aims to examine the influence of a restaurant's image on customers' interest in visiting Union Plaza Senayan. As can be seen from the reviews, negative reviews about various aspects will undoubtedly have a detrimental effect on the image of Union Plaza Senayan itself. Therefore, the researcher wants to determine the extent of the influence that this formed image has on customers' interest in visiting and the number of visits.

## **METHODS**

In this study, quantitative method is used. Quantitative research is a method that has a systematic structure and clear planning from the outset. The research object of this research is Union Plaza Senayan. The subjects or informants in this study are respondents who have visited Union Plaza Senayan. In this study, the data collection method chosen is to distribute questionnaires to respondents directly and indirectly, namely consumers who have visited Union Plaza Senayan. Additionally, other supporting data is obtained from literature studies, such as scientific articles, journals, academic literature, and journals that are relevant and support the current research being conducted.

The research sample consists of 100 individuals selected through purposive sampling method, based on specific criteria relevant to the objectives of this study. Based on the questionnaire results filled out by 100 respondents, demographic characteristics were obtained, including visit frequency, gender, age, residence, occupation, and income level. The data shows that 28% of respondents have visited Union Plaza Senayan more than once, while 72% have visited only once. Females represent 52% of the respondents, indicating a predominance of female respondents. The highest age group among respondents is between 18 to 25 years old, totaling 60%. The majority of respondents reside in Jakarta, accounting for 48%, as the restaurant is located in South Jakarta. The most common occupations or educational backgrounds among respondents are private employee, comprising 36%, followed by private sector entrepreneurs at 30%, students at 24%, and finally government employees at 9%. In terms of income, 32% of respondents earn between Rp 5.067.381 (Regional Minimum Wage of Jakarta) to Rp 6.000.000, while 31% of the respondents' wage are under the Regional Minimum Wage of Jakarta.

The data analysis begins with a series of methodological steps. First, assessing Validity and Reliability to ensure the accuracy and consistency of the data collection tool. Next, using descriptive statistics to depict the data distribution by calculating averages. Additionally, conducting Normality Tests to evaluate how the data is spread, and Simple Linear Regression Tests to further investigate relationships among variables. The final steps involve Hypothesis Testing using T-tests and Coefficient of Determination Tests to examine the influence of restaurant image on visitation interest at Union Plaza Senayan.

## **LITERATURE REVIEW**

### **Restaurants**

Restaurants are one of the industries within the tourism sector that are flourishing today. According to Hasanah (2019), a restaurant is defined as a building or place that provides satisfying services to all customers, in the form of both food and beverages, and operates as a commercial business. Furthermore, according to Arief in Damayanti et al. (2021), a restaurant is an unlimited industry, providing food and beverages for everyone, whether they are far from home or near it. Therefore, it can be concluded that a restaurant is understood as a service-oriented business that provides food and beverages as a commercial venture.

### **Image**

According to Kotler as cited in Daffa and Ratnasari (2022), image can be defined as a set of beliefs, ideas, and impressions that an individual holds about an object. Meanwhile, brand image refers to the

perceptions and beliefs maintained by consumers, reflected in associations embedded in their memory. Furthermore, according to Soemirat and Ardianto as cited in Sari et al. (2023), image is the impression formed based on someone's knowledge and experience about something. Every company has an image as many people as those who pay attention to it. Various views about a company come from various parties such as customers, potential customers, company employees, competitors, distributors, suppliers, trade associations, and consumer movements in the trading sector. According to Santoso as cited in Nur and Aprileny (2020), image is the feelings, impressions, or self-portrayal of the public toward an organization, institution, or company created by an individual, object, group, or organization. Based on various expert views above, it can be concluded that image is the impression, view, perception, and response that the community or customers have towards a company, whether related to products, services, leadership, community relations, or the physical aspect of the company itself. These factors are influenced by the knowledge and assessment that the public has of the company. Sometimes, the image can be positive, but in some cases, it can also be negative.

### **Restaurant Image**

Image can be delineated across various contexts related to the object of that image, such as corporate image, brand image, restaurant image, and store image. Restaurant image is a comprehensive representation formed in the minds of consumers about a restaurant. It can be defined as the overall evaluation made by customers regarding the key features of the restaurant (Mukhlison et al., 2016). Furthermore, according to Bellenger and Goldstrucker as cited in Wijayanti et al. (2012:79), restaurant image is defined as consumers' perceptions of a restaurant compared to its competitors. Based on the information provided above, it can be concluded that restaurant image is the view and belief individuals hold about a restaurant. This image is formed from information and experiences obtained directly or indirectly. A positive restaurant image can influence new customer visits and enhance the loyalty of existing customers.

### **Visit Intention**

In any economic activity, there will inevitably be buying and selling transactions between sellers and buyers, suppliers, distributors, and more. In relation to restaurants, these buying and visiting activities occur between the restaurant and its consumers or customers. However, before making a purchase, consumers or customers usually consider whether they are interested in buying a product from the restaurant. Therefore, each person has an interest in visiting a place, influenced by various factors; they do not simply decide to visit immediately.

According to Henry Assael as cited in Amanda (2019), visitation interest is the desire or tendency of consumers to buy a brand or perform actions related to purchasing, measured by how likely consumers are to actually make the purchase. Additionally, Kotler and Keller as cited in Sharon et al. (2018) define purchase interest as consumer behavior that shows a desire to select and buy a product based on their experience in choosing and using that product. Purchase interest reflects a change in consumer behavior in response to an object, indicating customers' desire to make a purchase. From the explanation above, the interest in visiting that arises creates a persistent drive stored in the consumer's mind, eventually prompting them to fulfill their needs, even if a purchase is not yet certain. Therefore, it can be concluded that visitation interest is the initial phase of the feelings that emerge after receiving stimuli from the products or services they encounter. This stimulus then generates positive feelings and a desire to possess, which eventually motivates them to purchase the product or service within a certain timeframe.

## **RESULTS AND DISCUSSION**

Using SPSS version 27, the researcher conducted several tests, including Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Simple Linear Regression Test, T-Test, and Coefficient of Determination Test.

### **Validity Test**

The tests are used to measure the value of the questionnaire to determine its validity by measuring what it is supposed to measure. The formula used is Pearson correlation, correlating the answers to each statement with the total score. To determine whether a statement in the questionnaire is valid, a comparison between the calculated R and the table R of 0.1654 is required. If Calculated R is greater than R Table, the data can be declared valid. This is important to ensure that the questions in the questionnaire are appropriate and accurate in representing the intended aspects of the data being measured.

Table 1. Validity Test Result

Variable	Item Code	Calculated R Result	R Table Result	Status
<b>Restaurant Image (X)</b>	X1	0.42	0,1654	Valid
	X2	0.376	0,1654	Valid
	X3	0.514	0,1654	Valid
	X4	0.465	0,1654	Valid
	X5	0.481	0,1654	Valid
	X6	0.41	0,1654	Valid
	X7	0.502	0,1654	Valid
	X8	0.557	0,1654	Valid
	X9	0.49	0,1654	Valid
	X10	0.601	0,1654	Valid
	X11	0.519	0,1654	Valid
	X12	0.468	0,1654	Valid
	X13	0.546	0,1654	Valid
	X14	0.509	0,1654	Valid
	X15	0.491	0,1654	Valid
	X16	0.551	0,1654	Valid
	X17	0.534	0,1654	Valid
	X18	0.519	0,1654	Valid
	X19	0.511	0,1654	Valid
	X20	0.634	0,1654	Valid
<b>Visit Intention (Y)</b>	Y1	0.479	0,1654	Valid
	Y2	0.526	0,1654	Valid
	Y3	0.464	0,1654	Valid
	Y4	0.485	0,1654	Valid
	Y5	0.585	0,1654	Valid
	Y6	0.465	0,1654	Valid
	Y7	0.538	0,1654	Valid
	Y8	0.409	0,1654	Valid
	Y9	0.463	0,1654	Valid
	Y10	0.574	0,1654	Valid
	Y11	0.399	0,1654	Valid
	Y12	0.544	0,1654	Valid
	Y13	0.518	0,1654	Valid
	Y14	0.599	0,1654	Valid
	Y15	0.679	0,1654	Valid
	Y16	0.451	0,1654	Valid
	Y17	0.529	0,1654	Valid
	Y18	0.534	0,1654	Valid
	Y19	0.478	0,1654	Valid
	Y20	0.638	0,1654	Valid

The results presented in the table above meet the criteria for the validity test, where the calculated R value is greater than the table R value. Therefore, the variable restaurant image in relation to visit intention is declared valid.

### Reliability Test

Table 2. Reliability Test Result

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.844	20

**Reliability Statistics**

Cronbach's Alpha	N of Items
.888	20

From the two tables, the Reliability Test results using Cronbach’s Alpha show values of 0.844 for Variable X and 0.888 for Variable Y. Both values exceed the threshold of 0.60, indicating that all statements are considered reliable and dependable.

**Simple Linear Regression Test**

Table 3. Simple Linear Regression Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	35.069	8.142		4.307	.000		
	CitraRestoran	.611	.091	.560	6.697	.000	1.000	1.000

a. Dependent Variable: Minat Berkunjung

Based on the test results table above, the constant (a) value is 35.069, and the restaurant image (b or regression coefficient) value is 0.611. Therefore, the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 35,069 + 0,611X$$

The equation can be interpreted as follows:

1. The constant 35.069 indicates that the consistent value of visitation interest (Y) is 35.069 when the value of restaurant image (X) is 0.
2. The regression coefficient value for restaurant image (X) is 0.611, meaning that for every increase or 1% increase in the score of restaurant image (X), the value of visitation interest (Y) increases by 0.611. It is also noted that the regression coefficient value is positive, hence it can be concluded that the direction of influence of restaurant image (X) on visitation interest (Y) is positive.

**Normality Test**

Table 4. Normality Test Result  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	5.22061789	
Most Extreme Differences	Absolute	.084	
	Positive	.061	
	Negative	-.084	
Test Statistic		.084	
Asymp. Sig. (2-tailed) <sup>c</sup>		.080	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.079	
	99% Confidence Interval	Lower Bound	.072
		Upper Bound	.086

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 957002199.

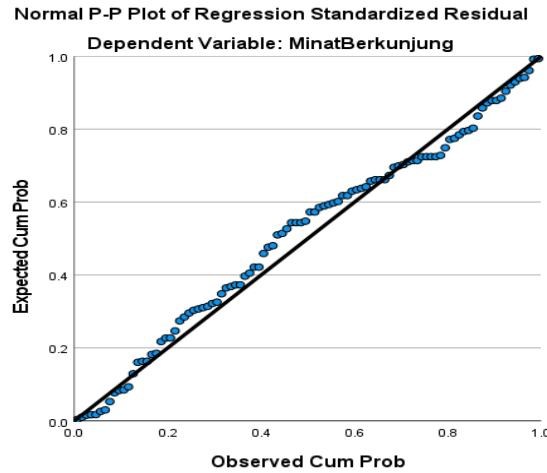


Figure 1. P-Plot Normality Test

Based on the results of the normality test with a significance level of 0.05, compared to the obtained normality test result of 0.080, it can be concluded that the value of  $0.080 > 0.05$ , indicating that the residuals in the variables restaurant image (X) and visit intention (Y) in this study are normally distributed. Additionally, as observed from the P-Plot above, where the points align closely with the diagonal line in the middle, it can be inferred that the data is normally distributed.

**Heterokedasticity Test**

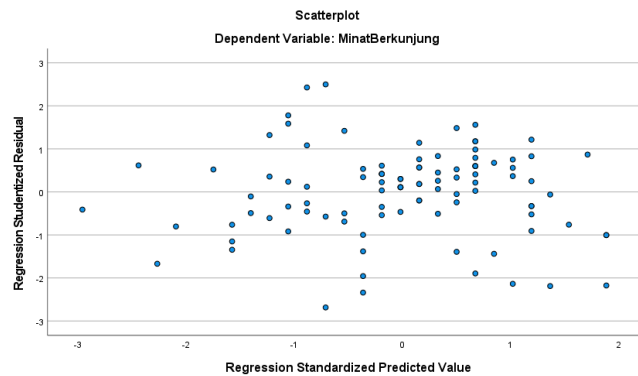


Figure 2. Scatterplot of Heterokedasticity Test

Based on the above figure, it can be seen that the test results indicate there is no discernible pattern or spread randomly above or below the number 0 on the Y-axis. This leads to the conclusion that there is no heteroscedasticity present across the variables as a whole.

**T Test**

Table 5. T Test Result  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardize	t	Sig.	Collinearity Statistics	
		B	Std. Error	d Coefficients			Toleranc	VIF
1	(Constant)	35.069	8.142		4.307	.000		
	CitraRestoran	.611	.091	.560	6.697	.000	1.000	1.000

a. Dependent Variable: MinatBerkunjung

The T-test is conducted to assess how closely the influence of variable X (Restaurant Image) on variable Y (Visit Intention) is in partial terms. In conducting the T-test, it is necessary to consider the significance level  $\alpha$  taken at 10% in this study and df ( $n-k-1=100-1-1=98$ ) to determine the t-table value. The obtained t-table value is 1.984.

Based on the table above, it can be said to be significant if the significance value taken from the coefficient table is 0.000, which is smaller than 0.05 or  $0.000 < 0.05$ , and the calculated t-value of 6.697 > the t-table value of 1.984. Therefore, it can be concluded that the restaurant image variable (X) significantly influences the visiting interest variable (Y), thus accepting  $H_a$  and rejecting  $H_0$ .

### Determination Coefficient Test

Table 6. Determination Coefficient Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 <sup>a</sup>	.647	.643	2.624

a. Predictors: (Constant), CitraRestoran

Based on the test results seen above, it can be observed that the correlation coefficient (R) is 0.804, which translates to 80.4% in percentage terms. This indicates that there is an 80.4% relationship between the restaurant image variable (X) and the visiting interest variable (Y). Furthermore, the coefficient of determination (R square) is found to be 0.647. This indicates that the influence of the restaurant image variable (X) on visiting interest variable (Y) is 64.7%.

### CONCLUSION

Based on the results of each data test conducted, discussed and studied with 100 respondents using SPSS version 25, the following conclusions can be drawn from several research test results:

1. Based on the research results of the Research Instrument Test, namely Validity Test and Reliability Test, it is known that all statement items have valid results (R calculated > R table (0.196)) and are reliable (Cronbach's Alpha value above 0.6).
2. Based on the Normality Test results, with an Asymp. Sig value of 0.080 which is greater than 0.05 or  $0.080 > 0.05$ , it can also be seen in the P-Plot graph where the points are around and follow the diagonal line. Both results indicate that the data is normally distributed.
3. Based on the Heteroskedasticity Test results, it can be seen from the graph that the points are randomly scattered and do not form a pattern above or below the Y-axis at zero, indicating no heteroskedasticity across all variables.
4. Based on the Simple Linear Regression Test results, the constant value (a) obtained is 35.069, which means the consistent value of the variable Interest in Visiting (Y) is 35.069. The regression coefficient (b) is 0.611, indicating that for every 1% increase in the restaurant image variable (X), the nominal value of Interest in Visiting (Y) increases by 0.611, showing a positive direction of influence from variable X to variable Y.
5. Based on the T-Test results, the calculated t-value obtained is 6.697, which is greater than the t-table value of 1.984, or  $6.697 > 1.984$ , thus accepting  $H_a$  and rejecting  $H_0$ .
6. Based on the Coefficient of Determination Test results, the R Square value obtained is 0.647, meaning that the influence of the restaurant image variable (X) on Interest in Visiting (Y) is 64.7%.

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