ANTECEDENT AND CONSEQUENCES OF CUSTOMER SATISFACTION OF LOCAL FAST FOOD IN INDONESIA

[1]Yonatan Stenly Sugiarto, [2]*Luki Adiati Pratomo

[1] Mahasiswas Prodi Manajemen, Universitas Trisakti
[2] Dosen Prodi Manajemen, Universitas Trisakti
[1]yonatanstenlysugiarto@mail.com, [2]luki.adiati@trisakti.ac.id

*Correspondence email: luki.adiati@trisakti.ac.id

Abstract: The aim of this research is to analyze the positive influence of customization, entertainment, trendiness, interaction on purchase intention, the positive influence of customization, entertainment, trendiness, interaction on customer satisfaction, consumer satisfaction on purchase intention. The data analysis method in this research applies the structural equation model (SEM), is a powerful multivariate tool for analyzing research hypotheses via AMOS ver 23. The expected results in this research are concluded as follows: Customization has a positive effect on purchase intention, Entertainment has a positive effect on purchase intention, There is no positive effect of trendiness on purchase intention, There is no positive effect of interaction on purchase intention, Customization has a positive effect on customer satisfaction, Entertainment has an effect positive effect on customer satisfaction, Trendiness has a positive effect on customer satisfaction, There is no positive effect of interaction on customer satisfaction, Customer satisfaction has a positive effect on purchase intention. This research can provide input and recommendations for further research by adding independent variables, namely food quality and physical environment quality, then it would be better to add other local fast food in Indonesia.
*Keywords: Customization, Entertainment, Trendiness, Interaction, Customer Satisfaction, Purchase Intention.*

Abstrak: Tujuan penelitian ini adalah untuk menganalisis pengaruh positif dari kustomisasi, hiburan, tren, interaksi terhadap niat pembelian, pengaruh positif dari kustomisasi, hiburan, tren, interaksi terhadap kepuasan pelanggan, serta kepuasan konsumen terhadap niat pembelian. Metode analisis data dalam penelitian ini menerapkan model persamaan struktural (SEM), yang merupakan alat multivariat yang kuat untuk menganalisis hipotesis penelitian melalui AMOS versi 23. Hasil yang diharapkan dari penelitian ini adalah sebagai berikut: Kustomisasi memiliki pengaruh positif terhadap niat pembelian, Hiburan memiliki pengaruh positif terhadap niat pembelian, Tidak ada pengaruh positif dari tren terhadap niat pembelian, Tidak ada pengaruh positif dari interaksi terhadap niat pembelian, Kustomisasi memiliki pengaruh positif terhadap kepuasan pelanggan, Hiburan memiliki pengaruh positif terhadap kepuasan pelanggan, Tren memiliki pengaruh positif terhadap kepuasan pelanggan, Tidak ada pengaruh positif dari interaksi terhadap kepuasan pelanggan, Kepuasan pelanggan memiliki pengaruh positif terhadap niat pembelian. Penelitian ini dapat memberikan masukan dan rekomendasi untuk penelitian selanjutnya dengan menambahkan variabel independen, yaitu kualitas makanan dan kualitas lingkungan fisik, serta akan lebih baik untuk menambahkan fast food lokal lainnya di Indonesia.
Kata Kunci: Kustomisasi, Hiburan, Tren, Interaksi, Kepuasan Pelanggan, Niat Pembelian

INTRODUCTION

Fast food culture has emerged as a global culinary phenomenon, transcending borders, and captivating the taste buds of people in Indonesia. Fast food remains essential in Indonesian culture (Databoks, 2023). Due to the country's high rate of urbanization and expanding middle class, Indonesia's consumption is becoming more and more centered around wheat - based foods like cereals and red meat, especially fast food and more Indonesians are opting to consume prepared foods and drinks, particularly considering the rapid growth of online delivery services (Briefing, 2022). In the past, they could find time to cook for themselves, but now they are switching to buying fast food to meet their needs (Azani
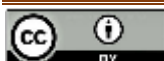
et al., 2022). In Indonesia, there are local fast-food companies and international fast-food companies. Also, in Indonesia, KFC, McDonald's, and Pizza Hut are the three largest international fast-food chains operating in the country food service industry. While local fastfood chains like Richeese Factory, Hoka - Hoka Bento, and CFC may have their own unique flavors, they often face stiff competition from international giants like KFC in Indonesia's fastfood market.

According to Datadoks about the most popular fast - food restaurants in Indonesia in 2022 (Dihni, 2022), Kentucky Fried Chicken (KFC) was the most popular fast-food restaurant in Indonesia in 2022. KFC received the highest Top Brand Index (TBI) score among other fastfood restaurants. Following closely was McDonald's, which also had a high TBI score. These two were significantly ahead of Hoka - Hoka Bento, which ranked third. A&W and Richeese Factory followed in fourth and fifth places, respectively.

Based on those data, it's observed that local restaurants still struggle to compete with foreign ones, particularly in terms of marketing focus. While local restaurants frequently offer delicious and the taste is not inferior to foreign products, they face challenges in effective marketing that can promote their uniqueness and appeal. Foreign restaurants often have an advantage in terms of strong branding and an international image that attracts customers. Some factors influencing this are strong aggressive marketing campaigns and sophisticated social media promotions.

According to Datadoks, Fast food that provides the best service in Indonesia 2023 (Annur, 2023), KFC secured the top position in the survey with the highest number of votes. The second-place fast - food restaurant with the best service was McDonald's, which also received a significant number of votes. Following closely, Richeese Factory was ranked third. A&W and Burger King both followed in the next spots, with Wendy's, CFC, Texas, Carl's Jr, and other restaurants completing the list.

Kentucky Fried Chicken (KFC) has been recognized as the fast - food restaurant that provides the best service according to the Indonesian community. This is based on the findings of a survey conducted by Kurious from Katadata Insight Center (KIC) titled "Top Brand Survey: Fast Food."

Factor like social media advertisement leverages psychological triggers like cravings and convenience to attract consumers into indulging in fast food choices, ultimately driving rapid sales. The manufacturing industry is increasingly leveraging social media platforms to carry out promotions and engage with customers in innovative ways. According to (Kotler & Keller, 2016), social media promotion is an online activity designed to engage consumers and to increase awareness, enhance brand image, and sell products or services (Calvin & Setianingsih, 2021). The evolution of social media has transformed consumer behaviour, prompting companies to revamp their marketing strategies to accommodate the new landscape, where people research products, seek price comparisons, solicit recommendations from friends, stay updated on trends, and make direct purchases through platforms like Instagram and Facebook.(A. M. Anas et al., 2023a).
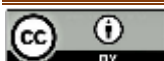
Customization within social media marketing activities plays a substantial role in shaping both purchase intentions and customer satisfaction outcomes. The entertainment elements within social media marketing activities have a great influence on both purchase intentions and customer satisfaction. The trendiness factor within social media marketing activities significantly influences both purchase intentions and customer satisfaction. Interactions within social media marketing activities have a substantial influence on both purchase intentions and customer satisfaction(A. M. Anas et al., 2023b).

So far, in Indonesia, local fast - food restaurant sales are inferior to international fast - food restaurants, that's why, they face significant challenges in gaining more customers. Therefore, this research seeks to find solutions by using social media to encourage consumers to engage with them. To increase consumer intention using social media, several variables can be used or evaluated for their roles, including Customization, Entertainment, Trendiness, and Interaction, to enhance customer satisfaction and purchase intention.

This research tries to find a solution to increase sales using the SOR theory. The S – O - R model considers customization, entertainment, trendiness, and interaction as independent variables (S), an intermediating variable (O) of customer satisfaction was used, and purchase intention as the dependent oI(R). The desired response is that consumers are willing to buy the product.

So based on the explanation above, the objectives of this research are:
1. To analyze if there is any positive influence of customization on purchase intention.
2. To analyze if there is any positive influence of entertainment on purchase intention.

3. To analyze if there is any positive influence of trendiness on purchase intention.
4. To analyze if there is any positive influence of interaction on purchase intention.
5. To analyze if there is any positive influence of customization on customer satisfaction.
6. To analyze if there is any positive influence of entertainment on customer satisfaction.
7. To analyze if there is any positive influence of trendiness on customer satisfaction.
8. To analyze if there is any positive influence of interaction on customer satisfaction.
9. To analyze if there is any positive influence of customer satisfaction on purchase intention.

THEORITICAL REVIEW
Customization

Customization products and services, designed to each customer's unique requirements and preferences, not only boost customer satisfaction but also strengthen the relationship between the consumer and the good or service (Bushara et al., 2023) Customization is the degree to which a brand offers services specifically designed to meet the unique preferences and needs of each individual customer, showcasing the brand's commitment to personalization and enhancing the overall customer experience (Yang et al., 2022b). Customized functions can not only meet consumers' need for uniqueness but also meet their different levels of green consumption needs (Wang et al., 2023). Customization can be seen as a value added service that allows firms to provide customized products by adapting their basic products according to customers' heterogeneous needs (Hong et al., 2023). Customization Implies the degree to which a service aligns with the individual preferences of consumers by customizing the services provided (Ahmed et al., 2021).

Entertainment

Entertainment in brand marketing content indicates the pleasurable and captivating component, capturing the power of marketing materials that attract and entertain, resulting in a more impactful and memorable relationship with the audience (Yang et al., 2022b)**.** Entertainment is inherently hedonic, providing pleasure and enjoyment, and its effective management often requires unconventional or fringe approaches (Siu et al., 2022). Entertainment value is the perceived effectiveness of an alternative in triggering an emotional or emotional response in the consumer (Chinelato & Al., 2023). Entertainment functions as a crucial stress-relief outlet for individuals, offering an escape from life's pressures, while concurrently playing a pivotal role in digital networks by fueling content consumption, fostering social connectivity, and contributing to economic growth (Zhang et al., 2023).

Trendiness

The trendiness factor has a greater effect on enhancing user perception of usability than it does on enhancing perceived utility, it significantly influences the impression of use for a product or service but has no direct impact on perceived usefulness (Serrano - Malebran et al., 2023). Trendiness refers to the latest quality of content, highlighting its applicability and currency and containing the essence of staying up to date and in line with the most recent advancements in online communities (Yaprak & Cengiz, 2023). Trendiness is an effective social media marketing activity for businesses (A. M. . Anas et al., 2023). Trendiness is a determinant of how well a company communicates the most important and current information about its products and services. It captures the company's ability to stay on top of trends and make sure that its messaging is in line with each other to remain relevant in the marketplace (Bushara et al., 2023). Trendiness correlates with the alignment of new information that caters to consumer needs, signifying the relevance and adaptability of content to meet the evolving preferences and requirements of the audience (Mayasari et al., 2023).

Interaction

Social media interaction involves a dynamic exchange of ideas and information between people who share similar interests. It creates a sense of community by allowing individuals with common interests to connect and participate in an online discussion in every direction (Ahmed et al., 2021). Interaction can change the nature of communication and trigger word-ofmouth (Yaprak, B., & Cengiz, 2023). Interaction serves as a medium through which consumers gain a cognitive comprehension of the
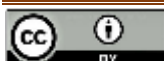
brand's values, fostering a deeper connection that allows them to understand the guiding ideas and values of the brand, ultimately shaping their perception and loyalty. (Ahmed, Riaz Uddin Ahmed, 2021). Interaction involves interacting with customers on social media through comments, likes, shares and other methods. (A. M. Anas et al., 2023b). Interaction not only establishes and strengthens relationships with customers but also has the potential to positively influence their overall experience, as meaningful engagement can enhance customer satisfaction, improve loyalty, and contribute to a more positive perception of the brand. (A. M. Anas et al., 2023b).

Customer Satisfaction

Customer Satisfaction is regarded as a sense of pleasure, enjoyment, and well - being that customers experience when they receive what they expect from an attractive product or service (A. M. . Anas et al., 2023). Customer Satisfaction is known as the extent to which a customer is pleased with services or products offered by a business or organization (Albarq, 2023) Customer Satisfaction is considered the evaluation of opinions about products or services offered by an organization (Egala et al., 2021). Customer satisfaction is a crucial indicator for analyzing both customer purchase intention and loyalty, as a satisfied customer is more likely to show continued consumption (Egala et al., 2021). Customer Satisfaction is related with the fulfilment of utilization of the item and related to the general level of fulfillment with the service experience provided by the company (Mursid & Wu, 2022).
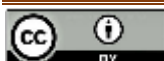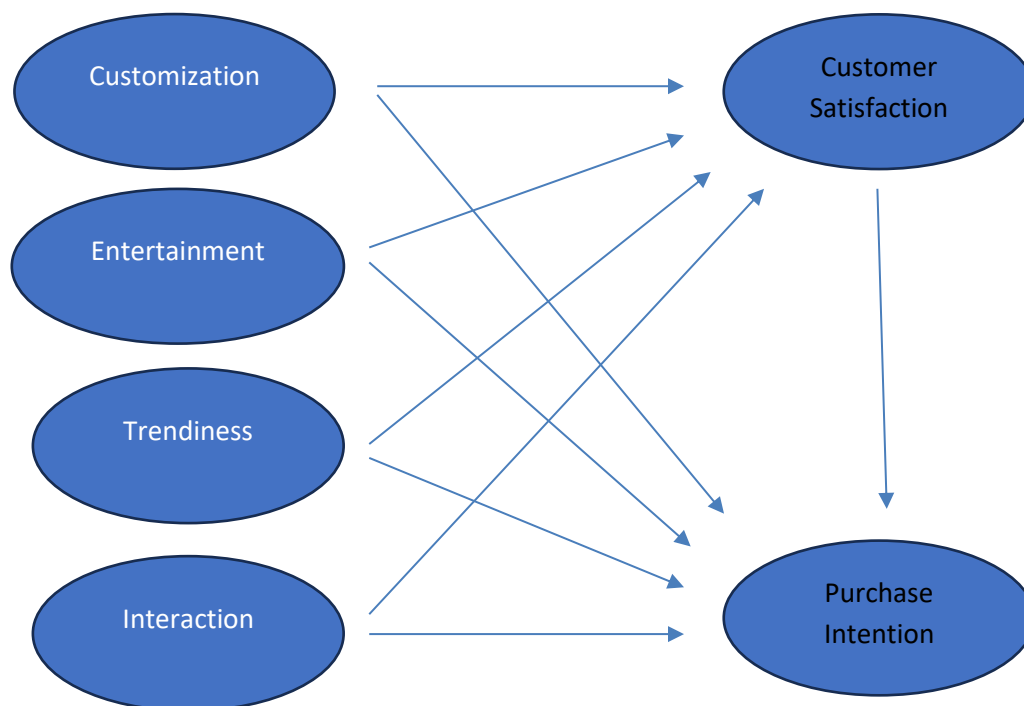
Purchase Intention

Purchase Intention is a measure of the likelihood of future purchases resulting from a consumer's interest in a product or service and its purchase rating (Manel, 2021) Purchase Intention is the condition in which an individual is ready to act and prepared to purchase specific items (Chong et al., 2022). Purchase Intention refers to the level of psychological involvement of a customer when purchasing a product or service (A. M. . Anas et al., 2023). Purchase Intention represents a consumer's future purchase plans or willingness to purchase the product; it can be increased through marketing strategies (Sun & Liang, 2021). Purchase intention is a strong indicator of brand loyalty and is possibly the most practical method for assessing overall brand equity, reflecting consumers' tendencies to make future purchases and providing an exact measure of the enduring connection between customers and a brand, containing the brand's perceived value and connection in the marketplace (Sharma et al., 2021).

Conceptual Framework

Research by (A. M. . Anas et al., 2023) shows that social media marketing can significantly influence purchase intentions by enhancing consumer involvement, communicating sustainability initiatives, and promoting sustainable products. Key factors such as customization, entertainment, trendiness, and interactivity play crucial roles. Customization meets customers' demands, entertainment increases engagement, interaction fosters connections, and trendiness leverages the latest trends to boost engagement and revenue. These tactics are essential in shaping consumers' attitudes and intentions toward purchases.

Social media marketing activities, including customization, entertainment, trendiness, and interaction, significantly enhance customer satisfaction. Customization personalizes content, while entertainment and trendiness engage clients with fresh material. Interaction through comments and feedback cultivates relationships and maintains attention. Research in real estate, hospitality, and tourism shows a positive correlation between customer satisfaction and purchase intention, with stronger associations when clients are more devoted to the service provider. This underscores the importance of customer satisfaction in predicting purchase intentions.

Figure 3. Study Conceptual Framework

Hypothesis Development

According to (Wijaya, 2021) research, around 217 Indonesian smartphone users revealed that, when it came to the relationship between customization and purchase intention, only customization had a significant beneficial impact. impact on the consumer purchase intention. They concluded that improving personalization would greatly boost the intent to buy. More precisely, by attentively and immediately answering consumer questions and interacting with them through deep dialogue, companies may cultivate consumer loyalty and trust. and the trademark. Because of this kind of relationship-building, businesses have a higher to create a foundation of devoted clients who would come back to buy their goods and services. According to (Kumar et al., 2022) research, customization is one of the five dimensions of social media marketing activities and has proven its significance in influencing luxury brand purchase intentions. The hypothesis was developed based on the (A. M. Anas et al., 2023b) study. The hypotheses can be proposed as follows:

H1: There is a positive influence of customization on purchase intention.

According to (Moslehpour et al., 2021) research, only recreational activities are important. More specifically, the study's findings showed that engaging in leisure-related activities on social media might effectively raise customer participation in a brand's social media activities, which will ultimately lead to a rise in their intent to buy. Nevertheless, the results of an additional inquiry applied to the context of luxury fashion firms demonstrated solely the efficacy of entertainment and interaction to improve customer purchase intention. While according to (Kumar et al., 2022) research, entertainment is one of the five dimensions of social media marketing activities and has proven its significance in influencing luxury brand purchase intentions. The hypothesis was developed based on the (A. M. Anas et al., 2023b) study. The hypotheses can be proposed as follows:

H2: There is a positive influence of entertainment on purchase intention.

Many previous research has shown that trendiness activity plays a significant part in predicting customers purchase intention. For example, empirical research was conducted on Chinese consumers during the COVID - 19 pandemic by (Shuyi et al., 2022). revealed that trendiness significantly positively influenced consumer behavioural intention to purchase smartphones. Additionally, in the context of handcrafted goods, trendiness was thought to be the most efficient way to engage the users under investigation on social media platforms, which in turn increases their purchase intention.
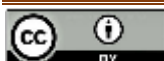
Therefore, companies can take advantage of trends and leverage them to expand their customer base, boost engagement, and boost sales by implementing effective strategies. Businesses can increase consumer purchase intention by using trendiness to make their content more engaging, raise awareness, and maintain competition. According to (Kumar et al., 2022) research, interaction is one of the five dimensions of social media marketing activities and has proven its significance in influencing luxury brand purchase intentions. The hypothesis was developed based on the (A. M. Anas et al., 2023b) study. The hypotheses can be proposed as follows:

H3: There is a positive influence of interaction on purchase intention.

The results of a different study that was applied to the context of luxury fashion brands only demonstrated how effective interaction and entertainment are at increasing consumer purchase intention (Kim & Ko, 2010). They demonstrated that aside from entertainment the success of social media as a tool for encouraging customer purchase intention. The key to media marketing is interaction. Businesses need to make sure they're participating actively delivering pertinent and engaging content to their stakeholders and customers and promoting interaction (Kim & Ko, 2010). By observing interactions and examining what clients positively receive, companies can learn more about the kinds of content and advertisements that draw clients (Merrilees, 2016). The hypothesis was developed based on the (A. M. . Anas et al., 2023) study. The hypotheses can be proposed as follows:

H4: There is a positive influence of trendiness on purchase intention.

One of the main indicators of raising customer satisfaction is customization (Jamil et al., 2021). Furthermore, customization enables clients to obtain services and content that have been carefully customized to their specific needs and preferences, encouraging not only increased customer satisfaction but also strengthening a sense of individualized value and relevance in the products or services they receive (Ding & Keh, 2016). The customization could presumably make a substantial improvement to restaurants' social media users' contentment. According to (Awad et al., 2022) research, customization in social media marketing was positively related to B2B customer satisfaction. Enhancing customization quality can improve customer satisfaction with logistics services. The hypotheses can be proposed as follows:

H5: There is a positive influence of customization on customer satisfaction.

According to Yongzhong, (Yang et al., 2022a) research, around 355 active users of social media and apparel brands in China, indicating the simple mediation effect of perceived value on the relationship between entertainment and customer satisfaction. The element that may have an impact on client satisfaction is entertainment. Making use of entertainment content can encourage consumer interaction (Barger et al., 2016). One of the main indicators of raising customer satisfaction is entertainment (Jamil et al., 2021). Furthermore, according to (Awad et al., 2022) research, that customization in social media marketing is closely connected to customer satisfaction. The hypothesis was developed based on the (A. M. . Anas et al., 2023) study. The hypotheses can be proposed as follows:

H6: There is a positive influence of entertainment on customer satisfaction.

Trendiness could be a crucial element in determining client satisfaction. Social media are constantly evolving, and it is for businesses to remain relevant, it is crucial to follow these trends (Godey et al., 2016). Taking in the newest. Following trends makes brands seem relevant and engaged with their audience (Naaman et al., 2011). Trendiness is an essential indicator of increasing customer satisfaction as it demonstrates a brand's ability to adapt to changing consumer tastes and stay relevant, with companies following trends not only attracting customers but also showcasing awareness and responsiveness, therefore raising satisfaction levels even further (Jamil et al., 2021). According to (Awad et al., 2022) research, trendiness in social media marketing was positively related to B2B customer satisfaction. The hypothesis was developed based on the (A. M. . Anas et al., 2023) study. The hypotheses can be proposed as follows:

H7: There is a positive influence of trendiness on customer satisfaction.

Customer satisfaction also depends on interactions with customers (Shipps & Phillips, 2013) Customers should be asked for feedback, and businesses should reply to posts and comments. That aids in establishing rapport with clients and maintains their interest in the brand. Furthermore, companies should reply to consumer questions and grievances as soon as possible. A high response rate is indicative of good customer service provided by the brand (Gu & Ye, 2014). According to (Awad et al., 2022) research, interaction in social media marketing was positively related to B2B customer satisfaction. (Wibowo et al., 2021) research suggests that interaction has an indirect effect on social identity and perceived value on satisfaction. One of the main indicators of raising customer satisfaction is interaction (Jamil et al., 2021). The hypothesis was developed based on the (A. M. Anas et al., 2023b) study. The hypotheses can be proposed as follows:

H8: There is a positive influence of interaction on customer satisfaction

It has long been known that a key component in determining a customer's purchase intention is their level of customer satisfaction. Numerous investigations have been conducted to examine the impact of customer satisfaction on purchase intention and the resulting consequences for businesses. In the context of real estate marketing, (Dash et al., 2021) study looked at the impact of customer satisfaction on purchase intention. In a different study, (Bai et al., 2008) investigated how purchase intention is impacted by customer satisfaction in the context of the Chinese hospitality sector. The findings demonstrated that increasing purchase intention was significantly influenced by customer satisfaction. Furthermore, in the context of yoga tourism, offering a higher a high degree of service quality contributes to happy clients, which in turn generates more consumer intent to buy (Abdou et al., 2022). According to (Majeed et al., 2022), the research looked into how customer satisfaction affected Ghanaian online hospitality users' intent to buy. The results of PLS-SEM showed a favorable correlation that is both direct and indirect (through customer engagement) between customer satisfaction and the online purchase intentions of hospitality users. The results from several studies show that purchase intention is significantly influenced by customer satisfaction. The hypothesis was developed based on the (A. M. Anas et al., 2023b) study. The hypotheses can be proposed as follows:

H9: There is a positive influence of customer satisfaction on purchase intention.

RESEARCH METHODS

In this research, the research design employed is hypothesis testing. Examining theories that explain specific relationships, variations between groups, or the independence of two or more factors in a particular circumstance is the goal of hypothesis testing. The hypothesis tested is to determine whether customization, entertainment, trendiness, and interaction have a positive influence on customer satisfaction and purchase intention. The hypothesis was also tested to determine whether customer satisfaction has a positive influence on purchase intention. The unit of analysis in this research is individuals who already eat in the restaurant that use social media. The data collection technique is through surveys. This study utilizes crosssectional data as it is collected within a specified time frame and period.

Data Collection Techniques

The data used in this research is primary data, which is collected directly by the researcher. Data collection in this study is obtained by distributing questionnaires survey. The population in this research consists of consumers who used social media and ever visited Richeese, Hoka - Hoka Bento, and CFC. Therefore, the exact population size is unknown. Hence, the sampling method used is non-probability sampling with a purposive sampling technique, where samples are confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran, Uma & Bougie, 2019).

Analysis Method

The method of data analysis in this study implemented structural equation modeling (SEM), is a powerful multivariate tool to analyze the research hypotheses via the AMOS ver 23. Used measurement for this research:

Customization
      Customization was measured using three statements adapted from Anas, A.M., et al. (2023). The three statements are as follows:
1. It is possible to search for customized information on restaurant X's social media.
2. Restaurant X's social media provides lively feed information I am interested in.
3. Restaurant X offers customized services through its social media.

Entertainment
      Entertainment was measured using three statements adapted from Anas, A.M., et al. (2023). The three statements are as follows:
1. The content found in restaurant X's social media seems interesting.
2. Utilizing the social media channels of restaurant X is exciting.
3. It is fun to collect information on products through restaurant X's social media.

Trendiness
      Trendiness was measured using three statements adapted from Anas, A.M., et al. (2023). The three statements are as follows:
1. Restaurant X's social media content is up-to-date
2. Using restaurant X's social media is very trendy.
3. The content on restaurant X's social media is the newest information.

Interaction
      Interaction was measured using three statements adapted from Anas, A.M., et al. (2023). The three statements are as follows:
1. I can easily share my opinions through restaurant X's social media.
2. It is easy to convey my opinions or conversation with other users through restaurant X's social media
3. It is possible to have two-way interaction through restaurant X's social media.

Customer Satisfaction
      Customer Satisfaction was measured using five statements adapted from Anas, A.M., et al. (2023). The five statements are as follows:
1. I am pleased that I have visited this restaurant.
2. I really enjoyed myself at this restaurant.
3. Considering all my experiences with this restaurant, my decision to visit it was a wise one.
4. The food quality and services of this restaurant fulfill my expectations.
5. Overall, I am satisfied with this restaurant

Purchase Intention
      Purchase Intention was measured using three statements adapted from Anas, A.M., et al. (2023). The three statements are as follows:
1. I plan to purchase restaurant products that I have seen on social media.
2. I intend to purchase restaurant products that I like based on social media interaction.
3. I am very likely to purchase restaurant products recommended by my friends on social media.

Variabel Operational
      In this study, six variables are utilized: (1) customization, (2) entertainment, (3) trendiness, (4) interaction, (5) customer satisfaction, and (6) purchase intention. The explanations for each variable along with their indicators are adopted from Anas, A.M., et al. (2023) study.
  The validity and reliability test results from this research all meet the requirements, namely measuring the validity and reliability test results.

Table 1. Validity and Reliability

| No.	Variable/Indicator	Factor Loading	Cronbach Alpha	Decision
	Customization		0.789	Reliable
1.	For me, it is very possible to search for information about a restaurant on the social media account of that restaurant	0.806		Valid
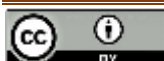
2.	Social media account Certain restaurants provide information that is interesting to me	0.889		Valid
3.	Some restaurants offer customized services or services through their social media	0.824		Valid
Entertainment			0.890	Reliable
1.	The content found on social media accounts Frequently visited restaurants appear interesting	0.913		Valid
2.	Using the social media account channel The restaurant I visited was very enjoyable	0.907		Valid
3.	It's fun to gather information about the food menu through the social media account of the restaurant I'm regularly visiting.	0.898		Valid
Trendiness			0.836	Reliable
1.	The content of the social media account The restaurant I regularly visit is always up-to-date	0.844		Valid
2.	Using a social media account The restaurant I used to visit was very trendy	0.860		Valid
3.	Content of accounts on social media The usual restaurants I visit always provide up-to-date information	0.898		Valid
Interaction			0.791	Reliable
1.	I can easily share my opinions through the social media account of a frequently visited restaurant	0.754		Valid
2.	It's easy to share my opinion or talk to other users through social media	0.904		Valid
3.	It's quite possible for me to interact in two directions through the social media account of a regularly visited restaurant.	0.860		Valid
Customer Satisfaction			0.852	Reliable
1.	I'm glad to have visited this restaurant	0.797		Valid
2.	I really my experience at this restaurant	0.856		Valid
3.	Considering all my experience with this restaurant, my decision to visit it was a wise decision	0.768		Valid
4.	The quality of the food and the service of this restaurant met my expectations	0.790		Valid
5.	Overall, I'm satisfied with this restaurant	0.766		Valid
Purchase Intention			0.731	Reliable
1.	I plan to purchase restaurant products that I have seen on social media.	0.780		Valid
2.	I intend to purchase restaurant products that I like based on social media interaction.	0.782		Valid
3.	I am very likely to purchase restaurant products recommended by my friends on social media.	0.885		Valid

RESULTS AND DISCUSSION
Respondent Characteristics

The demographic profile of the participants in the survey consists multiple significant attributes, including gender, age range, monthly income, and monthly expenses. This data illustrates the diversity and composition of the study subjects by giving an overview of how gender, age, educational attainment, job types, income variation, and spending patterns are distributed within the surveyed group.

The gender distribution from questionnaire for data collection, showcasing a total of 220 individuals. The majority of respondents are male, totaling 124 individuals or 56.4% of the total respondents. The gender distribution from questionnaire for data collection, showcasing a total of 220 individuals. The majority of respondents are male, totaling 124 individuals or 56.4% of the total respondents. The different occupations of 220 individuals surveyed shows that the majority of
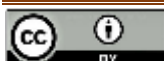
respondents are unemployed, totaling 162 individuals or 73.6% of the total respondents. The different occupations of 220 individuals surveyed describe that the majority of respondents are unemployed, totaling 162 individuals or 73.6% of the total respondents. The highest level of education achieved by 220 surveyed individuals, majority of respondents have a high school education, totaling 189 individuals or 85.9% of the total respondents. The highest level of education achieved by 220 surveyed individuals., which the majority of respondents have a high school education, totaling 189 individuals or 85.9% of the total respondents. The monthly expenses of 220 individuals surveyed, majority of respondents have expenditures of Rp. 1,000,000.00 - Rp. 5,000,000.00, totaling 113 individuals or 51.4% of the total respondents.

Hypothesis Test

The fundamental aim of hypothesis testing revolves around evaluating whether the null hypothesis can be dismissed in favor of the alternative hypothesis, typically employing a statistical significance criterion (Sekaran, U., & Bougie, 2016). Establishing the significance level involves scrutinizing the test statistic to approximate the minimum level at which the null hypothesis could be rejected. The p-value represents the smallest level of significance, and once calculated, it determines the threshold for rejecting the null hypothesis. The guidelines for decision-making in hypothesis testing are as follows:

1. If the p-value > a 0.01, 0.05, or 0.10, the null hypothesis (Ho) is accepted, signifying an absence of a significant relationship between the variables.
2. If the p-value < a 0.01, 0.05, or 0.10, the null hypothesis (Ho) is rejected, suggesting a substantial relationship between the variables.

The nine hypothesis results are summarized in the table below:
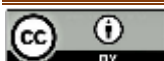
Table 2. Hypothesis Test

Hypothesis	Estimate	p-value	Conclusion
H1: There is a positive influence of customization on purchase intention.	0.232	0.000	**Supported**
H2: There is a positive influence of entertainment on purchase intention.	0.160	0.002	**Supported**
H3: There is a positive influence of trendiness on purchase intention.	-0.036	0.369	**Not Supported**
H4: There is a positive influence of interaction on purchase intention.	-0.026	0.537	**Not Supported**
H5: There is a positive influence of customization on customer satisfaction.	0.295	0.001	**Supported**
H6: There is a positive influence of entertainment on customer satisfaction.	0.329	0.000	**Supported**
H7: There is a positive influence of trendiness on customer satisfaction.	0.284	0.000	**Supported**
H8: There is a positive influence of interaction on customer satisfaction.	-0.107	0.161	**Not Supported**
H9: There is a positive influence of customer satisfaction on purchase intention.	0.319	0.000	**Supported**

Hyphothesis 1

The first hypothesis explores whether customization contribute positively to purchase intention. It aims to test the potential influence of customization on purchase intention. So the hypothesis can be written as follows:

Ho: There is no positive influence of customization on purchase intention.

Ha: Customization positively influences purchase intention.

The result of hypothesis testing shows that the p-value of 0.000 is less than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.232. Furthermore, it can be said that customization positively influences purchase intention.

Hypothesis 2

The second hypothesis aims to ascertain whether entertainment have a positive impact on purchase intentions. It tests whether entertainment significantly influences purchase intention. So the hypothesis can be written as follows:

Ho: There is no positive influence of entertainment on purchase intention.

Ha: Entertainment positively influences purchase intention.

The result of hypothesis testing shows that the p-value of 0.000 is less than 0.02, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.160. Furthermore, it can be said that entertainment positively influences purchase intention.

Hypothesis 3

The third hypothesis aims to ascertain whether trendiness have a positive impact on purchase intentions. It tests whether trendiness significantly influences purchase intention. So the hypothesis can be written as follows:

Ho: There is no positive influence of trendiness on purchase intention.

Ha: Trendiness positively influences purchase intention.

The result of hypothesis testing shows that the p-value of 0.369 is greater than 0.05, so it can be concluded that Ha is rejected and Ho is accepted. The coefficient value is -0.036. Furthermore, it can be said that there is no positive influence of trendiness on purchase intention.

Hypothesis 4

The forth hypothesis aims to ascertain whether interaction have a positive impact on purchase intentions. It tests whether interaction significantly influences purchase intention. So the hypothesis can be written as follows:

Ho: There is no positive influence of interaction on purchase intention.

Ha: Interaction positively influences purchase intention.

The result of hypothesis testing shows that the p-value of 0.537 is greater than 0.05, so it can be concluded that Ha is rejected and Ho is accepted. The coefficient value shows -0.026. Furthermore, it can be said that there is no positive influence of interaction on purchase intention.

Hypothesis 5

The fifth hypothesis aims to ascertain whether customization have a positive impact on customer satisfaction. It tests whether customization significantly influences customer satisfaction. So the hypothesis can be written as follows:

Ho: There is no positive influence of customization on customer satisfaction.

Ha: Customization positively influences customer satisfaction.

The result of hypothesis testing shows that the p-value of 0.001 is less than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.295. Furthermore, it can be said that customization positively influences customer satisfaction.

Hypothesis 6

The sixth hypothesis aims to ascertain whether entertainment have a positive impact on customer satisfaction. It tests whether entertainment significantly influences customer satisfaction. So the hypothesis can be written as follows:

Ho: There is no positive influence of entertainment on customer satisfaction.

Ha: Entertainment positively influences customer satisfaction.

The result of hypothesis testing shows that the p-value of 0.000 is less than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.329. Furthermore, it can be said that entertainment positively influences customer satisfaction.

Hypothesis 7

The seventh hypothesis aims to ascertain whether trendiness have a positive impact on customer satisfaction. It tests whether trendiness significantly influences customer satisfaction.

So the hypothesis can be written as follows:

Ho: There is no positive influence of trendiness on customer satisfaction

Ha: Trendiness positively influences customer satisfaction.

The result of hypothesis testing shows that the p-value of 0.000 is less than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.284. Furthermore, it can be said that trendiness positively influences customer satisfaction.

Hypothesis 8

The eighth hypothesis aims to ascertain whether interaction have a positive impact on customer satisfaction. It tests whether interaction significantly influences customer satisfaction.

So the hypothesis can be written as follows:

Ho: There is no positive influence of interaction on customer satisfaction.

Ha: Interaction positively influences customer satisfaction.

The result of hypothesis testing shows that the p-value of 0.161 is greater than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is -0.107. Furthermore, it can be said that there is no positive influence of interaction on customer satisfaction.

Hypothesis 9

The ninth hypothesis aims to ascertain whether customer satisfaction have a positive impact on purchase intention. It tests whether customer satisfaction significantly influences purchase intention. So the hypothesis can be written as follows:

Ho: There is no positive influence of customer satisfaction on purchase intention.

Ha: Customer satisfaction positively influences purchase intention.

The result of hypothesis testing shows that the p-value of 0.000 is less than 0.05, so it can be concluded that Ho is rejected and Ha is accepted. The coefficient value is 0.319. Furthermore, it can be said that customer satisfaction positively influences purchase intention.

CONCLUSION

Based on the findings of this research and discussion given in previous section, the following conclusion can be determined, Customization positively influences purchase intention, Entertainment positively influences purchase intention, There is no positive influence of trendiness on purchase intention, There is no positive influence of interaction on purchase intention, Customization positively influences customer satisfaction, Entertainment positively influences customer satisfaction, Trendiness positively influences customer satisfaction, There is no positive influence of interaction on customer satisfaction, Customer satisfaction positively influences purchase intention.

REFERENCES

Abdou, A. H., Mohamed, S. A. K., Khalil, A. A. F., Albakhit, A. I., & Alarjani, A. J. N. (2022). "Modeling the relationship between perceived service quality, tourist satisfaction, and tourists' behavioral intentions amid COVID-19 pandemic: Evidence of yoga tourists' perspectives". Front. Psychol. 13, 1003650.

Ahmed, Rian Uddin Ahmed, R. U. (2022). (2021). "Social media marketing, shoppers'' store love and loyalty"." Marketing Intelligence & Planningpp., 40 No. 2, 153–168.

Ahmed, Ahmed, R. U., & U., R. (2021). "Social media marketing, shoppers'' store love and loyalty"." Marketing Intelligence & Planningpp., 40 No. 2, 153–168.

Albarq, A. N. (2023). The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust.Administrative Sciences 13: 90.

Anas, A. M. ., Abdou, A. H. ., Hassan, T. H. ., Alrefae, W. M. M. ., Daradkeh, F. M. ., El-Amin, M. A.-M. M. ., Kegour, A. B. A. ., & Alboray, H. M. M. (2023). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Intention in the Restaurant Industry Context Sustainability, 15, 7207.

Anas, A. M., Abdou, A. H., Hassan, T. H. ., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M.A.-M.M. Kegour, A. B. A., & Alboray, H. M. M. (2023a). Anas, A.M.; Abdou, A.H.; Hassan, T.H.; Alrefae, W.M.M.; Daradkeh, F.M.; El-Amin, M.A.-M.M.; Kegour, A.B.A.; Alboray, H. M. M. (2023). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Int.

Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M.A.-M.M. Kegour, A. B. A., & Alboray, H. M. M. (2023b). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Int.

Annur, C. M. (2023). Jumlah Pengguna Internet di Seluruh Dunia (Januari 1990-2023).

Awad, A. S., Ertugan, A., & Hyusein, A. (2022). "Mode of Collaboration between the Pharmaceutical Firms and Pharmacists: An Empirical Investigation of Social Media Marketing Activities". Sustainability, 14, 13624.

Azani, Jodi, M., & Wibasuri, A. (2022). Mengembangkan Media Informasi Dalam Memanfaatkan Ilmu Teknologi Informasi Pada UMKM Keripik Pisang Lestari Di Desa Suban, Kecamatan Merbau Mataram, Kabupaten Lampung Selatan. Laporan PKPM thesis, Institut Informatika.

Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. (27th ed.). Int. J. Hosp. Manag.

Barger, V., Peltier, J. W., & Schultz, D. E. (2016). "Social media and consumer engagement: A review and research agenda." . . J. Res. Interact. Mark, 10, 268–287.

Briefing, A. (2022). How American Fast-Food Chains Have Succeeded in Indonesia. ASEAN Business News. Briefing, ASEAN. https://www.aseanbriefing.com/news/howamerican-fast-food-chains-have-succeeded-in-indonesia/

Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers'.

Calvin, J., & Setianingsih, R. E. (2021). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Pada Marketplace Shopee. 1–6.

Chinelato, & Al., F. B. et. (2023). Why is sharing not enough for brands in video ads? A study about commercial video ads' value drivers. Spanish of Marketing, 2444-9695.

Chong, S. C., Yeow, C. C., Low, C. W., Mah, P. Y., & Tung, D. T. (2022). Chong, S.C., Yeow, C.C., Low, C.W., Mah, P.Y. and Tung, D. T. (2022). "Non-Muslim Malaysians' purchase intention towards halal products",. Journal of Islamic Marketing, 13 No. 8, 1751-1762.

Dash, G., Kiefer, K., & Paul, J. (2021). "Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention". J. Bus. Res. 122, 608–620.

Databoks. (2023). Top Brand Survey: Fast Food. https://databoks.katadata.co.id/publikasi/2023/02/10/top-brand-survey-fast-food

Dihni, V. A. (2022). Tokopedia, E-Commerce dengan Pengunjung Terbanyak pada 2021.

Ding, Y., & Keh, H. T. (2016). "A re-examination of service standardization versus customization from the consumer's perspective." . . J. Serv. Mark., 30, 16–28.

Egala, S., Boateng, D., & Aboagye Mensah, S. (2021). "To leave or retain? An interplay between quality digital banking services and customer satisfaction",. International Journal of Bank Marketing, Vol. 39 No, 1420-1445.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Godey, B.; Manthiou, A.; Pederzoli, D.; Rokka, J.; Aiello, G.; Donvito, R.; Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. J. Bus. Res., 69, 5833–5841.

Gu, B., & Ye, Q. (2014). First Step in Social Media: Measuring the Influence of Online Management Responses on Customer Satisfaction. Prod. Oper. Manag. 23, 570–582.

Hong, A., Li, X., Wang, Y., & Shi, M. (2023). "Can customization promote product innovation in the global B2B market? Evidence from export manufacturing firms from emerging markets",. International Marketing Review, V, ol. 40 No., 636-666.

Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2021). "Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era". Front. Psychol, 12, 808525.

Kim, A. J., & Ko, E. (2010). "Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention". J. Glob. Fash. Mark, 1, 164–171.

Kotler, P. and Keller, K. L. (2016). Marketing Management, New Jersey: Pearson Pretice Hall, Inc.

Kumar, V., Khan, I., Fatma, M., & Singh, A. (2022). "Engaging luxury brand consumers on social media", Journal of Consumer Marketing,. 39 No. 1, 121-132.

Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). "An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry". Cogent Bus. Manag. 9, 1–19.
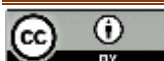
Manel, H. (2021). "Purchase intention through mobile applications: a customer experience lens." International Journal of Retail & Distribution Management, Vol 49 no., 1464-1480,.

Mayasari, Iin, & Al., E. (2023). "Examining The Role Of Social Media Marketing On Brand Love And Its Impact On Brand Centrality: The Study Of Local Fashion Brands For The Millennials". Journal of Indonesian Economy and Business, 38, Number, 147 – 165.

Merrilees, B. (2016). "Interactive brand experience pathways to customer-brand engagement and value co-creation". J. Prod. Brand Manag, 25, 402–408.

Moslehpour, M., Ismail, T., Purba, B., & Wong, W. (2021). Moslehpour, M.; Ismail, T.; Purba, B.; Wong, W. (2021). What makes GO-JEK go in Indonesia? The Influences of social media marketing activities on purchase intention. J. Theor. Appl. Electron. Commer., Res, 17, 89–103.

Mursid, A., & Wu, C. H.-J. (2022). "Halal company identity and halal restaurant loyalty: the role of customer satisfaction, customer trust and customer-company identification." , Journal of Islamic Marketing, Vol. 13 No, 2521-2541.

Naaman, M., Becker, H., & Gravano, L. (2011). "Hip and trendy: Characterizing emerging trends on Twitter". J. Am. Soc. Inf. Sci. Technol. 62, 902–918.

Sekaran, U., & Bougie, R. (2016). Research Methods for Business. In Wiley (Seventh). Wiley.

Sekaran, Uma & Bougie, R. (2019). Metode Penelitian untuk Bisnis II: Pendekatan Pengembangan-Keahlian (6th). Jakarta: Salemba Empat.

Serrano-Malebran, J., Vidal-Silva, C., & Veas-González, I. (2023). Social Media Marketing as a Segmentation Tool. Sustainability, 15, 1151.

Sharma, P., Pradhan, S., & Srivastava, A. (2021). "Understanding the luxury purchase intentions of young consumers: a qualitative analysis, Asia-Pacifi. Journal of Business Administration, 13 No. 4, 452-476. (2021).

Shipps, B., & Phillips, B. (2013). "Social Networks, Interactivity and Satisfaction: Assessing Socio-Technical Behavioral Factors as an Extension to Technology Acceptance". J. Theor. Appl. Electron. Commer., Res. 8, 35.

Shuyi, J., Mamun, A. A., & Naznen, F. (2022). "Social media marketing activities on brand equity and purchase intention among Chinese smartphone consumers during COVID-19". J. Sci. Technol. Policy Manag. Ahead-of-Print.

Siu, N. Y. M., Zhang, T. J., & Kwan, H. Y. (2022). "Reference effects and customer engagement in a museum visit",. International Journal of Contemporary Hospitality Management, Vol. 34 No. 2, Pp. 482-508.(2022). "Reference effects and customer engagement in a museum visit",. International Journal of Conte.

Sun, Y., & Liang, C. (2021). "Effects of determinants of dried fruit purchase intention and the related consumer segmentation on e-commerce in China",. British Food Journal, Vol. 123 N, 1133-1154.

Wang, C., Zhang, R., Feng, T., & Tao, J. (2023). "Impeding green customization: the roles of negative perceptions, environmental responsibility and claim type",. Management Decision, Vol. 61 No, 2698-2719.

Wibowo, A., Chen, S.-C., Wiangin, U., & Ma, Y. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. Sustainability. 13, 189.

Wijaya, C. O. M. (2021). Produktivitas Kerja. Jakarta: Kencana .

Yang, N, H., A, A. M., ZKM, M., & N., Z. (2022a). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. PLoS ONE 17(3): e0264899.

Yang, Q., N, H., A, A. M., ZKM, M., & N., Z. (2022b). Yang Q, Hayat N, Al Mamun A, Makhbul ZKM, Z. N. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. PLoS ONE 17(3): e0264899.

Yaprak, B., and Cengiz, E. (2023). Do Consumers Really Care About Social Media Marketing Activities? Evidence from Netflix's Turkish and German Followers in Social Media. Ege Academic. Review, 23(3), 441-456.

Yaprak, B., & Cengiz, E. (2023). Do Consumers Really Care About Social Media Marketing Activities? Evidence from Netflix's Turkish and German Followers in Social Media. Ege Academic. Review, 23(3), 441-456.

Zhang, J., Xu, Y., Dong, L., & Long, Q. (2023). "Gratification matters? An explorative study of antecedents and consequence in livestream shopping." Vol. 123 , pp1649-1669.