

RESTAURANT ATTRACTIVENESS AND PSYCHOLOGICAL EFFECT OF UPLOADING FOOD PICTURE ON INSTAGRAM TO WILLINGNESS TO DINE OUT

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Abstract

This study aims to determine the effect of the restaurant attractiveness and consumers psychological who use instagram to dine out at the restaurant in Surabaya. These research variables measured through restaurant attractiveness, personality, self-concept, self-control, consumer perception and willingness to dine out. Most people tend to take pictures of food when eating out. Due to through Instagram owned by the consumer, the consumer can interact, share, recommend and critic the food and restaurant to other social media users

Type of research is causal with multiple regression. The data used in this research is primary data obtained from questionnaires. Respondents in this research were 150 respondents who have uploaded food pictures through Instagram at least 1 times in the last 1 month, educated past high school and are domiciled in Surabaya. Results from this study that the effect of restaurant attractiveness has positive effect on personality, self-concept, self-control. Restaurant attractiveness has positive effect on willingness to dine out. Self-control has positive effect on consumer perception. Consumer perception has no positive effect on willingness to dine out. Personality has no positive influence on consumer perception.

Keywords: restaurant attractiveness, psychological effect, willingness to dine out

JEL Classification: Z30, Z32

INTRODUCTION

In these days a lot of individual and also business activities have been through social media in the internet. Nowadays, social media is affecting restaurant industry. Activities in social media are used by the restaurant to upload photos as a promotional event. There are several factors about the psychological of someone's personality using social media consisting of 4 items such as: social corresponding activity, energetic personality, good speaking skills, friendly personality. In the restaurant attractiveness, there are two components (1) attractive popularity that consists of 4 items such as: attractive neighborhood restaurants, recommendations from others, the interest of popularity, brand