

THE INFLUENCE OF PERCEIVED AUTHENTICITY TOWARDS PURCHASE INTENTION FROM THE RESTAURANT IMAGE AND POSITIVE EMOTION IN ZANGRANDI CAFÉ IN SURABAYA

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Abstract

The growth of business in food & beverage makes the effort in this industry turn out to be more strictly competitive. Ice cream becomes one of the products which may interest new entrepreneurs in food & beverage. The newcomers put much effort to create the authenticity and difference from others in order to seize the attention of ice cream lovers from the prior merchants. This research aims at investigating the influence of perceived authenticity towards people's purchase intention from the restaurant image and positive emotion in Zangrandi Cafe on Yos Sudarso Street, Surabaya. The research took 150 customers as the samples who fulfilled the requirements such as not less than 17 years old, having tasted the ice cream in Zangrandi Cafe on Yos Sudarso Street, Surabaya, having tried the ice cream in Zangrandi Cafe on Yos Sudarso Street, Surabaya once in the last 3 months at least. The data gathering method used in this research is purposive sampling. Meanwhile, Structural Equation Modelling (SEM) is employed as a data analyzing technique.

The results show that (1) Perceived Authenticity positively and significantly brings influence towards Restaurant Image, (2) Perceived Authenticity positively and significantly brings influence towards Positive Emotion, (3) Restaurant Image positively and significantly brings influence towards Positive Emotion, (4) Restaurant Image positively and significantly brings influence towards Purchase Intention, (5) Positive Emotion positively and significantly brings influence towards Purchase Intention, (6) also Perceived Authenticity positively and significantly brings influence towards Purchase Intention.

Keywords: Perceived Authenticity, Restaurant Image, Positive Emotion, Purchase Intention.

INTRODUCTION

From all of the increasing potential entrepreneurship in Indonesia, food & beverage industry can be assumed as the favorite interest of the new entrepreneurs. This industry has prosperous prospects from the market share which covers around 258 million citizens throughout Indonesia. The rapid growth of this business may indicate that this industry is able to increase above 9% in 2019 because of the additional investment that went up to 11% in 2018. From all the growing food & beverage industries, there are various eatery concepts offered to people. One of them is eatery with the concept of café.

Zangrandi, the legendary ice cream café in Surabaya precisely located on Yos Sudarso Street number 15, Embong Kaliasin was built in 1930. Bringing the Italian culinary taste, it has been admired by the local society. This café has maintained the tastes of the ice cream and its all decorations from the beginning that successfully offers an antique feeling to the customers. This café was also the witness of the history of Surabaya city development with all the secrets in it. No surprise that this cafe becomes the favorite destination as well as the icon of Surabaya city recommended as a must visited site for tourists who come to Surabaya. Not only out-of-town visitors or foreigners, but also many local people never get bored of enjoying the mouthwatering taste of the ice cream in this old cafe.

According to the Director of PT Campina Ice Cream Industry Tbk. (Ekonomi.bisnis.com), there are interesting factors that make entrepreneurship in the ice cream industry get their customers remained despite the authenticity of their cafe concept. One of them is the total number of Indonesian people aged below 40 years old is around 125 up to 130 million people. This amount reaches almost half of the Indonesians. Besides, compared to other countries, Indonesia has high enough ice cream-consumption level per capita around 0.7 - 0.8 litre a year. Even it is still considered as low, but the economy has grown steadily so that this entrepreneurship still has good prospects in the future.

In this era of sophisticated 4.0 industry, this ice cream cafe unexpectedly doesn't employ the ease with the available technology in its promotion. This cafe uses the concept of word of mouth and collaborates with TV programs which offer beneficial exchange from their culinary programs. Besides from the interesting story behind its opening, this cafe also offers homemade ice cream assuring that they use natural ingredients without synthetic flavour & colour. No doubt that many websites attach this culinary site as the recommendation offered to their users.

Some online websites providing the information about Zangrandi Cafe are pergikuliner.com and tripadvisor.com. There, they provide information about the ecomplete address, open-close hour, phone number, prices of its menu, some favourite menus, pictures, and customers' review enjoying the real experience of the fresh ice cream in Zangrandi Cafe. Those websites have collected personal reviews until September 2019 that can be read and accessed by anyone who opens the websites. But not all people opening the website are able to give reviews. Only those who have a personal account on the websites may give review. People can sign up for

the websites by filling in their identity of email address and other requirements as personal identification.

Zangrandi is not the only ice cream cafe in Surabaya which may satisfy the desire of ice cream lovers. There are some other cafes in Surabaya that become Zangrandi's reckoned competitors in which their existence has been known in and out of Surabaya. The review page provided in pergikuliner.com shows some important points which turn out to be the factors of perceived authenticity, those are taste, ambience, services, and sanitation of the cafe. From the data of review evaluation above, it can be seen that Zangrandi gains the lowest average rate from other similar rivals.

Concerning the company's evaluation, hence this research uses Zangrandi to be the object of the study. This research uses Zangrandi because to investigate the influence of perceived authenticity that has been stated by others but apparently the responses from the customers who have already had the experience in the cafe give different impressions. Therefore, in this research the writer wants to analyze whether the perceived authenticity of Zangrandi may influence the purchase intention.

From the previous studies, the writer took one journal or essay as the reference, that is The chain of effects from authenticity cues to purchase intention: The role of emotions and restaurant image. Variabel yang digunakan adalah Authenticator, Ownership Type, History, Perceived Authenticity, Restaurant Image, Positive Emotion, dan Purchase Intention (Kim. et al, 2020). Therefore this research model is suitable to be applied in Zangrandi, because it helps the writer to analyze the influence of purchase intention in Zangrandi.

This study has the objectives as follow: 1.) To determine the effect of perceived authenticity on restaurant image at Zangrandi Jalan Yos Sudarso in Surabaya; 2.) To determine the effect of perceived authenticity on positive emotion on Zangrandi Jalan Yos Sudarso in Surabaya; 3.) To determine the effect of restaurant image on positive emotion at Zangrandi Jalan Yos Sudarso in Surabaya; 4.) To determine the effect of restaurant image on purchase intention at Zangrandi Jalan Yos Sudarso in Surabaya; 5.) To determine the effect of a positive image on purchase intention at Zangrandi Jalan Yos Sudarso in Surabaya; 6.) To determine the effect of perceived authenticity on purchase intention at Zangrandi Jalan Yos Sudarso in Surabaya; 7.) To determine the effect of perceived authenticity on purchase intention through a restaurant image at Zangrandi Jalan Yos Sudarso in Surabaya; and 8.) To determine the effect of perceived authenticity on purchase intention through positive emotion on Zangrandi Jalan Yos Sudarso in Surabaya.

Theoretical Review

Theory of Stimuli Organism Response (SOR)

Mehrabian and Russell (1974) developed the Theory of Stimuli Organism Response (SOR) in the theory environmental psychology, which suggests that environmental stimulus (S) stimulates emotional reaction (O) thus it influences the response towards consumers' behaviour (R). SOR model has broadly perceived as the theoretical

framework for any research on consumers' behaviour. This indicates that stimulus influences behaviour, response, and emotion of the consumers (organism), in which it creates behaviour or intention towards the customers as the responses (Mehrabian and Russell, 1974).

This theory describes stimulation and humankind behaviour (action and reaction) which are connected by the component of the organism. According to Buxbaum (2016), the organism component derives from the combination of biologist (sensory organs, neural systems, muscle) and psychologist components (education, perception, emotion, motivation, and views)

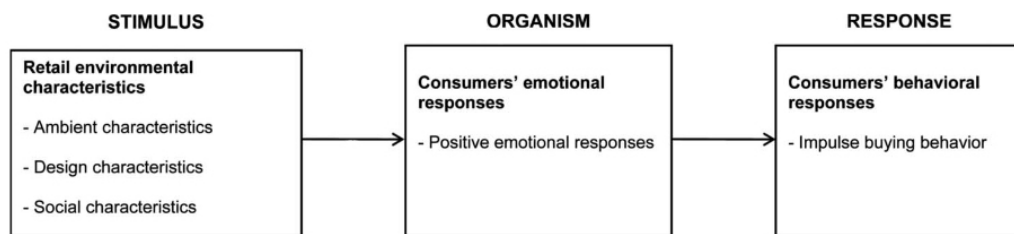


Figure 1

Source: Chang et al. (2011)

The principal assumptions from this model are perceived authenticity, restaurant image, positive image and purchase intention in Zangrandi Cafe on Yos Sudarso street, Surabaya (Stimulus) bring direct effect towards respondents (Organism) that they influence the response of respondent's behaviour (Response).

Perceived Authenticity (X), Authenticity is classified into three categories, those are objective, constructive, and existential (Wang, 1999). (Cohen, 2002) Objective approach argues that authenticity derives from the originality of an object (sites, particular interest). Constructive approach emphasizes on the iconic meaning created through the process of social-public discourse. (Cohen, 1988) As it is concluded, Objective Approach assumes that authenticity comes from the originality of a tourism site, meanwhile constructive approach assumes that the object is related to the identity and meaning. The last one is about the perspective of post modernist that means the authenticity referring to self honesty (Wang, 1999). Therefore the post modernist approach is related to existential authenticity, referring to individual or personal sense instead of the tourism site. In this approach, consumers are less concerned about the existence of authenticity and reproduction, but put more interest in the context whenever the restaurant has an attractive theme. Consumers may recognize whether the restaurant has similar authenticity as other restaurants do or offers special uniqueness compared with others. Perceived Authenticity is the completion of consumers' evaluation towards a product based on their prior perception which they have ever heard, (Morhart et al., 2013) so that the authenticity of a brand depends on how the consumers perceive whether it will be loyal for them and vice versa, also support them to be honest towards themselves. By being honest

towards themselves, the customers will be able to be a unique and special individual indeed and will be equal with the product that they use.

Restaurant Image (Y1), Brand image is defined as the brand description or representative of a consumer which is obtained from the emotional perception (Low and Lamb, 2000). Brand image is also expected to be able to play an important role, primarily when the consumers get the difficulty to differentiate the product or service based on their quality or feature (Mudambi et al., 1997). The restaurant image is practically defined as the completion of emotional perception, ideas, figurative behaviour related to traditional restaurants as well (Ryu, et al., 2012). Restaurant image is accepted as an important aspect of cognition (Han and Hyun, 2017). The cognition gained from the aspects of evaluation on how the restaurant was built and from the available authentic elements creates the perception of how the restaurant image is.

Positive Emotion (Y2), Generally the entity view which is defined as the process giving attention in a particular way and intentional, current, without judging has brought big attention for any research in the field of basic emotion, and has been recommended as an important strategy of emotional regulation (Kabat-Zinn, 1994). (Bagozzi, et al., 1999) Emotion can be found anywhere in the whole marketing field. One's emotion is gained individually in which each individual may not have similar feelings one each other. Emotion of the consumers comes up from the experiences of consuming and using the product, both during and after the consumption, and that kind of emotion will determine the consumers' purchase decision and the action after purchase (Babin and Attaway, 2000). Some researchers discover theories which generalize and support positive emotion that describes the forms and functions of positive emotion subset (Fredrickson, 1998). According to this theory, positive emotion assists people to build eternal resources, develop the way of thinking and behaving, also to obtain the highest level and flexible repertory (Cohn et al., 2009). Consequently, positive emotion will be achieved whenever the consumers properly capture all the processes that they should pass during and after the purchase.

Purchase Intention (Y3), Purchase Intention is an action of interchange formed after the consumers' general evaluation of a product or a response towards a brand which is combined with external stimulating factors and in such a way can be assumed as the perspective reaction that involves subjective evaluation for what people may buy in the future. (Lin & Lu, 2010). Therefore, according to (Kim and Ko, 2012), purchase intention is a combination of consumers' intention and purchase possibility towards a product and for this reason, it can be considered as a response variable to measure the contribution of consumers' future towards a brand. In a sequence of it, the theory of Planned Behaviour states that purchase intention is used to predict the actual behaviour because it is related to the response towards an object (Ajzen, 1991). Mentioning from Ashton and Scott (2011), they argue that purchase intention will lead the consumers to follow their experiences, references, and their external environment to collect the information, evaluate the alternatives, and determine the purchase intention.

The Influence of Inter Variable, 1.4.1 The Influence of Perceived Authenticity towards Restaurant Image. Perceived Authenticity is the completion of consumers' evaluation towards a product based on their prior perception which they have ever heard. Perceived Authenticity shows the concept about what the consumers capture from the restaurant food, meanwhile according to (Lu, et al., 2015), they find that the evaluation of authenticity from the consumers toward food and the environment may contribute to the development of a positive image. The positive image is also supported by the authentic elements in the restaurant that can generate the consumers' experience eating there turn into particular impressions remained in their minds and create restaurant images as the results. From the explanation above, the proposed hypothesis are:

H₁ : If Perceived Authenticity brings positive impact, Restaurant Image will increase.

The Influence of Perceived Authenticity towards Positive Emotion. Perceived Authenticity from consumers on the consumed food comes from the authenticity of taste, unfamiliar name, special seasoning and particular way of cooking. In ethnic restaurants, the previous study mentioned that authentic food was related to positive emotion from the consumers (Jang and Ha, 2015). By giving special evaluation, it means consumers get special experience that may lead to positive emotion when they are experiencing eating in the restaurant. From the explanation above, the proposed hypothesis are:

H₂ : If Perceived Authenticity brings positive impact, Positive Emotion will increase.

The Influence of Restaurant Image towards Positive Emotion. The restaurant image is practically defined as the completion of emotional perception, ideas, figurative behaviour related to traditional restaurants (Ryu, et al., 2012). Restaurant Image is a compound perception from the evaluation either on food or ambience felt by the consumers in the restaurant. Positive emotion can be satisfaction on any facility experienced by the consumers. It will lead to the appropriateness of positive emotion which consumers may experience whenever they get good restaurant images. Supporting the theory above, here is the proposed hypothesis:

H₃ : If Restaurant Image brings positive impact, Positive Emotion will increase.

The Influence of Restaurant image towards Purchase Intention. Image brings strong influence towards consumers' responses (Brunner et al., 2008). Consumers' perception will determine the impact of consumers' behaviour in the future. Kim (2018) explains that a positive image can increase consumers' intention to return and spread the word of mouth information positively. If the consumers capture a good image from the restaurant, it will be easier to influence them to buy more because of the affirmation that they will not get dissatisfied with the restaurant product. From the elaboration, the proposed hypothesis is:

H₄ : If Restaurant Image brings positive impact, Purchase \intention will increase.

The Influence of Positive Emotion towards Purchase Intention. Emotion of the consumers comes up from the experiences of consuming and using the product, both during and after the consumption, and that kind of emotion will determine the consumers' purchase decision and the action after purchase (Babin and Attaway, 2000). Emotional experiences through the ability to create touching points to build memories from the gained experiences become the main factors to interest consumers. (Jang and Namkung, 2009) Positive emotion is a good indicator to predict consumers' responses compared with negative emotion. It means that the positive emotion from the consumers will help to predict the consumers' intention in doing purchase easily. According to the explanation, the proposed hypothesis is:
H₅ : If Positive Emotion brings positive impact, Purchase Intention will increase.

The Influence of Perceived Authenticity towards Purchase Intention. Consumers' perception towards food authenticity and environment increase the satisfaction level which may influence purchase intention (Jang et al., 2012). Consumers' perception of authenticity can be stimulated by the unfamiliar elements of the food (Youn and Kim, 2018). Impact of the stimulus leaves curiosity on the product and leads the consumers to buy more in order to satisfy their curiosity. (Kim et al, 2017) The remarkable influence from perceived authenticity to purchase intention can be found in Chinese food. Regarding to the explanation, the proposed hypothesis is:
H₆ : If Perceived Authenticity brings positive impact, Purchase Intention will increase.

The Influence of Perceived Authenticity towards Purchase Intention through Restaurant Image. Perceived authenticity depends on how the consumer perceives whether a brand is loyal to himself or herself and other consumers (Morhart et al., 2013). From the prior perception coming from the knowledge, consumers collect the factual supports from the current perception obtained from the restaurant image. The restaurant image is practically defined as the completion of emotional perception, ideas, figurative behaviour related to traditional restaurants (Ryu, et al., 2012). Both stimuli help to presume the responses from consumers' behaviour in the future in purchase Intention. According to the explanation, the proposed hypothesis is:
H₇ : If Perceived Authenticity brings positive impact, Restaurant Image will increase and lead also to the improvement of Purchase Intention

The Influence of Perceived Authenticity towards Purchase Intention through Positive Emotion. Perceived authenticity depends on how the consumer perceives whether a brand is loyal to himself or herself and other consumers, also motivates the consumer to be honest to himself or herself (Morhart et al., 2013). Concerning being honest to himself or herself, the consumer's feeling is engaged in the evaluation. Therefore there is a role of emotion to achieve consumer's response in the future. Emotion of the consumers comes up from the experiences of consuming and using

the product, both during and after the consumption, and that kind of emotion will determine the consumers' purchase decision and the action after purchase (Babin and Attaway, 2000). There will be positive emotion if there is remarkable eating experience that the consumer gets. The impact from the stimulus can trigger the consumer's response in the future to have purchase intention. According to the explanation, the proposed hypothesis is:

H₈ : If Perceived Authenticity brings positive impact, Positive Emotion will increase and lead also the improvement of Purchase Intention.

Theoretical Framework

Based on the theoretical review that has been made, Grand Theory taken as the foundation for this study is the Theory of Stimuli Organism Response (SOR). Variable of Perceived Authenticity is stimuli, variable of Restaurant Image and Positive Emotion is organism variable, and variable Purchase Intention is response. In consequence, the model of this study can be described as below:

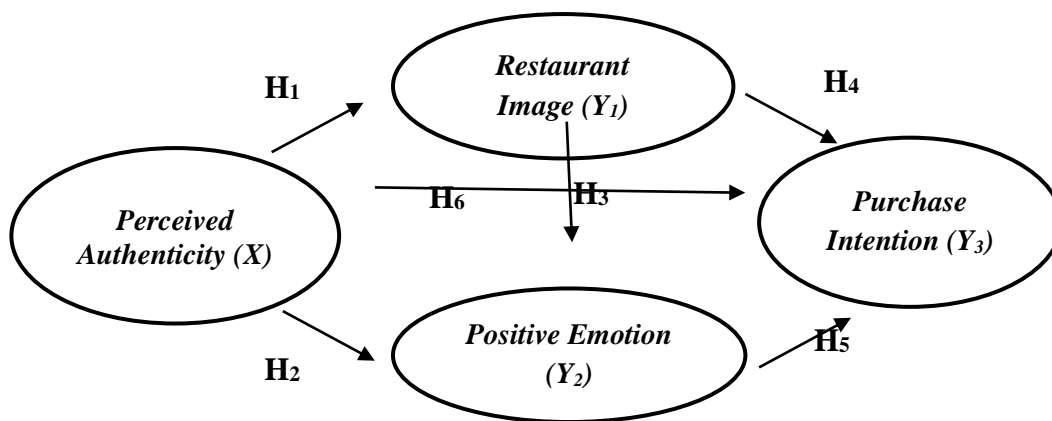


Figure 2.
Theoretical Framework

Source: Kim et al (2020), processed

RESEARCH METHODS

This study uses casual study type, where it explains the correlation of interest from two or more variables which is defined clearly by the researcher that one of the variables will be the cause or will influence the other (Yamin dan Kurniawan, 2009:9). The approach of this study employs a quantitative approach, that is a research based on the assumption of a tendency which can be classified, having casual interaction, so that the researcher can do research focusing only on several variables (Sugiyono, 2009:8).

In the variable identification, it identifies variables of the study. The definition of study variable is any form of object that has been decided by the researcher in order to be analyzed to collect data about the variables and come up with a conclusion (Sugiyono, 2009:2). There are 4 variables used in this study and can be identified as follows:

1. Exogenous variable : Perceived Authenticity (X)
2. Intervening variable : Restaurant image (Y1) and Positive Emotion (Y2)
3. Endogenous Variable : *Purchase Intention* (Y₃)

Perceived Authenticity (X)

Perceived Authenticity is the evaluation of how high or low the product's authenticity is that may reveal the personal correlation with consumers through any aspects that supports consumers to be honest to themselves. By being honest to themselves, it means that the consumers become individuals who are unique, special, and go well with the speciality of the restaurant (Meng and Choi, 2017).

Restaurant Image (Y1)

Restaurant Image is an evaluation towards either good or bad images captured by the consumers based on what they see on the restaurant's view. This captured image involves cognitive aspects which evaluate the point of view on how the restaurant was first built and from the available authentic elements which create perception on how the restaurant image is (Jin, et al., 2012).

Positive Emotion (Y2)

Positive emotion is the measurement of happiness, pleasure, satisfaction and many others which appears when being at a certain place. These feelings directly influence the responses that will be conducted by the consumers (Tsaur, et al., 2015).

Purchase Intention (Y3)

Purchase Intention is an evaluation about consumers' high and low intentions to buy a product which comes up from the stimulus in the restaurant. This response is needed to measure the contribution of consumers' future towards a restaurant (Lu, et al., 2015).

The measurements of variables in this study uses likert scale, in which likert scale is the scale used to value behaviour, ideas, and perception from someone or a group of people about social phenomenon. In likert scale, there are 5 different answer points on each question and each answer point has a different score.

In this research, the researcher uses a questionnaire as a data collecting tool that will be distributed to some respondents in order to collect information, responses, and opinions from the object that will be analyzed. The respondents who become the targets of this study are the ones who fulfill the requirements as decided by the researcher.

The definition of population according to Sugiyono (2009:61) is an object or subject taken from a certain generalization of an area which has particular characteristic and quality that have been decided by the researchers to be analyzed

and drawn to a conclusion. In this study, what is meant by population is Indonesian people who become consumers of Zangrandi.

The definition of sample according to Sugiyono (2009:62) is the smaller part of number and characteristic from the population. Sample is needed in this study because it is impossible to investigate the population in a bigger amount. The impossibility may come from expense, time, and energy hence the researchers minimize the range of this study into a sample of study. The sample of this study is some of Zangrandi's consumers without any limitation for their origins and domiciles. This study will employ around 150 samples.

Another term for a sample-taking technique according to Sugiyono (2009:62) is also called sampling technique. This study uses a technique of non probability sampling in which purposive sampling technique is used to determine the sample. The definition of non probability sampling according to Sugiyono (2009:66) is a sample-taking technique which distinguishes the possibility and chance of each component or population member during their selection process as samples. Meanwhile Sugiyono (2009:68) states the meaning of purposive sampling is a technique to determine a sample of a study using several certain reasons.

Therefore, the respondents as the samples of this study have the characteristics as follow:

1. Have ever visited Zangrandi the ice cream cafe on Yos Sudarso street, Surabaya at least once in the last 3 months.
2. Aged not less than 17 years old (in this criteria, a person is considered as matured enough to decide his or her choice of convenient and satisfying purchase)

There are dependent and independent variables in this study, therefore this study uses structural equation modelling techniques (SEM) which enable the researchers to analyze both variables directly. The definition of Structural Equation Modelling (SEM) according to Sugiyono is a statistical technique in which this technique is able to analyze the correlation pattern of latent construct with its indicators, one latent construct to another, also direct misscounting. From the technique of SEM analysis, there will be 3 types of evaluation conducted, those are measurement model, overall model, and structural model.

RESULTS & DISCUSSION

The number of male respondents is around 72 people with the percentage of 48%. Meanwhile the female respondents are around 78 people with the percentage of 52%, so that the total number of respondents of this study is about 150 people. They are aged from 17 to 45 years old. The number of respondents aged 17-25 years old is about 88 people or around 59%, for the respondents aged 26-35 years old are around 6 people, those are about 4%. From the data, it shows most respondents are aged 17-25 years old (59%). The total respondents who have ever tasted ice cream in Zangrandi Cafe is around 150 people or about 100% from all samples used in this

study. The frequency of consuming ice cream in Zangrandi Cafe in the last 3 months shows the number of respondents who never come is around 46 people or about 30,3% from all respondents, people visiting the cafe once in the last 3 months are around 67 people or about 44,6 %, people visiting the cafe more than once in the last 3 years are around 37 people or about 24,6 % from the total respondents. From those results, it can be presumed that mostly the respondents have come to taste ice cream in Zangrandi Cafe at least once in the last 3 months.

Yamin (Yamin & Kurniawan, 2009a) states that normality outputs are classified into 2 types, those are univariate normality and multivariate normality. Univariate Normality occurs if p-value, chi square, skewness and kurtosis are about 0,05 at least. It means that each variable follows the function of normal distribution. Multivariate Normality occurs if p-value, chi square, skewness and kurtosis are about 0,05 at least. It means that all variables follow the function of normal distribution.

The analysis results showed that the score of p-value for skewness and kurtosis in Univariate Normality assessment was less than 0,05. It means that all variables didn't follow the function of normal distribution, as follows it can be concluded that variable data didn't follow the function of normal distribution as in Univariate.

In Table 1, Multivariate Normality assessment had a higher score than 0,05 on p-value for skewness and kurtosis, that was about 0,097. It indicates that the data was normal as in Multivariate, therefore the analysis could be continued.

Table 1
Multivariate Normality Assessment

<i>Value</i>	<i>Skewness</i>		<i>Kurtosis</i>			<i>Skewness and Kurtosis</i>	
	<i>Z-Score</i>	<i>P-Value</i>	<i>Value</i>	<i>Z-Score</i>	<i>P-Value</i>	<i>Chi-Square</i>	<i>P-Value</i>
65.731	18.933	0.000	275.350	4.887	0.000	382.361	0.000

Validity Assessment aims to prove that an indicator can measure latent variables used in a research properly. Construction Validity can be measured by using T statistical assessment approach from the factor loading in one condition that an indicator is stated valid if the T value from its factor loading > 1,96 (Yamin & Kurniawan, 2009). The result of the assessment shows that variables of PA1, RI1, PE1, PI1 were called as the references. That was because the available formulation of 1,00 (latent variables). Regarding that those four indicators were used as references, so that those variables were automatically considered as valid. According to the t-value calculation, the result was found that the t-value was about 3.71 up to 17.57 meanwhile the t-value was found >1.96 based on the assessment formula. So in conclusion, it could be said that all the indicators in this study were valid. Thus the researchers might continue to do the reliability assessment.

Reliability Assessment is used in research to reveal evidence that either any collected information or data is reliable and able to reveal information as it goes in

the real condition. The value of construct reliability is considered reliable if it reaches more than 0,7 (Yamin & Kurniawan, 2009). The assessment result showed that all variables used in this study were reliable because they had construct reliability value over the cutoff that was over 0,7. Since this study result could be proven reliable, so the researchers might continue to the next process.

From the data processing using PLS, the model of structural equation modeling could be elaborate as follows

1. Perceived Authenticity (PA) positively influenced Restaurant Image (RI) by having 0,72 coefficient value.
2. Restaurant Image (RI) positively influenced Positive Emotion (PE) by having 0,14 coefficient value.
3. Perceived Authenticity (PA) positively influenced Positive Emotion (PE) by having 0,29 coefficient value.
4. Restaurant Image (RI) positively influenced Purchase Intention (PI) by having 0,37 coefficient value.
5. Positive Emotion (PE) positively influenced Purchase Intention (PI) by having 0,77 coefficient value.
6. Perceived Authenticity (PA) positively influenced Purchase Intention (PI) by having 0,77 coefficient value.

Yamin and Kurniawan (2009) explain that to obtain a good model in order to present the result of research appropriately, model fit assessment is required to evaluate the research model that has been hypothesized. The assessment results showed that GFI, NFI, IFI, CFI have fulfilled the cutoff value thus they were assumed as good fit. For AGFI, the result almost reached the cutoff value so that it could be considered as a marginal fit. On the contrary, the RMSEA didn't reach the cutoff value so it was assumed as a close fit. According to the elaboration above, the majority of these study models were accepted except for RMSEA since the model was not fit, nonetheless the assessment results could still be used to predict the impact on each variable.

Hypothesis assessment is required to know the significance point for the calculation result between SEM and SPSS. This hypothesis assessment criteria uses 1,96 cutoff value. Whenever each connection of variables has t-value bigger than 1,96, they can be considered significant. Below is the result of hypothesis assessment in Table 2.

As seen in Table 2, the elaboration of hypothesis assessment results are as follow:

- a. Perceived Authenticity (PA) positively and significantly influenced Restaurant Image (RI). The impact can be seen from the loading factor value by 0,72 and the t-value by 5,38 higher than the cutoff that has been set down (T-Value > 1,96).
- b. Perceived Authenticity (PA) positively and significantly influenced Positive Emotion (PE). The impact can be seen from the loading factor value by 0,29 and

the t-value by 3,58 higher than the cutoff that has been set down (T-Value > 1,96).

Table 2.
Hypothesis Assessment Result

Hipotesis	Hubungan Variabel	Loading Factor	T-Value	Cut Off	Keterangan
H1	PA → RI	0,72	5,38	>1,96	Signifikan
H2	PA → PE	0,29	3,58	>1,96	Signifikan
H3	RI → PE	0,14	2,87	>1,96	Signifikan
H4	RI → PI	0,37	4,67	>1,96	Signifikan
H5	PE → PI	0,77	2,35	>1,96	Signifikan
H6	PA → PI	0,30	1,99	>1,96	Signifikan

Source: Attachment 8, processed

- c. Restaurant Image (RI) positively and significantly influenced Positive Emotion (PE). The impact can be seen from the loading factor value by 0,14 and the t-value by 2,87 higher than the cutoff that has been set down (T-Value > 1,96).
- d. Restaurant Image (RI) positively and significantly influenced Purchase Intention (PI). The impact can be seen from the loading factor value by 0,37 and the t-value by 4,67 higher than the cutoff that has been set down (T-Value > 1,96).
- e. Positive Emotion (PE) positively and significantly influenced Purchase Intention (PI). The impact can be seen from the loading factor value by 0,77 and the t-value by 2,35 higher than the cutoff that has been set down (T-Value > 1,96).
- f. Perceived Authenticity (PA) positively and significantly influenced Purchase Intention (PI). The impact can be seen from the loading factor value by 0,30 and the t-value by 1,99 higher than the cutoff that has been set down (T-Value > 1,96).

Based on the conducted research discussing about the influence of Perceived Authenticity towards Restaurant Image in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Perceived Authenticity and Restaurant Image have good values in both variables. There are some main indicators having big impact on the influence between Perceived Authenticity and Restaurant Image, those are indicators of "I feel the unique lifestyle in Zangrandi Cafe" for Perceived Authenticity variable and "I have been familiar with Zangrandi Cafe" for Restaurant Image variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others.

Based on the conducted research discussing about the influence of Perceived Authenticity towards Positive Emotion in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Perceived Authenticity and Positive Emotion have good values in both variables.

There are some main indicators having big impact on the influence between Perceived Authenticity and Positive Emotion, those are indicators of "I feel the unique lifestyle in Zangrandi Cafe" for Perceived Authenticity variable and "Overall, I feel satisfied with Zangrandi Cafe" for Positive Emotion variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Perceived Authenticity towards Positive Emotion in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the second hypothesis on this study can be accepted. These study results are also supported by the results from some studies conducted by Kim, et al., (2020), Jang (2012), Lu (Gursoy & Lu, 2015), Jang (Jang & Ha, 2015) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as Perceived Authenticity variable towards Positive Emotion.

Based on the conducted research discussing the influence of Restaurant Image towards Positive Emotion in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Restaurant Image and Positive Emotion have good values in both variables. There are some main indicators having big impact on the influence between Restaurant Image and Positive Emotion, those are indicators of "I have been familiar with Zangrandi Cafe" for Restaurant Image variable and "Overall, I feel satisfied with Zangrandi Cafe" for Positive Emotion variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Restaurant Image towards Positive Emotion in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the third hypothesis on this study can be accepted. These study results are also supported by the results from some studies conducted by Kim, et al. (2020), and Ryu (Ryu, Ler, & Kim, 2012) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as Restaurant Image variable towards Positive Emotion.

Based on the conducted research discussing the influence of Restaurant Image towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Restaurant Image and Purchase Intention have good values in both variables. There are some main indicators having big impact on the influence between Restaurant Image and Purchase Intention, those are indicators of "I have been familiar with Zangrandi Cafe" for Restaurant Image variable and "I would rather choose Zangrandi Cafe than other ice cream cafes" for Purchase Intention variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Restaurant Image towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the fourth hypothesis on this study can be accepted. These study results are also supported by the results from the study conducted by Kim, et al., (2020) that

they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as Restaurant Image variable towards Purchase Intention.

Based on the conducted research discussing about the influence of Positive Emotion towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Positive Emotion and Purchase Intention have good values in both variables. There are some main indicators having big impact on the influence between Positive Emotion and Purchase Intention, those are indicators of "Overall, I feel satisfied with Zangrandi Cafe" for Positive Emotion variable. and "I would rather choose Zangrandi Cafe than other ice cream cafes" for the Purchase Intention variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Positive Emotion towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the fifth hypothesis on this study can be accepted. These study results are also supported by the results from the study conducted by Kim, et al., (2020) and Kim (2017) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as a Positive Emotion variable towards Purchase Intention.

Based on the conducted research discussing about the influence of Perceived Authenticity towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Perceived Authenticity and Purchase Intention have good values in both variables. There are some main indicators having big impact on the influence between Perceived Authenticity and Purchase Intention, those are indicators of "I feel the unique lifestyle in Zangrandi Cafe" for Perceived Authenticity variable, and "I would rather choose Zangrandi Cafe than other ice cream cafes" for the Purchase Intention variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Perceived Authenticity towards Purchase Intention in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the sixth hypothesis on this study can be accepted. These study results are also supported by the results from the study conducted by Kim, et al., (2020) and Kim (2017) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as a Perceived Authenticity variable towards Purchase Intention.

The Influence of Perceived Authenticity towards Purchase Intention through Restaurant Image. Based on the conducted research discussing about the influence of Perceived Authenticity towards Purchase Intention through Restaurant Image in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Perceived Authenticity and Purchase Intention have good values in both variables. But it is different from the Restaurant Image variables which have the lowest value among others. There are some main indicators having

big impact on the influence between Perceived Authenticity and Purchase Intention through Restaurant Image, those are indicators of "I feel the unique lifestyle in Zangrandi Cafe" for Perceived Authenticity variable, "I have been familiar with Zangrandi Cafe" for Restaurant Image variable, and "I would rather choose Zangrandi Cafe than other ice cream cafes" for the Purchase Intention variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Perceived Authenticity towards Purchase Intention through Restaurant Image in Zangrandi Cafe on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the seventh hypothesis on this study can be accepted. The influence of Perceived Authenticity towards Purchase Intention through Restaurant Image is considered better than the direct influence of Perceived Authenticity towards Purchase Intention as can be seen in attachment 8 which shows the indirect effect result by 4,24 bigger than direct effect result by 1,99 compared with the cutoff value of 1,96. These study results are also supported by the results from the study conducted by Kim, et al., (2020) and Kim (2017) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as a Perceived Authenticity variable towards Purchase Intention.

Based on the conducted research discussing about the influence of Perceived Authenticity towards Purchase Intention through Positive Emotion in Zangrandi Cafe on Yos Sudarso street, Surabaya, it can be examined that the majority of consumers in the variable of Perceived Authenticity and Purchase Intention through Positive Emotion have good values in both variables. There are some main indicators having big impact on the influence between Perceived Authenticity and Purchase Intention through Positive Emotion, those are indicators of "I feel the unique lifestyle in Zangrandi Cafe" for Perceived Authenticity variable, "Overall, I feel satisfied with Zangrandi Cafe" for Positive Emotion variable, and "I would rather choose Zangrandi Cafe than other ice cream cafes" for the Purchase Intention variable. Why it is said so because every indicator on each variable has the biggest Mean value compared with others. According to the hypothesis assessment, it can be verified that variables of Perceived Authenticity towards Purchase Intention through Restaurant Image in Zangrandi Café on Yos Sudarso street, Surabaya have positive and significant impact. Therefore from the assessment results, it can be proven that the eighth hypothesis on this study can be accepted. The influence of Perceived Authenticity towards Purchase Intention through Restaurant Image is considered better than the direct influence of Perceived Authenticity towards Purchase Intention as can be seen in attachment 8 which shows the indirect effect result by 4,24 bigger than direct effect result by 1,99 compared with the cutoff value of 1,96. These study results are also supported by the results from the study conducted by Kim, et al., (2020) and Kim (2017) that they also figured out the positive impact from the statement "I have been familiar with Zangrandi Cafe" as a Perceived Authenticity variable towards Purchase Intention.

CONCLUSION

From the conducted research, there are some suggestions that can be used as references for the next research. First, the next researchers may find the appropriate time that is when Zangrandi Cafe is in the proper condition and environment without any distraction from inside or outside to optimize doing the research and finding the right respondents. Second, the management of Zangrandi Cafe should take more concern on the consumers' experience by both maintaining the ice cream taste and improving impressive services. Those will be useful to increase the sale, create a special marketing strategy that can be experienced by consumers in Zangrandi Cafe on Yos Sudarso street, Surabaya. It will be better for Zangrandi Cafe if they emphasize their reputation on the good quality. It will be useful to promote the positive image obtained by consumers that can support the marketing development of the cafe. The management of Zangrandi Cafe should also put a concern on consumers' feeling in examples about their comfort and refreshment in the cafe that may come from either the menus they choose or the ambience they feel in the cafe. Since Zangrandi Cafe comes with an outdoor theme, and is located in the downtown of Surabaya which is often passed by drivers, so it would be better if there are plants planted around the cafe to prevent the consumers from pollution of passing vehicles. By doing so, it can improve the consumers' positive emotion towards Zangrandi Cafe. The harder Zangrandi's management works, the better evaluation consumers will give. As a consequence, consumers will have greater loyalty to Zangrandi Cafe while there are many other competitive rivals in food and beverage industry, especially in the field of ice cream.

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