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What Drives Customer Delight? Evidence From Restaurant Customer Indonesia

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| **Article Information** | |  | **ABSTRACT** | |
| ***Article history:***  Received:  Revised:  Accepted:  ***Keywords:***  Delight,  Arousal,  Intention to Booking restaurant | | 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 was restaurant customers in Indonesia. The sample in this study was 250 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling—data analysis using 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 Booking restaurants through Delight. In contrast, *online buying* had a negative effect on *Delight*. | |
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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.

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 (Tjiptono, 2012). 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 (Balmer, 2001), positive perceptions will arise when consumers get positive stimuli from a brand identity so that consumers decide to buy *(buying decision)* (Pertiwi et al., 2017)*.*

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 (Anderson, 2010), this is what is meant by the concept of brand loyalty, as well as on the other hand if consumers get a negative stimulus from brand identity, the strongest possibility is that consumers 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 this brand identity is negative, consumers do not get satisfaction from the brand, customer satisfaction is not created, so brand loyalty is not built (Asmoningsih, 2016).

Ajzen and Fishbein (2018) asserted in the *"theory of reasoned action"* that consumer behaviour can be predicted through orientation through action goals and the context of consumer behavior. Thee measurement of buying interest will be more effective than measuring behavior predict whether consumers will make a purchase.

According to research conducted by (Ling, Kwek Choon., Lau, Teck. Chai, Hoi, 2010) in Malaysia, several factors that influencebuying interest online, including: shopping orientation, trust and purchasing experience *online*. The previous purchase experience results from the buyer's evaluation of personal experiences with the shopping process *online,* such as the availability of product information, delivery, services offered, risk, privacy and others.

According to (Ling, Kweek Choon., Lau Teck. Chai, Hoi, 2010), previous purchasing experience online will impact a consumer's decision to continue their shopping activities in this way or switch to other shopping methods. A study (Shih, 2016) said that 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

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 (CA Sari, 2015). Tjiptono (2005) states that Delight is dimension *people-oriented*. 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 mount* about the company and will also provide significant benefits for the company. 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.

**THEORETICAL REVIEW**

A brand is one of the intangible assets that is valuable for the company, and it is a challenging task for a marketer to manage the value of a brand properly. *The American Marketing Association* (Kotler and Keller, 2012) defines a brand as a name, sign, symbol, design, or a combination of these which aims to identify the goods or services offered by one or more sellers and differentiate them from competitors. Arousal refers to the degree to which consumers feel exuberant, alert, active in the store. Verbal arousal is considered as a respondent's report, such as when stimulated, opposed or relaxed, excited as opposed to calm, heated as opposed to quiet, excited as opposed to lethargic, challenged as opposed to silent, refers to the degree to which a person feels alert, enthusiastic or an active situation. Example: increasing the length of time spent in the store and the desire to interact with salespeople, served by an attractive and friendly-looking SPG (Situmorang, 2018). Arousal environmental quality is a load that depends on information, namely the degree: o Novelty (New) (unexpected, surprising, new, familiar) and o Complexity (Complexity) (number of elements, level of movement or change) Arousal (Excitement) is a factor where a person feels interested, more active or excited, and there is an intense curiosity about the products offered in the shopping environment. Arousal relates to time spent in the store and willingness to interact with store employees, served by an attractive and friendly-looking SPG. Credibility is a belief in information about the status of the product, which is embedded in *brand* the attached, depending on the consumer's perception of whether the *brand* has advantages and the willingness to deliver what has been promised continuously (Erdem & Swait, 2004) as it is known that brand credibility refers to two main components: *trustworthiness* and *expertise* (Erdem & Swait, 2004). A brand is an intangible asset of a company that creates high value for the company.

Signalling theory is a mechanism by which brands influence consumer buying behaviour when consumers are unsure about product attributes and benefits. From an information economy perspective, signalling theory is based on the assumption that different levels of product information flowing between consumers and companies cause problems in information asymmetry, thus implying consumer uncertainty about the quality of products or services provided by the company. One possible solution is the use of signals. A signal is defined as the seller's action to convey reliable information about the observed product quality to the buyer. A brand is used the most as a signal when customers consider the observed quality (Baek & King, 2011).

Baek and King (2011) in (Sanjaya, 2016) state that consumers generally tend to perceive branded products as being of higher quality than unbranded products. If consumers believe this logic, they will accept the claim that the quality of branded products is outstanding. Therefore, the brand can be an adequate signal to inform quality. Signalling theory states that credibility is the main determinant of brand signalling to convey effective information. This means that the brand can serve as a credible signal because the brand may embody the accumulated efforts of previous marketing communication strategies. *Brand Love* is the level of bondingpassionate and emotional consumers are satisfied to have a certain brand (Efendi & Farida, 2021). Consumers who have an attachment to a brand will tend to have a high sense of desire and necessity to have a product from that brand because of their love for a brand.

Based on research by Carroll and Ahuvia (2006: 81) in (Rageh Ismail & Spinelli, 2012), *brand love is* defined as: "*the degree of passionate, emotional attachment a satisfied consumer has for a particular trade name".* In addition, Batra et al. (2012: 6) explains that brand love is: *"… a type of relationship (rather than as an emotion) that consumers establish with brands, encompassing multiple interrelated cognitive, affective, and behavioural elements, rather than a specific, single, transient love. Emotions".* From this description, it can be concluded that brand love is an emotional attachment relationship between customers and a brand that occurs as a form of response to the suitability of needs that can lead to customer loyalty to a brand. According to Kotler, Philip & Armstrong (2017), the concept of brand value can be different depending on the customer's thoughts about value. In this study, customers can consider value at different times, such as during a purchase decision or before/after using a product. Then it is also described. Customers can imagine what they want (desired value).

According to Kotler, Philip and Armstrong, (2012), customer *value (brand value)* is the difference between the prospective customer's evaluation of all the benefits and costs of a particular offer and other alternatives considered. Total customer value *(total customer value)* is the monetary value of a set of economic benefits, functional, and psychological, which the customer expects on a particular market offer. While the *total customer cost (total customer cost)* is a set of prices that customers must incur to evaluate, obtain, use, and dispose of a particular market offer, including monetary, time, energy, and psychological costs. The evaluation process involves an exchange between what is received for consumers (i.e. *customer total value, product value, service value, employees value* and *image value*) and what has been sacrificed (i.e. *customer total cost, monetary cost* and *non-monetary cost* which includes time cost, energy cost and mental cost).

From the consumer's point of view, obtaining high value is the basic goal and fulcrum for all buying and selling transactions (Hollbrook, 1994 in (Asmoningsih, 2016). For this reason, service managers need to understand consumer desires and provide services that are a good quality of services rendered to produce a brand value of positive

According to Lin in (Rahmi Yuliana, 2020), buying online is a condition in a person in subjective probability that covers the relationship between itself and several actions. some actions do companies associated with buying online is to know consumer opinions about whether they want to opt for an online shopping site as a place to shop in the future. *Delight* is the consumer's emotional response in the form of expression of consumers to services *(service).*Delight occurs when the creation of services that do not unexpected *(surprising levels of satisfaction or performance)*, thus clarifying the difference from the context of happiness and Delight so as to clarify the difference from the context of pleasure and *Delight* (Oliver, et al. 1997 in (Hutagalung, 2019).

According to Kotler, Philip and Armstrong, (2012) state: *"When it comes to customer satisfaction, make that customer delight"* . When the customer is satisfied, the thing to do again is to make the customer feel happy. According to (Kotler, Philip & Kevin, 2009), Delight was born because the company managed to meet consumers' needs and desires or expectations, and even consumers feel satisfied. This is also a benchmark for the company's performance or an achievement for the company, because it understands its customers.

*Delight is conceptualized as an emotional response, which results from surprising and positive levels of performance.* Customer pleasure is conceptualized as an emotional response resulting from surprise and a positive level of performance. The pleasure of customer *(customer delight)* was the reaction of customers when they receive a service or product that provides value beyond their expectations. To create happiness*,* companies must understand customer desires, anticipate customer needs, provide more what customers expect, and make every moment of this relationship into something pleasant or a enjoyable experience (Hutagalung, 2019).

So in retaining customers, the concept of customer delight is very useful because it makes customers feel satisfied and makes customers happy. Prioritizing customers with the concept of Delight is expected to make customers more loyal.

Interest *(Intention)* is a statement of attitude about how a person will behave in the future (Söderlund and human, 2003). Repurchase intention is a consumer commitment that is formed after the consumer purchases a product or service. This commitment arises because of the consumer's positive impression of a brand, and consumers feel satisfied with the purchase (Hicks et al., 2005). Butcher (2005) argues that consumer interest in repurchasing is one measure of a company's success, especially service companies. According to Hellier et al. (2003), repurchase interest is a consumer's decision to repurchase a product or service based on what has been obtained from the same company and spend to obtain these goods and services. There is a tendency to do it regularly.

The accumulation of consumer experience and knowledge of a brand is a factor that can influence consumers to repurchase the same brand. Consumers think that this is more economical and efficient than consumers having to go back to find out about other brands (Youne and Suna, 2004).

Aaker (1991, in Langner et al. 2006) argues that brand equity provides immediate and long-term benefits for companies by keeping consumers from repurchasing their products. A strong brand will cause consumers to always remember the brand. The experience consumers get from a product with a specific brand will create a positive impression on the product, and consumers will make repeat purchases (Hellier et al., 2003).

Reservation / Reservation or booking is an activity to book a place according to the desired time and travel date (Tesone, 2006). Online is a state when someone is connected to a network or a larger system. Online booking is part of someone who places an order or reservation for a product or service through online media. The tourism industry has achieved a competitive advantage over other sectors, as it has been able to transfer more customers online. According to the Central Statistics Agency, the term hotel can be interpreted as a business that uses a building or part of a building specially provided for everyone to stay, eat, obtain services and use other facilities with payment (Putra & Riorini, 2016). The hotel's unique feature is that it has a restaurant that is managed directly under the hotel's management

**Relationship between *Arousal* with *Delight* Of *Intention To Booking restaurant***

Intention to revisit is the willingness to revisit a restaurant. Restaurant marketers are interested in understanding the drivers of consumer intention to return because arousal or environmental quality to keep visitors coming back is much better to attract new visitors (Um, Chon, & Ro, 2006).

The importance of consumer delight for service from restaurants has been well recognized (Pertiwi et al., 2017). Previous studies that examined 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. Therefore, when customers are happy with the service, they are expected to recommend the service to their friends and revisit the same restaurant (Cantallops & Salvi, 2014).

Therefore, it is hypothesized that:

H1: Arousal with Delight can predict a positive effect on intention.

**Relationship between *Brand Credibility* with *Delight* Of *Intention To Booking 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.

Norma et al. (2014) customer loyalty is positively influenced by customer delight. Feeling the customer delight of a consumer has a significant positive effect on customer intention (Maggie, 2015). Maria (2015) stated that customer delight has a positive influence in increasing consumer intention. Based on the results of the research described previously, a hypothesis like this was formed.

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

**Relationship between *Brand Love* to *Delight* Of *Intention To Booking restaurant***

When a customer begins to like a brand, the desire to consume and be loyal to the brand becomes larger, and are willing to expend effort and resources are more likely to get it (Carroll & Ahuvia, 2006; Batra et al., 2012). The results of research conducted by Huang (2017), Bairrada et al. (2018), Song et al. (2019) and Sarkar et al. (2019) can prove that there is a positive influence of brand love on intention. The research of Bairrada et al. (2018) concluded that brand love is an essential element for companies with a long-term vision that aims to strengthen the relationship between customers and a brand. Based on the description above, the research hypothesis (H3) is:

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

**Relationship between *Brand Value* with *Delight* Of *Intention To Booking Restaurant***

The more positive consumer attitudes toward 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. 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. In line with the findings (Sastrawan & Sukawati, 2021), which suggests that fulfilling what consumers need and want can have a significant positive effect on consumers' purchase intentions for the brand. By referring to the theory and various references from previous research, the following hypothesis can be determined:

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

**The relationship between Buying *Online* with *Delight* Of *Intention To Booking restaurant***

Purchase Onlinegreatly 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 (Kotler, Philip and Armstrong, 2012). The convenience of selling online is that consumers can order the products they want within 24 hours, wherever they are. Eko Yuliawan et al., (2018) 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. 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. The pleasure or convenience of buying previously online was positively and significantly associated with online repurchase intention (Foster, 2017). By referring to the theory and various previous research references, the following hypothesis can be determined:

H4: *Buying Online* with Delight can predict a positive effect on intention.

**METHODOLOGY**

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 (Hair et al., 2014: 170):

1. *R-squared* (R2)

the higher the value of R2, the better the prediction model of the proposed research model.

1. 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-valuescount and t-table. If the value of t-count > t-table, which is 1.96 then Ha is accepted.

**RESULTS**

**Analysis of *Partial Least Squa*re (PLS)**

**Evaluation Measurement Model (Outer Model)**

1. 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 items instruments say valid in measuring research variables. Several things, namely *Arousal, Brand Credibility, Brand Love, Brand Value, Buying Online, Delight, Intention to Booking restaurant* must be deleted because they have value *loading factor* item below 0.6, which indicates that the question item on the questionnaire is not valid in measuring indicators. Value AVE presented in the following table can be seen in table 2 below:

Table 2. 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 booking 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.

1. Reliability Test

value of *Cronbach alpha* and *composite reliability* of the variables *Arousal, Brand Credibility, Brand Love, Brand Value, Buying Online, Delight, Intention To Booking 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:

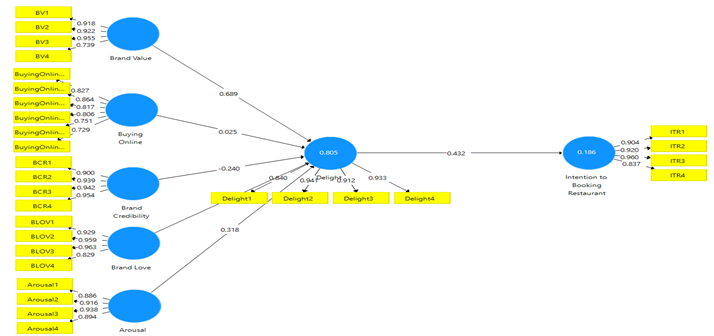


Figure 2 . Evaluation of the Outer Model

**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 3 below:

Table 3. 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 Booking a restaurant variable through the delight variable as a mediating variable. To see the value of the construct can be seen in table 4 below:

Table 4 . 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 TvaluesStatistics generated from the results of *bootstrapping* in PLS. The hypothesis is accepted (supported) if the TvalueStatistics is higher than the Tvaluetable (1,289) with a significant 5% level or through PValue= 0.05 (Ghozali, 2018). Can be seen in Table 5 below:

Table 5. 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 restaurant booking | 0.063 | 6.805 | 0.000 | Supported |

Source: Data processed, 2021

Based on table 5 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 Booking restaurants through the delight variable as a mediating variable. The arousal construct of the Intention to Booking restaurant through the delight variable, 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 consumer customer loyalty at Livingstone Café & Bakery Seminyak Bali. The same thing was also studied by (Puspita & Kartika, 2019), showing that there is a relationship between arousal and intention to book online through a delight. The Brand Credibility construct has a positive effect on restaurant Intention to Booking 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 supported by research (Faisal, 2015) showing the results that there is a positive influence on the Brand Credibility variable on the intention to book through delight. The same thing was also done by research (Deandra, 2019) showing the results that the use of Brand Credibility had a positive effect on forming brand equity, but the use of Brand Credibility led to the formation of brand credibility. The Brand Love construct has a positive effect on the restaurant's Intention to Booking through the delight variable, because the t-statistic value of the Brand Love construct to delight is 2.675 greater than 1.289 with a significant value or P-Value of 0.007. Then Ha is acceptable. These results are supported by research conducted by (Parasmita et al., 2017) showing the results that when someone has a love for a brand (Brand Love), especially RSI PKU Muhammadiyah Pekajangan then they will do positive WOM voluntarily, and someone who has a love for a brand (Brand Love) is willing to pay for health services at RSI PKU Muhammadiyah Pekajangan at competitive/high prices (Willingness to Pay Premium). The same thing is also investigated by research (Rather & Camilleri, 2020), showing the results that brand trust positively influences brand loyalty, and my other determinants, including follow; consumer-brand identification, customer satisfaction, and commitment. The Brand Value construct has a positive effect on Intention to Booking restaurants through delight. 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 Ha is acceptable. This is supported by research conducted by (Kamal et al., 2018) showing the results 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. The same thing was also studied by (Ghosh, 2018), showing that brand value on reviews positively affects delight, which affects consumer intentions to book hotels. 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. 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 Intention to Booking 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. Then Ha can be rejected. 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. 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, supported by research conducted by (Desiyanti et al., 2018), shows that delight has a positive and significant effect on the intention to book. Still, delight will affect intention to book through the construct of Arousal, Brand Credibility, Brand Love, Brand Value. The same thing was also investigated by research (Semuel & Setiawan, 2018), 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.

Table 6. Hypothesis Test (Indirect Effect)

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

From table 6, it is known that there is a positive influence between the Brand Credibility construct on the Intention to Booking hotel because the statistic value of the Brand Credibility construct on the Intention to Booking restaurant 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 Booking restaurant because the statistical value of the Arousal construct on the Intention to Booking restaurant 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 decision concenience 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 Booking restaurant because the tstatistic value of the Brand Love construct on the Intention to Booking restaurant is 2.296, which is greater than 1.289 with a significant value or P-Value of 0.000. Then Ha is acceptable. The Brand value construct has a positive effect on the Intention to Booking a restaurant because the statistical value of the Brand value construct on the Intention to Booking 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. And the online buying construct has a positive effect on the Intention to Booking a restaurant because the tstatistic value of the Brand value construct on the Intention to Booking 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. These results, supported by research (Andriani, 2017), show that brand love directly impacts purchase intention. This confirms that brand love has a direct positive effect on the private label brand image

Table 7. Q2 Predict

|  |  |  |  |
| --- | --- | --- | --- |
| Construct | RMSE | MAE | Q2 Predict |
| Delight | 0.460 | 0.335 | 0.797 |
| Intention to Booking Restaurant | 0.913 | 0.679 | 0.186 |

**DISCUSSION**

The results showed that the arousal constructs on Intention to Booking a hotel through delight. Based on table 5 above, arousal positively and significantly affects the Intention to Booking restaurant (Y) variable through delight as a moderating variable. This shows that consumers feel arousal towards the Intention to Booking restaurant with a significant value or P-Value of 0.000. Thus, it can be explained that consumers intend to Intention to Booking 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. et al., 2020) show that arousal and price significantly impact customers booking resort accommodation online.

The results showed that the Brand Credibility construct positively affected the Intention to Booking 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 research (Faisal, 2015) showing the results that there is a positive influence on the variable Brand Credibility intention to book through delight. The same thing was also done by research (Deandra, 2019), which showed that the use of Brand Credibility positively affected forming brand equity. 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 Booking 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 (Parasmita et al., 2017) which shows that when someone has a love for a brand (Brand Love), especially RSI PKU Muhammadiyah Pekajangan, 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 at RSI PKU Muhammadiyah Pekajangan at competitive/high prices or Willingness to Pay Premium. The same thing is also investigated by research (Rather & Camilleri, 2020) showing the results that brand trust has a positive influence on brand loyalty, and my other determinants, including follow this; 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. Then Ha is acceptable. This means that the more Brand Value there is, the more consumers will order restaurants online. This is supported by research conducted by (Kamal et al., 2018) 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. 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. 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. 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 construct of Buying online had a negative effect on Intention to Booking a restaurant through delight, with a significant value or P-Value of 0.631. 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 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.

The results showed that the Delight constructs on intention to book with a significant value or P-Value of 0.000. This result, supported by research conducted by (Desiyanti et al., 2018) shows that delight has a positive and significant effect on the intention to book, but delight will affect intention to book through the construct of Arousal, Brand Credibility, Brand Love, Brand Value. . The same thing was also investigated by research (Semuel & Setiawan, 2018) showing the results that (1) Delight has a positive effect on the intention to book sports shoes 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.

**FURTHER STUDY**

Based on the results of the research and discussion that have been described previously, the following conclusions can be drawn:

The results of testing the first hypothesis show a positive effect of arousal on Intention to Booking 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 Booking a restaurant

The second hypothesis shows a positive effect of Brand Credibility on Intention to Booking a restaurant through delight, which means that the second hypothesis is accepted. So it can be concluded that the consumer's interest in repeat visits in the Booking Restaurant can be increased through Brand Credibility with delight.

The third hypothesis shows a positive effect of Brand love on Intention to Booking a restaurant through delight, which means that the third hypothesis is accepted. So it can be concluded that the consumer's interest in repeat visits in the Booking Restaurant can be increased through Brand love with delight.

The fourth hypothesis in this study examines the effect of brand value on Intention to Booking a restaurant through delight, the results of the test show that brand value has a positive influence on Intention to Booking Restaurant, which means the fourth hypothesis is accepted. In other words, it can be said that consumers' re-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 Booking restaurants and the test results show that online buying has no and no significant effect on Intention to Booking Restaurants, which means that the fifth hypothesis is rejected. There is no interest in repeat visits by consumers in Booking Restaurant by buying online 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' re-interest 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 are. 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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