

ABSTRACT

In 2020 has reduced consumer buying intentions, especially in restaurants. An attractive restaurant menu design can improve the consumer experience, help consumers choose satisfying orders, and increase appetite. The menu is not only a list of food available in the restaurant, but also a means of communication. One of the restaurants affected by the pandemic is Pizza Hut.

This study aims to shows the relationship between Menu Visual Appeal and Menu Informativeness on Purchase Intention through Desire for Food in Pizza Hut Bandung.

This research uses quantitative descriptive based on the menu visual appeal and menu informativeness to purchase intention. The sample in this research amounted to 130 respondents who have been dine-in in Pizza Hut Bandung and use online menu book to fill in the research questionnaire.

Variable Menu Visual Appeal and Informativeness have significant effect to Desire for Food, and Desire for Food have significant effect to Purchase Intention. The Desire for Food variable as a mediator has a significant influence in mediating the relationship between the variables.

Key Words: Menu Visual Appeal, Menu Informativeness, Desire for Food, and Purchase Intention, Pizza Hut Bandung