

# **The Role of Consumers' Perceived Risk and Sales Promotion Towards Consumers' Intention to Visit in the Fast-Food Restaurant Sector During the Current COVID-19 Pandemic**

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## **ABSTRACT**

This study was conducted in order to determine whether there's a significant effect of both perceived risk and sales promotion toward consumers' intention to visit in the fast-food sector during the ongoing COVID-19 Pandemic. This study utilized survey method, whereas a 5-points likert questionnaires were used in order to collect all the data. All of the questionnaires were distributed to the respondents living in Jakarta who had visited Japanese fast-food chain restaurant at least twice from March till July 2020. The sample size of this study were 200 respondents, in which 173 usable data were further analysed using Partial Least Squares-Structural Equation Modelling (PLS-SEM) method using SmartPLS 3.2.8 software. Based on the results of data analysis, it can be concluded that consumers' perceived risk had a significant effect toward consumers' intention to visit fast-food restaurant, in which consumers had a tendency to not visit a restaurant if there's a great and significant risk associated with the visit. Similarly, the result generated in this study also showed that sales promotion significantly affected consumers' intention to visit a fast-food restaurant. This result suggests or imply that despite the government's advice that people should limit their intention to go outside of their respective home, consumers still perceive that the risks associated with the current COVID-19 pandemic are still low, while many consumers are still visiting fast-food restaurants in order to enjoy the promotional offers provided in the middle of pandemic.

**Keywords:** *perceived risk, sales promotion, COVID-19 pandemic, Indonesian fast-food sector*

## **1. RESEARCH INTRODUCTION**

The current and ongoing COVID-19 pandemic had brought an extensive impact toward the global economic sectors, in which nearly every business sector around the world has been negatively affected. Characterized by the fast or rapid spreading rate from one individual to others, the infection rates of this virus has since reached an uncontrollable rate in which the number of people getting infected by this virus keeps increasing on a daily basis. And one among the countries that has been affected quite negatively by this pandemic is Indonesia.

Since the virus first entered Indonesia in around January 2020, its "destructive" effect to the Indonesian economic has gotten worse from time to time, as the number of companies going out of business are increasing in many industries or sectors. Even though if some companies could still survive during this pandemic, most of them are hit with severe financial uncertainty and losses, which in the end could force the companies to strictly trim some of their costs which they deemed "unnecessary", in which, such policy had led to an increasing number of company laying-off some of their employees, causing the unemployment rate to

soar up. Therefore, it is unquestionable to argue that the current COVID-19 pandemic has massively and negatively impacted the overall economic outlook of Indonesia in 2020, since nearly all sectors are "damaged" by this pandemic.

One of the sectors quite heavily affected by this pandemic is the food and beverages (F&B) sector, particularly the fast-food sector. As most fast-food restaurants in Indonesia were located in shopping malls or department stores, since the local government decided to shut down all shopping malls at least for 3 (three) months in order to slow down and stop the spreading of this COVID-19 in Indonesia, it also means that all of these fast-food restaurants had to close down their operations for an indefinite period as well. Thus, several fast-food chains had felt a tremendous impact by this policy. Despite for the fact that some shopping malls had re-commenced their operations after being given a "green light" by the government to re-open the malls to public, however, the number of visitors had dropped significantly compared to that before the COVID-19 pandemic, causing a significant drop in revenue for most stores and fast-food restaurants located in shopping malls.

Moreover, other fast-food restaurants who are not commencing their operations in shopping malls (those which were built on individual land spaces) had also suffered during this pandemic, in which, since the government has also implemented the PSBB policy (the Large-Scale Social Limitations Policy) which require all people to spend most of their time at home and not going to the public places for unnecessary purposes, the number of visitors who are visiting places such as restaurants, supermarkets or cafés are declining significantly, causing several of these stores to close down their operations, either permanently or temporarily until the condition gets better. Therefore, it would be incredibly interesting in looking at the extensive damage carried by this pandemic to the fast-food sector.

In terms of whether or not fast-food restaurants could sustain their business in the current markets affected by the COVID-19 pandemic, consumers' perceived risk and the sales promotional programs offered by each fast-food restaurant had been identified as 2 (two) factors which could affect the consumers' intention to visit. Defined as consumers' judgement on the level, the extent, and the type of risks that they might have to face in regard with the decision they made, their own perception and judgement on whether or not their visit to the nearest (or to any fast-food restaurants of their choice) could pose a significant risk of them getting infected with the so-called COVID-19 could determine their intention on whether or not they will eventually visit the restaurant. When people felt that they won't encounter any health or physical risk associated with COVID-19 (since they've followed a proper health protocol required by the government, such as by wearing masks all the time, prepare the hand sanitizers, and physically distancing themselves from the others) when they're going to the restaurant, then there's a high chance that consumers will eventually visit it without any worry. However, when people thought that going outside of their home to public places (such as restaurants) will increase the probability or risk that they will get infected by the virus (which in the end could endanger their family and neighbours), then there's a low chance that people or consumers will directly visit the restaurant at any costs (no matter how strong their desire to visit the restaurant is). Therefore, consumers' way of how they perceive and judge all of the risks associated with their actions could significantly determine their intention and decision to visit a fast-food restaurant they desire.

Other than consumers' perceived or perception regarding the risks that they might encounter during their visit to a restaurant, the promotional programs which were offered by the restaurant could also serve as the main factor which might attract them to visit. It could be understood that any types of offer provided by the restaurant (such as price discount, coupons, food vouchers or "buy 1 get 1 program") could attract a lot of consumers, not only in order to visit the restaurant to take advantages of the benefits, but also in order to ensure that consumers will only choose the restaurant as opposed to other restaurants located in the vicinity. This way, not only that the restaurant could attract more and more consumers to come, but it also had the ability to make them loyal to the restaurant by offering

something that aren't offered by the competitors. Furthermore, the popularity and effectivity of sales promotional programs implemented by restaurants all over Indonesia (particularly in Jakarta) could further be seen in the current COVID-19 pandemic, in which, despite the government's advice and policy to prevent people from stepping outside of their home and do all of their activities from their respective home, however, more and more people are still going outside in order to buy some food for their family. And since there are so many fast-food restaurants offering their customers abundance of offers to choose, this might explain why restaurants (and the Indonesian food and beverages - F&B - industry in general) have become one of a few sectors which still survive (and even still experience a constant growth) during this pandemic, since a lot of people are still attracted by many promotional programs offered. Therefore, it is undoubtedly important to understand how consumers' perceived risk and sales promotion affected their intention to visit a restaurant in the fast-food sector.

## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### ***2.1. Consumers' Perceived Risk***

Consumers' Perceived Risk could be defined as consumers' personal judgement regarding all the risks that they might encounter while making transactions toward a company [2]. Furthermore, perceived risk could also be understood as consumers' own perception regarding the negative experience of consequences that they expected while making any purchasing activities toward any particular provider [3][5]. Therefore, in this study, consumers' perceived risk could be understood as consumers' personal judgement and perception regarding all of the negative consequences that might occur when they're visiting or buying a product from a store or company.

### ***2.2. Sales Promotion***

Promotion could be defined or understood as any kinds of special offers which are provided by a company, in which such offers will give consumers extra value of buying a product or service from the company [4]. Furthermore, sales promotion could be understood as company's promotional strategies which specifically aims to increasing the number of consumers who will visit and buy the products from the company, which in turns will boost the company's revenue in long-term [9]. Therefore, in this study, sales promotion could be understood as company's effort in order to retain current consumers and attract future potential consumers by offering additional benefits associated with the consumers' buying activity toward the company.

### **2.3. Intention to Visit**

Consumers' Intention to Visit could be understood as consumers' motivation and desire to visit a place, store or company, not only in order to experience the environment of the places, but also in order to buy products or services from the place or store [4][5]. Furthermore, intention to visit, which was actually a variable derived from purchase intention, could also be understood as consumers' willingness to spend some costs in order to physically visit a place in order to fulfil their desire in getting either a product or service offered by the company [6][7][8]. In this study, the intention to visit could be understood as consumers' personal desire to not only visit a store or restaurant at their own costs, but also in order to buy a product or service sold by the company for the reason which they're unable to find in other companies.

### **2.4. The Effect of Consumers Perceived Risk on Intention to Visit**

Previous study in the Brazilian Banking sector had found a negative and significant relationship between consumers' perceived risk and intention to use or purchase, in which, as the probability that some risks associated with consumers' action toward a company escalates, then it will significantly lower consumers' level of intention to visit or use the product, service or system offered by the company [5]. Furthermore, another study conducted in the US equestrian tourism industry had found that consumers' intention to visit (and ultimately re-visit the same destination in the future) is lower when consumers felt that visiting the place will waste their time (time risks), while in at the same time, will negatively tarnish their personal image among their society which they're living in (psychological risks) [10]. On contrary, when consumers feel that participating in an equestrian tourism will made them favourable in front of their society, while at the same time, it doesn't waste their time, then their intention to visit and re-visit the same places in the future will be higher. Based on these studies, authors would like to post the following hypothesis:

**H1: Consumers' Perceived Risk Has a Negative and Significant Effect on Consumers' Intention to Visit**

### **2.5. The Effect of Sales Promotion on Intention to Visit**

Previous study conducted in the US dental sector had found that the implementation of sales promotion (in form of coupon) could bring a significant impact toward people or consumers' intention to visit and re-visit the same place when consumers would like to get the same products or services in the future [9]. Furthermore, another study had also found that there's a significant effect of price promotion in affecting consumers' intention to visit and participate in a festival held in China [4]. Based on these

previous studies, authors would like to post the following hypothesis:

**H2: Sales Promotion Has a Positive and Significant Effect on Consumers' Intention to Visit**

## **3. RESEARCH METHODOLOGY**

This study utilized a quantitative survey method, in which, all of the data was collected in form of questionnaires to all subjects who became the respondents in this study. A total of 200 people participated as the respondents, in which all of them should be those who've personally visited and bought a product (either foods or drinks) at least twice (2x) from Japanese Fast-Food Chain Restaurants in Jakarta between March and July 2020 (which is in the middle of the current and ongoing COVID-19 pandemic). All respondents should be the those who've visited the same fast-food chains of the same brands in Jakarta (regardless of the places, whether it is inside a shopping mall, or whether it was located on an individual land). Due to the current COVID-19 pandemic, all of the questionnaires were given and filled electronically by the respondents, thus ensuring no physical contact was made with the them. All of the data were filled by the respondents before the due date of the questionnaires, thus ensuring a 100% response rate in this study. After further assessments, a total of 27 data should be deleted since incomplete responses were found in such data. In the end, a total of 173 questionnaires were deemed usable, and thus eligible to be further analysed in this study. All of the remaining data then were analysed using PLS-SEM method using SmartPLS 3.2.8 software. Furthermore, in regard with the indicators of the questionnaires used in this study, a total of 9 indicators explaining 3 (three) different variables were utilized, in which three indicators explain the variable of consumers' perceived risk [3], three indicators explain the variable of sales promotion [4], and the remaining three indicators explain the variable of consumers' intention to visit [5][8][11].

## **4. RESULTS & DISCUSSIONS**

A total of 173 data were analysed using PLS-SEM method in this study, in which the results of these analyses will be used or utilized as the indicators of whether a hypothesis should be supported or rejected in this study. Using PLS-SEM method, a total 3 (three) main steps were conducted, not only in order to determine whether or not all of the data was valid and reliable in this study, but also in order to decide whether or not to reject the hypotheses already defined in this study. Regarding the profile of the respondents, most of them are female (73.4%) as compared to male (26.6%), in which most of them (76.88%) had visited and bought foods or beverages from the Japanese

fast-food chain restaurants of the same brand around 4 to 7 times between March 2020 and July 2020. Such result was quite astonishing, considering that most consumers had visited the restaurant quite often during these periods, while at the same time, the government advised all the people to limit their intention to visit any public places in order to stop or lower the numbers of those who were getting infected by the COVID-19 virus.

After determining the profile of the respondents, both the measurement and structural model assessment were conducted in order to ensure the validity and reliability of this study, while at the same time, it could also generate all of the statistical results required to reject or support all the formulated hypotheses. After conducting the measurement

model assessment, authors concluded that all items, data, and model are valid and reliable, since the value of factor loadings, Average Variance Extracted (AVE), the Cronbach's Alpha and the composite reliability of every variable and indicators had exceeded the minimum acceptance value of 0.5, 0.5, 0.7, and 0.7 respectively [11][12]. Moreover, since the square-root of AVE of each variable had exceeded the correlation value of each variable with the other variables, then authors would like to conclude that the discriminant validity had also been fulfilled. Data presented on Table 1 and 2 illustrate the results of the measurement model assessment that had been conducted in this study.

**Table 1 Measurements or Indicators of each Variable**

<b>Variables</b>	<b>Denotations</b>	<b>Indicators</b>
<b>Perceived Risk</b>	<b>PR1</b>	<b>Visiting the restaurant during the current COVID-19 pandemic increase the chance of me getting infected by the Virus</b>
	<b>PR2</b>	<b>Visiting the restaurant during the current COVID-19 pandemic increase the chance of me meeting other people who've tested positive for the COVID-19</b>
	<b>PR3</b>	<b>Visiting the restaurant during the current COVID-19 pandemic increase the chance of me getting punished by the authorities for failing to comply to the governments' advices</b>
<b>Sales Promotion</b>	<b>SP1</b>	<b>The coupons (or any other of promotional programs) issued by the restaurant are very tempting for me</b>
	<b>SP2</b>	<b>Various promotional offers provided by the restaurant bring additional or extra benefits for me</b>
	<b>SP3</b>	<b>The Promotional Programs offered by the restaurant are the reasons of why I'm willing to visit during the COVID-19 pandemic</b>
<b>Intention to Visit</b>	<b>IV1</b>	<b>I'm going to visit and buy foods (or the other types of beverages) from the restaurant despite the COVID-19 pandemic</b>
	<b>IV2</b>	<b>I have intention to make another visit and purchase activities toward the restaurant in the next three months regardless of the situation</b>
	<b>IV3</b>	<b>The promotional activities offered by the restaurants act as the main factor which motivate me to re-visit the restaurant in the future</b>

**Table 2 Measurement Model Assessment Results**

<b>Variables</b>	<b>Indicators</b>	<b>Factor Loadings</b>	<b>AVE</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>Perceived Risk</b>	<b>PR1</b>	<b>0.853</b>	<b>0.565</b>	<b>0.824</b>	<b>0.866</b>
	<b>PR2</b>	<b>0.818</b>			
	<b>PR3</b>	<b>0.827</b>			
<b>Sales Promotion</b>	<b>SP1</b>	<b>0.777</b>	<b>0.541</b>	<b>0.809</b>	<b>0.843</b>
	<b>SP2</b>	<b>0.839</b>			
	<b>SP3</b>	<b>0.822</b>			
<b>Intention to Visit</b>	<b>IV1</b>	<b>0.751</b>	<b>0.523</b>	<b>0.772</b>	<b>0.805</b>

	<b>IV2</b>	<b>0.746</b>			
	<b>IV3</b>	<b>0.880</b>			

**Table 3 Discriminant Validity Results**

	<b>PR</b>	<b>SP</b>	<b>IV</b>
<b>PR</b>	<b>0.797</b>		
<b>SP</b>	<b>0.603</b>	<b>0.834</b>	
<b>IV</b>	<b>0.657</b>	<b>0.551</b>	<b>0.782</b>

After ensuring the validity and reliability of the data, the structural model assessment was conducted in order to determine the relationships between variables, as well as to conclude whether all of the hypotheses in this study were supported or rejected. A hypothesis was supported if the value of significance (regarding the relationship between

variables) is lower than 0.05 (at 95% confidence interval), while a significance value exceeding 0.05 indicate that the hypothesis was rejected in this study. The results of the structural model assessment, as well as the results of the hypotheses testing, were presented on Table 4, 5 and 6 respectively.

**Table 4 R-Squared Assessment Results**

<b>Variables</b>	<b>R-Squared</b>
<b>Intention to Visit</b>	<b>0.628</b>

**Table 5 Predictive Relevance (Q<sup>2</sup>) Results**

<b>Variables</b>	<b>Predictive Relevance (Q<sup>2</sup>)</b>
<b>Intention to Visit</b>	<b>0.132</b>

**Table 6 Path Coefficient and Hypotheses Testing Results**

<b>Hypotheses</b>	<b>Path Coefficient</b>	<b>Sig. Value</b>	<b>Results</b>	<b>Conclusions</b>
<b>H<sub>1</sub>: Consumers' Perceived Risk Has a Negative and Significant Effect on Consumers' Intention to Visit</b>	<b>-0.428</b>	<b>0.000</b>	<b>Significant</b>	<b>Hypothesis (H<sub>1</sub>) was Supported</b>
<b>H<sub>2</sub>: Sales Promotion Has a Positive and Significant Effect on Consumers' Intention to Visit</b>	<b>0.336</b>	<b>0.000</b>	<b>Significant</b>	<b>Hypothesis (H<sub>2</sub>) was Supported</b>

The results of the structural model assessment shown on Table 4, 5 and 6 respectively illustrate the significant

relationships that all variables had in this study. The R-Squared result presented on Table 4 indicates the total

percentage of impact that both perceived risk and sales promotion had on consumers' intention to visit. The  $r$ -squared result of 0.628 could be understood that both consumers' perceived risk and sales promotion had a combined effect of 62.8% in explaining and affecting the intention to visit, while 37.2% of the effects were explained by other factors outside the boundaries of this study. Furthermore, the predictive relevance ( $Q^2$ ) value of 0.132 indicates that the  $Q^2$  value is greater than 0, then it could be understood and concluded that all of the variables included in this study could well predict the model. Meanwhile, the results presented on Table 6 underlined the results of the hypotheses testing conducted in this study. Thus, authors concluded that all hypotheses were supported in this study. The first hypothesis formulates that consumers' perceived risk had a negative and significant impact on consumers' intention to visit toward a fast-food restaurant in Jakarta. With a significance value of 0.000 (less than 0.05), it could be concluded that the results of this hypothesis was significant, thus ensuring that this hypothesis was supported ( $H_1$  Supported). Furthermore, the second hypothesis formulates that sales promotion had a positive and significant impact on consumers' intention to visit toward a fast-food restaurant in Jakarta. With a significance value of 0.000 (less than 0.05), it could be concluded that the result of this hypothesis was significant, thus ensuring that this hypothesis was supported ( $H_2$  Supported). Therefore, all of the hypotheses formulated in this study were supported.

The results generated in this study indicate that both perceived risk and sales promotion had a significant effect toward consumers' intention to visit Fast-Food Restaurants in Jakarta during the current and ongoing COVID-19 pandemic. The first hypothesis underlined that consumers' perceived risk had a negative and significant impact toward consumers' intention to visit, and after analysing the data gathered from the respondents, authors could conclude that this hypothesis was supported. This result indicates that many of the respondents have a tendency to prevent going outside of their home to visit a restaurant if they perceive the risks associated with the current pandemic is high, while in the contrary, when their judgement that the probability that they'll be affected by the risks (of going to the restaurant) is low, then consumers will have no problem or concerns of going to the restaurant without fearing the risks associated with the current pandemic. Therefore, this result indicates that most of the respondents still perceive that the risks associated with the COVID-19 pandemic is still low and not too dangerous, thus this enables and convinces them to visit the fast-food restaurant that they favour without any concerns. In regard with this result, authors randomly selected around 16 respondents to be interviewed. Based on the results of the interviews, many respondents felt that there's no need for them to worry about the risks of getting infected by this deadly virus, since they're strictly following the safety protocols advised by the Indonesian government and health officials. In regard with this result, most of them stated that since they're using masks all the time, not physically interacting with other visitors or staffs of the

restaurants, bringing and using hand sanitizers all the time, and physically distancing themselves with others, then the chance or risks of them getting infected with this virus will be extremely low, convincing them that visiting the restaurant is a safe action. The results of this interviews then support or strengthen the results generated in this study, in which since the risks (perceived by the consumers) associated with the COVID-19 pandemic is low, then the consumers' intention to visit a fast-food restaurant in Jakarta will increase.

Furthermore, another result generated in this study also showed that the usage and the implementation of sales promotion by the fast-food restaurant chains in Jakarta could successfully attract more and more customers to come to visit the restaurant despite of the current pandemic. As restaurant is pumping a lot of money in order to fund or subsidize these promotional offers, customers were made to think that the offers or promotions are "too good to reject", thus made a lot of customers to visit the restaurant and use the coupon in order to gain some additional benefits or values while making some buying transactions toward it. Therefore, despite the current COVID-19 pandemic which basically "take down" and de-stabilize nearly all kinds of businesses of all sectors in Indonesia, the F&B sector (particularly the fast-food restaurant sector) still be able to maintain its stability during the current condition with thanks to the promotional strategies adopted by many restaurants, particularly those which are running their business in the fast-food sector in Indonesia.

## 5. CONCLUSIONS & IMPLICATIONS

Based on the results obtained and generated from this study, authors concluded that both consumers' perceived risk and sales promotion had a significant effect in affecting consumers' intention to visit a fast-food restaurant during this COVID-19 pandemic. As people or consumers still think that it will be fine as long as if they're following the safety protocols and measures as advised by the governments and local health official, the risks associated with this pandemic is low, thus increasing the consumers' intention to still visit the fast-food restaurant of their own in the middle of the current situation. Meanwhile, a lot of promotional strategies adopted and implemented by the restaurants also plays a significant role in inviting, attracting, and ensuring that consumers will still be willing to visit and buy some foods or beverages from the restaurant despite of the situation, thus ensuring that the restaurant is still running as usual.

In regard with these conclusions, all of the fast-food restaurants in Indonesia (particularly in Jakarta) should enhance their safety measures and protocols in order to ensure the safety of visitors (consumers) and all staffs working in the restaurants, since the increasing number of visitors during this pandemic could actually increase greatly the risks of people getting infected by this deadly virus, if it

gets too crowded. Some policies, such as limiting the number of visitors each day, or providing a free delivery service to the consumers' respective address could help ease and prevent potential crowding from happening in the restaurants, while at the same time, the restaurants could still implement more promotional strategies (or increase the intensity of the current strategies) in order to help them to keep surviving and maintaining their business stability during this ongoing pandemic. This way, not only could the fast-food restaurants still survive and maintain the level of profits or revenues generated from the business, but also they could still maintain and ensure that all of their consumers will be safe as they are implementing several strategies and strict protocols in order to reduce or lower the negative risks associated with the COVID-19.

## 6. LIMITATIONS & SUGGESTIONS FOR FUTURE RESEARCH

Despite the unique and rigorous approach which the authors were using to conduct this study, this study is still not free from limitations. First of all, this study was conducted in Jakarta, in which, despite being the capital and the largest city in Indonesia, the results obtained from the other region might be different from those obtained or generated in this study. Therefore, further studies should be conducted in other regions of cities in Indonesia. Second, this study specifically focused on the fast-food restaurant chain sector, in which there might be some differences regarding the relationships between variables in other types of restaurants (such as Chinese Food restaurants, Sundanese restaurants, all-you-can-eat restaurants, or expensive & high-end restaurants). Additional studies conducted on such types of restaurants are strongly suggested in order to increase the generalizability of the results obtained in this study. Moreover, additional variables or factors affecting the consumers' intention to visit which haven't been included in this study, could be further approached or selected to be studied in the future in order to increase the variability and the uniqueness of this topic.

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