

The Impact of Online Restaurant Menu on Consumer Purchase Intention During the Covid-19 Pandemic

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ABSTRACT

This research aims to examine and analyze the effect of menu visual appeal, menu informativeness, perception of COVID-19 risk, desire for food, perceived convenience of online food ordering, purchase intention in Indonesia. Model and hypothesis testing have clear using a sample of 266 respondents with a population that has ever ordered food online in Indonesia. There is also a sampling technique used, namely purposive sampling. The Structural Equation Modeling (SEM) method have developed to test the research hypothesis which was processed using AMOS version 24. The data variables used in this case include menu visual appeal, menu informativeness, perception of COVID-19 risk, desire to eat, perceived convenience of online food ordering, purchase intention. These variables form six hypotheses. Based on the results of the study, it is known that the menu visual appeal has no effect on the desire to eat, while the menu informativeness has a positive effect on the desire to eat. The perception of COVID-19 risk has a positive effect on the desire to eat and the perceived convenience of online food ordering. The desire to eat and the perceived convenience of online food ordering have a positive effect on purchase intention.

Keywords: menu visual, menu informativeness, risk perception, desire to eat, perceived convenience, purchase intention

INTRODUCTION

The Internet is currently changing the transactional paradigm in which marketers operate. Marketers who take advantage of the operational efficiencies and effectiveness that arise from the use of the internet in transactions outperforms companies that utilize traditional transaction (Sharma, 2002). Various ways are done to make a trying to stay in the business they run. With the internet of course make it easier to innovate on existing entrepreneurship in one of the business people. New business operating models emerge, internet-based technology changes have a profound effect on entrepreneurship as well as economic development (Tan & Li, 2022).

From the internet to creating mobile applications to make it easier for business people run their business. Restaurants are one of the businesses that use mobile applications to

market their products to consumers (Kapoor & Vij, 2018) Restaurant companies will take this more seriously to get attention to consumers in terms of visual appeal and menu informativeness ethnic restaurants on the perception of authenticity, quality and customer desire to order (Alotaibi & Alshiha, 2021). The result of one of the existing innovations, the current restaurant company This can do business activities with an online food ordering system. This system becomes restaurant solutions can still survive in the face of the COVID-19 pandemic. In using this system, restaurant companies get positive feedback. For control the transmission of the virus, restaurants lose billions of dollars, and many small restaurants closed. For those who are still in business, switching to online food ordering is a big deal important (Gupta, 2019). By using structural equation modeling, research have found an indirect effect of visual appeal and informativeness menu, as well as the perception of the risk of COVID-19 on consumers purchase intentions. This causal relationship significantly mediated by consumers desire for food and perceived convenience of online food ordering. This study was conducted because previous research researched in Europe and America, while this research was conducted in Indonesia. In addition, the indicators used in this study, it is also adjusted to the object of research, which is the same as the research previously.

LITERATURE REVIEW AND HYPHOTEIS

Menu Visual Appeal

Menu visual appeal is a form of restaurant strategy in using the menu display that made very attractive when viewed by customers with a view very diverse forms that aim to make customers become interested so intend to buy it (Bailly et al., 2016). Menu visual appeal is also one of the existing components of menus, and this study assumes that it is more likely to play an important role in enhancing customer perceptions of menu authenticity from the restaurant. Some people have researched about this because it is interesting to research. (Tonkin et al., 2019).

Menu Informativeness

Menu informativeness is information about one of the products that is entered into the menu menu in detail shown to customers to make it easier for customers to digest any information that is in one of the menus that are presented. This matter facilitates and convinces customers in making purchasing decisions (Alotaibi & Alshiha, 2021) Several studies have observed that consumers expect to view menus containing information on nutrition, ingredients, and food preparation methods (Peters & Hervé Remaud, 2020).

Perception of COVID-19 Risk

Perception is the main form of human cognitive contact with the world around him to enter some information into the human brain. Because all knowledge conceptual based on or derived from the form of consciousness (Robert, 1969). Therefore, COVID-19 risk perception is a perception or form of human thought in response to environmental disasters from pollution events at the end of the 20th century which could explain about how the response from the community views and responds against the risks posed by the coronavirus disease 2019 (COVID-19) (Malecki et al., 2021).

Desire to Eat

The desire to eat is a person's desire in response to food that desired after getting a response from several factors that underlie the desire such as watching advertisements on TV or listening to someone's positive response to food which then causes a feeling of desire to eat (Papies et al., 2020). The desire to eat is reflected in the brain as an activity triggered by food cues in brain regions. The term desire refers to a motivational state in which the individual feels compelled to seek out and ingest certain substances. However, it is not much different from the desire to eat. It can be described as a strong desire or urge to eat certain foods (Kemps & Tiggemann, 2007).

Perceived Convenience of Online Food Ordering

Perceived convenience of online food ordering is a form of taste the convenience of consumers towards ordering activities carried out online instead of ordering manually or going straight to the restaurant. Usually consumers will provide positive feedback to restaurants or third parties who help in the process of ordering food online, just like they deliver the best service so as to create comfort for consumers (Kimes, 2011b).

Purchase Intention

Purchase intention is a type of decision making that studies the reasons for buying certain brands from the consumer's point of view (Mirabi et al., 2015). Saad (2012) defines purchase intention as a situation in which consumers tend to buy a product certain conditions at certain times. Purchase decisions by consumers are complex process. Purchase intention is usually related to behavior, perceptions and attitudes consumer. Purchasing behavior is a key point for consumers to access and evaluate a particular product.

Hypothesis Formulation

The importance of "visual appeal", as indicated in the usability factor in this study, serves as an influence component of customer decisions on menu items. This is supported by the literature which states that visual appeal helps influence the customer's decision on the desire to eat (Cichy & Wise, 1999). Restaurant managers must strategize with menu visual appeal in development of their restaurant menu. Restaurant customers are usually influenced by cues visuals of the menu such as: layout, design, artwork, and style type. Given the role of the menu greatly contribute to the customer's first impression, a well-designed menu must prioritizing customers in an ordering atmosphere so as to stimulate someone to affect their desire to eat (Seaberg, 1991).

H1: Menu visual appeal has a positive effect on desire to eat.

Menu informativeness can be very useful to customers especially if customers have allergic reactions to certain foods. The inclusion of a recipe gives opportunity for customers to have dishes tailored to their needs they. Future research should focus on the potential for increased customization dishes considering the fact that the informativeness of the menu gives the customer a variety of more detailed information to guide customers in choosing food. So that things this can affect the customer's desire to eat in choosing food certain

(Beldona et al., 2014). The majority of restaurant customers positively perceive the importance of providing information such as nutrition in restaurant menus. Provide information such as nutrition on restaurant menus may be more accepted by them in the coming year and availability will directly affect the desire to eat towards them (Din et al., 2012).

H2: *Menu informativeness has a positive effect on desire to eat.*

Corona virus causes a lot panic, giving rise to perceptions of risk among the public. many countries Start by washing your hands with a -based hand sanitizer alcohol, wearing masks, reducing social activities and ending with a lockdown. As a result, citizens are asked to stay at home, and mobility is only allowed to important trips, such as going to a health center, buying food (e.g., going to grocery store) or going to an important job, which affects buying and behavior food consumption on the desire to eat (Ruiz-Roso et al., 2020). The pandemic situation is changing consumer habits, and the uncontrollable stress caused by pandemic, it plays an important role in influencing consumers' diet in the desire to eat (S. Li et al., 2022). Restaurants and small businesses have temporarily or permanently closed due to bankruptcy in response to COVID-19. Due to this, food delivery with the online ordering has been seen as a lifesaver for most restaurants to stay survive this pandemic. Online ordering system can be seen as a vital necessity among the restaurant industry and business food in the current situation (Zanetta et al., 2021).

H3: *Perception of COVID-19 risk has a positive effect on desire to eat.*

H4: *Perception of COVID-19 risk has a positive effect on perceived convenience of online food ordering.*

Human physiology in a state of hunger can affect the desire to eat, but It has also been reported that preference for food is a subjective operates independently of perceived hunger (Burger et al., 2011). Ogden (2013) stated that increased food intake was associated with a desire to eat eating while one is watching television, and being alone, it is associated with conditions of increased desire to eat in a social environment.

The desire to eat halal food also affects the purchase intention to Muslim consumers. Halal food contributes 12 percent to trade agricultural-based food products that generate US\$ 560 billion. Especially Asia Pacific with the highest halal food market potential. Muslims in the region make up 62 percent Muslims worldwide, of whom South Asia has the second highest population (P. Green et al., 2020).

H5: *Desire to eat has a positive effect on purchase intention.*

Online shopping is a fast-growing business, due to internet technology and applications provide customers with easier access, more convenience, and more methods cheap to find more varied types of products than traditional shopping (Alagoz & Hekimoglu, 2012). Along with the growth and associated benefits of consumer convenience in online shopping, online food purchases are increasing at an unprecedented rate, and Generation X, Millennials, and Generation Z are the most diligent in ordering food online (Ramus & Nielsen, 2005).

Based on this, research conducted by Kimes (2011a) found that consumers order food online because they feel the convenience and control over the ordering process.

Convenience is also found to be one of the main motivators that leads to higher consumer satisfaction. Based on this, research conducted by Kimes (2011a) found that consumers order food online because they feel the convenience and control over the ordering process. Convenience is also found to be one of the main motivators that leads to higher consumer satisfaction.

H6: *Perceived convenience of online food ordering has a positive effect on purchase intention.*

METHODOLOGY

Researchers used random sampling method with primary data collection and a total of 266 respondents. Respondents in this study were respondents who had ordered online in Indonesia. Data obtained by distributing Google Form questionnaires online. The analysis used in this study is Structural Equation Modeling (SEM) and performed using AMOS software. According to Ghozali (2014) SEM are two methods statistics is factor analysis developed in psychology and equation models stimulant developed in econometrics. To prove the hypothesis, it is proposed SEM test which is statistical analysis. This research uses the program AMOS application version 24.

RESULT AND DISCUSSION

Normality Test

In AMOS output, normality test is performed by comparing the value of C.R (critical ratio) on the assessment of normality with a critical ± 2.58 at the 0.01 level.

Table 1. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
V6P3	5,000	7,000	-,522	-2,914	-,708	-1,975
V6P2	4,000	7,000	-,768	-4,285	,129	,360
V6P1	4,000	7,000	-,666	-3,717	-,156	-,436
V5P1	4,000	7,000	-,511	-2,853	-,049	-,136
V5P2	4,000	7,000	-,572	-3,192	-,041	-,115
V5P3	4,000	7,000	-,603	-3,366	-,080	-,223
V5P4	4,000	7,000	-,817	-4,560	,219	,611
V5P5	4,000	7,000	-,918	-5,127	,625	1,745
V5P6	4,000	7,000	-1,014	-5,659	,198	,552
V5P7	4,000	7,000	-,824	-4,602	,160	,446
V4P7	4,000	7,000	-,747	-4,171	,059	,164
V4P6	4,000	7,000	-,768	-4,289	-,029	-,080

Variable	min	max	skew	c.r.	kurtosis	c.r.
V4P5	4,000	7,000	-,824	-4,601	,583	1,628
V4P4	3,000	7,000	-,533	-2,974	-,255	-,711
V4P3	4,000	7,000	-1,119	-6,245	,772	2,155
V4P2	3,000	7,000	-,859	-4,798	,519	1,449
V4P1	4,000	7,000	-1,107	-6,182	,997	2,784
V3P1	4,000	7,000	-1,833	-10,233	3,612	10,083
V3P2	3,000	7,000	-1,417	-7,910	1,869	5,216
V3P3	4,000	7,000	-1,486	-8,295	1,794	5,008
V3P4	2,000	7,000	-1,306	-7,288	2,460	6,868
V3P5	2,000	7,000	-,883	-4,929	,765	2,136
V3P6	2,000	7,000	-1,016	-5,670	1,241	3,465
V3P7	2,000	7,000	-1,318	-7,358	2,739	7,647
V2P1	5,000	7,000	-,444	-2,477	-,659	-1,840
V2P2	4,000	7,000	-,891	-4,972	,608	1,697
V2P3	4,000	7,000	-,642	-3,584	,163	,456
V2P4	4,000	7,000	-,772	-4,313	-,213	-,594
V2P5	4,000	7,000	-,493	-2,752	-,384	-1,073
V1P1	3,000	7,000	-,819	-4,572	1,700	4,745
V1P2	3,000	7,000	-,939	-5,244	1,555	4,340
V1P3	4,000	7,000	-,455	-2,539	-,134	-,373
V1P4	4,000	7,000	-,632	-3,530	,095	,267
V1P5	4,000	7,000	-,551	-3,078	,551	1,538
Multivariate					230,511	31,855

Source: Data Processing, 2022

Based on the table above, it shows that the univariate normality test does not normally distributed because the critical ratio value is not in the range of ± 2.58 . Whereas multivariately the data does not meet the normal assumption because the value is 31.855. But now there is a new perspective in estimation non parametric related to parameter and confidence interval estimation for metric variables. We need not assume that the confidence interval for the parameter follow a normal distribution. This non-parametric approach is known as resampling (Hair et.al, 1998).

Outliers

Evaluation of multivariate outliers can be seen through the output of AMOS Mahalanobis distance. The criteria were used at the level of $p < 0.001$. The distance is evaluated by using X^2 at degrees of freedom equal to the number of measured variables used in study. In this case the variable is 34, then through the excel program in the Insert – Function – CHINV submenu enter the probability and number of measured variables as the result is 65,247. This means that all data/cases greater than 65.247 are multivariate outliers.

Table 2. Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
174	64,054	,001	,226
52	63,777	,001	,032
43	63,108	,002	,005
117	62,842	,002	,000
121	61,693	,003	,000
2	61,435	,003	,000
138	61,064	,003	,000
60	60,414	,003	,000
126	60,250	,004	,000
83	60,205	,004	,000

Source: Data Processing, 2022

The results of the Mahalanobis Distance test, the processed data did not detect a significant value greater than the value of 65.247. So, it can be concluded that there are no data outliers.

Validity and Reliability Test

In the analysis of the measurement model there is a validity test and a reliability test. Validity test carried out to see the level of ability of research instruments in expressing problem to be disclosed. The reliability test is an index that shows the extent to which which a measurement tool can be trusted or reliable and to what extent the results the measurement remains consistent when two or more measurements are taken of the problem the same one.

Table 3. Validity Test

Variable	Indicator	Loading Factor	Cut Off	Description
Menu Visual	V1P1	0,714	0.5	Valid
	V1P2	0,585	0.5	Valid

Variable	Indicator	Loading Factor	Cut Off	Description
Appael	V1P3	0,717	0.5	Valid
	V1P4	0,752	0.5	Valid
	V1P5	0,757	0.5	Valid
Menu Informativeness	V2P1	0,673	0.5	Valid
	V2P2	0,683	0.5	Valid
	V2P3	0,694	0.5	Valid
	V2P4	0,650	0.5	Valid
	V2P5	0,797	0.5	Valid
Perception of COVID-19 Risk	V3P1	0,591	0.5	Valid
	V3P2	0,726	0.5	Valid
	V3P3	0,685	0.5	Valid
	V3P4	0,856	0.5	Valid
	V3P5	0,858	0.5	Valid
	V3P6	0,894	0.5	Valid
	V3P7	0,832	0.5	Valid
Desire To Eat	V4P1	0,659	0.5	Valid
	V4P2	0,668	0.5	Valid
	V4P3	0,683	0.5	Valid
	V4P4	0,632	0.5	Valid
	V4P5	0,723	0.5	Valid
	V4P6	0,767	0.5	Valid
	V4P7	0,831	0.5	Valid
Perceived Convenience of Online Food Ordering	V5P1	0,654	0.5	Valid
	V5P2	0,699	0.5	Valid
	V5P3	0,653	0.5	Valid
	V5P4	0,711	0.5	Valid
	V5P5	0,747	0.5	Valid
	V5P6	0,728	0.5	Valid
	V5P7	0,735	0.5	Valid

Variable	Indicator	Loading Factor	Cut Off	Description
Purchase Intention	V6P1	0,700	0.5	Valid
	V6P2	0,808	0.5	Valid
	V6P3	0,761	0.5	Valid

Source: Data Processing, 2022

Table 4. Reability Test

Variable	Indicator	Loading Factor	CR	Description
Menu Visual Appael	V1P1	0,714	0,83276	Reliabel
	V1P2	0,585		
	V1P3	0,717		
	V1P4	0,752		
	V1P5	0,757		
Menu Informativeness	V2P1	0,673	0,82795	Reliabel
	V2P2	0,683		
	V2P3	0,694		
	V2P4	0,650		
	V2P5	0,797		
Perception of COVID-19 Risk	V3P1	0,591	0,91662	Reliabel
	V3P2	0,726		
	V3P3	0,685		
	V3P4	0,856		
	V3P5	0,858		
	V3P6	0,894		
	V3P7	0,832		
Desire To Eat	V4P1	0,659	0,87708	Reliabel
	V4P2	0,668		
	V4P3	0,683		
	V4P4	0,632		
	V4P5	0,723		
	V4P6	0,767		

Variable	Indicator	Loading Factor	CR	Description
Perceived Convenience of Online Food Ordering	V4P7	0,831	0,87325	Reliabel
	V5P1	0,654		
	V5P2	0,699		
	V5P3	0,653		
	V5P4	0,711		
	V5P5	0,747		
	V5P6	0,728		
Purchase Intention	V5P7	0,735	0,80113	Reliabel
	V6P1	0,700		
	V6P2	0,808		
	V6P3	0,761		

Source: Data Processing, 2022

Based on the data above, the results of the CFA validity test show the value of factor loading on all item variables > 0.5 , as well as the value of the reliability of the construct reliability of each variable > 0.7 so that it is declared valid and reliable.

Goodness of Fit

The main purpose in SEM is to assess the fit to find out the extent to which the hypothesized model is Fit or in accordance with sample data.

Table 5. Goodness of Fit Test

Goodness of fit index	Cut-off value	Research Model	Model
<i>Chi-Square</i>	Diharapkan kecil	313,454	<i>Good Fit</i>
RMSEA	≤ 0.08	0,000	<i>Good Fit</i>
GFI	≥ 0.90	0,917	<i>Good Fit</i>
NFI	≥ 0.90	0,934	<i>Good Fit</i>
CFI	≥ 0.90	1,000	<i>Good Fit</i>
ECVI	$< \text{ECVI Saturated}$	3,857	<i>Good Fit</i>
CMIN/DF	< 2	0,798	<i>Good Fit</i>

Source: Data Processing, 2022

The results of the Goodness of Fit measurement above can be seen from the value of the Chi-Square index, RMSEA, GFI, CFI, and CMIN/DF have met the prerequisites for Goodness of Fit. So that it can be concluded that this research model already has a good standard.

Hypothesis Testing

Based on statistical analysis using the AMOS 24 program, the results of the test the hypothesis shows that there is a positive relationship between variables if C.R shows the value of di above 1.96 and below 0.05 for the p -value (Ghozali, 2017).

Table 6. Hypothesis Test

			Estimate	S.E.	C.R.	P	Label
V4	<---	V1	-,004	,111	-,033	,974	par_29
V4	<---	V2	,709	,162	4,374	***	par_30
V4	<---	V3	,393	,092	4,264	***	par_31
V5	<---	V3	,754	,123	6,140	***	par_32
V6	<---	V4	,458	,121	3,788	***	par_33
V6	<---	V5	,517	,129	4,018	***	par_34

Source: Data Processing, 2022

The results of the study, menu visual appeal affects desire to eat has a negative value. The results of this study are different from previous research by Brewer & Sebby (2021) where the menu visual appeal affects desire to eat has a positive value. Research conducted by Awan (2015) confirms that visual menus do not can be the basis for people to order food, but factors such as the origin of the food and the name of the food that looks attractive will influence someone to have a desire to eat. like Muslims will not like haram food, they will just eat halal food.

Menu informativeness affects desire to eat has a positive value. The results of this study are different from previous research by Brewer & Sebby (2021) where The menu informativeness has no effect on desire to eat, but the same as previous research by Alotaibi & Alshiha (2021). Menu informativeness considered as the basis of a person having a desire to eat, because people will know how the composition of the food to be ordered.

Perception of COVID-19 risk affects desire to eat has a positive value. The results of this study are the same as the previous research by Brewer & Sebby (2021). Plague COVID-19 motivates consumers to buy food that is not only safe for health but also reduces the risk of exposure.

Perception of COVID-19 risk affects perceived convenience of online food ordering has a positive value. The results of this study are the same as previous research Brewer & Sebby (2021). The more news someone is exposed to the COVID-19 virus, the more people will tend to be afraid if they want to buy food directly. With the presence of an online food ordering system, people will be more likely to choose rather than being directly affected.

Desire to eat affects purchase intention has a positive value. The results of this study are the same as the previous research by Brewer & Sebby (2021). The desire to eat will appear as the theory from S-O-R explains how a person's stimulus to response is affected by several

factors. Somebody will have a desire to eat so that it will bring up the intention to buy from food which are desired.

Perceived convenience of online food ordering affects purchase intention has a positive value. The results of this study are the same as the previous research by Brewer & Sebby (2021). Convenience was also found to be one of the main motivators leads to higher consumer satisfaction, which leads to purchase intention (Kimes, 2011b).

CONCLUSION

Based on the results of the discussion and the results of data analysis in this research, it can be concluded:

1. The respondents in this study were all from Indonesia, which means there are several factors that can cause it to be different from other research. First factor, Indonesia itself is embraced by most Muslim people. Muslims of course I will not eat unclean food. Even in the menu view the visuals look good and attractive to some others, but it certainly isn't applying to Muslims in Indonesia. They will of course prefer Halal food with a visual menu is not better than choosing foods that are haram with a good visual menu. The second factor, the Indonesian people, especially for Millennials and Generation Z are more inclined to choose food menus that come from abroad, such as Korea or Japan. This of course has a great effect if a person is given a choice of a food menu with good visuals but it is not having an interest in the food, then the person prefers the food from abroad.
2. Theoretically, this research is important because we understand how conditions in the current pandemic period by connecting several existing variables. As it was found that the COVID-19 risk perception variable had the greatest effect on the perceived comfort variable from ordering online among other variables. It is hereby explained that everyone during the current pandemic will be feeling anxious about being affected by COVID-19 if you order food on the spot directly. Therefore, people now tend to order food through online services to minimize the risk of being affected by COVID-19. Thus, researchers should use the convenience variable when ordering online for future research if there is a pandemic like COVID-19 or not.

LIMITATION

Some of the limitations that exist in this study:

1. In this study, on average, the respondents came from the millennial generation and the existing generation Z in Indonesia. Limitations of other generations to fill out the questionnaire.
2. This research can only be done during the COVID-19 pandemic.
3. This research cannot be carried out in the long term, because a pandemic can happen ends, but can be done if a similar disaster occurs in the future.
4. This study when looking for respondents did not interact directly with respondents, so it could be wrong in filling out the questionnaire.

RECOMMENDATION

The following are some suggestions from researchers for the development of further research in the future:

1. For researchers who want to research in the future on the same topic, it is recommended to directly examine all generations, not just for certain generations.
2. For researchers who want to research in the future on the same topic, it is recommended to take more respondents over a longer period of time.
3. For researchers who want to research in the future on the same topic, in case of a pandemic has ended, then research can be done if there will be a similar outbreak like COVID-19.
4. For researchers who want to research on the same topic, in the future existing ones can be developed considering the differences from era to age of desire humans can be fickle.

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