

ABSTRACT

The Covid-19 pandemic cripples the Indonesian restaurant industry and caused a significant decline in consumer trust which resulted in decreased consumer purchase intention for dine-in at restaurants. To survive in this harsh situation, restaurant management must adapt quickly and create new strategies to restore consumer trust and foster consumer purchase intention for dine-in at restaurants. Previous research has found that there is growing consumer demand for hygiene, cleanliness, and sanitation in the restaurant industry which affects consumer trust and consumer purchase intention for dine-in at restaurants.

In the effort of fulfilling consumer demand for hygiene, cleanliness, and sanitation, it is necessary to apply Covid-19 health promotion program so as to gain consumer trust and influence positively to consumer purchase intention to dine in at restaurant. The research method used in this research is a quantitative method with a causal descriptive approach, using the analysis technique of Partial Least Square (PLS) using the SmartPLS 3 software. The sampling method used was purposive sampling with a total of 200 respondents.

The results of this study state that the contribution of the Covid-19 Health Promotion (X) has a total effect that directly affects Consumer Trust (Z) is 42.38%. The remaining 57.62% is influenced by other factors not included in this research model. Then the contribution of Covid-19 Health Promotion (X) and Consumer Trust (Z) has a simultaneous effect that directly affects Purchase Intention (Y) is 29.40%. the remaining 70.60% is influenced by other factors that cannot be explained in this study.

Keywords: Covid-19, Restaurant, Health Promotion, Consumer Trust, Purchase Intention.