Does Restaurant Menu Information Affect Costumer Attitude and Behavioral Intention? An Empirical Analysis in Time of Pandemic COVID-19

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Abstract:
This study aims to see the effect of providing important information for consumers on restaurant menus by adding variables related to health and safety issues during the COVID- 19 pandemic. Overall this study obtained a response of 574, but only 559 that can be carried out further testing. We use the Structural Equation Model (SEM)-Partial Least Square (PLS) is conducted for data analysis to verify the relationship between variables. This study found that in general the provision of information on restaurant menus has a positive impact on the formation of attitude and behavior intention. Variables related to security, health and halal issues are consistently proven to be influential and have the highest effect size. This research is a complement to previous research, thereby strengthening the formation of attitude and behavioral intention towards restaurant consumers. Moreover, in the midst of the difficult pandemic period, especially for the restaurant industry, strengthening direct sales with the formation of attitude and behavior intention is one step to supply revenue to the company's cash. This study is one of few studies that has focused on providing important information on restaurant menus, which are extensions of attributes. This study also adds variables related to COVID-19 and Halal to strengthen the resulting predictive power.

Keywords: COVID-19, Halal, Restaurant menus, Behavior intention, Formation of attitude.

Abstrak:
Penelitian ini bertujuan untuk melihat pengaruh pemberian informasi penting bagi konsumen pada menu restoran dengan menambahkan variabel terkait masalah kesehatan dan keselamatan selama masa pandemi COVID-19. Secara keseluruhan penelitian ini memperoleh respon sebesar 574, namun hanya 559 yang dapat dilakukan pengujian lebih lanjut. Kami menggunakan Structural Equation Model (SEM)-Partial Least Square (PLS) yang dilakukan untuk analisis data guna memverifikasi hubungan antar variabel. Penelitian ini menemukan bahwa secara umum pemberian informasi menu restoran berdampak positif terhadap pembentukan sikap dan niat perilaku. Variabel yang terkait dengan masalah keamanan, kesehatan dan kehalalan secara konsisten terbukti berpengaruh dan memiliki ukuran efek tertinggi. Penelitian ini merupakan pelengkap dari penelitian sebelumnya, sehingga memperkuat pembentukan sikap dan niat perilaku terhadap konsumen restoran. Apalagi di tengah masa pandemi yang sulit, khususnya bagi industri restoran, penguatan penjualan langsung dengan pembentukan attitude dan behavior intention merupakan salah satu langkah untuk mensuplai pendapatan ke kas perusahaan. Penelitian ini merupakan salah satu dari sedikit penelitian yang berfokus pada penyediaan informasi penting tentang menu restoran, yang merupakan perluasan dari atribut. Penelitian ini juga menambahkan variabel terkait COVID-19 dan Halal untuk memperkuat daya prediksi yang dihasilkan.
Kata kunci: COVID-19, Halal, Menu Restoran, Intensitas Perilaku, Etika Formasi

Introduction

On December 31, 2019, the corona virus (COVID-19) was first reported from Wuhan, which then spread to all corners of the world (World Health Organization, 2020). Almost all countries in the world have been infected with the corona virus, including Indonesia. The first confirmed case in Indonesia was announced by President Joko Widodo on March 02, 2020 (Gorbiano, 2020). Until June 4, 2021, there were 1.84 million total cases in Indonesia, with a total death of 51.296 (John Hopkins University, 2021).

The economic crisis caused by COVID-19 has proven to be very influential on the restaurant industry. The contraction in the hotel and restaurant industry is reflected in the occupancy rate of less than 20% at the beginning of 2021, which under normal conditions the average rate is around 60% (Julian and Rahmawati, 2021). The decline in the performance of the restaurant and hotel industry can also be seen from the credit distribution data. Investment credit and working capital in the trade, hotel and restaurant industries decreased by -6.6% and -3.5% in March 2021 and improved in May 2021 to -5.5% and 0.2% (Bank Indonesia, 2021). This is strongly suspected to have occurred due to the policy of the banking sector to conduct selective credit.

Substantial changes must be made by hospitality businesses in an effort to establish a healthier and safer environment, both from the side of their employees and consumers, so that consumers are willing or willing to return to being their customers (Gossling et al, 2020). This is not without reason, more than 50% of individuals admit that they do not want to dine in at a restaurant in the near future. The same thing also happens to hotels, most hotel consumers are not willing to travel and stay at hotels in the near future (Gursoy et al, 2021). The findings confirm the data of online sales which increased significantly.

At the beginning of the pandemic, at least online sales data recorded an increase of 180% (Fairlie and Fossen, 2021). This shows that there is a big shift from offline to online sales. However, this is not without obstacles, in Indonesia offline sales are still facing obstacles, because the digitalization level is still low (Maskur, 2020). With digitalization still low, restaurants in Indonesia will place the main focus of their acceptance on offline sales. Without the COVID-19 pandemic, global restaurant competition continues to increase. Restaurants continue to strive to improve loyalty and business performance to satisfy customers (Namkung and Jang, 2007). This is getting worse at this time where consumers are hesitant to make purchases offline. Based on the findings of the problem of weak digitalization and consumers' hesitation to return to making offline purchases, restaurants must find ways to be able to convince their customers to increase sales.

Currently, restaurant consumers are unaware or misestimate the calorie content of a dish (Burton et al, 2006). The consequence that must be done is to display the nutritional content of food (Drichoutis et al, 2006). However, research that has been conducted has found mixed results regarding the impact of applying nutrition labels on restaurant consumers (Elbel et al, 2009; Kral et al, 2002; Stubenitsky et al, 2000). The study conducted by Burton et al (2006) at least found a relationship that, with nutritional labeling on restaurant menus, helped lead consumers to choose foods with low calorie content. In fact, regulations and recommendations for reformulating menus will benefit consumers (Belaes, 1980).

Although current studies provide evidence on the importance of information on restaurant menus, few are specific (Mills & Thomas, 2008). From these few studies, at least Fakih et al (2016) have used the variables of Nutritional Information, Product Information and Preparation & Ingredients Information and linked them to attitude and behavior. We tried to develop the research conducted by Fakih et al (2016) considering the outbreak of COVID-19, then the issue of food health will be an important thing to be adapted by restaurants that want to attract customers through offline sales. This study will focus on providing additional information on the restaurant menu, to increase consumer confidence in

a restaurant. Increased consumer confidence is expected to be able to form a positive attitude and increase offline purchase intentions

Theoretical Model Development

This research is a development of research conducted by Fakih et al (2016) which uses Customer Information Expectation of Restaurant Menus (CIERM) developed by Milss and Thomas (2008) and Theory of Planned Behavior (TPB) developed by Ajzen (1991).) as the initial research model. The model developed by Fakih et al (2016) assumes that attitude toward behavior is built based on the 'expectancy-value-model' in which each individual can maintain behavioral beliefs to any given behavior. Still referring to the same research, individual beliefs and expectations related to the type of information in a restaurant should be presented on the menu items influence attitude toward the restaurant itself. The development in this study was carried out by adding 2 variables that were deemed necessary, namely the COVID-19 Protocol and Halal and Toyyib Information. Figure 1 and Figure 2 respectively describe the initial and development models.
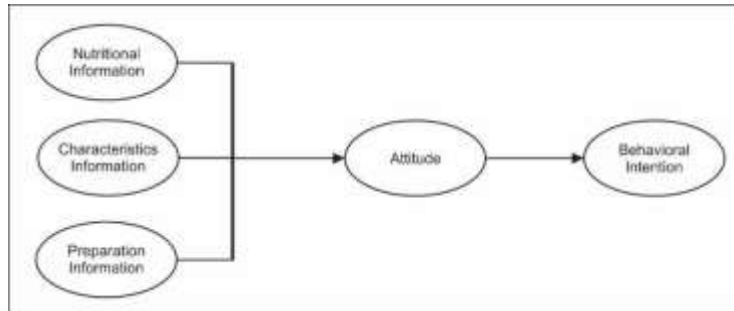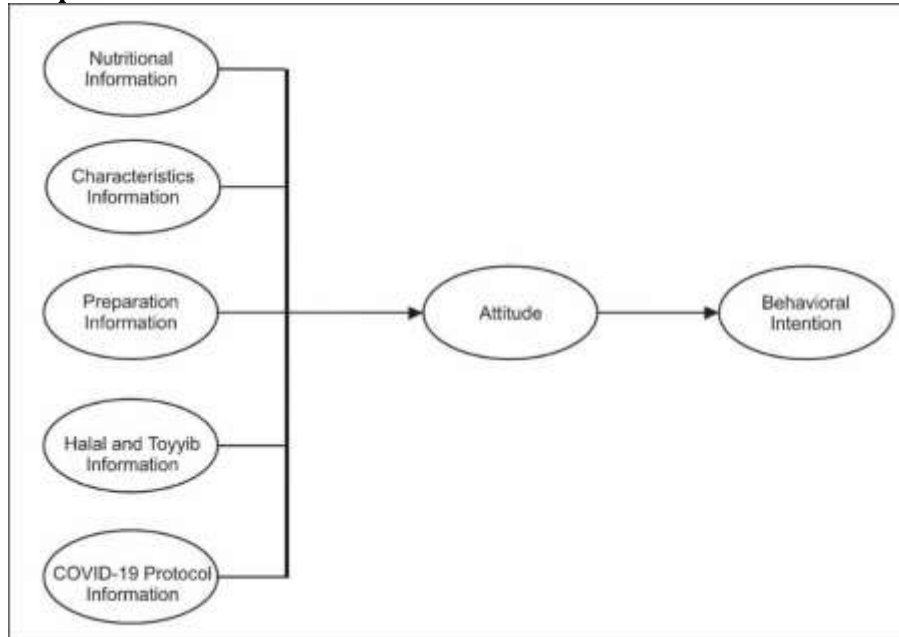
Fig. 1 Initial Model

Fig. 2 Development Model

Considering that this research was conducted in Indonesia, which is a Muslim-majority country, it is deemed necessary to add Halal and Toyyib Information variables in addition to the COVID-19 Protocol Information variable.

Literature Review and Hypothesis
Nutritional Information

Increasing issues of public health and obesity have consequences for adding nutritional information to restaurant menus (Kim et al, 2013). This can increase the restaurant's effort on the one hand, but on the other hand it is also an added value for a restaurant as part of improving quality and competitiveness (Wei and Miao, 2013; Lee et al, 2015; Faqih et al, 2016). Based on these reasons, it is important to find out specifically how the relationship between nutritional information on satisfaction, attitude and buying intention.

Nutritional information has a positive effect on consumer attitudes, when it meets their expectations (Burton and Creyer, 2004; Kang et al., 2015; Faqih et al, 2016). The findings of Kim et al (2013) stated that nutritional information has a positive and significant effect on attitude. So we formulated the following hypothesis:

H1 Nutritional information has a positive effect on attitude

Characteristic Information

Consumer appreciation of restaurants that display specific information related to the characteristics of the dish (e.g. 100% pure sirloin steak), will have a positive effect on attitude (Buts and Goodstein, 1996; Hartwell and Edwards, 2009). On the other hand, providing incorrect information regarding the items used will have a negative effect on attitudes (Muller, 1999). Fakih et al (2016) found that Characteristic Information had a positive effect on attitude. Based on previous findings related to attitude and satisfaction, the following hypothesis was formulated:

H2 Characteristic information has a positive effect on attitude

Preparation Information

With the information related to the processing of dishes, it is assumed that it will increase consumer appreciation and expectations of a restaurant (Mills and Thomas, 2008; Parsa and Khan, 1991). Faqih et al (2016), found that preparation information is the most influential variable on attitude. Based on the findings in previous studies related to attitude and satisfaction, the following hypotheses were formulated:

H3 Preparation information has a positive effect on attitude

Halal and Toyyib Information

The halala-toyyiba concept is a comprehensive concept, that something that is consumed by Muslims does not contain elements that are haram and is also safe for consumption (Omar et al, 2012). Previous research related to halal placed the Theory of Planned Behavior (TPB) and/or Theory of Reasoned Action (TRA) as the theoretical basis for predicting certain behavioral intentions, in this case the purchase of halal products (Amalia et al, 2020; Iranmanesh et al., 2020; Bashir et al., 2019; Alam and Sayuti, 2011; Mukhtar and Butt, 2012; Lada et al, 2009). This study uses an expectancy-value-model in which attitudes develop reasonably from the beliefs people hold about the object of the attitude (Ajzen, 1985). Ajzen (1985) reiterates that the formation of attitude toward behavior can be influenced by certain attributes, in this case is the provision of halal and toyyib information on restaurant menus. In this study, we place halal and toyyib information as part of the restaurant attribute.

Attributes will influence positive and negative depending on the value possessed by a person (Ajzen, 1985). Muslim consumers in a restaurant will certainly appreciate restaurants that provide halal and toyyib information on the menu, because they hold religious values related to halal food. So then this will have a positive effect on attitude, buying intention and spread worth of mouth (Butz and Goodstein, 1996). Based on the theoretical basis, the research hypothesis is formulated as follows:

H4 Halal and Toyyib information have a positive effect on attitude

COVID-19 Protocol Information

During the COVID-19 pandemic, one will certainly choose carefully when deciding to dine-in. Research conducted by Gursoy et al (2020), found that the visible sanitizing effort and implementing the COVID-19 protocol was the most influential factor in the expectations of restaurant and hotel consumers. The application of information related to the COVID-19 protocol on the menu will increase the appreciation of restaurant consumers so that it will affect the formation of a positive attitude towards consumers. Based on the theoretical basis and findings in previous research, the following hypotheses are formulated:

H5 *Covid-19 Protocol Information has a positive effect on attitude*

Attitude to Behavioral Intention

Consumer attitudes can affect certain behavioral intentions including (1) purchase, (2) recommend to others, (3) spread positive word of mouth (Wansink and Love, 2014). Ajzen (1991) in The Theory of Planned Behavior has explained the relationship between current behavior and predictions of certain behavioral intentions in the future. Restaurant menus can affect the formation of a person's attitude and subsequently affect behavioral changes in the future (Din et al, 2013). Research by Fakih et al (2016) found a strong relationship between attitude and behavior intention, this finding strengthens previous findings. Based on the findings in previous studies, the following hypotheses were formulated:

H5 *Attitude has a positive effect on behavioral intention*

Methodology

Data Collection and Analysis

This research is a quantitative research using data obtained through questionnaires. We only collect data through online questionnaires to anticipate the spread of COVID-19. The data distribution period is May 22 to June 10, 2021. Before distributing large amounts of data, we carried out a small amount of distribution as a pilot study to observe the level of readability and possible technical errors. This research uses the structural equation model - partial least square (SEM-PLS) technique, to meet the suitability of exploratory research (Hair et al, 2011), thus making it more possible to construct and test a new conceptual framework. We distributed 574 questionnaires taking into account the demographic diversity of the respondents. From 574 questionnaires we were distributed, only 559 can be continued to future analysis. The following are the demographics of the respondents used in this research:

Table 1 Respondent Demographic

Variable	Description	Frequency	%
Gender	Male	207	37.03
	Female	352	62.97
Age	17-25	345	61.72
	26-35	126	22.54
	36-45	50	8.94
	46-55	23	4.11
	>55	15	2.68
Domicile	Borneo Island (nearest)	6	1.07
	Nusa Tenggara and Bali Island (nearest)	1	0.18
	Sumatra Island (nearest)	15	2.68
	Java Island (nearest)	535	95.71
	Sulawesi Island (nearest)	2	0.36
Occupation	Student	348	62.25
	Private employee	106	18.96

	Entrepreneur	16	2.86
	Civil Servant	34	6.08
	Freelancer	5	0.89
	Others	50	8.94
Income/month (IDR)	< 1 million	342	61.18
	1 - 2 million	77	13.77
	2 - 5 million	72	12.88
	5 - 10 million	42	7.51
	> 10 million	26	4.65
Education	Junior High School	4	0.72
	Senior High School	335	59.93
	Diploma	9	1.61
	Bachelor	91	16.28
	Master	107	19.14
	Doctoral	13	2.33
Average meal spent (one person)	< IDR 30.000	345	61.90
	IDR 30.000 – IDR 100.000	166	29.70
	> IDR 100.000	47	8.41

Result and Discussion
Measurement model evaluation

In the data analysis process, to meet the reliability and validity of the data, indicators that have a factor loading ≤ 0.7 must be eliminated from the model. Calculation and non- parametric testing with all indicators that have a factor loading ≥ 0.7. The analysis in Cronbach's α (≥ 0.7), Composite Reliability (≥ 0.7), AVE (≥ 0.5) for assess convergent validity (Hair et al, 2019). collinearity testing was carried out by looking at the value of the variance inflation factor (VIF), Burns and Burns (2008) stated that there was collinearity if the VIF number 10.0, but Heir et al. (2014) recommends a maximum cut off value of 5.0. The results of the reliability, validity and collinearity tests are presented in the following table:

Variables (code)	Indicator	Outer Loading	CA	CR	AVE	VIF
Nutritional Information (NI)			0.944	0.954	0.720	
X1	Calorie content information	0.876				3.530
X2	Protein content information	0.818				2.983
X3	Fat content information	0.865				3.744
X4	Information on dietary fiber content	0.853				2.951
X5	Information on carbohydrate content	0.877				3.566
X6	Information on cholesterol content	0.818				3.394
X7	Salt content information	0.855				3.598
X8	Sugar content information	0.826				3.505
Characteristics			0.896	0.919	0.618	

Information (CI)						
X9	Information on the quantity of the dish (eg: 300gr of meat)	0.776				2.128
X10	Food quality information (eg: 100% pure meat)	0.817				2.409
X11	Detailed information regarding prices and taxes	0.742				1.810
X12	Information related to certain product brands (eg: coca-cola, aqua, etc.)	0.766				1.911
X13	Information related to originality (eg: we use Malang apples)	0.853				2.961
X14	Information regarding preserved ingredients (eg: we use frozen imported meat)	0.813				2.519
X15	Information regarding additional toppings (eg 3 prawns, 4 pieces of green lettuce, 2 sliced tomatoes, etc.)	0.728				1.788
Preparation Information (PI)			0.878	0.916	0.732	
X16	Information on the list of ingredients used	0.859				2.413
X17	Information related to certain ingredients that should be known (eg: this drink contains caffeine)	0.862				2.450
X18	Information on preparation/cooking techniques used (e.g. bread dishes using the roasting technique; dishes containing nuts using the roasting technique)	0.857				2.372
X19	Material storage information (eg: materials stored in a room with a temperature of 0° Celsius)	0.845				2.236
Halal & Toyyib Information (HTI)			0.902	0.938	0.836	
X20	Information regarding the halalness of the ingredients used	0.920				3.014
X21	Information related to the halal processing of dishes	0.906				2.742
X22	Information regarding restaurant halal certification	0.916				2.800

Covid-19 Protocol Information (CPI)			0.896	0.920	0.658	
X23	Information related to the application of food processing good practices	0.784				1.935
X24	Information related to the clean lifestyle of restaurant employees	0.823				2.567
X25	Information related to hand hygiene and the use of hand sanitizers	0.837				2.835
X26	Information regarding the use of disinfectants on work tools, tables, trolleys, and other objects.	0.856				2.688
X27	Information regarding the obligations of every employee and visitor to wear a mask	0.781				2.930
X28	Information regarding the wearing of special uniforms before entering the food processing area	0.781				2.994
Attitude (Att)			0.956	0.960	0.618	
Y1	Knowing the nutrition-related information in a dish is important to me	0.785				2.764
Y2	Knowing the information regarding the characteristics of the dish is important to me	0.763				3.112
Y3	Knowing the information regarding the preparation of the items used is important to me	0.730	0.857	0.912	0.755	2.864
Y4	Knowing information related to halal and toyyib is important for me	0.738				2.714
Y5	Knowing information related to hygiene, especially the covid-19 protocol is important for me	0.773				2.945
Y6	Knowing the nutrition-related information in dishes is my own wish	0.807				3.330
Y7	Knowing the information regarding the characteristics of the dish is my own wish	0.798	0.964	0.969	0.745	3.339
Y8	Knowing the information regarding the preparation of the items used is my own wish	0.737				2.865
Y9	Knowing information related to	0.769				3.305

	halal and toyib is my own wish					
Y10	Knowing information related to hygiene, especially the covid-19 protocol is my own wish	0.806				3.861
Y11	Knowing nutrition-related information on dishes is a positive thing for me	0.797				3.074
Y12	Knowing the information regarding the characteristics of the dish is a positive thing for me	0.840				3.730
Y13	Knowing the information regarding the preparation of the items used is a positive thing for me	0.833				3.214
Y14	Knowing information related to halal and toyib is a positive thing for me	0.817				4.207
Y15	Knowing information related to hygiene, especially the covid-19 protocol is a positive thing for me	0.789				4.418
Behavior Intention (BI)			0.963	0.967	0.676	
Y16	I'll revisit to a restaurant that has a halal label	0.848				4.278
Y17	I would recommend a restaurant that implements the Covid-19 protocol	0.863				4.563
Y18	I'll revisit to a restaurant that applies the Covid-19 protocol	0.867				4.525
Y19	I would recommend a restaurant that displays halal and toyib related information on the menu	0.788				3.497
Y20	I would recommend a restaurant that displays information related to hygiene, especially the covid-19 protocol on the menu	0.828				4.018
Y21	I'll tell you about a restaurant that displays nutrition-related information on the menu	0.838				3.960
Y22	I will tell a restaurant that displays information related to the characteristics of the dishes on the menu	0.812				3.415
Y24	I will tell you about a restaurant that displays information regarding halal and *toyyib* on the menu	0.776				2.994

Y25	I will tell you about a restaurant that displays information related to cleanliness, especially the covid-19 protocol on the menu	0.792					3.412
Y26	I will return to the restaurant that displays nutrition-related information on the menu	0.844					4.567
Y27	I will return to the restaurant that displays information related to the characteristics of the dishes on the menu	0.840					4.075
Y28	I will revisit the restaurant which displays information regarding the preparation and ingredients used on the menu	0.825					3.980
Y29	I will return to the restaurant that displays information related to halal and toyib on the menu	0.807					3.467
Y30	I will return to the restaurant that displays information related to cleanliness, especially the covid-19 protocol on the menu	0.772					3.273

Note: Unqualified variables have been excluded from model CR & Cronbach **α** ≤ 0.7, AVE ≤ 0.5, and VIF ≥ 5.0

Structural model evaluation

Once the convergent validity assessed, the discriminant validity has to assess for the confirmation that the all the constructs of model has different concept. Instead of suggested technique of Fornell and Larcker (1981) the research used the heterotrait-monotrait ratio of correlations (HTMT) as suggested by the researchers (Hair et al, 2017; Henseler et al, 2015). Table 3 depicts discriminant validity.

	Att	BI	CI	CPI	HTI	NI	PI
Att							
BI	0.893						
CI	0.674	0.599					
CPI	0.766	0.682	0.736				
HTI	0.657	0.617	0.643	0.770			
NI	0.618	0.580	0.774	0.641	0.551		
PI	0.715	0.622	0.892	0.800	0.650	0.770	

Predictive Accuracy and Relevancy

We use predictive accuracy and relevancy, to see how independent variables influence its dependent variables. To determine the predicted level of the variable, the R^2 and Q^2 values must be measured. In order to find the Q^2 value on Smart PLS, it is necessary to take additional steps by using Blindfolding calculations (Q^2 = 1-SSE / SSO). Variables that have R^2 0.75, 0.50 and 0.25 have substantial (high), moderate, and weak degrees of analysis, while

variables that have a Q^2 value greater than 0, 0.25, and 0.50 depict small, medium and large (Hair et al, 2019).

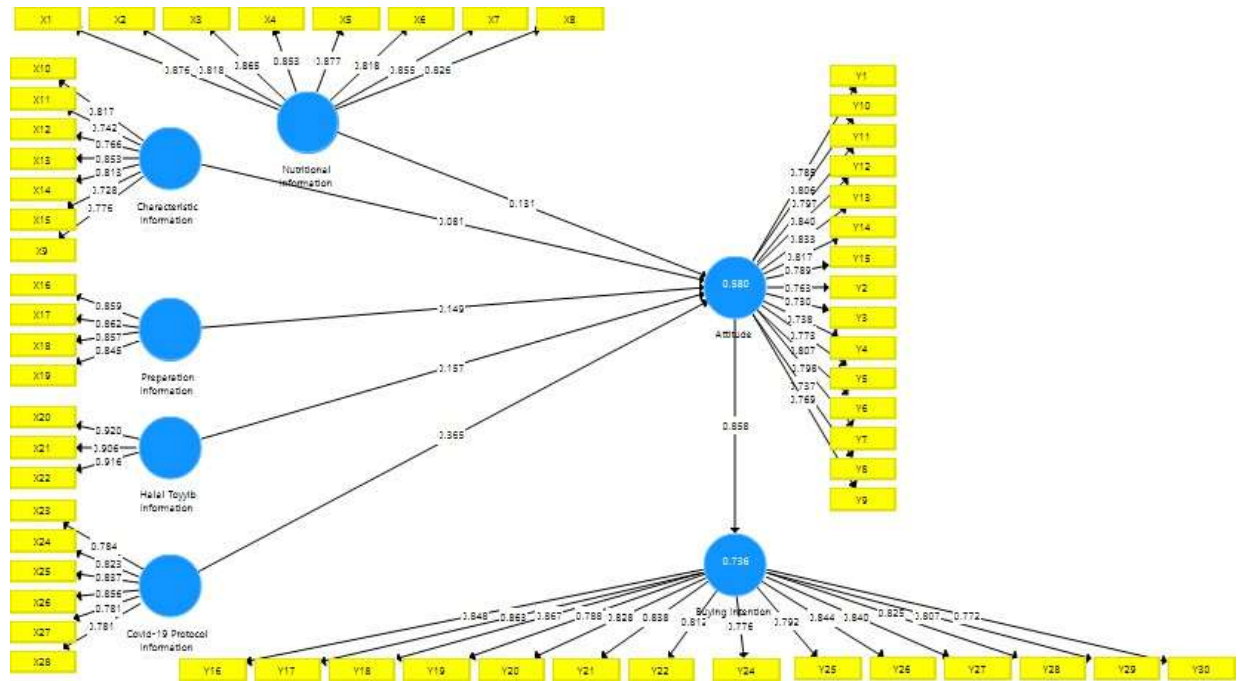**Figure. 3** Structural model with adjusted R^2 Values.

Table 4. Predictive Accuracy and Relevancy

Variables (code)	R^2	R^2 Adjusted	Q^2	Effect Size	Predictive Accuracy
Attitude (Att)	0.580	0.576	0.353	**Moderate**	**Medium**
Behavior Intention (BI)	0.736	0.735	0.491	**Moderate**	**Medium**

Variables in the model that we use have moderate effect sizes and medium predictive accuracy, greater than 0.50 (R^2 adjusted) and 0.25 (Q^2), great effect size and predictive accuracy, means variables used are able to explain more actual conditions (Hair et al , 2019). The construct of Attitude (NI, PI, CI, HTI, & CPI) has a fairly good effect size and predictive accuracy, this indicates that the predictive variables used have been able to explain the formation of Attitude. We can also see the same thing as the variables forming Behavioral Intention (NI, PI, CI, HTI, & CPI) which have higher R^2 and Q^2 than Attitude.

Hypothesis Testing

Path	SD	T-Statistics	P-Values	Decision
Att – BI	0.020	42.099	0.000**	Accepted
CI – Att	0.060	1.323	0.093	Rejected
CPI – Att	0.051	7.297	0.000**	Accepted
HTI – Att	0.050	3.168	0.001**	Accepted
NI – Att	0.066	1.980	0.024**	Accepted
PI – Att	0.064	2.306	0.011**	Accepted

*Note(s): *p<0.05;**p<0.01*

Importance-Performance Matrix Analysis (IPMA)

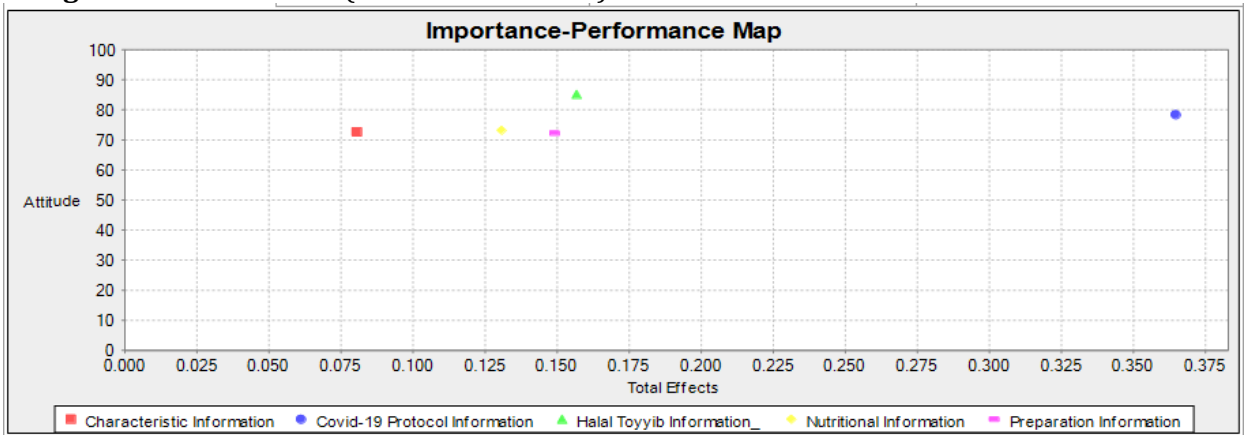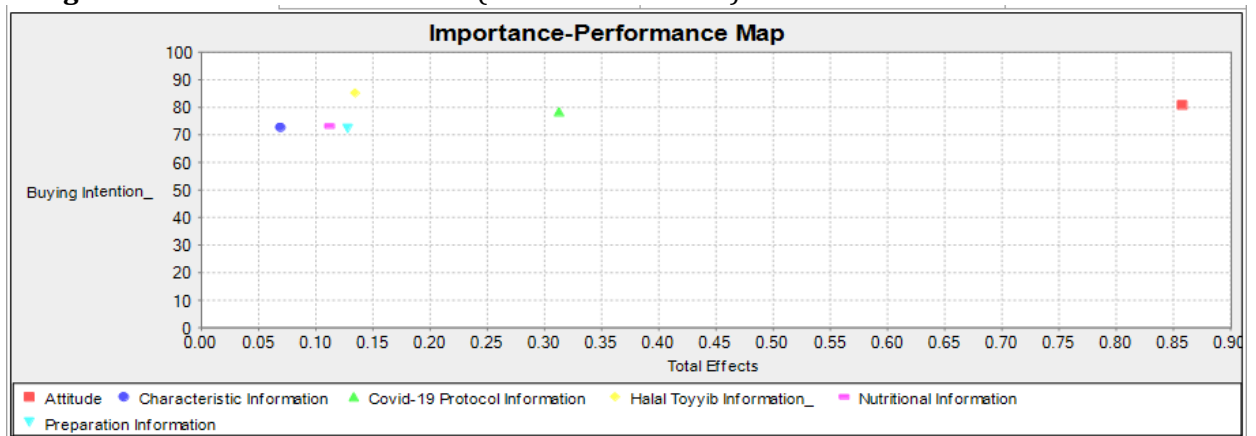**Figure. 4** IPMA Attitude (Standardized Effect)

Figure. 5 IPMA Behavior Intention (Standardized Effect)

IPMA is to identify the factor that has significant importance for the particular target construct development, with the comparison of low performance (Fornell et al., 1994; Martilla & James, 1977; Slack, 1994). We feel it is necessary to present the most influential factors, considering that this research was conducted during the COVID-19 pandemic. Figures 4 and 5 respectively show IPMA for Attitude and Behavior Intention.

Conclusion

Today COVID-19 is still an epidemic that cannot be overcome, including by Indonesia. The longer COVID-19 lasts, the greater the economic impact will be. Special measures need to be taken to ensure financial stability. The company's financial management becomes very important, when there is an unexpected cash flow problem, in this case COVID-19 (Kahle and Stulz, 2013). However, the restaurant must find a way to still attract cash-flow through sales both offline and online. In Indonesia, offline sales are still facing obstacles, because digitalization level is still low (Maskur, 2020). To optimize offline sales, restaurants must be able to convince consumers in various ways so that consumers are willing to visit. One way is to form consumer attitudes so that they can influence behavior intention.

One way to build an attitude is to show the restaurant's seriousness in anticipating the spread of the COVID-19 virus. Initial findings state that visible sanitizing efforts, implementing social distancing, limiting customers served, frequent cleaning, and employee training of health and safety protocols can increase consumer expectations of a restaurant (Gursoy et al, 2020). If the restaurant has done this, it would be better if additional efforts were given to increase consumer confidence in a restaurant so as to form a certain attitude and behavior. This study recommends restaurants to display important information on the

menu to increase consumer expectations of a restaurant and in the end will form certain attitudes and behaviors such as: visiting again, recommending, telling etc. This is expected to increase sales in the hospitality industry specifically for restaurants.

This study found that Nutritional Information (NI), Preparation Information (PI), Halal and Toyyib Information (HTI), and Covid-19 Protocol Information (CPI) had a positive and significant effect on the formation of Attitude (Att). This indicates that providing important information on the menu can increase consumer expectations of restaurants and form a positive attitude. From the variables that have an influence to attitude, Characteristic Information (CI) is proven to have no effect on attitude formation. A strong indication why the CI variable has no effect is that consumers are currently focusing on variables that are related to safety, health and halal, because this research was conducted during the COVID-19 pandemic and in Indonesia with a Muslim majority. Furthermore, this study also proves that Attitude has a positive and significant effect on Behavior Intention (BI), it indicates that consumers will visit again, recommend and tell others if a certain positive attitude has been formed towards a restaurant. The conclusion we get is, how to provide additional information on the restaurant menu, able to form behavior intention, one of which will increase offline restaurant sales.

Some other interesting findings are that our assumption is that because this research was conducted in Indonesia, consumers will be very concerned about Halal and Toyyib information on restaurant menus. The COVID-19 pandemic has been proven to increase the awareness of restaurant consumers in Indonesia towards health protocols, as evidenced by IPMA testing, which shows that the variable that has the strongest influence on Attitude is COVID-19 Protocol Information. This study also found that Characteristics Information (CI) was not proven to have an effect on the formation of Attitude but Preparation Information (PI) had an effect, this indicates that consumers are not too concerned with information that is not related to health or safety issues. Consumers are more concerned about information related to something related to health and safety.

Research Limitation and Recommendation

This research was conducted during the COVID-19 pandemic, so it is very possible that the results would be different if it was done outside the pandemic period. This study only examines the impact of applying information on restaurant menus on attitude and behavior intention. Other things that are part of the restaurant's attribute are not included in this study. This study did not test separately between small, medium and medium restaurants so it would be better if future research was able to present this. Other restaurant attributes, such as displaying the halal logo on the wall, may also have an influence on attitude formation, so that it can be used as analytical material in future research.

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