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# The Effect of Inspiring Visit Desire, Forming Visit Awareness, and Facilitating Interpersonal Interaction Towards Behavioral Intention To Visit and Actual Visit Behavior at Kudos Café Surabaya

Felicia Juliani Leliga, Ronald Suryaputra & William Santoso

## Abstract

The rapid competition of café and restaurant at Surabaya become an opportunity for entrepreneurs to develop their business by using high-tech marketing tools. One of the cafes is Kudos Café Surabaya. The purpose of this study were to determine the effect of Inspiring Visit Desire represented by Experiencing Appeal (EA) and Generating Empathy (GP), Forming Visit Awareness represented by Providing Image (PI) and Presenting Guide (PG), Facilitating Interpersonal Interaction represented by Social Influence (SI) and Cybercommunity Influence (CI) towards Behavioral Intention to visit (BI) and Actual Visit Behavior (AV) at Kudos Café. The method is quantitative research using AMOS. Data was collected by distributing questionnaires to 135 respondents. The results showed Experience Appeal (EA) with regression coefficient of 0.403 positive and significantly affect Behavior Intention to visit (BI); Generating Empathy (GP) with regression coefficient of 0.053 positive but unsignificantly affect Behavior Intention to visit (BI); Providing Image (PI) with regression coefficient of 0.231 positive but unsignificantly affect Behavior Intention to visit (BI) too, Presenting Guide (PG) with regression coefficient of 0.264 positive and significantly affect Behavior Intention to visit (BI); Social Influence (SI) with regression coefficient of 0.360 positive and significantly affect Behavior Intention to visit (BI); Cybercommunity Influence (CI) with regression coefficient of 0.289 positive and significantly affect Behavior Intention to visit (BI); and Behavioral Intention to visit (BI) with regression coefficient of 0.817 positive and significantly affect Actual Visit Behavior (AV). The conclusion is Kudos Café needs improving the design performance of Instagram profile to attract the followers.

**Keywords**: Inspiring Visit Desire, Forming Visit Awareness, Facilitating Interpersonal Interaction, Behavioral Intention to visit, dan Actual Visit Behavior.

About Author (s)

**Felicia Juliani Leliga**, (Corresponding Author) Master of Management Student at Pelita Harapan University, Ahmad Yani Road number 288, 60234, Surabaya, East Java, Indonesia.
**Ronald Suryaputra**, The Lecturer of Master of Management at Pelita Harapan University, Surabaya, Indonesia.
**William Santoso,** The Lecturer of Master of Management at Pelita Harapan University, Surabaya, Indonesia.

## 1. Introduction

The lifestyle of society nowadays is undergoing many changes. This also triggered a lot of innovation in the fields of products and services. In the past, lifestyle was seen only as a complementary, but now it is considered important and becomes a dominant things in a community (www.viva.co.id, downloaded on July 3rd, 2019). The society's lifestyle such are culture of gathering and spending leisure time in restaurants or cafes were growing rapidly. This activies is usually done together with family, friends, and colleagues. So, with this facts, the café or restaurant cannot focus solely on improving the quality of food and drinks. A comfortable atmosphere and gathering place, improving other supporting facilities, and good services are also the main elements in realizing the actual behavior to visit the café or restaurant (marketeers.com, downloaded on July 3rd, 2019). In 2017, the food and beverage industry has a big influence supporting the investment and has contributed 34% to the industrial world in Indonesia. The growth rate in 2017 reached 9.23%, after previously giving a good performance in 2016 with 8.33%. Whereas in 2018, the growth rate has fallen to 7.91%. There was a slow growth performance by food industry but it was helped by the increase of the beverage industry (Ministry of Industry, 2019). In 2019, the Ministry of Industry hopes the food and beverage industry is still one of the main elements for growth investment in Indonesia. It is was estimated will increase up to 8-9%. This will be a big challenges for the food and beverage industry in Indonesia (industry.kontan.co.id, downloaded on July 7th, 2019).

In East Java, the growth of the culinary sector during 2018 was very good. The growth rates reached 20%. Because the society visit the café or restaurant not only for fulfill physical needs but a leisure tour for creative industry especially for culinary and experience tour. Surabaya is one of the top highest rank for culinary trip and was predicted the growth rate will be increase above 30%. But, besides all of that facts, growth rates are at a stagnant stage with previous years. Many new competitors continue to emerge, buat also not a few cafes or restaurants that can not survive over the competition in Surabaya. So, this challenge becomes a goal that must be faced by every café and restaurant entrepreneur in the future (radarsurabaya.jawapos.com, downloaded on July 22nd , 2019). Nowadays millennial generation demanding the development of innovation, diversification, and interaction that can be connected with digital savvy experience (katadata.co.id, downloaded on July 22nd, 2019). One of the online media platform that were popular used by millennial generation and as a marketing tools by corporation is Instagram. Instagram is the online media platform that can be used for sharing the photo, video, with the unique caption to describe the post. This has become a basic needs for millennials updating their daily activities on Instagram. The presence of bloggers and vloggers has made a new hobbies for sharing culinary or travel tips in article or video blog. Indonesia has become one of the countries which has the most Instagram users in Southeast Asia. Research data was described 90% of these users use Instagram as a marketing tools for doing business and 50% products and services did not have a website, so the customers will visit Instagram profile to check and buy it after saw the review through Instagram. This facts will make Instagram become one of the top promotional media choice for business, including service management in Indonesia (www.cnbcindonesia.com, downloaded on 3 July 2019). In a previous study conducted by So et al., (2005) and compared with research conducted by Wang (2011) there was doubts for the effect of promotion through social media with actual behavior. The relationship between attitude and promotion of social media has a significant effect, only if a trigger is given in the form of promos or discounts, but it is not significant to persuade customers to directly buy

products or services, or provide long-term effects to establish relationships with customers. This is difficult because some customers will also look for information about cognitive, affective, and conative of other competitors' products. The information must also be interesting, creative, provide feedback interaction with customers, informative, and useful for customers (So et al., 2005). So, with this research gap, the research will be focused on café industry, and verified the effectiveness on web-experience performance will increase the behavior intention of becoming the actual behavior or not and can assist customers when making observations to making agreed decisions or not.

This research will take Kudos Café Surabaya as an object. Kudos Café was one of the modern and sophisticated café in Surabaya. Kudos Café only use Instagram as a marketing tools. This research will help Kudos Café to see the effectiveness of Instagram as a marketing tools with checked the effect of Inspiring Visit Desire represented by Experiencing Appeal (EA) and Generating Empathy (GP), Forming Visit Awareness represented by Providing Image (PI) and Presenting Guide (PG), Facilitating Interpersonal Interaction represented by Social Influence (SI) and Cybercommunity Influence (CI) towards Behavioral Intention to visit (BI) and Actual Visit Behavior (AV) for develop a long-term relationship engaging with the customers and improving the colaboration between products, services, and technologies to face the competitor in this fields.

## 2. Literature Review
### 2.1 Theories and Hypotheses
#### 2.1.1 Inspiring Visit Desire
Inspiring Visit Desire represented by Experiencing Appeal (EA) and Generating Empathy (GP). Inspiring Visit Desire is when customers become interested and catch interesting things from photos or video content displayed on social media. The content presented can increase initial customer interest in a product or service. So that documentation is expected to arouse curiosity about the object (Wang, 2011). This was an early first impression received by customer when saw the interesting advertising on marketing promotion. It is needs the creativity to make the best layout and useful information for increasing the customer's curiosity towards products and services (Sokolova & Kefi, 2019; Brodie et al., 2011; Hajli et al., 2017).

#### 2.1.1.1 Experiencing Appeal (EA)
Experiencing Appeal (EA) is the occurrence of mental vibration events, such are feelings of excitement, curiosity, attraction and persuasion to the customer after visiting the website or social media content of the object. The customer will assess the display content if it gives the impression of being interesting, curious, and raises the desire to find out more about the product or service. And it is expected that customers have the early first impression that the content makes customers feel happy. First Impression that is formed when viewing content in social media will be the basis for the next customer decision (Wang, 2011; Lindgaard, 2007; Phillips & Chaparro, 2009). Therefore, we predict that Experiencing Appeal (EA) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

> **H1**: Experiencing Appeal (EA) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

#### 2.1.1.2 Generating Empathy (GP)

Generating Empathy (GP) is the feeling that arises after the first impression of seeing or feeling an object. This can provide positive or negative feedback, as well as being a source that creates the emergence of a deeper behavioral intention because it involves the element of empathy. It is hoped that the customer can understand and grasp the intent of the content creator. Content creator in this case can be defined as the owner of an account in a business or personal sector. So it is important to select and search for content and photo or video content that will be displayed on the social media pages (Wang, 2011; Brown et al., 2019; Janssen, 2012). Therefore, we predict that Generating Empathy (GP) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

**H2**: Generating Empathy (GP) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

### 2.1.2 Forming Visit Awareness

Forming Visit Awareness represented by Providing Image (PI) and Presenting Guide (PG). Forming Visit Awareness is the efforts made by companies in providing information and forming brand image in order to increase customer awareness and assist customers in realizing behavior intention to become actual behavior (Wang, 2011; Ishak, 2012; Akbar & Ozgul, 2018).

### 2.1.2.1 Providing Image (PI)

Providing Image (PI) is the customer's perspective on a brand. Customers make observations quickly from various sources that exist before, for example from the action of marketing tools to the attributes that complement the delivery of products or services to customers. Then information will be used for actual behavior decision making (Wang, 2011; Madden, 2000; Schiffman & Wisenblit, 2015). Therefore, we predict that Providing Image (PI) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

**H3**: Providing Image (PI) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

### 2.1.2.2 Presenting Guide (PG)

Presenting Guide (PG) is the presentation of information relating to the attributes that support the delivery of a product or service from a brand. This will assist customers in realizing the expected behavioral actions by the company when providing this information. For example contact information for reservations and full addresses will help customers in conducting actual visit behavior (Wang, 2011; Lovelock & Wirtz, 2016; Ishak, 2012). Therefore, we predict that Presenting Guide (PG) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

**H4**: Presenting Guide (PG) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

### 2.1.3 Facilitating Interpersonal Interaction

Facilitating Interpersonal Interaction represented by Social Influence (SI) and Cybercommunity Influence (CI). Facilitating Interpersonal Interaction is reviewing customer motivation in deciding to participate in social commerce which will then become an important input for the company in sharing or entering information to new customers. This can be examined from social interactions and customer contributions in the dissemination of information. Customers who have good experience will provide positive word-of-mouth and

have the spirit to recommend and do repurchase again. So customers can become partners for the company (Wang, 2011; Zhang et al., 2014; Holma, 2012).

### 2.1.3.1 Social Influence (SI)

Social Influence (SI) is a motivation that arises because of relationships between human beings which is one of the needs that must be met in order to provide benefits for others. Things that are shared are usually in the form of stories of both positive and negative experiences after trying the product or service. Although it is often underestimated for companies, Social Influence can have a large impact on decision making at the end of the learning phase by customers (Wang, 2011; Zhang et al., 2014; Eelen et al., 2017). Therefore, we predict that Social Influence (SI) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

> **H5**: Social Influence (SI) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

### 2.1.3.2 Cybercommunity Influence (CI)

Cybercommunity Influence (CI) is the company's efforts to increase customer engagement through efforts to collect similar customer interests so that customers can have a place of interaction with one another through seminar or workshop (Wang, 2011; Soo & Hwan, 2019; Kotler & Armstrong, 2016). Therefore, we predict that Cybercommunity Influence (CI) has a significant effect on behavioral intention to visit. This lead to the hypothesis as the following:

> **H6**: Cybercommunity Influence (CI) has a significant effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya.

### 2.1.4 Behavioral Intention to visit (BI) and Actual Visit Behavior (AV)

Behavioral Intention to visit (BI) is a process where the interest to consume, buy, and visit arises in the mind of the customer after the customer has made a learning process for a product or service that has been previously known (Kytö et al., 2019; Morwitz, 2012; Riva et al., 2011). Actual Visit Behavior (AV) is the realization of behavioral intention and this will result in positive and negative real actions on the product or service. If the feedback effect is positive, the customer will repurchase or revisit and recommend with other customers, but if the feedback effect tends to be negative, then the customer will not take repurchase or revisit actions and recommend with other customers (Kytö et al., 2019; Lovelock & Wirtz, 2016; Kardes et al., 2010). Therefore, we predict that Behavioral Intention to Visit has a significant effect on Actual Visit Behavior. This lead to the hypothesis as the following:

> **H7**: Behavioral Intention to Visit (BI) has a significant effect on Actual Visit Behavior (AV) at Kudos Café Surabaya.

### 2.1.5 Instagram

One of the social media platform that is widely used by Indonesian people for self-branding and marketing for businesses is Instagram. Instagram is a social media platform that uses photo and video posts and is given a caption to explain what is the product and service providers want to share with customers. Instagram was established on October 6th, 2010 and continues to exist until now, even users are continually growing along with the era of millennial generation which increasingly demands the application of technological sophistication to support business tools for companies nowadays (Geurin-Eagleman et al., 2016). Instagram is a combination of the words "Instant" and "gram" of the word telegram

which is interpreted as an application that is used to send information quickly, in the form of posting photos and videos (Ghazali, 2016).

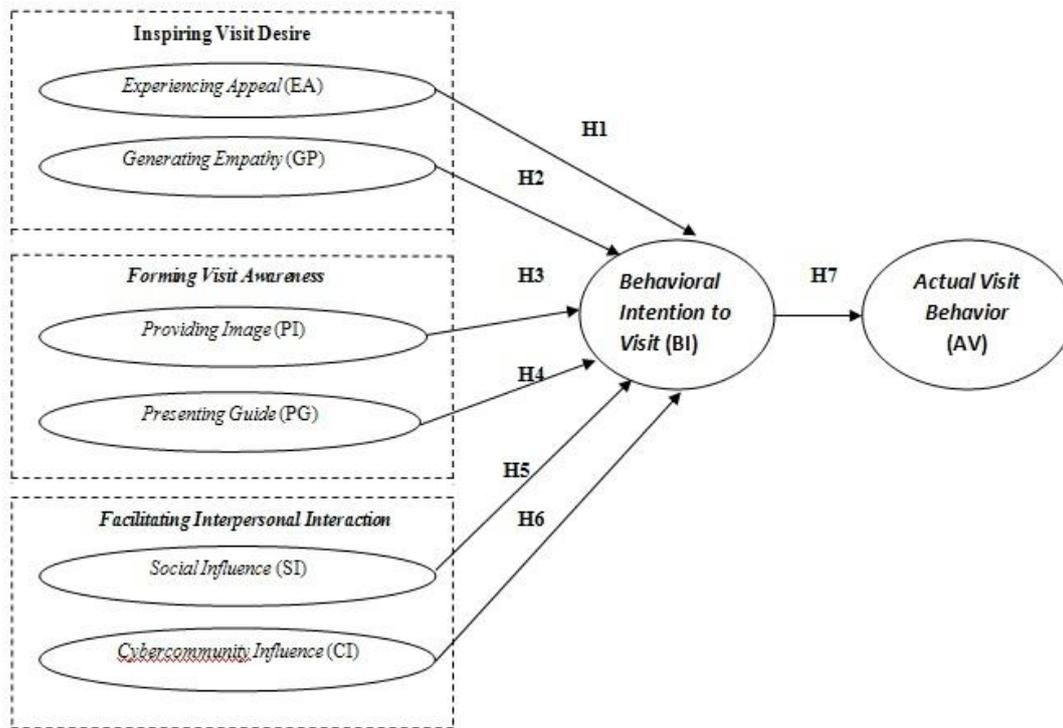### 2.2 The Framework Of Research Model



Figure 2.1. The Framework of Research Model

Based on previous study (Wang, 2011; Temeloğlu & Taşpınar, 2018; Wang, 2012; Wee, et al., 2014) this study identified three main categories of variables, Inspiring Visit Desire represented by Experiencing Appeal (EA) and Generating Empathy (GP), Forming Visit Awareness represented by Providing Image (PI) and Presenting Guide (PG), Facilitating Interpersonal Interaction represented by Social Influence (SI) and Cybercommunity Influence (CI) towards Behavioral Intention to visit (BI) and Actual Visit Behavior (AV), and suggested that can influencing customer's behavioral intention and actual visit behavior. Because of the research object is a café, so we are choose visit behavior to represent this research.

### 3.  Research Methods

This research is causal research, because it is used to develop existing research models to test the research hypotheses that are determined based on literature review to answer the problems identified in the previous chapter. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. The method used in this study will refer to references that can carry out a simultaneous analysis process associated with a multi-variable research model, the Structural Equation Model (SEM). The program used is the AMOS 22.0 software program. This chapter describes the object of research directed at analyzing models about the influence of Inspiring Visit Desire, Forming Visit Awareness, and Facilitating Interpersonal Interaction on Behavioral Intention To Visit and Actual Visit Behavior on Kudos Café Surabaya. The population that will be used in this study is Kudos Café Surabaya visitors. The sampling

method used in this research is non-probability sampling. This study uses a questionnaire as the main tool in data collection. In this study, researchers will use a purposive sampling technique, where researchers determine respondents who will help researchers to distribute and fill out questionnaires. The area used as a place for distributing questionnaires was the Surabaya city, so that respondents were selected according to the criteria determined in this study. The characteristics of the respondents determined are men and women aged 18-60 years where the age is an early adulthood (Kotler and Armstrong, 2010), respondents have visited Kudos Café in the last six months, have seen Instagram Kudos Café and vlogs and blogs culinary and traveling that discuss about Kudos Café. The number of indicators used in this study is 27 indicators, therefore the minimum number of samples needed is 135-270 respondents, and for this study a total of 135 respondents will be determined. Data collection is done by distributing questionnaires to respondents in accordance with the characteristics of the sample that has been described previously. After completing the questionnaire, the respondent returns the questionnaire that has been filled out and will then be selected by the researcher. The selected questionnaire is a questionnaire that is completely filled out and according to the filling instructions. After selection, the selected questionnaire will be further processed. After the data is tabulated, then the research model will be tested using AMOS software version 22.0. The questionnaire in this study will be divided into two parts. The first part contains questions to get general information about the respondent that is useful to determine the suitability of the characteristics of the respondent with the sample criteria. The second part contains several statements to obtain research data and analyze the influence of Inspiring Visit Desire, Forming Visit Awareness, and Facilitating Interpersonal Interaction on Behavioral Intention To Visit and Actual Visit Behavior at Kudos Café Surabaya. The scale used in this study is a Likert Scale, where the answer is provided at intervals from 1=Strongly Disagree (STS) to 5=Strongly Agree (SS). Statements are made using a scale of 1-5 to obtain internal data.

## 4. Results and Discussion

### 4.1 Assessment of Measurement Model

| Table 6: Regression Weights Full Structural Equation Model | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Estimate | S.E. | C.R. | P | Std.Estimate |
| BI | <--- | GP | 0.042 | 0.094 | 0.445 | .656 | 0.053 |
| BI | <--- | PI | 0.316 | 0.186 | 1.701 | .089 | 0.231 |
| BI | <--- | PG | 0.287 | 0.137 | 2.089 | .037 | 0.264 |
| BI | <--- | EA | 0.331 | 0.105 | 3.141 | .002 | 0.403 |
| BI | <--- | SI | 0.278 | 0.111 | 2.502 | .012 | 0.360 |
| BI | <--- | CI | 0.221 | 0.081 | 2.716 | .007 | 0.289 |
| AV | <--- | BI | 0.810 | 0.182 | 4.438 | *** | 0.817 |
| X3 | <--- | EA | 1.000 | | | | 0.743 |
| X2 | <--- | EA | 0.947 | 0.159 | 5.950 | *** | 0.597 |
| X1 | <--- | EA | 1.053 | 0.151 | 6.960 | *** | 0.752 |
| X7 | <--- | GP | 1.000 | | | | 0.624 |
| X6 | <--- | GP | 0.927 | 0.226 | 4.100 | *** | 0.632 |
| X5 | <--- | GP | 0.719 | 0.199 | 3.620 | *** | 0.511 |
| X11 | <--- | PI | 1.000 | | | | 0.511 |
| X10 | <--- | PI | 1.228 | 0.494 | 2.486 | .013 | 0.556 |
| X9 | <--- | PI | 1.082 | 0.444 | 2.441 | .015 | 0.433 |
| X14 | <--- | PG | 1.000 | | | | 0.667 |
| X13 | <--- | PG | 0.821 | 0.215 | 3.828 | *** | 0.561 |

| Table 6: Regression Weights Full Structural Equation Model | | | | | | |
|---|---|---|---|---|---|---|
| | | Estimate | S.E. | C.R. | P | Std.Estimate |
| X12 <--- | PG | 0.658 | 0.157 | 4.189 | *** | 0.536 |
| X21 <--- | CI | 1.000 | | | | 0.630 |
| X20 <--- | CI | 1.317 | 0.220 | 5.981 | *** | 0.712 |
| X19 <--- | CI | 1.200 | 0.194 | 6.189 | *** | 0.829 |
| X4   <--- | EA | 1.081 | 0.151 | 7.175 | *** | 0.705 |
| X8   <--- | GP | 0.900 | 0.211 | 4.265 | *** | 0.535 |
| X15 <--- | PG | 0.622 | 0.188 | 3.308 | *** | 0.435 |
| X16 <--- | SI | 0.719 | 0.155 | 4.636 | *** | 0.530 |
| X17 <--- | SI | 0.948 | 0.227 | 4.175 | *** | 0.703 |
| X18 <--- | SI | 1.000 | | | | 0.700 |
| X22 <--- | BI | 1.000 | | | | 0.711 |
| X25 <--- | AV | 1.000 | | | | 0.720 |
| X27 <--- | AV | 1.243 | 0.185 | 6.725 | *** | 0.682 |
| X26 <--- | AV | 1.144 | 0.159 | 7.209 | *** | 0.710 |
| X24 <--- | BI | 0.994 | 0.231 | 4.313 | *** | 0.630 |
| X23 <--- | BI | 1.079 | 0.123 | 8.794 | *** | 0.741 |

Source: Amos 22.0 Analysis Result, 2019

Composite Reliability (C.R.) value for each relationship between the variables tested are shown in table 6. Causality relationships that occur between the Experience Appeal (EA) variable on Behavior Intention to visit (BI), Presenting Guide (PG) on Behavior Intention to visit (BI), Social Influence (SI) on Behavior Intention to visit (BI), Cybercommunity Influence (CI) to Behavior Intention to visit (BI), and Behavior Intention to visit (BI) to Actual Visit Behavior (AV) has a significant relationship because CR values above 2.00. As for the causality relationship that occurs between the Generating Empathy (GP) variable to Behavior Intention to visit (BI) and Providing Image (PI) to Behavior Intention to visit (BI) has insignificant relationship because the value of C.R is below 2.00.

### 4.2 Structural Model Estimation and Hypotheses Testing

| Table 8: Summary of Testing Results. | |
|---|---|
| **Hypotheses** | **Analysis** |
| $H_1$ : Experience Appeal (EA) towards Behavior Intention to visit (BI) | Accepted |
| $H_2$ : Generating Empathy (GP) towards Behavior Intention to visit (BI) | Not Accepted |
| $H_3$ : Providing Image (PI) towards Behavior Intention to visit (BI) | Not Accepted |
| $H_4$ : Presenting Guide (PG) towards Behavior Intention to visit (BI) | Accepted |
| $H_5$ : Social Influence (SI) towards Behavior Intention to visit (BI) | Accepted |
| $H_6$ : Cybercommunity Influence (CI) towards Behavior Intention to visit (BI) | Accepted |
| $H_7$ : Behavior Intention to visit (BI) towards Actual Visit Behavior (AV) | Accepted |

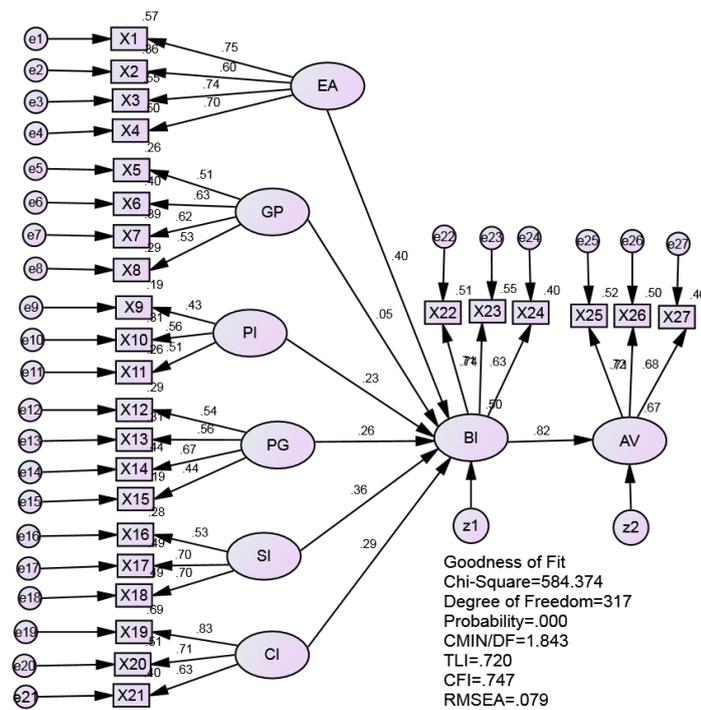Source: Amos 22.0 Analysis Result, 2019

Figure 4.1 Full Structural Equation Model
Source: Amos 22.0 Analysis Result, 2019

### 4.3 Discussion

Based on Amos 22.0 analysis result, estimation parameters between Experience Appeal (EA) variable on Behavior Intention to visit (BI), Presenting Guide (PG) on Behavior Intention to visit (BI), Social Influence (SI) on Behavior Intention to visit (BI), Cybercommunity Influence (CI) to Behavior Intention to visit (BI), and Behavior Intention to visit (BI) to Actual Visit Behavior (AV) has a significant results in a positive direction with a value of C.R ≥ ± 2.00 with a significance level <0.05 (5%), it can be said that hypothesis H1, H4, H5, H6, and H7 were accepted (This were showed at Table 6 and Table 8). As for the estimation parameters between the Generating Empathy (GP) variable to Behavior Intention to visit (BI) and Providing Image (PI) to Behavior Intention to visit (BI) has insignificant relationship because the value of C.R is below 2.00. it can be said that hypothesis H2 and H3 were not accepted (This were showed at Table 6 and Table 8). So, excluding Generating Empathy (GP) and Providing Image (PI), the results exhibited that all the other hypothesized variables played important roles in predicting respondents's visit intention and actual visit behavior at Kudos Café Surabaya. The findings of this study provide several important implications for behavioral intention to visit and actual visit behavior research and practice, especially in culinary and hospitality industry in the future. The Experience Appeal (EA) variable is the respondent's main concern and is the most important aspect to be addressed and developed immediately with the highest regression coefficient = 0.403 and C.R. = 3.141 has a significant positive effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya. This indicator must be improved because with an attractive Instagram post color display, which are the colour have to be attention-grabbing and consistent, this can help users easier to understand the information and stick longer to their memory. Interesting and unique Instagram stories can help to increase popularity and can catch the attention for many new followers to following Kudos Café Instagram profile. Gamification Instagram story is a new way to promote in the digital marketing fields. For the picture can use plandid or planned candid angle shoot, which is very famous around the young generation, more natural and fancy

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                                                                International

photos. It hopes can invite customers to follow the Instagram page of the Kudos Café profile and explore every post update that is uploaded. The brain's performance will respond faster to each picture, video or interesting color combination that can invite customer interest (Lee et al., 2009). So if the Kudos Café Instagram profile page can improve all of that elements, it will be easier for customers to remember and is expected to play a large role in sending positive signals to the brain so that customers have positive behavior intention. The Generating Empathy (GP) variable is a variable that has positive correlation but does not significantly influence Behavioral Intention to visit (BI) at Kudos Café Surabaya with a regression coefficient = 0.053 and CR 0.445. The rejected hypothesis indicates that the respondents did not prioritize the appearance of photo presentations on Kudos Café Instagram profile. So, although the Instagram profile display is one of the important elements chosen by respondents, it turns out that for a detailed description or expectations about the place, it is not the most important aspect. This is due to the very tight competition of new cafes in Surabaya, all of that similar cafes also offer the same thing. This indicator must be improved with creating posts that tell real testimonials, share stories of guests who enjoy food and drinks at Kudos Café, family happiness, and share the history of Kudos and the owner's dream that can inspire customers, so the posts can touch customer emotions about the Kudos Café brand with more sophisticated way to interact with the customers, example planned candid angle photoshoot, short web-stories, pic-stories, and storytelling content digital marketing. It hopes can be a differentiation for Kudos Café among other café at Surabaya. Kudos Café must maintain and give the best feeling for "feels at home vibes" according their tagline to touch customer emotion. The Providing Image (PI) variable is a variable that has positive correlation but does not significantly influence Behavioral Intention to visit (BI) at Kudos Café Surabaya with a regression coefficient = 0.231 and CR 1.701. The rejected hypothesis indicates that the age range of Kudos Café visitors is 27-32 years old, which is dominated by millennials who still like new innovations, this is supported by the increasing number of interesting new cafe developments, both from domestic and foreign brands. A variety of things are offered to meet the needs of millennials who love freedom, flexibility, and interesting things that are a differentiating value from one cafe to another. Whereas Kudos Café has not made many new innovations on food and beverage menus, service quality, and the image of close kinship between management and employees has also not been shown much in a few posts lately. This indicator must be improved with direct follow-up from waiter, waitress, or owner to the customer with a little conversation to collect the evaluations, ideas, and customer leads information. That informations can lead Kudos Café to make an innovation for their core and augmented product concept, give a training for staff to improve their hard and soft skill, and promote all of that new innovation in more sophisticated way through digital marketing approach. It hopes can give the best experience for Kudos Café customer to feels special and realizes the differentiation of Kudos Café "feels at home vibes". The Presenting Guide (PG) variable has a significant positive effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya with a regression coefficient = 0.264 and C.R. = 2,089. It was showed the majority of respondents aged 22-37 years who tends to prefer looking for information through internet. So, complete and right information about address, operational hours, reservation phone number, and suggested menu will increase Behavioral Intention to visit (BI) at Kudos Café. This indicator can be develop in a interesting and more sophisticated way, such as make a detail for all of that information easier to reach by the social media, example to make an reservation direct through application approach which can share the link at Kudos Café Instagram Profile. The Social Influence (SI) variable has a significant positive effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya

with regression coefficient = 0.360 and C.R. =2.502, this situation was described the customer will also explore information with Social Influence (SI) relations, for example, from close family, friends, and look for bloggers and vloggers' reviews of Kudos Café, since the information is only obtained through Instagram. Every word-of-mouth and review that are read, heard, and seen participates giving input to the Kudos Café. So, the information at Kudos Café Instagram profile and the reality must be work aligned together to build a reliable, informative, interesting, unique, and useful information. It hopes can give the reliable promise and build trust to work together with the loyal and existing customers for sharing many positive words-of-mouth with the other customers, especially for the potential customers. This indicator can be develop in a interesting and more sophisticated way, such as make a video or photo testimonial that share the customer experience content to help other customers making decision in the future. The customer's leads data was another important things to collect because it will help Kudos Café when the handling complain process was needed as soon as possible and input for the next improvements and innovations. The Cybercommunity Influence (CI) variable has a significant positive effect on Behavioral Intention to visit (BI) at Kudos Café Surabaya with regression coefficient = 0.289 and C.R. = 2,716. This shows that Cybercommunity Influence (CI) has becoming a lifestyle and the existence of self-actualization activities among customers who are smart and familiar with technology, making eating and drinking activities not only for meet the needs but also using for expand networking by participating in communities, workshops, seminars, and training. So, every cafe and restaurant must aware of the importance of providing a Cybercommunity Influence (CI) aspect as a gathering event and improving service quality according to the needs and wants of customers. This indicator can be develop with a collaboration with the Instagram influencers to help promote the giveaway gamification, make a live report for an event or workshop, and boost the popularity of Kudos Café Instagram Profile. It hopes can invite many new communities to gather and held an event at Kudos Café. So, it can be an input for the next improvements and innovations through expand networks and collaborations. Behavioral Intention to visit (BI) and Actual Visit Behavior (AV) variables are endogenous variables in this study. Variables that influence Actual Visit Behavior (AV) are Behavioral Intention to visit (BI) with a regression coefficient = 0.817 and C.R.= 4.438. From the results of this study, it can be analyzed that when the customer will take an action, a desire or plan has been formed to realize the Actual Visit Behavior (AV). Customers will gather information, study, and adjust to their lifestyle, needs, and desires. So, the Action Behavior is the realization of intention behavior and this will produce concrete actions that become feedback on the product or service. Authentic evidence of this experience will be the most powerful marketing tools compared to other marketing tools. So to develop this indicator, Kudos Café can increase innovation in the supply of core and augmented products in order to generate positive feedback in the form of repurchase and recommend, to provide positive word-of-mouth that customers are happy and satisfied with the choices made in realizing the plan to became a real action. Kudos Café can also add a loyalty member program so that every customer who repurchases will get points and subsequently can be exchanged for Kudos Café vouchers or merchandise and every month a birthday, loyalty members will get 1 voucher for free lunch or dinner from Kudos Café. It is hopes will attract many customers to plan to visit Kudos Café, or to attend the event and workshop invitations, and can maintain long-term relationship with the customers.

## 5. Conclusion

This study provides evidence that the Experience Appeal (EA) variable significantly influences Behavior Intention to visit (BI), the Generating Empathy (GP) variable has no significant effect on Behavior Intention to visit (BI), the Providing Image (PI) variable has no significant effect on Behavior Intention to visit (BI), Presenting Guide (PG) variables significantly influence Behavior Intention to visit (BI), Social Influence (SI) variables significantly influence Behavior Intention to visit (BI), Cybercommunity Influence (CI) variables significantly influence on Behavior Intention to visit (BI), and Behavior Intention to visit (BI) variables significantly influence Actual Visit Behavior (AV).

### 5.1 Managerial Implications

| Table 10: Managerial Implications | |
|---|---|
| **Current Research** | **Managerial Implications** |
| Experience Appeal (EA) is one of the elements that is the focus in the process of increasing Behavior Intention to visit (BI). | • Improve the appearance of the Kudos Café Instagram profile especially in the consistency of colors that can be matched with the basic color of the logo.<br>• Improve photo taking on Instagram posts and stories with natural and candid concepts and caption is given to support the story behind the photo.<br>• Improve the Instagram story highlight material Kudos Café with material that is more useful for customers.<br>• Expansion by using the official website as a supporter of Instagram profiles to optimize digital marketing. |
| *Presenting Guide* (PG) is one of the elements that is the focus in the process of increasing Behavior Intention to visit (BI). | • Add links that are direct links with Whatsapp (WA) numbers.<br>• Adding a reservation feature by using an online booking application. |
| Social Influence (SI) is one of the elements that is the focus in the process of increasing Behavior Intention to visit (BI). | • Collecting testimonials from each customer and made in the form of Instagram posts or videos.<br>• Improve core and augmented product performance from Kudos Café<br>• Require the customer to fill in an evaluation form to measure and control service and product delivery standards.<br>• Collect customer lead data for follow-up promos and event |
| Cybercommunity Influence (CI) is one of the elements that is the focus in the process of increasing Behavior Intention to visit (BI). | • Expand the network with the community<br>• Hold regular gatherings with the community |
| Behavior Intention to visit (BI) is one of the elements that is the focus of the process to improve Actual Visit Behavior (AV). | • Improve core and augmented product performance from Kudos Café<br>• Providing loyalty rewards in the form of membership<br>• Collect customer lead data for follow-up promos and event activities using email or Whatsapp numbers, and for handling complaints. |

| Generating Empathy (GP) is one of the elements that influences Behavior Intention to visit (BI). | • Making digital marketing storytelling posts so they can touch the emotions of customers and the brand Kudos café can stick in the customer's mind.<br>• Creating a $360^0$ virtual tour and QR code that illustrates the atmosphere and favorite spots of Kudos Café. |
|---|---|
| Providing Image (PI) is one of the elements that influences Behavior Intention to visit (BI). | • Improve core and augmented product performance from Kudos Café<br>• Making digital marketing storytelling posts<br>• Collect customer lead data for follow-up promos and event<br>• Direct follow-up and handling complaints on-the-spot |

Based on the results of this study, the main recommendations made for the object of this study are, improve the Instagram display performance profile that is consistent, interesting, touching customer emotions, user friendly, and beneficial for the efficiency and effectiveness of the customer and management side in storing lead data and evaluating innovations in expanding networking, unique and interesting event ideas, cores and augmented products and more effective handling complaints process.

## 5.2 Recommendation

a. The next subsequent studies can use the same or modified models which can be applied to different objects to get more general results on the factors that influence Behavior Intention to visit (BI) and Actual Visit Behavior (AV).

b. Further research is expected to be able to complete the variables that already exist in this research so that it can further enhance understanding of the factors that influence Behavior Intention to visit (BI) and Actual Visit Behavior (AV), such as Perceived Usefulness, Perceived Ease of Use, Compatibility, Emotional Value, Price Value, and Functional Value.

c. Further research can be developed by linking the factors that influence Behavior Intention to visit (BI) and Actual Visit Behavior (AV) based on the latest education level and job level.

d. Using another Structural Equational Model (SEM) such as Lisrel software in further research.

## Appendix

| Table 11: The Items List Used in the study |
|---|
| **Experiencing Appeal (EA)** |
| X1: Display color settings for Instagram profile posts make customers feel visually happy.<br>X2: Display settings for taking angle pictures of interesting Instagram profile content.<br>X3: Display of Instagram profile story posting material makes customers feel like knowing more.<br>X4: Display Instagram profile settings successfully persuade customers to have the desire to try. |
| **Generating Empathy (GP)** |
| X5: Build expectations by imagining the experience of spending time in that place.<br>X6: Build expectations by imagining that the place is comfortable for hangouts.<br>X7: Build expectations by imagining that the place has unique and instagrammable values.<br>X8: The customer understands the message to be conveyed on the profile's Instagram content. |
| **Providing Image (PI)** |
| X9: Brand image embedded in customer thinking about product quality when viewing photos and contents of Instagram profile content.<br>X10: Brand image embedded in customer thinking about service quality when viewing photos and contents of Instagram profile content.<br>X11: Brand image embedded in the customer's thinking about management's kinship with staff employees |

| | |
|---|---|
| | when viewing photos and contents of Instagram profile content. |
| **Presenting Guide (PG)** | |
| | X12: Provision of clear location information<br>X13: Provision of clear telephone number information<br>X14: Provision of clear business hours information<br>X15: Provision of menu recommendation information |
| **Social Influence (SI)** | |
| | X16: The closest family factor influences the customer in making decisions<br>X17: Friends factor in influencing customers in decision making<br>X18: Blogger and vlogger review factors influence customers in decision making |
| **Cybercommunity Influence (CI)** | |
| | X19: Provision of a place of interaction for the culinary lovers community.<br>X20: Provision of workshop information for customers according to the interests of their respective communities.<br>X21: Display content show a close relationship between managerial and customer. |
| **Behavioral Intention to Visit (BI)** | |
| | X22: Customer are planning to feel the eating environment.<br>X23: Customer are planning to feel the quality of service<br>X24: Customer are planning to feel the quality of food and drinks |
| **Actual Visit Behavior (AV)** | |
| | X25: The customer's decision is good to feel a very comfortable eating environment.<br>X26: The customer's decision is good to feel the quality of service that is very professional.<br>X27: The customer's decision is good for tasting delicious food and drinks. |

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