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Model For Measuring Customer Satisfaction And Delight In Restaurant Industry

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ARTICLE INFORMATION

ABSTRACT

The purpose of the study was to analyze the effect of brand value, brand credibility, arousal, brand love, online buying on delight and the effect of delight on intention to book a restaurant. The population of this study were restaurant customers in Indonesia, with the sample of 250 respondents collected by online questionnaires using nonprobability sampling technique with convenience sampling—data analysis run by PLS-SEM. Overall, the results of this study are descriptive statistical analysis. This study also offers other areas that deserve more research from the perspective of practitioners and researchers. The results showed that Arousal, Brand Credibility, Brand Love, Brand Value had a positive effect on Intention to Book–restaurants through the variable of Delight. In contrast, online purchases have no effect on Delight or the hypothesis is not supported because customers feel doubtful and dissatisfied with online purchasing services and still feel afraid due to the occurrence of many frauds in online purchases.

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INTRODUCTION

Entering the era of globalization, which impacts the development of technology and information, has made competition in the business world more intense and complex. Consumers are faced with various choices of similar products, with almost the same price and quality. One thing that distinguishes one product from another in a generalized market is the brand; consumers make the brand one of the preferences for their purchasing decisions because the brand is one indicator of the difference between one product and another in the market. In this digital era, technological developments make consumers use technology to fulfill their daily needs. This can be seen from the number of consumers who use information technology facilities to meet the information needs they required, one of which is the use of the internet [1]. In the age of the fourth industrial revolution and globalization, almost everyone needs tourism as a commodity. By engaging in tourism-related activities, one can boost creativity, lessen workplace boredom, gain insight into a place's culture, unwind, learn about a country's related heritage, and conduct business [2].

The ability of brands to provide positive values and be accepted by social groups around consumers will influence consumers to pay the maximum price for a brand, which is a form of brand loyalty. Brand identity is a reflection of a product that distinguishes the product from competing products, consisting of functional and emotional aspects, these functional and emotional aspects will affect consumer perceptions of a brand [3]. positive perceptions will arise when consumers get positive stimuli from a brand identity so that consumers decide to buy [4]. Brand identity is a unique brand association that shows promise to consumers. To be effective, brand identity needs to have resonance with consumers. This aims to be able to distinguish

brands from competitors, and can explain what the company will do in maintaining its sustainability [2] [5].

Customer delight is a condition when a business satisfies customers, more than their expectations [6]. This can be achieved not only by making quality products, but also by providing excellent service, thus creating an emotional bond between the customer and the product issued by a brand [7]. When a brand identity is designed and communicated well to consumers, it will create customer satisfaction. When customers get pleasure from a brand, customers will tend to make repeat purchases of the brand [1],[8]. This is what is meant by the concept of brand loyalty, on the other hand if consumers get a negative stimulus from brand identity, the strongest possibility that can occur are consumers will cancel the desire to buy the brand, or some consumers may decide to buy because they are affected by price factors or other temporary sentiments, but because the stimulus from brand identity is negative, consumers do not get the satisfaction from the brand, customer satisfaction is not created, so does the brand loyalty which is not built [8], [9].

Theory by [3] [10], asserted in the *"theory of reasoned action"* that consumer behaviour can be predicted through the orientation of action goals and the context of consumer behavior. The measurement of buying interest will be more effective than measuring behavior predict whether consumers will make a purchase. According to the research conducted [11] in Malaysia, there are several factors that can influence a consumer's online buying interest including: shopping orientation, trust and online purchasing experience. The previous purchase experience results from the buyer's evaluation of personal experiences with the online shopping process, such as the availability of product information, delivery,

services offered, risk, privacy and others. Following the prevailing trend from 2010, online food delivery service systems are increasingly being used for distribution in the restaurant business [2] [12].

Shopping through social commerce is typically related with getting the greatest deal on the desired item. Depending on the consumer's decision-making style, is the choice influenced by comparative benefits, such as lower prices [13]. Influencing variables for online shopping Positive word of mouth will increase consumer online buying decisions, according to the research conducted by [14] it is stated that word of mouth has a strong factor influencing online purchase decisions. Consumers making buying decision is influenced by their observational learning.

According to [11], previous online purchasing experience will impact a consumer's decision to continue their shopping activities or switch to other shopping methods. Consumers who believe in the promises made would positively affect the company. They will be more willing to buy services from the company, which means that there will be an increase in consumer buying interest [12] [15].

Shopping *Online* tends to be their choice and does not think further about the benefits because consumers feel they get a sense of fairness, comfort and style in using *Delight* with confidence [6] [16]. Delight will be formed when someone feels comfortable with a company and gets a feeling of pleasure. Delighted consumers are an essential asset for the company; their role is more significant than just buying products because they also include positive *word of* mouth about the company and will also provide significant benefits for the company.

The purpose of this study was to analyze the effect of brand value, brand credibility, arousal, brand love, online buying on delight and the effect of delight on intention to book a restaurant.

Relationship between Arousal with Delight on Intention to Book a Restaurant

Intention to revisit mentioned in this study is the willingness to revisit a restaurant. Restaurant marketers are interested to find out and understand about the drivers of consumer intention to return either because of an arousal or environmental quality, to keep visitors coming back is much better than to attract new visitors [17].

The importance of consumer delight for service delivered from restaurants has been well recognized[4] [18]. Previous study have examined about the relationship between customer delight and consumer interest in revisiting, such as research from Alexander et al, 2014, stated that customer delight positively influences intention [19]. Therefore, when customers are happy with the service, they are expected to recommend the service to their friends and revisit the same restaurant [10] [20]. Therefore, based on that, the first hypothesis will be:
H1: Arousal with Delight can predict a positive effect on intention.

Relationship between Brand Credibility with Delight on Intention to Book a restaurant

In a marketing environment, satisfying customers is not enough to ensure long-term relationships with customers. Companies must be able to go beyond a higher level of satisfaction before reaching a level of loyalty; that level is called Delight so that it can make consumers intend to visit again. Sri and Asri

2015, state that Delight has a positive influence in increasing customer loyalty [21]. Norma et al. 2014 stated that customer loyalty is positively influenced by customer delight [22]. The Feeling of Delight from a consumer has a significant positive effect on customer intention [2] [23]. Maria 2015 stated that customer delight has a positive influence in increasing consumer intention. Based on the previous results of the research, the second hypothesis will be:

H2: Brand *Credibility* with Delight can predict a positive effect on customers' intention.

Relationship between Brand Love to Delight on the Intention to Book a restaurant

When a customer begins to like a brand, the desire to consume and be loyal to the brand becomes larger, and they are willing or likely to expend more efforts and resources to get it [19] [24]. The results of research can prove that there is a positive influence of brand love on intention. This is also strengthen by the research of Bairrada et al [25]. Based on the description above, the third research hypothesis (H3) is:

H3: Brand Love with Delight can predict a positive effect on intention.

Relationship between *Brand Value* with *Delight* on the *Intention To Book a Restaurant*

The more positive consumer attitudes are towards a brand, the higher the consumer intention to happen. The formation of a positive brand value will be needed to generate consumer intention. Ayutthaya's research 2012 reveals that a positive brand value affects repurchase intentions [26]. The company must create a positive or good brand value. It is believed that consumers can meet their needs and desires and foster consumer repurchase intentions for the goods and services offered [27]. This is in line with the findings from Sastrawan & Sukawati, 2021, which suggests that fulfilling what consumers needs and wants can have a significant positive effect on consumers' purchase intentions for the brand [17] [28]. By referring to the theory and various references from previous research, the following fourth hypothesis can be determined:

H4: Brand Value with Delight can predict a positive effect on intention.

The relationship between Buying Online with Delight on Intention To Book a Restaurant

Purchase Online greatly influence consumer behaviour in the future. The convenience or pleasure provided by online sellers will, of course, be one of the attractions of consumers in making online purchases [29]. The convenience of selling online is that consumers can order the products they want within 24 hours, wherever they are. The convenience of online transactions: consumers only need a little effort, not going through many procedures to transact, making it easier for consumers to make product purchasing decisions online. Ease of transacting online here is in the form of ease of ordering products, ease of payment systems, timely delivery of products [30]. The pleasure or convenience of online shopping carried out by customers will impact customers in the future. If the pleasure or comfort of shopping done before is not good, then customers tend not to have the intention to shop again. Still, on the contrary, if the previous online shopping experience is good, then customers tend to have an interest in making repeat purchases [31]. The pleasure or convenience of buying previously online was positively and significantly associated with online repurchase intention. By referring to the theory and various

previous research references, the following fifth hypothesis can be determined:

H5: *Buying Online* with Delight can predict a positive effect on intention.

RESEARCH METHOD

The method used in this study is a quantitative research method *(positivist)*. The type of research used is explanatory research. Analysis in this study will be assisted by the PLS version 3.0 program. Statistical analysis was used to describe the research variables, provide an overview of the characteristics of the respondents and compile the frequency distribution using data in the form of numbers obtained from the questionnaire. Measurement parameters of the inner model of the PLS can be explained as follows : [32]

1. *R-squared* (R^2)
   the higher the value of R^2, the better the prediction model of the proposed research model.
2. Path coefficient.
   The criteria for rejecting and accepting the proposed relationship can be seen from the proposed relationship, which can be seen from the comparison between the t-values$_{count}$ and t-$_{table}$. If the value of t-$_{count}$ > t-$_{table}$, which is 1.96 then Ha is accepted.
3. Test the measurement model
   Testing the validity and reliability of the constructs of each indicator.
4. Structural model test
   The test is to find out whether there is an influence between variables / correlation between the constructs measured by using the t test of the PLS itself.

RESULTS AND DISCUSSION

Analysis of *Partial Least Square* Evaluation Measurement Model (Outer Model)

a. Validity Convergent *(Convergent Validity)*

Test results of convergent validity showed that all items that measure the variables have the values of loading factor above 0.6 and indicates that all of the item's instruments say valid in measuring research variables. Value AVE presented in the following table can be seen in table 1 below.

Table 1. Test Reliability and Validity

Construct	Cronbach's Alpha	Rho A	Composite reliability	Average Variance Extracted (AVE)
Arousal	0.930	0.933	0.950	0.826
Brand Credibility	0.951	0.962	0.965	0.873
Brand Love	0.940	0.946	0.957	0.849
Brand value	0.908	0.934	0.936	0.788
Buying Online	0.895	0.939	0.914	0.640
Delight	0.928	0.935	0.949	0.823
Intention to book a Restaurant	0.928	0.951	0.948	0.821

Source: Data processed, 2021

Based on the above table, the whole construct has a value of Cronbach's Alpha and Composite Reliability, which is greater than 0.70. The same thing appears in the value *AVE*, all constructs have a value *AVE* greater than 0.50. Thus it can be concluded that all measurement constructs are reliable and valid.

b. Reliability Test

Value of *Cronbach alpha* and *composite reliability* of the variables *Arousal, Brand Credibility, Brand Love, Brand Value, Buying Online, Delight, Intention To Book~~ing a~~*

restaurant are all above the value of *cut off* 0.6. It can be concluded that all variables in the study are reliable.

Evaluation of the Structural Model (Inner Model)

Brand Value affects *Delight* by 0.689 or 68.9%, *Buying Online* affects *Delight* by 0.025 or 25%, *Brand Credibility* affects *Delight* by 0.240 or 24%, *brand love* affects *Delight* by 0.840 or 84%, *arousal* affects *Delight* by 0.318 or 3.18%, and *Delight* affects *Intention To Booking restaurants* by 0.186 or 18.6%. The image path model is as follows figure 1.
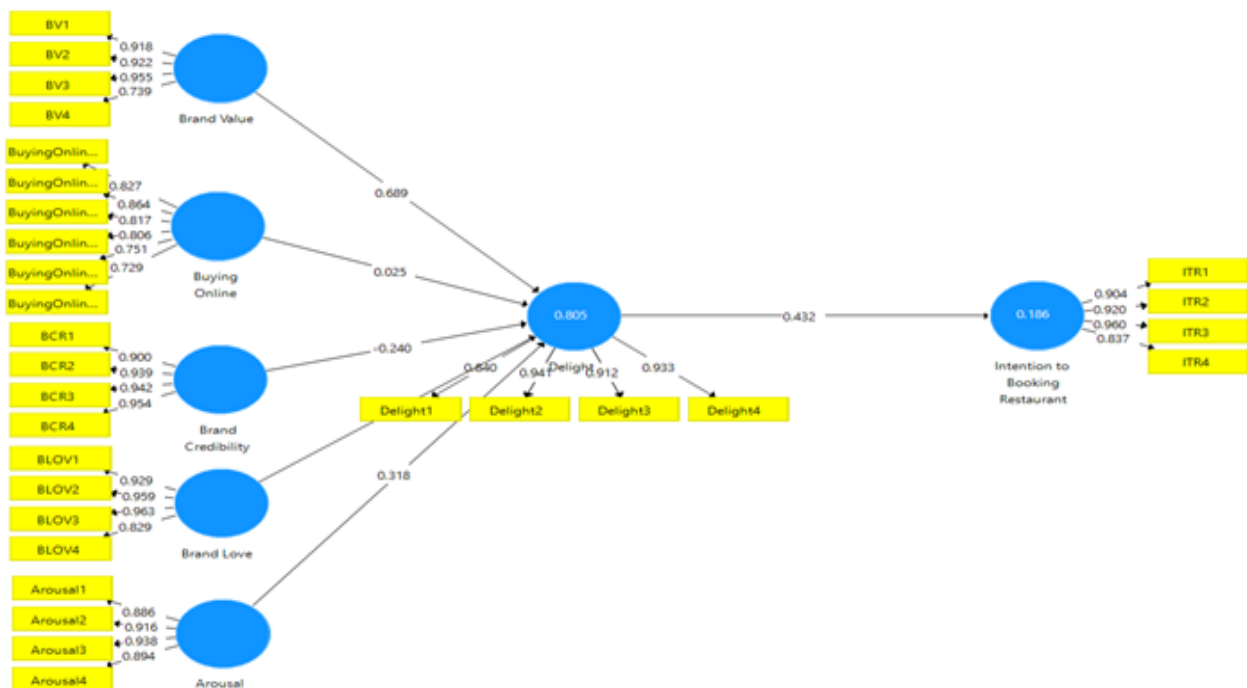

Figure 1. Evaluation of the Outer Model

Evaluation of the Inner Model

The evaluation of the structural model aims to test whether or not there is an influence between constructs and *R Square*. The structural model was evaluated using *p-value* to determine the significance of the

structural path parameter coefficients and *R square* to determine whether the independent latent on the latent dependent variable had a substantive effect. The results of the testers *R Square* in the study are shown in table 2 below.

Table 2. R Square

Construct	R Square	R Square Adjusted
Delight	0.805	0.801
Intention to Booking restaurant	0.186	0.184

Source: Data processed, 2021

Based on the table above, it can be seen that the value *RSquare Adjusted* on the Delight variable is 0.801 or 80.1% and the Intention to Booking restaurant variable is 0.184 or 18.4%. This finding shows that *Arousal, Brand Credibility, Brand Love, Brand Value, Buying Online are* able to explain the Intention to Book a restaurant variable through the delight variable as a mediating variable. R squared is a number that ranges from 0 to 1 which indicates the magnitude of the combination of independent variables that together affect the value of the dependent variable. The closer to number one, the model issued by the regression will be better and R Squared Adjusted is useful to complement the weakness of R squared, we can use R squared adjusted. In this R squared adjusted, it has taken into account the number of data samples and the number of variables used.To see the value of the construct can be seen in table 3 below.

Table 3 . Fornell-Larcker Criterion

Construct	Arousal	Brand Credibility	Brand Love	Brand Value	Buying Online	Delight	Intention To Booking Restaurant
Arousal	0.909						
Brand Credibility	0.412	0.934					
Brand Love	0.425	0.900	0.921				
Brand Value	0.631	0.538	0.522	0.888			
Buying Online	0.422	0.646	0.593	0.756	0.800		
Delight	0.728	0.411	0.442	0.857	0.613	0.907	
Intention To Booking Restaurant	0.373	0.716	0.752	0.472	0.553	0.432	0.906

Source: Data processed, 2021

Hypothesis Testing

The next analysis after analyzing the model is hypothesis testing, this analysis is carried out by comparing the Ts$_{Statistics}$ generated from the results of *bootstrapping* in PLS. The hypothesis is accepted (supported) if the T$_{Statistics}$ is higher than the T$_{table}$ (1,289) with a significant 5% level or through P$_{Value}$= 0.05 (Ghozali, 2018). Can be seen in Table 4 below.

Table 4. HyphotesisTest

Hyphotesis	Standard Deviation	T Statistics	P Values	Results
Arousal→ delight	0.054	5.899	0.000	Supported
Brand Credibility→ delight	0.060	3.966	0.000	Supported
Brand Love→ delight	0.055	2.675	0.007	Supported
Brand Value→ delight	0.069	10.025	0.000	Supported
Buying Online→ delight	0.053	0.480	0.631	Not Supported
Delight→ intention to book a restaurant	0.063	6.805	0.000	Supported

Source: Data processed, 2021

The hypothesis online buying variable through delight is not supported because the p value is more than 0.05 so it can be said that the fifth hypothesis is not significant and the hypothesis does not apply at the population level .The results showed that the construct of Buying online had a negative effect on Intention to Book a restaurant through delight, with a significant value or P-Value Based on table 4 above, it can be concluded that the *Arousal, Brand Credibility, Brand Love, Brand Value* positive effect on intention to restaurant bookings through the delight variable as a mediating variable. While Buying Online has no significant effect on Intention to Book restaurants through the delight variable as a mediating variable.

0.631 [6]. This means, the decreasing online buying, the less influence consumers have in ordering online restaurants. These results, supported by research conducted by (Putra & Riorini, 2016) show that there is a negative effect of online reviews on online hotel booking intentions, but there is no effect of the volume of online reviews on online hotel booking intentions [22].

The arousal construct of the Intention to Book a restaurant through the delight variable, is acceptable because the value statistic of the arousal construct of Delight is 5.899 which is greater than 1.645 with a significant value or P-Value of 0.000. Then Ha is acceptable. This is supported by research conducted by Sari & Sukawati, 2020, showing

that Delight has a positive and significant influence on customer loyalty at Livingstone Café & Bakery Seminyak Bali. The same thing was also showing that there is a relationship between arousal and intention to book online through delight[22]. The Brand Credibility construct has a positive effect on restaurant booking Intention through the delight variable. The t statistic value of the Brand Credibility construct to delight is 3,966 greater than 1,289 with a significant value or P-Value of 0.000. Then Ha is acceptable. This is showing the results that there is a positive influence on the Brand Credibility variable The intention to book through delight [33]. According to Deandra 2019 shows that the use of Brand Credibility positively affected forming brand equity [19]. Still, the use of Brand Credibility led to the formation of brand credibility. The results showed that the Brand Love construct had a positive effect on the Intention to Book a restaurant through the delight variable, with a significant value or P-Value of 0.007. Then is acceptable. These results are supported by the research showing that when someone has a love for a brand (Brand Love), they will do positive WOM voluntarily, and someone who has a love for a brand (Brand Love) is willing to pay for health services [20] [24]. The same thing is also investigated showing the results that brand trust positively influences brand loyalty, and other determinants, including the following; consumer-brand identification, customer satisfaction, and commitment. The Brand Value construct has a positive effect on Intention to Book restaurants through delight [34]. The t-statistic value of the Brand Value construct for delight is 10,025 greater than 1,289 with a significant value or P-Value of 0.000. Then is acceptable. This is supported by the results showing that brand value affects delight which indicates online hotel booking users are more likely to revisit and repurchase hotel products and services

especially if, through online hotel booking experiences, able to achieve selected utilitarian and hedonic features [35]. The same thing was also showing that brand value on reviews positively affects delight, which affects consumer intentions to book hotels [26].

Finally, the emotion of purpose positively influenced the relationship between brand value and hotel booking intentions. The same thing is also investigated by research (Lien et al., 2015), showing that hotels will offer good value for the price and the likelihood of their booking intention is high [30]. Brand image, perceived price, and perceived value are three important determinants that directly affect purchase intention. However, the impact of trust on purchase intention is significant. The online Buying construct has a negative effect on the Intention to Book restaurants through delight, because the t-statistic value of Buying online constructs for delight is 0.480 less than 1.289 with a significant value or P-Value of 0.631 what in It's critical to identify the services for which marketing efforts should be used. This research is significant from a management perspective for marketing plans including diverse service types, particularly in terms of dissatisfaction resolution plans. The consumer emotions that have been explored the most in marketing literature are satisfaction and discontent [28]. the satisfaction-dissatisfaction continuum, such as consumer pleasure and anger have all noted an increase in interest in consumers' emotional [36] [23].

The pleasure requires exceptional service or product performance and is more memorable than satisfaction, that pleasure has a stronger effect on online purchase intention than satisfaction [3] [9]. In addition,

Finn 2012 shows that satisfaction and pleasure have separate effects on behavioral intentions and suggests that existing research on satisfaction cannot be applied to pleasure [13]. Increased retention and sales, good word of mouth and wallet share are all possible results of moving customers from the pure satisfaction zone to the pleasure zone[28].Then Ha can be rejected.

These results, supported by research show that there is a negative effect of online reviews on online hotel booking intentions [6] [18]. Still, there is no effect of the volume of online reviews on online hotel booking intentions. The Delight constructs on intention to book are 6,805, greater than

1,289 with a significant value or P-Value of 0.000. Then Ha is acceptable. This result, shows that delight has a positive and significant effect on the intention to book [19]. Still, delight will affect intention to book through the construct of Arousal, Brand Credibility, Brand Love, Brand Value. The same thing was also showing the results that (1) Delight has a positive effect on the intention to book sports shoe products used; (2) Brand awareness has a positive effect on the intention to book; (3) promotion has a positive effect on purchase intention. Brand awareness can mediate between promotion and intention to book [6] [35].

Table 5. Hypothesis Test (Indirect Effect)

Hyphotesis	Standard Deviation	T Statistics	P Values	Results
Brand Credibility→ Intention to Restaurant Booking	0.030	3.446	0.001	Supported
Arousal→ Intention to Restaurant Booking	0.033	4.167	0.000	Supported
Brand Love→ Intention to Restaurant Booking	0.028	2.296	0.022	Supported
Brand Value→ Intention to Restaurant Booking	0.046	6.441	0.000	Supported
Buying Online→ Intention to Restaurant Booking	0.024	0.465	0.642	Not Supported

From table 5, it is known that there is a positive influence between the Brand

Credibility construct on the Intention to Restaurant Booking because the statistic

value of the Brand Credibility construct on the Intention to Restaurant Booking is 3,446, which is greater than 1,289 with a significant value or P-Value of 0.001. Then Ha is acceptable. The Arousal construct has a positive effect on the Intention to Restaurant Booking because the statistical value of the Arousal construct on the Intention to Restaurant Booking is 4.167, which is greater than 1.289 with a significant value or P-Value of 0.022. Then Ha is acceptable.

This is supported by research conducted by Riyadi 2018 showing the results that there is a positive influence of brand credibility on decision convenience, a positive influence of Convenience decision on Intention to Booking, a positive influence of brand credibility on delight, a positive influence of affective commitment on Intention to Booking and positive influence of brand credibility on Intention to Booking. Furthermore, the Brand Love construct has a positive effect on the Intention to Restaurant Booking because the tstatistic value of the Brand Love construct on the Intention to Restaurant Booking is 2.296, which is greater than 1.289 with a significant value or P-Value of 0.000. Then Ha is acceptable [21].

The Brand value construct has a positive effect on the Intention to Book a restaurant because the statistical value of the Brand value construct on the Intention to Book a restaurant is 6,441 which is greater than 1,289 with a significant value or P-Value of 0.000. Then Ha is acceptable. The online buying construct has a positive effect on the Intention to Book a restaurant because the t statistic value of the Brand value construct on the Intention to Book a restaurant is 0.465, which is smaller than 1.289 with a significant value or P-Value of 0.642. Then Ha can be rejected.

The hypothesis of restaurant online buying variable through the intention to restaurant booking is not supported because the p value is more than 0.05 so it can be said that the hypothesis is not significant and the hypothesis does not apply at the population level. These results show that brand love directly impacts purchase intention. This confirms that brand love has a direct positive effect on the private label brand image [5].

Table 6. Q^2 Predict

Construct	RMSE	MAE	Q^2 Predict
Delight	0.460	0.335	0.797
Intention to Booking Restaurant	0.913	0.679	0.186

Discussion

Based on table 6 above, arousal positively and significantly affects the Intention to Book restaurant–(Y) variable through delight as a moderating variable. This shows that consumers feels arousal towards the Intention to Book restaurant with a significant value or P-Value of 0.000. Thus, it

can be explained that consumers intend or have the Intention to Book a restaurant. This is supported by research conducted by Puspita & Kartika, 2019 showing the results that there is a relationship between arousal and intention to book online through delight [37].

The results showed that the Brand Credibility construct positively affected the Intention to Book restaurant through the delight variable, with a significant value or P-Value of 0.000. This means that the higher the Brand Credibility, the higher the willingness of consumers to book online. This is supported by the research from Faisal, 2015 showing the results that there is a positive influence on the variable Brand Credibility intention to book through delight [33]. The same thing showed that the use of Brand Credibility positively affected forming brand equity [19] [38]. Still, the use of Brand Credibility led to the formation of brand credibility. The results showed that the Brand Love construct had a positive effect on the Intention to Book a restaurant through the delight variable, with a significant value or P-Value of 0.007. This means that the higher the sense of love for the brand, the higher the willingness of consumers to book restaurants online. This result is in line with research conducted by [39] they will do positive WOM voluntarily, and someone who has a love for If a brand is a brand (Brand Love), then they are willing to pay for health services.

The same thing is also showing the results that brand trust has a positive influence on brand loyalty, consumer-brand identification, customer satisfaction and commitment. The results show that the Brand Value construct positively affects Intention to Booking a restaurant through delight, with a significant value or P-Value of 0.000 [23]. Then Ha is acceptable. This is showing the results that brand value affects delight which indicates that online restaurant booking users are more likely to revisit and repurchase restaurant products and services especially if, through the online ordering experience, able to achieve selected utilitarian and hedonic features [39]. The same thing was also studied by Ghosh, 2018, showing that brand value on reviews positively affects delight,

which affects consumer intentions to order a restaurant [20]. Finally, the emotion of purpose positively influenced the relationship between brand value and restaurant order intentions. The same thing is also investigated by research Lien et al., 2015, showing the results that hotels will offer good value for the price and the likelihood of their booking intention is high [30]. Brand image, perceived price, and perceived value are three important determinants that directly affect purchase intention. However, the impact of trust on purchase intention is significant. The results showed that the online purchases have no effect on Delight or the hypothesis is not supported with a significant value or P-Value of 0.631, because customers feel doubtful and dissatisfied with online purchasing services and still feel afraid due to the occurrence of many frauds in online purchases. The results showed that buying online have no effect on Intention to Booking Restaurant with a p value of 0.642. These results, show that there is a negative effect of online reviews on online hotel booking intentions, but there is no effect of the volume of online reviews on online hotel booking intentions [22]. The results showed that the Delight constructs on intention to book with a significant value or P-Value of 0.000. This result shows that delight has a positive and significant effect on the intention to buying, but delight will affect intention to buying through the construct of Arousal, Brand Credibility, Brand Love, Brand Value [10] [19]. The same thing was also showing the results that (1) Delight has a positive effect on the intention to buying sports shoes products used; (2) Brand awareness has a positive effect on the intention to buying; (3) promotion has a positive effect on purchase intention. Brand awareness can mediate between promotion and intention to buying [6].

CONCLUSION

Based on the results of the research and discussion that have been described the result on testing the first hypothesis shows a positive effect of arousal on Intention to Book a restaurant through delight, which means that the first hypothesis is accepted. In other words, it can be said that arousal has an effect on delight, so it can increase the Intention to Book a restaurant. The second

hypothesis shows a positive effect of Brand Credibility on Intention to Book a restaurant through delight, which means that the second hypothesis is accepted. So it can be concluded that the consumer's interest to make a repeat visits from Restaurant Booking can be increased through Brand Credibility with delight. The third hypothesis shows a positive effect of Brand love on Intention to Book a restaurant through delight, which means that the third hypothesis is accepted. So it can be concluded that the consumer's interest in making repeat visits from the Restaurant Booking can be increased through Brand love with delight. The fourth hypothesis in this study examines the effect of brand value on Intention to Book a restaurant through delight, the result of the test show that brand value has a positive influence on Intention to Restaurant Booking which means the fourth hypothesis is accepted. In other words, it can be said that consumers' interest in booking a restaurant

can be increased through brand value with delight. The fifth hypothesis examines the effect of online buying on Intention to Book restaurants and the test results show that online buying has no significant effect on Intention to Book Restaurant, which means that the fifth hypothesis is rejected. There are no interest in repeat visits by Restaurant consumers through online Booking buying because consumers feel less comfortable booking restaurants through online buying. The sixth hypothesis in this study examines the effect of Delight on the intention to book a restaurant, the results of the test show that delight has a positive influence on the intention to book a restaurant, which means that the sixth hypothesis is accepted. In other words, it can be said that consumers' reinterest in booking a restaurant can be increased through delight. The gap for further research includes that future research may consider using a larger sample where a larger sample will have a stronger generalization power of research results. Future research can consider conducting this research on hotels or other types of services to see how the results of research on hotels. Research can be carried out in other cities to compare the results of study from one city to another whether there are similarities or differences. Future research may consider using a wider range of variables.

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