

ANALYSIS OF THE INFLUENCE OF ONLINE REVIEWS, SERVICE QUALITY, AND CLEANLINESS ON CONSUMERS' INTENTIONS TO VISIT LEGENDARY RESTAURANTS AROUND JAKARTA OLD TOWN



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Abstract

This study aims to investigate the impact of online reviews, service quality, and cleanliness on consumers' decisions to visit renowned restaurants in Jakarta's Old Town area. The research employs a combination of observation, visitor interviews, and both qualitative and quantitative data analysis. The results indicate that online reviews play a significant role in shaping consumers' intentions to visit, while service quality and cleanliness also have a notable impact on their choices. The study underscores the importance of managing online reputations and upholding excellent cleanliness standards to increase the attractiveness of legendary restaurants. It aims to provide actionable recommendations for restaurant owners to enhance the overall customer experience.

Keywords: Online Reviews, Service Quality, Cleanliness, Legendary Restaurants, Consumer Decision

INTRODUCTION

Consumer intentions, influenced by accessible information, generally impact decisions to visit restaurants (Meitiana, 2017; Pappas, 2016), although some studies argue intention doesn't always drive behavior (Kothe & Mullan, 2014; Sanyal, 2014). According to Ajzen's Theory of Planned Behavior, intention leads to action, but researchers observed low consumer interest in legendary restaurants in Jakarta's Old Town. Legendary restaurants, known for their unique flavors and cultural authenticity (Dunia, 2024; Wongso, 2018), are popular weekend destinations (Pratiwi et al., 2023). Jakarta, a hub of culinary heritage, leads in the number of culinary businesses in Indonesia (Mentari, 2022).

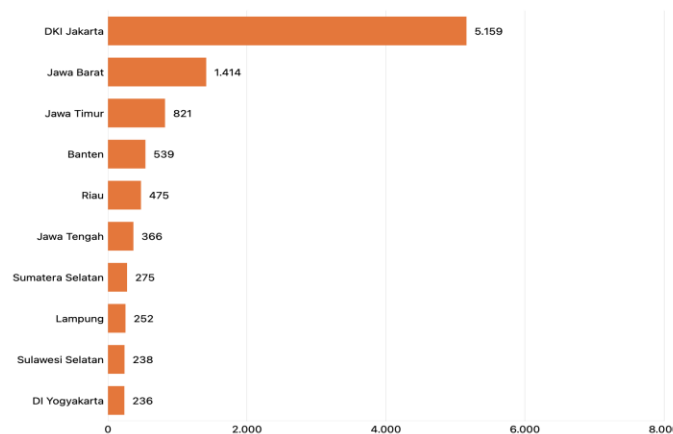


Figure 1.

Statistical Data on Restaurants in Indonesian Provinces

Source: Central Bureau of Statistics (BPS) DKI Jakarta (2020)

According to Peng et al. (2020), "Place Identity Theory" refers to locations that have long existed as part of a community's collective identity due to their historical, traditional, and shared experiential values. Jakarta's Old Town, located in West Jakarta, is rich in history and has been designated by Indonesia's Ministry of Tourism as one of the 10 National Priority Destinations (Ratnasari, 2019). This area includes Glodok, often called "Chinatown," known for its Chinese cultural influences, and the Jakarta History Museum area, characterized by Dutch colonial-era architecture and a strong historical ambiance. Historic areas like Jakarta's Old Town, with their longstanding presence, are home to many legendary restaurants enjoyed across generations. Despite its historical significance, the area has seen a decline in visitors, prompting researchers to focus on it.

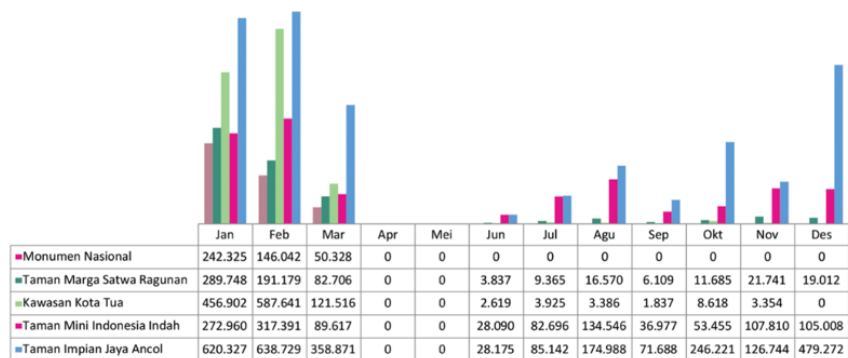


Figure 2.
Statistical Data on the Number of Visitors to Five Top Tourist Destinations in DKI Jakarta in 2020

Source: Jakarta Provincial Tourism and Creative Economy Office (2020)

No.	Lokasi	Januari			Februari			Maret			April			Jumlah (Jan - Apr)		
		Wisnus	Wisman	Jumlah	Wisnus	Wisman	Jumlah	Wisnus	Wisman	Jumlah	Wisnus	Wisman	Jumlah	Wisnus	Wisman	Jumlah
1	TIA Ancol*	470.391	--	470.391	292.473	--	292.473	490.114	--	490.114	348.297	--	348.297	1.541.275	--	1.541.275
2	Taman Mini Indonesia Indah*	138.734	--	138.734	46.703	--	46.703	61.096	0	61.096	6.383	--	6.383	252.996	--	252.996
3	T. Marga Satwa Ragunan*	159.442	246	159.688	94.174	125	94.299	125.968	150	126.118	30.186	141	30.327	409.770	662	410.432
4	Monumen Nasional	TUTUP			TUTUP			TUTUP			TUTUP			TUTUP		
5	Museum Nasional	22.350	274	22.624	4.369	92	4.461	9.854	309	10.163	17.536	577	18.113	54.109	1.252	55.361
6	Museum Satria Mandala	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
7	Museum Sejarah Jakarta	18.825	--	18.825	8.989	--	8.989	16.398	--	16.398	5.974	51	6.025	50.186	51	50.237
8	Museum Tekstil	915	43	958	480	33	513	862	109	971	620	100	720	2.877	285	3.162
9	Museum Bahari	1.195	34	1.229	812	39	851	2.508	54	2.562	820	89	909	5.335	216	5.551
10	M. Seni Rupa dan Keramik	4.104	45	4.149	1.426	31	1.457	2.050	24	2.074	479	25	444	7.999	125	8.124
11	Museum Wayang	7.193	103	7.296	3.582	65	3.647	7.854	117	7.971	2.089	262	2.351	20.718	547	21.265
12	Museum Saing 45	345	--	345	234	--	234	292	--	292	159	--	159	1.038	--	1.038
13	Taman Arkeolog P.Cireuit	1.779	--	1.779	1.557	--	1.557	2.646	--	2.646	714	--	714	6.696	--	6.696
14	Pel. Sunda Kelapa	383	--	383	2.647	--	2.647	263	3	266	404	--	404	3.697	3	3.700
15	Kepulauan Seribu	19.582	152	19.734	11.693	431	12.124	16.721	271	16.992	8.197	1.986	9.383	56.193	2.040	58.233
16	PBB Setu Babakan	15.037	--	15.037	13.989	11	14.000	12.392	--	12.392	5.172	--	5.172	46.590	11	46.601
17	Museum Prasasti	495	--	495	219	--	219	361	--	361	322	--	322	1.397	--	1.397
18	Planetarium	TUTUP			TUTUP			TUTUP			TUTUP			TUTUP		
19	Rumah Si Pitung (Situs Marunda)	1.650	--	1.650	1.148	--	1.148	1.322	0	1.322	230	--	230	4.350	--	4.350
20	Kawasan Kota Tua	84.896	670	85.566	52.891	546	53.457	62.847	635	63.482	40.824	1.072	41.896	241.458	2.943	244.401
Jumlah		887.316	1.567	888.883	537.386	1.393	538.779	813.548	1.672	815.220	468.346	3.503	471.849	2.706.596	8.135	2.714.731

Figure 3.
Visitor Data for Twenty Tourist Attractions in 2022

Source: Jakarta Provincial Tourism and Creative Economy Office (2022)

Based on Figures 2 and 3, it is evident that visits to Jakarta's Old Town have declined over time. In January 2020, the area recorded 456,902 visitors, while in April 2022, only 41,896 visitors were recorded, representing a 90.8% decrease. This decline in visits has affected various locations within the area, including legendary restaurants around Jakarta's Old Town. The researcher identified five restaurants around Jakarta's Old Town that meet the criteria to be considered culinary legends, referring to establishments that have existed and endured for several generations (Santosa, 2018).

Table 1.
Five Legendary Restaurants Around Jakarta's Old Town

No.	Restaurant Name	Address	Established Year	Products
1	Ragusa Ice Cream	Jl. Veteran I No.10, RT.4/RW.2, Gambir, Gambir District, Central Jakarta City.	1932	Ice cream
2	Ta Kie Iced Coffee	Jl. South Gate III Gang Gloria No.46, RT.7/RW.6, Pinangsia, Taman Sari District, West Jakarta City	1927	Coffee and Chinese food
3	Miscellaneous Directors	Jl. South Great Door 1 No.10, RT.7/RW.6, Pinangsia, Taman Sari District, West Jakarta City	1967	Mixed vegetables with the peanut sauce
4	Mango Alley Food Stall	Jl. Purity V No.1C 15, RT.15/RW.1, Glodok, Kec. Taman Sari, West Jakarta City	1978	Indonesian food
5	Cafe Batavia	Jl. North Great Door No.14, Old Town, West Jakarta, DKI Jakarta	1993	Western food

Source: Processed Data, 2024.

The term "around" refers to areas with geographical, cultural, or historical connections to Jakarta's Old Town, not just those directly adjacent. Buffer zones, as described by Lynch

(1964), are areas linked to central activity hubs, even if not physically close. Es Ragusa, in the Gambir area, is part of Jakarta's culinary history and closely tied to Old Town, making it an essential cultural and historical asset. The concept of cultural landscapes highlights that historical connections often outweigh physical boundaries (UNESCO). The researcher visited five legendary restaurants around Old Town, conducted observations, and interviewed staff. A lack of consumer intention to visit these restaurants was identified, with online reviews, service quality, and cleanliness hypothesized as key factors influencing their appeal.

Table 2.
Consumer Interview Results

Personal Data	What motivates you to visit the restaurant?	How was your experience at the restaurant?	What is your opinion on the restaurant, and would you recommend it to others?
Woman, 21 years old, student	"I've known about this restaurant for a while, but never had the chance to try it. Since it's closed, I decided to stop by..."	"It was just okay. The online reviews said it was good, but I thought it was just average. Maybe it's just not my taste."	"I wouldn't recommend it. I didn't like it, and the place was not very clean either."
Man, 40 years old, employee	"I've been coming here since I was a teenager and I know the staff."	"It was a good experience, especially since the staff are all close friends, so the service was special for me."	"It's my favorite. I've recommended it to all my friends, they know it's my go-to place."
Man, 28 years old, employee	"I heard about it from a friend and saw the Google reviews. They said it's legendary, so I was curious to try."	"It was just okay, nothing special. The reviews said it was great, but for me it was just average."	"I wouldn't recommend it. It may have been legendary in the past, but now it's just average."
Woman, 24 years old, housewife	"I often passed by here and heard it's been around for a long time. I was curious to try it."	"The place was a bit dirty, and the tables seemed unclean. The food wasn't great either."	"I don't think I'll come back. The place isn't comfortable for eating."

Woman, 22 years old, student	"I saw high ratings on Google, but after trying it, it didn't meet my expectations."	"The service was really slow, even though the Google reviews said it was fast."	"If the service continues like this, I'd think twice about coming again."
Woman, 25 years old, employee	"I saw a lot of people saying the place was iconic. I was curious to try."	"I was a bit disappointed. The place was small and not very clean. The tables were dirty when I arrived."	"No, cleanliness is important to me, so I probably won't return."
Man, 33 years old, employee	"I like the atmosphere."	"It was okay, but the service could be better, although everything else was fine."	"Definitely. I've recommended it many times to my family and friends."
Woman, 24 years old, employee	"I saw a lot of reviews on social media saying their drinks were unique. But when I came, it was just okay."	"It didn't meet my expectations. The reviews said it was always crowded, but I didn't find it that special."	"It doesn't live up to what people say. I'm not satisfied."
Man, 44 years old, entrepreneur	"I like the iconic, historical vibe. It's a comfortable place for meetings or working."	"The service is very friendly, fast, and hassle-free. I feel comfortable hanging out here."	"I often invite my family and friends here."
Woman, 28 years old, employee	"I heard this place has been around for a long time, so I decided to try it."	"The place was small, and when I arrived, it wasn't very clean. The tables and floors were	"For a legendary place, they should maintain cleanliness to make it more comfortable."

Source: Interview Data, 2024.

Online reviews from customers who have visited or tried the food and drinks at the restaurant provide essential insights for potential customers. Due to limited time and information, potential customers often research legendary restaurants through online platforms like social media. These reviews, written based on actual experiences, are credible and help future consumers decide whether or not to visit a particular restaurant (Riyanjaya and Andarini, 2022). As supported by Akbar and Kurniawat (2022), online reviews influence customers' intentions to visit a restaurant. Online reviews impact the decision to visit

legendary restaurants, particularly regarding service quality. Potential customers can assess a restaurant's service quality through reviews, and poor service can lead them to cancel their visit before even stepping foot in the restaurant.

Cleanliness is another crucial factor that influences the decision to visit a restaurant. Establishments with high cleanliness standards are more likely to earn customer trust and positive reviews, attracting more visitors. On the other hand, cleanliness issues can harm a restaurant's reputation and cause customer loss (Mentu et al., 2023). Data from online reviews shows that cleanliness is often a key area of negative feedback from new visitors, hindering customer growth. Some restaurants face criticism for poor cleanliness in both the environment and food presentation, which raises health concerns and deters potential customers from visiting.

Table 3
Previous Studies

Author	Year	Research Title	Research Type	Variables	Research Results	Recommendations
Kim et al.	2011	Consumer Perceptions on Web Advertisements and Motivation Factors to Purchase in Online Shopping	Consumer Survey, Quantitative Data Analysis	Consumer Perceptions, Web Ads, Purchase Motivation	Online reviews play a key role in purchase decisions	Focus on review quality to enhance online credibility
Akbar & Kurniawati	2022	Trust in Online Reviews and Perceived Price on the Intention to Visit Restaurants	Consumer Survey, Multiple Regression Analysis	Online Reviews, Price, Intention to Visit Restaurant	Online reviews and price significantly affect visit intentions	Manage reviews and prices strategically to encourage visits
Prakoso	2022	Analysis of Word of Mouth, Price, and Service Quality on the Decision to Visit Ragunan Zoo	Case Study, Consumer Survey, Quantitative Analysis	Word of Mouth, Price, Service Quality	Service quality and price influence visitors' decisions	Improve service quality for long-term influence

Mentu et al.	2023	The Impact of Cleanliness of Product Display and Facilities on Purchase Decisions at Midal Tanta Rosye Restaurant in Woloan Tomohon	Survey, Quantitative Analysis	Product Cleanliness, Facilities, Purchase Decision	Cleanliness of facilities significantly affects purchase decisions	Prioritize cleanliness in daily operations
Parasuraman et al.	1985	A Conceptual Model of Service Quality and Its Implications for Future Research	A Conceptual Model of Service Quality and Its Implications for Future Research	Model Development, Service Quality Survey	Service Quality, Reliability, Assurance, Responsiveness	Use service quality model to enhance satisfaction
Riyanjaya & Andarini	2022	The Influence of Online Customer Reviews and Ratings on the Purchase Intentions of Wardah Products on Shopee Online Shopping Site	Survey, Quantitative Analysis	Online Survey, Regression Analysis	Customer Reviews, Product Ratings, Purchase Intent	Improve online reviews and positive ratings on platforms
Hwang et al.	2018	The Impact of Service Quality on Customer Satisfaction in Hospitality	Survey, Quantitative Analysis	Service Quality, Customer Satisfaction	Service quality significantly impacts customer satisfaction	Improve service quality to maximize customer satisfaction
Kwon et al.	2021	Reducing Risk Perception Through Online Reviews	Online Survey, Regression Analysis	Risk Perception, Online Reviews	Positive online reviews reduce consumer risk perception	Leverage positive reviews to reduce customer risk perception
Lee et al.	2020	Exploring the Role of Credibility in	Quantitative Study, Focus	Source Credibility,	Review credibility strengthens	Ensure online review credibility

		Customer Decision Making	on Review Credibility	Consumer Decisions	consumer intention to buy or visit	to attract new customers
Chakraborty & Bhat	2018	Influence of Customer Reviews on Brand Awareness and Purchase Intentions	Survey, Experimental Study	Online Reviews, Brand Awareness, Purchase Intent	Positive reviews increase brand awareness and purchase intention	Encourage positive reviews to increase brand awareness

Source: Data processing results, 2024.

This study focuses on the impact of online reviews, service quality, and cleanliness on consumer intent to visit legendary restaurants in Jakarta's Old Town. Based on the "State of the Arts" table, previous studies by Kim et al. (2011), Akbar & Kurniawati (2022), and Prakoso (2022) explored various factors influencing consumer decisions, such as online reviews, service quality, and price. Research by Mentu et al. (2023) emphasizes the role of cleanliness in purchase decisions, while the study by Parasuraman et al. (1985) discussed the dimensions of service quality.

Table 4.
Distribution of Factors Related to the Research in Previous Studies

Researcher	Online Reviews	Service Quality	Cleanliness	Purchase Intention
Kim et al.	✓	x	x	✓
Akbar & Kurniawati	✓	x	x	✓
Prakoso	x	✓	x	✓
Mentu et al.	x	x	✓	✓
Parasuraman et al.	x	✓	x	x
Riyanjaya & Andarini	✓	x	x	✓
Hwang et al.	x	✓	x	x
Kwon et al.	✓	x	x	x
Lee et al.	x	✓	x	x

Source: Data Processing Results, 2024.

Previous research has examined online reviews, service quality, and cleanliness separately. The gap filled by this study is the combination of these three factors in the context of legendary restaurants, which hold historical value and high consumer expectations. By exploring these three factors in one study, this research offers new insights into how these

variables interact and holistically affect consumer intentions at legendary restaurants with unique characteristics. Five legendary restaurants that have stood for several generations in the Old Town area of Jakarta have also experienced a decline in visitor numbers in recent years. Adi, a cashier at Es Ragusa for 3 years, mentioned that although long lines were once common, there has now been a drastic decrease in visitors. Kopi Es Tak Kie, Gado-Gado Director, and Warteg Gang Mangga are rarely visited by new customers, and Cafe Batavia only attracts visitors during certain seasons, leading to a decline in customers over time. This is confirmed through interviews with workers or owners of legendary restaurants in the research location. The researcher is interested in investigating the factors influencing consumer intentions to visit these culinary establishments.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), introduced by Icek Ajzen in 1991, is a framework for understanding the factors influencing an individual's intention to perform a specific action. TPB is based on three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. According to Ajzen, these components directly influence intention, which then contributes to actual behavior. In this study, TPB provides a framework to analyze the factors influencing consumer intentions to visit legendary restaurants in Jakarta's Old Town.

- **Attitude Towards Behavior refers** to an individual's positive or negative evaluation of an action. In the context of legendary restaurants, a positive attitude can arise if visiting the restaurant is perceived as enjoyable or valuable.
- **Subjective norms involve** perceptions of social pressure to perform or not perform an action. Recommendations from friends or family who have visited the restaurant can increase consumer intention to visit.
- **Perceived Behavioral Control refers** to an individual's belief about how easy or difficult it is to act. Factors such as easy access or online booking options can increase perceived control and, in turn, the likelihood of visiting a legendary restaurant.

In summary, TPB offers a comprehensive framework to analyze how consumer attitudes, social influences, and perceived control affect their decisions to visit legendary restaurants.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) significantly influences consumer decisions in the digital era. Within the Theory of Planned Behavior (TPB), e-WOM shapes consumer attitudes toward a product or service through online reviews and recommendations. It asserts that consumer-generated information is more trusted than direct advertisements or promotions because it is seen as more honest and objective. Studies have shown that e-WOM increases positive attitudes, thereby influencing intentions to visit or purchase (Murtini, 2021). For legendary restaurants, e-WOM plays a crucial role as potential customers typically look for online reviews before deciding to visit. Positive reviews from previous customers create a favorable perception, generating enthusiasm and the intention to experience the restaurant. Conversely, negative reviews, especially concerning cleanliness, service, or food quality, can negatively affect consumer intentions, making them more cautious or reluctant to visit.

e-WOM acts as a reliable reference point because it comes from independent consumers, unlike promotional messages from the restaurant itself (Rosyid et al, 2023). Research indicates that online reviews significantly influence decisions because they are viewed as relevant and credible social proof of the restaurant's quality (Simanihuruk et al., 2020). Additionally, e-WOM helps shape subjective norms, especially when reviews come from influential figures on social media, such as influencers or food bloggers. Positive reviews from these figures can encourage potential customers to follow trends and visit the restaurant as part of a social experience. e-WOM often drives consumers to follow others' recommendations, particularly within social media environments.

Consumer Satisfaction Theory

The Consumer Satisfaction Theory, developed by Oliver (1980), explains that satisfaction occurs when the service or product meets or exceeds consumer expectations. In the context of legendary restaurants, consumer satisfaction is strongly influenced by their perceptions of various aspects, such as food quality, atmosphere, service, and cleanliness.

When these aspects meet expectations, consumers are satisfied and are more likely to recommend the restaurant or visit again. On the other hand, if a restaurant fails to meet expectations, dissatisfaction arises, which can reduce the likelihood of repeat visits or even lead to negative reviews. Oliver noted that dissatisfaction negatively affects a restaurant's reputation, especially in the digital age where consumer reviews are easily accessible. Negative reviews, particularly regarding cleanliness or service quality, can be damaging since these elements are crucial for consumers in evaluating restaurant quality (Oliver, 1980).

In this study, consumer satisfaction is analyzed as a variable closely related to attitude and perceived behavioral control. Cleanliness is a key component in shaping consumer satisfaction. Research shows that cleanliness is frequently mentioned in reviews and significantly impacts consumers' risk perception and satisfaction with the restaurant. Food and service quality also play a crucial role. Consumers who feel the food quality meets their expectations tend to be more satisfied, which increases the likelihood of return visits and positive reviews. Dissatisfaction with food or service can lead to negative perceptions that decrease consumer interest in returning or recommending the restaurant.

Consumer Risk Perception Theory

The Consumer Risk Perception Theory states that perceived risks related to quality, cleanliness, or other factors affecting comfort can reduce a consumer's intention to visit (Husnah et al, 2023; Hidayat et al, 2024). In the context of restaurants, these risks can include functional risks, such as food safety, and social risks, such as fear of criticism if the restaurant does not meet expectations. When consumers perceive a restaurant as risky, their intention to visit decreases. Risk perception is often shaped by information from online reviews, personal experiences, or recommendations from others. Restaurants can reduce risk perception by providing assurances of quality and cleanliness through positive reviews, making consumers more likely to visit. This highlights the importance of managing reviews and providing transparent information to reduce perceived risk. Risk perception is also closely related to perceived behavioral control. When consumers feel they have control over risks, such as choosing a clean restaurant with certain quality standards, they are more comfortable visiting. Research shows that consumers with high perceived control over risk are more likely to take actions they previously considered risky.

Social Proof Theory

Social Proof Theory explains that people tend to follow the actions of others when making decisions, especially in uncertain situations. In the context of online reviews, this theory underpins how consumers use review information to shape their perceptions of a restaurant. Studies show that reviews with many "likes" and perceived as helpful have significant social influence, as they are seen as worthy guidance for other consumers (Meek et al., 2021). Further research indicates that rich and credible review content has a greater influence on consumers' assessments of casual restaurants compared to luxury ones (Hlee et al., 2019). Social Proof creates a group effect, where users feel compelled to visit restaurants with numerous positive reviews. Large data from social media can predict consumer preferences based on reviews, demonstrating the significant impact of Social Proof (Nilashi et al., 2021). Additionally, the credibility of review sources enhances user satisfaction and strengthens their intention to visit. Credibility is improved when review content aligns with consumer information needs, amplifying Social Proof (Hwang et al., 2018). Positive reviews or "likes" can also reduce perceived risks, as consumers feel more confident in trying a restaurant when they see numerous positive reviews (Kwon et al., 2021).

Source Credibility Theory

Source Credibility Theory explains that the credibility of online reviews significantly influences consumer decisions, particularly in the context of dining experiences. A study by Hsieh and Li (2020) found that consumers tend to trust reviews from sources deemed credible and relevant, which in turn affects their intention to visit a restaurant (Hsieh & Li, 2020). Credible reviews typically provide detailed information relevant to the user's needs. Chakraborty and Bhat (2018) noted that highly credible reviews increase brand awareness and perceived value, which subsequently impacts consumers' purchase intentions. This factor is crucial in restaurant marketing, where consumer perceptions of quality based on reviews are key to attracting visitors (Chakraborty & Bhat, 2018).

Kim et al. (2018) emphasized that the power of review credibility comes from how well the review meets consumer information needs. When the information is considered relevant and accurate, consumers are more influenced by the recommendations in the review, increasing their positive perception of the restaurant (Kim, Kandampully, & Bilgihan, 2018).

The impact of review credibility is also evident in reducing perceived risks. Lee et al. (2018) showed that highly credible reviews can alleviate consumer concerns about health and quality risks, making it easier for them to decide to visit (Lee, Jeong, & Zhang, 2020).

Online Reviews

Online reviews from guests are part of E-WOM, representing direct opinions from individuals who are not part of marketing (Farki & Baihaqi, 2016). These reviews are considered trustworthy and can help visitors in considering a product (Banjarnahor et al., 2021). Guest online reviews can serve as promotional tools for companies while remaining honest (Hartanto & Indiyani, 2022). In summary, online reviews are opinions about a product or service experienced by consumers, allowing potential customers to access evaluations from previous ones.

Service Quality

Service refers to the actions or activities provided and offered by one party to another (Keller, 2013). Service quality indicates the level of service provided by an organization compared to visitors' expectations (Tjiptono, 2017). It is an important factor in consumers' consideration of using a company's products or services (Sudarso, 2016). Service quality is essentially aimed at meeting the needs and wants of consumers (Indrasari, 2019; Anggraeni & A'yuni, 2023). In conclusion, service quality is the service actions offered by a company to meet consumer expectations.

Cleanliness

Cleanliness refers to a state that appears healthy and beautiful (Hardiana, 2018). It is a reflection of an individual's effort to maintain personal health, which is crucial for sustaining life (Lastriyah, 2011). Cleanliness is a situation free from dirt, including dust, waste, and unpleasant odors, and is a sign of good hygiene (Prabowo et al., 2020). In summary, cleanliness is a state that appears healthy and free from dirt, making it an essential factor for sustaining human life.

RESEARCH METHOD

General Overview of the Research Object

This study uses a quantitative approach with positivism as the main research paradigm, involving structured data collection and statistical analysis. The research applies a deductive method to test relevant theories, starting with a literature review and forming a research plan. The study was conducted in Jakarta's Old Town, focusing on legendary restaurants that reflect Indonesia's culinary heritage. The aim is to analyze how online reviews, service quality, and cleanliness affect consumer intentions to visit these restaurants, with insights expected to help maintain their attractiveness while preserving cultural heritage amidst modern changes.

Research Design

This study uses a quantitative approach aimed at testing the relationships between variables based on numerical data and statistical analysis. This approach allows the researcher to measure the influence of factors such as online reviews, service quality, and cleanliness on consumer intentions to visit legendary restaurants in the Old Town area of Jakarta. The quantitative approach was chosen because it is suitable for generating findings that can be generalized, relevant to the research population, and provides objective results based on statistical analysis (Murtini, 2021). Consumer intention is often the first step before actual behavior is performed. According to a study by Pappas (2016), intention supported by credible information influences decisions to visit a place, including legendary restaurants. Other studies, such as by Kothe and Mullan (2014), indicate that intention is not always a direct indicator of actual behavior, making it important to explore other variables that may support or hinder that intention.

Sampling Method

This study uses non-probability sampling, specifically purposive sampling, where samples are selected based on specific characteristics relevant to the research objectives. The population includes individuals who have visited legendary restaurants, and a sample is chosen to represent this population. Non-probability sampling is used to gain in-depth insights from a targeted group rather than to generalize the entire population. The sample consists of consumers who visited legendary restaurants in the past six months, such as Es

Ragusa, Kopi Es Tak Kie, Gado-gadoDirector, Warteg Gang Mangga, and Café Batavia. This method helps understand factors influencing consumer visit intentions, particularly focusing on online reviews, service quality, and cleanliness.

Data Collection Method

Population refers to the entire group of people, events, or things that are of interest for research (Sekaran & Bougie, 2020). The population of this study consists of consumers of legendary restaurants around the Old Town area of Jakarta, including individuals who have visited legendary restaurants such as Es Ragusa, Kopi Es Tak Kie, Gado-gadoDirector, Warteg Gang Mangga, and Café Batavia. The sample size is calculated using the Cochran formula, which is suitable for large populations where the exact size is unknown. The formula is as follows:

$$no = \frac{Z^2}{e^2} P(1 - P)$$

Where:• n0: Initial sample size

- Z: Z-score value based on a specific confidence level (eg, 1.96 for a 95% confidence level)
- P: Proportion of the population assumed to have a specific characteristic (usually taken as 0.5 to maximize variation)
- e: Acceptable margin of error (eg, 0.05)

For illustration, if the confidence level is 95%, Z=1.96, P=0.5, and the margin of error is 5%, the sample size is calculated as follows:

$$no = \frac{(1,96)^2}{(0,05)^2} 0,5(1 - 0,5) = \frac{3,8416 \cdot 0,25}{0,0025} = 384,16$$

Based on the Cochran formula, the minimum number of respondents representing the validity of this study is 384 respondents. To anticipate invalid samples, the number was increased to 396. This study uses purposive sampling, a type of non-probability sampling, where respondents are deliberately selected based on certain criteria. This approach ensures the sample truly represents characteristics relevant to the research (Hair et al., 2022).

Purposive sampling is considered most appropriate for this study because: Population with Specific Characteristics: Only consumers with direct experience at the studied legendary restaurants can provide relevant data.

• **Efficiency in Data Collection:** This approach allows the researcher to avoid respondents who do not meet criteria, saving time and cost compared to probabilistic methods. • **Alignment with Research Focus:** Purposive sampling ensures data collection aligns with the research goal of exploring the impact of online reviews, service quality, and cleanliness on consumer visit intentions (Riyanjaya & Andarini, 2022).

The study adopts judgment sampling rather than quota sampling, allowing the researcher to select the most relevant samples based on their judgment (Kuncoro & Retnowati, 2023).

To maintain data validity, the study sets inclusion and exclusion criteria: • **Inclusion criteria:**

1. Respondents aged between 18–60 years.
2. Respondents who have visited one of the five legendary restaurants in Old Town Jakarta in the last 6 months.
3. Respondents willing to complete the questionnaire and provide accurate data. • **Exclusion criteria:**
4. Respondents who have not visited the studied legendary restaurants.
5. Respondents unwilling to participate or provide honest answers.

By using the Cochran formula to calculate sample size and judgment-based purposive sampling, the study aims to collect relevant, valid, and representative data, supporting the exploration of relationships between online reviews, service quality, cleanliness, and consumer visit intentions at legendary restaurants in Old Town Jakarta. This method offers efficiency and effectiveness, making it suitable for this research context.

RESULTS AND DISCUSSION

Of the total 396 respondents who participated as samples in this study, there was a variation in respondent characteristics, including gender, age, occupation, domicile, and highest level of education, as follows:

Table 1
Respondent Demographic Profile

No	Category	Aspect	Number	Percentage
1	Gender	Female	200	50.5%

		Male	196	49.5%
2	Age	18-24 years	129	32.6%
		25-34 years	140	35.4%
		35-44 years	74	18.7%
		45-54 years	39	9.8%
		>54 years	14	3.5%
3	Occupation	Student/College	97	24.5%
		Employee	180	45.5%
		Entrepreneur	81	20.5%
		Housewife	38	9.6%
4	Domicile	Jakarta	106	26.8%
		Bogor	70	17.7%
		Depok	94	23.7%
		Tangerang	77	19.4%
		Bekasi	49	12.4%
5	Education	Junior High School	4	1.0%
		Senior High School	113	28.5%
		D3	65	16.4%
		D4/S1	186	47%
		S2	27	6.8%

Source: Data Processing Results (2024)

Out of 396 respondents, there was a nearly equal gender distribution, with slightly more females (50.5%) than males (49.5%). The majority of respondents were aged 25-34 years (35.4%), followed by 18-24 years (32.6%). Most respondents were employees (45.5%), followed by students (24.5%), entrepreneurs (20.5%), and housewives (9.6%). Most respondents live in DKI Jakarta (26.8%), followed by Depok (23.7%), Tangerang (19.4%), Bogor (17.7%), and Bekasi (12.4%). In terms of education, most have a Bachelor's degree (47%), followed by Senior High School (28.5%), Associate Degree (16.4%), Master's degree (6.8%), and Junior High School (1%).

Table 9.
Respondent Characteristics Profile

1	How often do you visit this restaurant in a month?	1-2 times	81	20.5%
		3-5 times	203	51.3%
		6-10 times	92	23.2%
		> 10 times	20	51%
2	How much do you spend in one visit to the restaurant?	< Rp. 50,000	9	2.3%
		Rp. 50,001 – Rp. 100,000	147	37.1%
		Rp. 100,001 – Rp. 200,000	112	28.3%

		Rp. 200,001 – Rp. 300,000	92	92%
		> IDR 300,000	36	9.1%
3	Where do you get information about a restaurant? about a restaurant	Social Media	152	38.4%
		Recommendations	147	37.1%
		Electronic media	40	10.1%
		Internet	57	14.4%
4	What factors influence your decision when choosing a restaurant?	Service quality	72	18.2%
		Food quality	131	33.1%
		Facilities	50	12.6%
		Price	80	20.3%
		Location	63	15.9%

Source: Data Processing Results (2024)

Based on the respondent profile, the majority (51.3%) visit legendary restaurants 3-5 times a month, indicating that these restaurants are frequently visited for food, nostalgia, or socializing. Another 20.5% visit 1-2 times a month, while only 23.2% visit 6-10 times, and 5.1% visit more than 10 times, showing a smaller segment with higher frequency. In terms of spending, most respondents (37.1%) spend IDR 50,001 to IDR 100,000 per visit, while 28.3% spend IDR 100,001 to IDR 200,000, and 23.2% spend IDR 200,001 to IDR 300,000. Only 9.1% spend over IDR 300,000 per visit, likely reflecting special dining experiences or higher spending power. Regarding sources of information, 38.4% learn about these restaurants via social media, making it an effective promotional tool. Recommendations account for 37.1%, highlighting the importance of word-of-mouth. Only 10.1% use electronic media, and 14.4% rely on the internet. When choosing a legendary restaurant, 33.1% prioritize food quality, followed by service quality (18.2%), facilities (12.6%), price (20.3%), and location (15.9%), indicating that food quality is the main draw, while other factors like price and location play supporting roles.

Descriptive Statistical Analysis

Descriptive statistics is a statistical method used to analyze data to provide a comprehensive description of the characteristics of the obtained data. This method provides a strong foundation for the initial understanding of the data and assists researchers or analysts in creating informative summaries and simplifying data interpretation (Sugiyono, 2021).

Table 2
Descriptive Statistics of Online Review Variable (X1)

No	Code	Description	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
1	UD1	The information obtained from online reviews is very complete.	2	6.3	5.6	36.9	49.2	4.25
2	UD2	The online reviews you read are trustworthy.	2.8	2.8	7.1	42.2	45.2	4.2424
3	UD3	The online reviews you read are relevant to your needs when choosing a restaurant.	1.8	4.8	4.8	40.2	48.5	4,2878

Source: Data Processed, 2024.

Based on the data, the online review variable for legendary restaurants was measured using three questionnaire items. The results indicate that respondents perceive online reviews as a relevant and trustworthy source of information regarding legendary restaurants. For item UD1, which evaluated how complete the information in online reviews is, most respondents responded positively, with 36.9% agreeing and 49.2% strongly agreeing, resulting in an average score of 4.25. This indicates that the information in the reviews is considered comprehensive and useful.

For item UD2, which assessed the trustworthiness of online reviews, 42.2% of respondents agreed, and 45.2% strongly agreed, leading to an average score of 4.2424, suggesting that online reviews are seen as a reliable source. For item UD3, which evaluated the relevance of online reviews concerning respondents' needs when selecting a restaurant, 40.2% agreed, and 48.5% strongly agreed, yielding an average score of 4.2878. This shows that online reviews are viewed as relevant and helpful in decision-making. Overall, these

findings demonstrate that online reviews play an important role as a complete, reliable, and relevant source of information for consumers in choosing legendary restaurants.

Table 11.
Descriptive Statistics of Service Quality Variable (X2)

No	Code	Description	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
1	KP3	Orders are served within the promised time.	2.3	2.8	4	41.4	49.5	4,3308
2	KP4	Complaints are handled quickly by restaurant staff.	1.3	3.5	4.3	36.4	54.5	4,3939
3	KP5	Restaurant staff provides consistent	1.8	2.8	2.8	40.4	52.3	4,3863

Source: Data Processed Results, 2024.

In this study, the service quality of legendary restaurants is assessed based on three key indicators: timely delivery, complaint-handling speed, and staff service consistency. For the first indicator, the majority of respondents gave positive feedback on whether orders were served on time, with 41.4% agreeing and 49.5% strongly agreeing, resulting in an average score of 4.3308. This indicates that legendary restaurants excel in delivering orders efficiently, which is crucial for customer experience.

The second indicator, measuring the speed of handling complaints by restaurant staff, received highly positive responses, with 36.4% agreeing and 54.5% strongly agreeing, resulting in the highest average score of 4.3939. This reflects that customers are satisfied with the promptness of staff in addressing complaints, a key service strength of the legendary restaurant. The third indicator, evaluating staff service consistency, showed that 40.4% of respondents agreed and 52.3% strongly agreed, with an average score of 4.3863. This indicates that the legendary restaurant maintains a consistent service standard, contributing to positive customer experiences. Overall, the results demonstrate that the service quality of legendary restaurants is highly satisfactory, with timely service, quick complaint resolution,

and consistent staff performance as key factors in delivering a high-quality customer experience.

Table 12.
Descriptive Statistics for Cleanliness Variable (X3)

No	Code	Description	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
1	K2	The eating utensils used in the restaurant are clean.	1.8	2.5	3.5	37.9	54.3	4,4040
2	K4	The restaurant's kitchen area looks clean.	0.8	4	5.8	37.1	52.3	4,3611
3	K5	Sanitation facilities, such as toilets, in the restaurant are well maintained.	1.5	3.5	6.1	34.3	54.5	4,3686

Source: Processed Data, 2024.

This study evaluates the cleanliness quality of the legendary restaurant based on three key indicators: cleanliness of eating utensils, kitchen cleanliness, and sanitation of facilities.

For the first indicator, measuring the cleanliness of eating utensils, the majority of respondents gave positive feedback, with 37.9% agreeing and 54.3% strongly agreeing, resulting in an average score of 4.40. This indicates that the restaurant is consistent in maintaining clean utensils, a key factor in ensuring customer comfort. The second indicator assesses kitchen cleanliness, with 37.1% agreeing and 52.3% strongly agreeing, yielding an average score of 4.36. This suggests customers are very satisfied with the kitchen's cleanliness, which directly impacts the quality of the food and overall customer experience.

The third indicator evaluates the cleanliness of sanitation facilities, where 34.3% agreed and 54.5% strongly agreed, with an average score of 4.36. This indicates that the restaurant effectively maintains clean sanitation facilities, contributing to customer comfort. Overall, these three indicators show that the cleanliness quality of the restaurant is highly

satisfactory. The cleanliness of eating utensils, the kitchen, and sanitation facilities are crucial factors that enhance a pleasant and hygienic experience for customers.

Hypothesis Testing

In this study, the researcher tests hypotheses to analyze the relationships between variables in the research model. The test is considered significant if the T-statistic value exceeds the T-table value of 1.65251 and the P-value is less than 0.05, with a 95% confidence level (Hair et al., 2017). The results of the hypothesis testing include the T-statistic value, P-value, and original sample.

Table 22
Hypothesis Testing Results

Hypothesis	Standardized Path Coefficient	Confidence Interval		t-value	ρ values	Decision
		5%	95%			
H1: Online Reviews -> Intention	0.280	0.183	0.390	4.954	0,000	Supported
H2: Service Quality -> Intention	0.290	0.166	0.403	4.044	0,000	Supported
H3: Cleanliness -> Intention	0.356	0.232	0.469	4.467	0,000	Supported

Source: SmartPLS Calculation Results, 2024.

The table above presents the results of hypothesis testing as follows:

a. H1: Online Reviews positively and significantly affect the intention to visit legendary restaurants around Kota Tua.

Based on Table 22 for H1, the T-statistic value is 4.954, which is higher than the T-table value. With a P-value of 0.000, which is below 0.05, and an original sample of 0.280, it indicates that online reviews have a significant positive impact on the intention to visit legendary restaurants around Kota Tua, with a value of 0.280. The researcher concludes that the first hypothesis is supported.

b. H2: Service Quality positively and significantly influences the intention to visit legendary restaurants around Kota Tua.

Based on Table 22 for H2, the T-statistic value is 4.044, which is higher than the T-table value. With a P-value of 0.000, which is below 0.05, and an original sample of 0.290, it

indicates that service quality has a significant positive impact on the intention to visit legendary restaurants around Kota Tua, with a value of 0.290. The researcher concludes that the second hypothesis is supported.

c. H3: Cleanliness positively and significantly influences the intention to visit legendary restaurants around Kota Tua.

Based on Table 22 for H3, the T-statistic value is 4.467, which is higher than the T-table value. With a P-value of 0.000, which is below 0.05, and an original sample of 0.356, it indicates that cleanliness has a significant positive impact on the intention to visit legendary restaurants around Kota Tua, with a value of 0.356. The researcher concludes that the third hypothesis is supported.

Discussion

This study adopts a quantitative approach with numerical data. Data collection was carried out by distributing a Likert-scale (1-5) questionnaire to 396 respondents. Data analysis was conducted using SmartPLS 4 software with the SEM (Structural Equation Modeling) statistical method. The Outer Loading values exceeded 0.7, and the Average Variance Extracted (AVE) values were greater than 0.5, indicating that the research instrument is valid. Validity was further tested using Fornell-Larcker criteria and Cross Loading analysis to avoid overlap between indicators, ensuring that each indicator has a higher value in its own construct compared to other constructs. The research instrument is also reliable, with Composite Reliability and Cronbach's Alpha values above 0.7. This study is based on the Theory of Planned Behavior (TPB), which explains factors influencing the intention to visit legendary restaurants around Kota Tua. TPB highlights that a person's intention to act is influenced by three main elements: attitude toward behavior, subjective norms, and perceived behavioral control. In this study, Service Quality, Online Reviews, and Cleanliness affect the intention to visit legendary restaurants.

The results show that Online Reviews have a significant positive effect on visit intention. Accessible information increases the intention to visit, with higher ratings leading to a greater likelihood of visiting the restaurant (Pappas, 2016; Leonardo et al., 2021). Positive experiences suggest customer satisfaction, motivating return visits (Riko Adixio, 2013). Additionally, Service Quality positively impacts the intention to visit. Mentu et al.

(2023) support the importance of cleanliness in influencing purchasing decisions. According to Ajzen (1991), attitude, subjective norm, and perceived control directly affect intention, which contributes to actual behavior. The test results also show that cleanliness has a significant positive effect on visit intention, supporting Mentu et al. (2023), where cleanliness influences purchasing decisions starting with intention (Ajzen, 1991). The study aligns with Meitiana (2017) who asserts that individual intentions strongly focus on behavior, and with Pappas (2016), indicating that consumer intentions to visit are influenced by accessible information.

The characteristics of respondents in this study may also influence the results. The majority were aged 25-34 (35.4%), followed by those aged 18-24 (32.6%). The results also show that most respondents learned about the restaurant via social media (38.4%) and Recommendations (37.1%). This study identifies how three variables—Online Reviews, Service Quality, and Cleanliness—directly affect visit intentions, with Cleanliness having the greatest impact among the variables.

CONCLUSION

The research results show a significant relationship between online reviews, service quality, and cleanliness in influencing the intention to visit legendary restaurants around Kota Tua, Jakarta. The Cleanliness and Service Quality variables indicate that indicators K4, K5, and KP5 are of high importance but have not yet reached optimal performance. Other indicators like K2 are of high importance and high performance, showing that they should be prioritized. Indicators such as KP5 and KP4 perform well but with lower importance, so they need to be maintained, although not as the main focus. Meanwhile, the online review indicators UD1, UD2, and UD3 have both low importance and performance. While improvements are needed, higher-priority variables should be focused on.

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