EXPLORING CONVENTIONAL MODELS OF PURCHASE INTENTION: "BETAWI ORA" RESTOURANTS IN BEKASI

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ARTICLE INFO	ABSTRACT
  PREREGISTERED OPEN DATA OPEN MATERIALS	**Purpose:** This research are to determine the effect ofDining Atmosphere on Customer Satisfaction, the effect of Food Quality on Customer Satisfaction and the effect of Dining Atmosphere and Food Quality in increasing Repurchase Intention on "Betawi Ora" Restourants. **Theoretical Framework:** High competition provides a logical consequence for restaurant entrepreneurs, especially Betawi culinary-based restaurants, to begin to improve themselves and develop strategies in facing market changes and business competition. **Methodology:** Respondents involved in the study were 100 people. Purposive sampling was carried out in this research. Data used in this study is primary data that taken directly. Analyzing data in this study by several testing; a) Classical Assumptions; namely normality test, linearity test, multicollinearity test, heteroscedasticity test b) Path analysis c) Significance test. **Findings:** Based on the results of path analysis calculations, the Dining Atmosphere variable has an effect on Repurchase Intention, and food quality has an effect on Repurchase Intention. Then the interverning variable, namely Customer Satisfaction, shows that Dining Atmosphere and Food Quality have an effect on Customer Satisfaction and Customer Satisfaction has an effect on increasing consumers' repurchase intentions at "Betawi Ora" Restaurants. **Practical Implications:** Improving the Dining Atmosphere by adding Betawi ornaments and collaborating with contemporary concepts to increase satisfaction and have an impact on Repurchase Intention is very important. In addition, improving the quality of food is also a determining factor in the success of the restaurant business, especially "Betawi Ora" Restaurants. **Originality/ Value:** Research on "Betawi Ora" culinary is the team leader's research roadmap and is novelistic in nature, because research on "Betawi Ora" culinary has never been discussed by previous researchers

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Intern. Journal of Profess. Bus. Review. |Miami, v. 7 | n. 4 | p. 01-14 | e0586 | 2022.

1

EXPLORANDO MODELOS CONVENCIONAIS DE INTENÇÃO DE COMPRA: "BETAWI ORA" RESTOURANTS EM BEKASI

RESUMO

Objetivo: Esta pesquisa tem como objetivo determinar o efeito da Atmosfera de Refeição na Satisfação do Cliente, o efeito da Qualidade de Alimentos na Satisfação do Cliente e o efeito da Atmosfera de Refeição e Qualidade de Alimentos no aumento da Intenção de Recompra em Restaurantes "Betawi Ora".

Marco teórico: A alta competição proporciona uma conseqüência lógica para que os empresários de restaurantes, especialmente os restaurantes baseados na culinária Betawi, comecem a se aperfeiçoar e a desenvolver estratégias para enfrentar as mudanças do mercado e a competição comercial**.**

Metodologia: Os respondentes envolvidos no estudo eram 100 pessoas. Nesta pesquisa, foi realizada uma amostragem proposital. Os dados utilizados neste estudo são dados primários que foram coletados diretamente. Análise de dados neste estudo por vários testes; a) Premissas clássicas; a saber, teste de normalidade, teste de linearidade, teste de multicolinearidade, teste de heterocedasticidade b) Análise de caminho c) Teste de significância.

Conclusões: Com base nos resultados dos cálculos da análise de trajetos, a variável Atmosfera de Jantar tem um efeito sobre a Intenção de Recompra, e a qualidade dos alimentos tem um efeito sobre a Intenção de Recompra. Em seguida, a variável interversão, ou seja, Satisfação do Cliente, mostra que a Atmosfera de Jantar e a Qualidade dos Alimentos tem um efeito na Satisfação do Cliente e a Satisfação do Cliente tem um efeito no aumento das intenções de recompra dos consumidores nos Restaurantes "Betawi Ora".

Implicações práticas: É muito importante melhorar o ambiente de jantar adicionando ornamentos Betawi e colaborando com conceitos contemporâneos para aumentar a satisfação e ter um impacto na intenção de recompra. Além disso, a melhoria da qualidade dos alimentos é também um fator determinante para o sucesso do negócio dos restaurantes, especialmente dos Restaurantes "Betawi Ora".

Originalidade/ Valor: A pesquisa da culinária "Betawi Ora" é o roteiro de pesquisa do líder da equipe e é de natureza inovadora, pois a pesquisa da culinária "Betawi Ora" nunca foi discutida por pesquisadores anteriores.

Palavras-chave: "Betawi Ora", Atmosfera de Jantar, Qualidade Alimentar, Satisfação do Cliente, Intenção de Recompra.

EXPLORACIÓN DE LOS MODELOS CONVENCIONALES DE INTENCIÓN DE COMPRA: RESTAURANTES "BETAWI ORA" EN BEKASI

RESUMEN

Objetivo: Esta investigación pretende determinar el efecto de la atmósfera del restaurante en la satisfacción del cliente, el efecto de la calidad de la comida en la satisfacción del cliente y el efecto de la atmósfera del restaurante y la calidad de la comida en el aumento de la intención de recompra en los restaurantes "Betawi Ora".

Marco teórico: La alta competencia es una consecuencia lógica para que los empresarios de la restauración, especialmente los restaurantes de base culinaria betawi, empiecen a mejorar y a desarrollar estrategias para hacer frente a los cambios del mercado y a la competencia empresarial.

Metodología: Los encuestados que participaron en el estudio fueron 100 personas. En esta investigación se llevó a cabo un muestreo intencionado. Los datos utilizados en este estudio son datos primarios que se tomaron directamente. Se analizaron los datos en este estudio mediante varias pruebas: a) Supuestos clásicos, a saber, prueba de normalidad, prueba de linealidad, prueba de multicolinealidad y prueba de heteroscedasticidad. b) Análisis de trayectorias. c) Prueba de significación.

Conclusiones: según los resultados de los cálculos del análisis de trayectorias, la variable "atmósfera de la cena" tiene un efecto sobre la intención de recompra y la calidad de la comida tiene un efecto sobre la intención de recompra. A continuación, la variable intermedia, es decir, la satisfacción del cliente, muestra que la atmósfera de la cena y la calidad de la comida tienen un efecto sobre la satisfacción del cliente y la satisfacción del cliente tiene un efecto sobre el aumento de la intención de recompra de los consumidores en los restaurantes "Betawi Ora".

Implicaciones prácticas: Es muy importante mejorar la atmósfera del restaurante añadiendo adornos de estilo betawi y colaborando con conceptos contemporáneos para aumentar la satisfacción y tener un impacto en la intención de recompra. Además, la mejora de la calidad de la comida también es un factor determinante para el éxito del negocio de la restauración, especialmente de los Restaurantes "Betawi Ora".

Originalidad/ Valor: La investigación sobre la culinaria "Betawi Ora" es la hoja de ruta de la investigación del líder del equipo y es de naturaleza novedosa, porque la investigación sobre la culinaria "Betawi Ora" nunca ha sido discutida por investigadores anteriores

Intern. Journal of Profess. Bus. Review. | Miami, v. 7 | n. 4 | p. 01-14 | e0586 | 2022.

2

Palabras clave: "Betawi Ora", atmósfera de la cena, calidad de la comida, satisfacción del cliente, intención de recompra.

INTRODUCTION

Indonesia is a country with diversity and with its wealth has a fairly high probability of being able to dominate world tourism through the development of traditional culinary arts. The archipelago with an area of 1,990,250 km2 stretches from Sabang to Marauke, consists of sea and land with various classifications, holds a wealth of extraordinary traditional culinary diversity. This is quite reasonable because differences in soil characteristics in various regions greatly affect the diversity of food sources processed by the community (Ali et al, 2019), not to mention the different cooking processions, cooking utensils and food presentation from one tribe to another. We can imagine that Indonesia has thousands of large and small islands totaling 13,466 islands (Comerio and Strozzi, 2018) in which there are more than 300 ethnic groups and 1,340 ethnic groups. This diversity adds to the long list of traditional culinary delights owned by Indonesia (Dharmanto et al, 2019). The culinary diversity that Indonesia has is an asset, so it would be very unfortunate if it was allowed to be distorted and eroded by the concept of modernization.

Betawi Ora Traditional Culinary is one of the culinary that is very interesting to examine in more depth, considering that Betawi culture has historical and social values of the development of Indonesia. Betawi is a native of Jakarta who lives and develops in the DKI Jakarta area, formed around the 17th century which is the result of a mixture of several ethnic groups such as Balinese, Sumatran, Chinese, Arabic and Portuguese (Jakarta.go.id). Untari et al (2019) in their research found that there are approximately 86 Betawi specialties, it is only very unfortunate that the existence of Betawi Traditional Culinary as a reflection of Betawi Culture is currently being marginalized.

The concept of modernization brings Betawi Traditional Culinary to the brink of extinction, besides the xenocentrism view makes the Betawi people themselves lack a sense of pride in Betawi Traditional Culinary, while Betawi people should be able to become agents in the development of Betawi Traditional Culinary. Socio-culturally, Betawi is divided into two, namely Central Betawi and Outer Betawi which is then often called "Betawi Ora". Where "Betawi Ora" is the result of cultural acculturation between Betawi culture and Sundanese and Javanese culture, even Betawi residents in the north and west of Jakarta have been very good at acculturating with Chinese fort culture which is indeed widely found in the Tangerang area (Untari et al, 2020).

Intern. Journal of Profess. Bus. Review. | Miami, v. 7 | n. 4 | p. 01-14 | e0586 | 2022.

3

The inclusion of the culinary industry as part of the creative industry development roadmap in Indonesia is the government's awareness of the enormous economic potential in it. The culinary sub-sector contributes the largest revenue to the creative industry in Indonesia or around 32.2% of the total contribution of the creative industry to GDP in 2011 (Fadhli et al, 2019; Syarief et al, 20021). This industrial sector has experienced significant growth, it can be seen from; an increase in the number of food industries which reached 6.61 percent (Untari, 2020); growth of medium and large-scale restaurant/restaurant businesses which reached an average of 17 percent per year with the highest proportion in DKI Jakarta which reached 1361 in 2011 (Untari et al, 2017).

Competition in the restaurant business is getting tougher, plus the emergence of western, eastern and culinary fusion types. High competition provides a logical consequence for restaurant entrepreneurs, especially Betawi culinary-based restaurants, to begin to improve themselves and develop strategies in facing market changes and business competition. At this time where food is not only a biological need but also a lifestyle, dining atmosphere is one of the important variables in the restaurant business. The correlation between Betawi Culture values and the aesthetics of the room is the main asset in competing in addition to taste quality. Therefore, the purpose of this study is to analyze the effect of dining atmosphere and food quality in increasing repurchase intention with customer satisfaction as an interverning variable.

LITERATURE REVIEW

Dining Atmosphere

Dining atmosphere is one of the important components of a restaurant or cafe. As stated by Kim et al (2020) that dining atmosphere is one of the factors that build customer satisfaction. Dining atmosphere is part of the physical environment of a restaurant. The physical environment of the restaurant is believed to be able to encourage the formation of consumer satisfaction because it is also stated that consumers believe that one of the factors in the physical environment such as color selection can create a pleasant atmosphere (Lu et al, 2020). The word "atmospherics" is commonly described as a space designed to create a certain emotional effect in the mind of a customer that is expected to increase their purchase probability.

In the culinary business, especially restaurants and cafes, dining atmosphere is considered as one of the important factors in this field. According to Ma et al (2019), the dimensions of the atmosphere are divided into atmosphere, layout and design, and social factors. The atmosphere itself is subdivided into several elements such as lighting, temperature, aroma, and music which can mainly affect the non-visual senses of customers (Maditinos et al,

2010). Spatial planning and design factors include various machines, equipment, furniture, artifacts and furnishings that are arranged and adjusted which can explicitly or implicitly communicate or become the identity of the place (Ryu et al., 2012). While the social factors stated by Lu et al (2020) include all human elements such as how the appearance of employees to the crowd or crowds at the location that can affect the visual sense of customers.

Food Quality

As a culinary business, you will be faced with various expectations that are held by customers. Generally, customers have expectations or expectations that they have imagined or set before visiting a restaurant or café. Therefore, in developing a business, especially the culinary business, business people are expected to have SOPs (Standard Operating Procedures) and all limitations and conditions to maintain the quality that the business has or builds. According to Rehman and Iqbal (2020) expectations and acceptable standards for the quality of food and service provided by restaurants are important factors that are of concern (Khasanah et al, 2020).

The dimensions of quality themselves are divided into two types, the perceived quality dimensions include food quality and service quality. Untari and Satria (2021) states that there are several elements of food quality that can affect food quality, namely:

- Presentation of food, food must be seen when it is on the plate which is an important factor.
- Taste, quality in terms of taste and different flavors that are well maintained according to the taste desired by consumers.
- Diversity of choice, the variety of menus offered such as a variety of types of food and drinks.
- Healthy, quality in terms of food health when consumed by consumers, nutritional considerations contained in the food served.
- Freshness, quality in terms of freshness of processed food ingredients as a determinant of whether food is good or not to be enjoyed.
- Temperature, variations in temperature obtained from one food and drink to another, which can affect the taste.

Rosenberg& Navaro (2019) state that although food is a fundamental component of the restaurant experience, research that focuses on quality often overlooks the importance of influencing customer choices, emotions, and buying behavior. In fact, there is not much evidence showing how and to what extent perceived food quality can affect customer emotions

and revisit intentions. Therefore, to understand the role of perceived food quality, some very important key points are included in the model to determine the customer's restaurant experience (Hsu et al, 2012).

Repurchase Intention

Repurchase intention occurs when a consumer has made a previous purchase of a product or service. To date there is limited research that has focused on repurchase intentions (Fernández-cavia et al 2014). One of the factors that make a big impact for a business like an online store is repurchase intention. The customer's repurchase intention depends on the value obtained in the previous transaction. Repurchase intention is a post-purchase consumer action (Rothaermel, 2017) repurchase intention appears when the customer has had experience, especially online, the customer will be more confident if the online store has a good performance (Retnoningsih, 2020).

Repurchase intention is the behavior of customers responding positively to the service quality of a company and intending to make a return visit or consume the company's products. According toSabiu et al (2019), the stated that repurchase intention is a process in which a person intends to repurchase similar goods or services based on previous purchase experience. Furthermore, repurchase intention occurs when consumers have made a previous purchase of a product or service. According to Baskara andSanchez, R. (2016), the intention to repurchase online stores as a way to get the desired product, intention, desire of consumers to make a second or more purchase at the same company. Based on the explanation above, the authors can conclude that repurchase intention is the customer's desire or intention to return to buy products or services from the same company in the future after receiving positive experiences related to these products or services. Indicators of Repurchase Intention According toSabiu et al (2019), indicators of repurchase intention include; repeat order interest, preference interest, explorative interest.

Figure 1. Research model
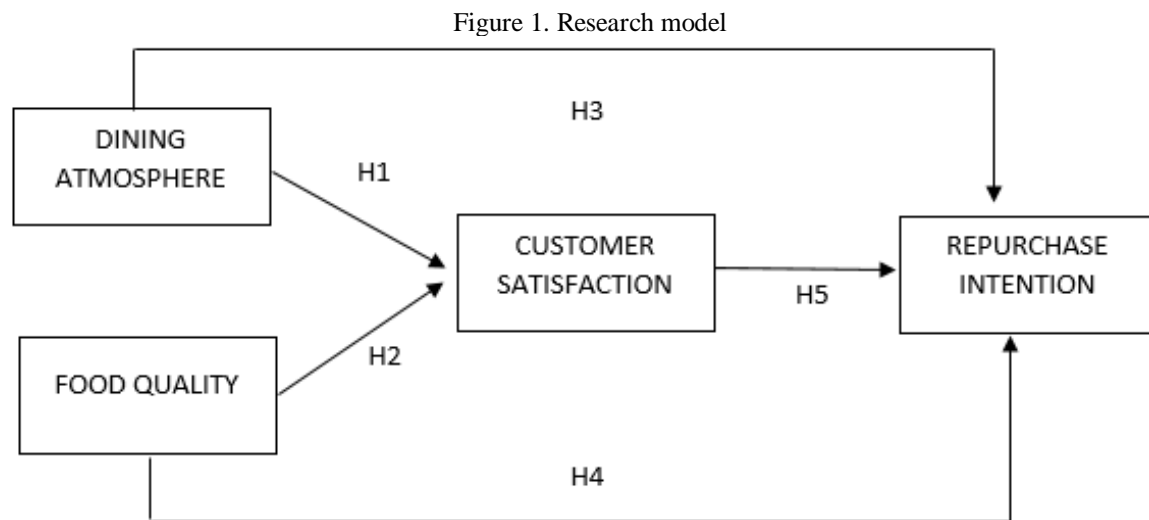
METHOD

This type of research is research using a quantitative approach by conducting a survey to respondents who are existing consumers at Betawi Culinary restaurants in Bekasi City, West Java. Respondents involved in the study were 100 people. The sampling method in this study was carried out by purposive sampling which is part of the non-probability sampling technique. The data observed in this study is primary data, namely the type of data taken directly. The data analysis technique in this study is quantitative data analysis, namely testing and analyzing data by calculating numbers and then drawing conclusions from the test by testing. a) Classical Assumptions, namely normality test, linearity test, multicollinearity test, heteroscedasticity test b) Path analysis c) Significance test.

RESULTS

In this classical assumption test includes normality test, multicollinearity test, heteroscedasticity test. Meanwhile, the data normality test means that there is no high correlation between two or more independent variables. One way to find out this symptom is to look at the Variance Inflation Factor (VIF) of each independent variable indicating that there is no multicollinearity in the model.

Based on the results of this study, the results of the Kolmogorov-Smirnov Normality Test can be seen with a significant value in both models is 1.080 or more > 0.050. So it can be concluded that the two models through the normality test are said to be normal. Based on the results of the research on the linearity test, it was significant, which means that the relationship between the four variables has a linear relationship, this is indicated by a linearity of 0.000 or <0.05. Then, Ghozali, (2013), heteroscedasticity aims to test whether in the regression model

Intern. Journal of Profess. Bus. Review. | Miami, v. 7 | n. 4 | p. 01-14 | e0586 | 2022.

7

there is an inequality of variance from the residuals of one observer to another observer. If the variance from the residual of one observer to another observer remains, it is called heteroscedasticity. Based on the heteroscedasticity test, it can be concluded that the Dining Atmosphere variable does not occur heteroscedasticity because the significance value is 0.120 > 0.05, the Food Quality variable is declared not to have heteroscedasticity because the significance value is 0.705 < 0.05 and the Customer Satisfication variable is stated to have heteroscedasticity because the significance value is 0.549 > 0.05.

Path Analysis

Path Analysis is an analytical method used to examine the relationship between variables and explain the relationship between independent variables and the dependent variable directly or indirectly (Sani & Maharani, 2019). In this significance test, two substructure tests will be carried out, the first to look at the effect of Dining Atmosphere and Food Quality, which has a Positive Effect on Customer Satisfication. In the second substructure, the effect of Dining Atmosphere, Food Quality and Customer Satisfication on Repurchase Intention will be tested.

Substructure 1. The Effect of Dining Atmosphere and Food Quality on Customer Satisfication

Table 2. Results of processing 1st substructure

Model	Beta	Sig	Description
Dining Atmosphere	0,560	0,000	Significant
Food Quality	0,875	0,000	Significant

Sources: Data processed, 2022

In table 2, the regression equation that reflects the variables in this study are:

$$Z = 0.560X1 + 0.875X2 + e1.$$

The standardized coefficient beta value indicates the contribution of the Dining Atmosphere variable to Customer Satisfication is 0.560 and also a significant value of 0.000 <0.05, which means that the Dining Atmosphere has a positive and significant effect on Customer Satisfication. While the value of the standardized coefficient of the Food Quality

variable on Customer Satisfaction is 0.875 and also a significant value of 0.000 <0.05, which means that Food Quality has a positive and significant effect on Customer Satisfaction.

Substructure 2. The effect of Dining Atmosphere, Food Quality and Customer Satisfication on Repurchase Intention

Table 3. Results of processing 2nd substructure

Model	Beta	Sig	Description
Dining Atmosphere	0,296	0,011	Significant
Food Quality	0,775	0,000	Significant
Customer Satisfaction	0,127	0,005	Significant

Sources: Data processed, 2022

In table 3, the regression equation that reflects the variables in this study are:

$$Y = 0.296X1 + 0.775X2 + 0.127Z + e2.$$

The value of Standardized coefficient beta indicates the contribution of the Dining Atmosphere variable to Repurchase Intention is 0.296 and also a significant value of 0.011 < 0.05, which means that the Dining Atmosphere has a positive and significant effect on Repurchase Intention. Next, in the second variable, it can be seen that the standardized coefficient beta value indicates the contribution of the Food Quality variable to Repurchase Intention is 0.775 and also a significant value of 0.000 < 0.05, which means that Food Quality has a positive and significant effect on Repurchase Intention. And in the next variable test, it can be seen that the standardized coefficient beta value shows the contribution of the Customer Satisfaction variable to Repurchase Intention is 0.127 and also a significant value of 0.005 < 0.05 which means Customer Satisfaction has a positive and significant effect on Repurchase Intention.

Table 4. Results of Direct Effects and Indirect Effects

Direct Effect	Path Coefficient	Indirect Effect	Path Coefficient
Dining Atmosphere to Customer Satisfication	0,560		
Food Quality to Customer Satisfication	0,875	X1 – Z – Y	0,560 x 0,127 = 0,071
Dining Atmosphere to Repurchase Intention	0,296		
Food Quality to Repurchase Intention	0,775	X2 – Z – Y	0,875 x 0,127 = 0,111

Sources: Data processed, 2022

To calculate the direct effect, the following formula is used:

a)	Effect of Dining Atmosphere to Customer Satisfication 0.560

b)	Effect of Food Quality to Customer Satisfication 0.875

c)	Effect of Dining Atmosphere to Repurchase Intention 0.296

d)	Effect of Food Quality to Repurchase Intention 0.775

To calculate the indirect effect, the following formula is used:

a)	Effect of Dining Atmosphere to Repurchase Intention 0.071

b)	Effect of Food Quality to Repurchase Intention 0.111

Table 5. Total Effect

Direct Effect	Path Coefficient	Indirect Effect	Path Coefficient
Dining Atmosphere to Customer Satisfication	0,560		
Food Quality to Customer Satisfication	0,875	X1 – Z – Y	0,560 + 0,127 = 0,687
Dining Atmosphere to Repurchase Intention	0,296		
Food Quality to Repurchase Intention	0,775	X2 – Z – Y	0,875 + 0,127 = 1,002

Sources: Data processed, 2022

To calculate the total effect, the following formula is used:

a) Effect of Dining Atmosphere to Repurchase Intention 0.787

b) Effect of Food Quality to Repurchase Intention 1.002

The results of the study are visualized in figure 2 below,

Figure 2. Research result

Sources: Data processed, 2022

DISCUSSION

The Effect of Dining Atmosphere to Repurchase Intention of "Betawi Ora" Restourants

The results showed that the Dining Atmosphere had a significant effect on Repurchase Intention on "Betawi Ora" Restaurants. In direct and indirect testing, it is known that Dining Atmosphare has a direct and significant effect on Repurchase Intention to consumers of "Betawi Ora" Restaurants. This means that the better the atmosphere of a restaurant, the more people's desire to repurchase "Betawi Ora" food products. Indirectly, the Dining Atmosphere will affect consumer satisfaction and this can increase people's desire to repurchase "Betawi Ora" Restaurants. Thus, in developing "Betawi Ora" Culinary, it is necessary to build a good restaurant atmosphere. It is necessary to develop "Betawi Ora" ornaments, so as to deepen public understanding of "Betawi Ora" culture (Untari et al, 2020).

Effect of Food Quality to Repurchase Intention of "Betawi Ora" Restourants

Based on the results of the study indicate that Food Quality has a significant effect on Repurchase Intention. Food is a service product that is represented in the form of a product (food). In direct and indirect testing, it is known that Food Quality has a direct and significant effect on Repurchase Intention to consumers of "Betawi Ora" Restourants. This means that the better the quality of a food in a restaurant, the more people want to repurchase the "Betawi Ora" food product. Indirectly, Food Quality has an effect on increasing customer satisfaction. The customer satisfaction will be the determining factor for the desire to repurchase of "Betawi Ora" Restourants. In marketing, product quality is an important factor in increasing the desire to buy and repurchase (Yap and Saha, 2013; Yazdi et al, 2017). Thus an important indicator of

product quality; presentation of food, taste, diversity of choice, healthy, freshness, and temperature at "Betawi Ora" Restourants need to be improved and improved.

CONCLUSION

Based on the results of path analysis calculations, the Dining Atmosphere variable has an effect on Repurchase Intention, and food quality has an effect on Repurchase Intention. Then the interverning variable, namely Customer Satisfaction, shows that Dining Atmosphere and Food Quality have an effect on Customer Satisfaction and Customer Satisfaction has an effect on increasing consumers' repurchase intentions at "Betawi Ora" Restaurants. Improving the Dining Atmosphere by adding Betawi ornaments and collaborating with contemporary concepts to increase satisfaction and have an impact on Repurchase Intention is very important. In addition, improving the quality of food is also a determining factor in the success of the restaurant business, especially "Betawi Ora" Restaurants.

ACKNOWLEDGMENT

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12

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