

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik restoran melalui *psychology efek* terhadap keinginan konsumen yang menggunakan instagram untuk makan di restoran Surabaya. Diukur melalui variabel *restaurant attractiveness, personality, self-concept, self-control, consumer perception, willingness to dine out*. Kebanyakan masyarakat cenderung mengambil gambar makanannya saat makan di luar. Karena dengan melalui media sosial yang dimiliki oleh konsumen maka konsumen dapat berinteraksi dengan konsumen lainnya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuisioner. Responden dalam penelitian ini berjumlah 150 responden yang pernah mengunduh gambar makanan melalui media instagram minimal 1 kali dalam 1 bulan terakhir berpendidikan terakhir SMA dan berdomisili di Surabaya. Aras dan skala pengukuran yang digunakan dalam penelitian ini adalah aras dan skala interval dan menggunakan alat analisis SPSS 20.0.

Hasil dari penelitian ini bahwa *restaurant attractiveness* berpengaruh positif terhadap *personality, self-concept, self-control*. *Restaurant attractiveness* berpengaruh positif terhadap *consumer perception*. *Restaurant attractiveness* berpengaruh positif terhadap *willingness to dine out*. *Self-control* berpengaruh positif terhadap *consumer perception*. *Consumer perception* tidak berpengaruh positif terhadap *willingness to dine out*. *Personality* tidak berpengaruh positif terhadap *consumer perception*.

Kata Kunci : *psychology efek, willingness to dine out, restaurant attractiveness*

## ABSTRAK

*This study aims to determine the effect of the appeal of the restaurant through an effect on the psychology of consumers who use instagram desire to eat at the restaurant Surabaya. Measured through variables restaurant attractiveness, personality, self-concept, self-control, consumer perception, willingness to dine out. Most people tend to take pictures of food when eating out. Due to through social media owned by the consumer, the consumer can interact with other consumers.*

*The data used in this research is primary data obtained from questionnaires. Respondents in this research were 150 respondents who have downloaded instagram pictures of food through the medium of at least 1 times in the last 1 month educated past high school and is domiciled in Surabaya. Aras and the measurement scale used in this study is the level and scale nominal and analysis tools SPSS 20.0.*

*Results from this study that the restaurant attractiveness positive effect on personality, self-concept, self-control. Restaurant attractiveness positive influence on consumer perception. Restaurant attractiveness positive effect on willingness to dine out. Self-control positive effect on consumer perception. Consumer perception no positive effect on willingness to dine out. Personality is not a positive influence on consumer perception.*

*Keywords: psychology efek, willingness to dine out, restaurant attractiveness*