

Investigation Self Image Congruity and Restaurant Evaluation on Behavioural Intention Perspective Self Congruence Theory

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ABSTRACT

Self-image congruence is recognized as an essential construct in explaining and predicting various aspects of consumer behavior. This study aims to analyze the impact of self-image congruity and restaurant evaluation on behavioral intention to return to the restaurant. This research will use a quantitative descriptive research method. Data were collected by distributing questionnaires to 136 respondents using convenience sampling. The statistical analysis is based on SmartPLS. Partial Least Square (PLS) path modeling was used to test the hypotheses. The result shows that self-image congruity and restaurant evaluation have a positive significance to behavioral intention. Restaurants are one of the most popular places for new hospitality entrepreneurs to start. This research has practical implications for designing successful marketing communications for different Japanese restaurant segments based on customers' perceptions of self-image congruity.

Keywords: self-image congruity, restaurant evaluation, behavioral intention

Introduction

Tourism is a diverse business that any global crisis can impact at any time (Del Chiappa and Baggio, 2015). Hospitality and tourism are two of the world's biggest sectors. Although they have numerous economic benefits, they do not seem to have had a significantly greater positive effect on the climate, social, or cultural levels. While the value of sustainability in the tourism and hospitality industry is becoming more widely recognized (Boley, 2011). According to Lim (2016), researchers, politicians, and industry professionals in the hospitality and tourism industries face complex sustainability issues. When study findings will guide managerial decisions and extend the body of knowledge, research has a positive impact on the field of hospitality management (Day, 2012). Restaurants are places where people can eat and enjoy appropriate service while still satisfying their appetite to put it another way and wide. Dining in a restaurant aims to consume food while receiving services. In this case, food and service are critical factors in determining customer satisfaction and potential restaurant behavior. However, dining out is not solely for the intention of satiating hunger. People go to restaurants to celebrate special occasions with close friends or relatives or refresh and recover from everyday life stresses through memorable dining experiences, Ha and Jang (2012) despite the overwhelming evidence that self-image suitability has a substantial impact on consumer behavior, few studies have looked into the consequences of restaurant customers' self-image suitability.

As a result, comprehend the perception of self-image suitability and its effect on industry professionals' intentions to visit well-known restaurants. Self-image congruity can be a valuable tool for developing marketing strategies to help restaurants succeed in this cutthroat market (Jeong & Jang, 2018). Over the last three decades, the Japanese restaurant community has developed and expanded into what many consider a natural secondary market for Japanese food. Sushi Tei is one of Indonesia's most well-known restaurants, serving Japanese cuisine and beverages to patrons of all ages. Sushi Tei is a Japanese-inspired restaurant with a classic but straightforward design. Visitors to this restaurant will be welcomed by a staff member who will say "irasshaimase," a Japanese greeting used to welcome guests into a shop or restaurant. In Indonesia, the word Sushi Tei is already well-known. Sushi Tei is Indonesia's first sushi restaurant.

Customer behavior is often the product of unintentional activation of cognitive and affective mechanisms by these implicit environmental cues (Madzharov et al., 2016). Market behavior research indicates that consumers make purchasing choices based on practical and symbolic attributes (Sirgy, 1982). One of the most widely discussed principles in marketing is behavioral intention. The relationship between behavioral intention and purchasing behavior has piqued the interest of marketing scholars. A strong association between behavioral intention and buying behavior has been found in many studies (Morwitz and Schmittlein, 1992). Managers may use behavioral intention data to decide product demand, market segmentation, and promotion strategies. In the field of consumer behavior, self-image congruity refers to a consumer's view of a product, service, or brand in terms of its functional and psychological attributes (Kressmann et al., 2006). Consumers' desire to express themselves is often the driving force behind their purchases of products and services from specific brands (Sirgy, 1986). As a result, Kressmann et al (2006). Self-image congruity is described as "conformity between the customer's self-concept (actual self, ideal self) and the user's image (or personality) of a consumer." Items, labels, and stores in particular). Consumers are more attached to products, services, and brands that convey fundamental aspects of themselves, such as self-identity, beliefs, and aspirations, according to marketing literature (Aguirre-Rodriguez et al., 2012). People consume both the brand's practical advantages and its symbolic value (McCracken, 1986). They choose to purchase and use branded items that have value for them (Fournier, 1998). This substance is said to have features that are similar to one's own. This marketing research is beneficial for both production and retail store managers who go to great lengths to paint an image of their offering to attract the target market segment. Humanize the brand by making it conform to the consumer's self-concept, creating a favorable brand attitude and encouraging buying behavior (MacInnis and Folkes, 2017).

Unfortunately, there has been very little study on psychological boosters for achieving self-conformity (Roy and Rabbanee, 2015). Self-image consistency leads to a return to the Japanese branded restaurant industry, which is largely unknown. The researchers are incorporating the drivers and effects of conformity. Although the aim is to gain theoretical and practical perspectives for behavioral intentions by learning more about the antecedents and consequences of consumer self-congruity, previous research on self-

suitability has concentrated on pre-purchase expectations and decisions (Hosany and Martin, 2012). Influence, which refers to a customer's internal state of feelings, has been shown to influence how consumers view and evaluate goods and their buying behaviour, according to an increasing body of research (Palmer, 2010). The study's problem formulation: does self-image congruity have a substantial impact on behavioral intention? Is there a connection between restaurant evaluation and behavior intention? This study aims to look into the effect of self-image congruency on behavioral intention and the effect of restaurant assessment on behavioral intention.

Literature Review

Sustainable tourism should not be confined to a limited segment of the hospitality and tourism sector, as it currently is. Since all policies have environmental, social, and economic consequences, they must become more sustainable. The word "sustainable tourism" has been hotly discussed in academic circles for a long time, and it has a variety of definitions depending on the context. First, it should be noted that hospitality and tourism are often addressed as distinct but related industries. They are, however, often seen together (Chathoth et al., 2016; Denizci Guillet and Mohammed, 2015; Fong et al., 2016). There is no lack of literature debating tourism's influence (Mason, 2015) and the challenges of handling tourism to make it more sustainable (Bramwell, 2012; Buckley, 2012; Ruhanen, 2013). The hospitality and tourism industry should become more sustainable (Bramwell, 2012; Buckley, 2012; Ruhanen, 2013); sustainable or sustainable tourism can remain a special niche in this industry (Bramwell, 2012; Buckley, 2012; Ruhanen, 2013). (Ruhanen, 2013). Both of these scenarios are called sustainable tourism in this country.

Self-image congruency and Behavioral intention

The self-image congruity in restaurant service is defined in this study using image suitability theory as a theoretical context. Self-congruence theory has recently been proposed by several researchers as a major indicator of consumer emotional reactions and behavioral intentions in a variety of service settings (Kang and Lee, 2015). Self-congruence theory, in more detail, explains how customers make buying decisions based on two psychological concepts: self-conformity and practical suitability (Sirgy et al., 2005). According to this report, psychological factors such as self-image congruity affect restaurant patrons' emotions and behavior. This concept is known as self-congruity theory, and it is founded on the premise that customers choose products that are compatible with their personality traits (Boksberger et al., 2011).

Self-conformity is described as "the totality of thoughts and feelings that refer to objects in themselves," where "self-concept" is defined as "the totality of thoughts and feelings that refer to objects in themselves." The self-image congruity model is based on a cognitive fit between expressive features, such as a brand or a shop, and the self-concept of the user (Sirgy et al., 1991), The term "self-image" refers to a realistic and cognitive conception of who and what we are, which can be expressed in two ways: "true self" and "ideal self." The suitability of one's own self-concept and brand image provides a unique insight on customer decision-making. Consumers may choose not to purchase goods or shop at a specific store if they believe their actions are inconsistent with their

beliefs (Britt, 1960). When they use the product to articulate their social identity, they will always need icons to help them figure out the nuances of their everyday lives (Ericksen, 1996).

A person's self-image is an image, reflection, or perception of himself that he or she has of himself alone. In daily life, self-image has a significant impact on thinking and action patterns in relation to the world. When a brand's personality matches the brand's self-image, a customer may feel supportive and beneficial to it (Yanthi & Brahmana, 2019). The following literature review will include more comprehensive information on self-conformity and practical suitability. When customers buy services or goods in the hospitality industry, they get a sense of self-conformity and realistic utility. In a service environment, several experts have discovered that a combination of self-conformity and practical suitability can clarify the consumer buying decision-making process (Hung and Petrick, 2011).

The actual self, according to Malär et al. (2011), is based on how a person perceives his or her existence, while the ideal self is based on one's imagination of the goals and values of what the person believes or desires. Customers may gain self-congruence by consuming or using a brand whose personality they believe is close to their own or ideal self. Functional fit appears to be essential for consumer perceptions and, as a result, buying behavior, according to a lot of marketing research. Consumer behavior is often predicted more strongly and substantially by practical rather than self-fit, and functional suitability is affected by self-conformity, according to studies (Sirgy et al., 1991). The importance of self-congruity in behavior is reflected in post-purchase behavior and Word of Mouth about a restaurant, as well as the intention to recommend (Sirgy, M, 2018). Consumer behavior, both before and after a purchase, is heavily influenced by self-congruity.

The following theories were proposed based on this logic:

H1: Self-image congruency have a positive impact on behavioral intention

Restaurants Evaluation and Behavioral Intention

The theory of reasoned action (TRA) is a commonly used model for predicting individual behavioral intentions that include volition (i.e., subjective norms and attitudes) variables (Han and Kim, 2010). On the other hand, TRA is debatable since the willingness factor does not always predict individual actions. As a result, non-voluntary considerations (such as resources and opportunities) must be considered, according to some scholars (Ajzen, 1985). Following that, the TRA's TPB file was extended to cover both voluntary and non-volitional elements (Ajzen, 1985, 1991). The behavioral purpose is the core variable in TPB; it indicates the individual's willingness to do a particular action as a direct antecedent of behavior. Even though TPB has effectively forecast individual efforts in the hospitality and tourism industries, researchers stress theoretical therapy's importance (Kim et al., 2013; Meng and Choi, 2016). The TPB is open to further development, including a user variable's inclusion if the variance in intention or action can be measured by comparing it to the original TPB model's hedonic emotions, which shape a higher return visit intention (Ajzen, 1991). (Tsai and Lu, 2012).

Customers who participate in an authentic environment at a Korean-themed restaurant, for example, are more likely to establish a strong loyalty for return visits, according to a study by Ha and Jang (2010). As a result, including such constructs in the TPB can

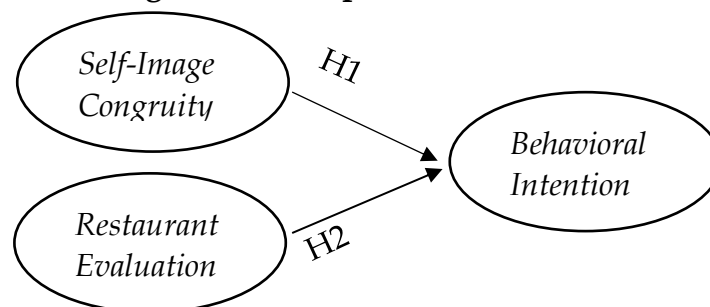
increase transparency for the goal of revisiting customers. We suggest a theoretical paradigm based on the TPB model, suggesting that the original TPB model's three determinants explicitly influence behavioral purpose. By incorporating restaurant evaluations into our research, we hope to better understand the behavioral intention forming process. A business in the food and beverage industry, according to Setiawan (2019), is one of the booming businesses today. People today do not regard food as only one of the many attributes offered by restaurants. The restaurant company, unlike a manufacturing-based business, is a service-based business. One of the most crucial restaurant industry considerations for attracting customers is good service quality. Different functional restaurant attributes and customer reviews of these attributes have been implemented of various studies in restaurant management. According to study, restaurant attributes can be divided into three categories: food, service, and atmosphere. Taste, freshness, temperature, and appearance are all factors to consider (Jeong & Jang, 2018). Customers in the restaurant industry, in particular, use food, physical environment, and employee amenities as the key components of the restaurant experience when assessing the quality of service. Ryu and Han (2010) (Food quality, which has been commonly considered in previous studies as a significant factor in assessing restaurant quality (Lee, Cho and Ahn, 2012), dining experience (Nield, Kozak, and LeGryst, 2000), customer satisfaction, and behavioral purpose (Nield, Kozak and LeGryst, 2000), is one of the ordinary and critical factors in restaurant evaluation (Bujisic, Hutchinson, and Parsa, 2014).

Previous studies have linked behavioral intentions to a willingness to repurchase, a desire to buy more in the future (desire to purchase more in the future), and a willingness to suggest it to others (Seyed & Mahnoosh, 2013). (desire to tell someone about it) According to the findings (Jeong & Jang, 2018), self-image congruity and behavioral purpose have a significant positive relationship. Customers' plans to dine at luxury Chinese restaurants are investigated by Ryu et al. (2012). Their research is crucial in a variety of ways. They believe and affirm that the food quality, service quality, and physical atmosphere of restaurants have an effect on diners' perceptions of a restaurant's value, satisfaction, and potential behavior intentions.

The following theories were proposed based on this logic:

H2: restaurant evaluations have a positive impact on behavioral intention

Figure 1. Conceptual Framework



Source : (Jeong & Jang, 2018)

Methods

This study uses a quantitative paradigm to obtain numeric data or numbers to be outlined in a questionnaire. This research is a descriptive quantitative study examining the dependent variable's independent relationship (Sekaran & Bougie, 2018). The sampling technique used non-probability sampling with a population of primarily Indonesian students and employees. Roscoe (1975); Sekaran & Bougie (2018) suggest that for multivariate research, the sample size should be several times (preferably ten times or more) larger than the number of variables studied. The authors collected 136 respondents to fill out the questionnaire data – individual analysis unit of consumers who visited the Sushi Tei restaurant. The questionnaire was distributed online using a 1-6 point Likert scale. The statistical analysis is based on SmartPLS. This study's latent variable consists of three variables: the self-image congruity variable and the restaurant evaluation variable are independent variables; behavioural intention is the dependent variable.

Results

Descriptive Analysis

Researchers have distributed questionnaires to 136 respondents to people in Indonesia. The questionnaire is distributed or distributed online via a google form. It can be seen from Table 1, the majority of respondents were male, as much as 52.2% (71 respondents), and the rest were female, as much as 47.8% (65 respondents).

Table 1.
Respondents Gender

No	Criteria	Frequency	Valid Percent	Cumulative Percent
1	Male	71	52.2	52.2
2	Female	65	47.8	100.0
	Total	136	100.0	

Source: obtained from primary data (2021)

From table 2, it is known that the number of respondents aged <17 years is 2.9 percent (4 respondents), the number of respondents aged 17-25 years is 94.1% (128 respondents), the number of respondents aged 26-45 years is 2.9% (4 respondents)

Table 2.

Respondents Age

No	Criteria	Frequency	Valid Percent	Cumulative Percent
1	<17 years	4	2.9	2.9
2	17-25 years	128	94.1	97.1
3	28-45 years	4	2.9	100.0
	Total	136	100.0	

Source: obtained from primary data (2021)

From table 3, it is known that the number of respondents the profession as students is 87.5% (119 respondents), who are entrepreneurs of 5.9% (8 respondents), who work as private employees by 2.9% (4 respondents), those the profession as civil government employees are 1.5% (2 respondents), and those the profession as housewives is 2.2% (3 respondents).

Table 3.
Respondents Profession

No	Criteria	Frequency	Valid Percent	Cumulative Percent
1	Students	119	87.5	87.5
2	Entrepreneurs	8	5.9	93.4
3	Private Employees	4	2.9	96.3
4	Civil government employees	2	1.5	97.8
5	Housewives	3	2.2	100.0
Total		136	100.0	

Source: obtained from primary data (2021)

From table 4, we also know the income of our respondents. The number of respondents whose income is <IDR 1,000,000 is 53.7% (73 respondents), those with an income ≤ IDR 5,000,000 is 37.5% (51 respondents), those with an income ≤ IDR 50,000,000. 6.6% (6 respondents), who earn IDR 50,000,000 - IDR 100,000,000 is 1.5% (2 respondents), and those who earn ≥ IDR 100,000,000 are 0.7% (1 respondent).

Table 4.
Respondents Income

No	Criteria	Frequency	Valid Percent	Cumulative Percent
1	< 1000.000	73	53.7	53.7
2	≤ 5000.000	51	37.5	91.2
3	≤ 50.000.000	9	6.6	97.8
4	50.000.000-100.000.000	2	1.5	99.3
5	≥ 100.000.000	1	.7	100.00
Total		136	100.0	

Source: obtained from primary data (2021)

From table 5, we know about the frequency with which respondents visited Sushi Tei restaurants. The number of respondents who rarely visited Sushi Tei was 28.7% (39 respondents), 10.3% (14 respondents) rarely visited Sushi Tei, 14.7% (20 respondents)

rarely visited Sushi Tei. Neutral visited Sushi Tei by 17.6% (24 respondents), who visited Sushi Tei quite often by 14.7% (20 respondents), who frequently visited Sushi Tei was 5.9% (8 respondents). Who visited Sushi Tei very often Sushi Tei amounted to 8.1% (11 respondents).

Table 5.
Respondents Frequency to Visit Sushi Tei

No	Criteria	Frequency	Valid Percent	Cumulative Percent
1	Very rarely	39	28.7	28.7
2	Rarely	14	10.3	39.0
3	It's a bit rare	20	14.7	53.7
4	Neutral	24	17.6	71.3
5	Quite often	20	14.7	86.0
6	Often	8	5.9	91.9
7	Very Often	11	8.1	100.0
	Total	136	100.0	

Source: obtained from primary data (2021)

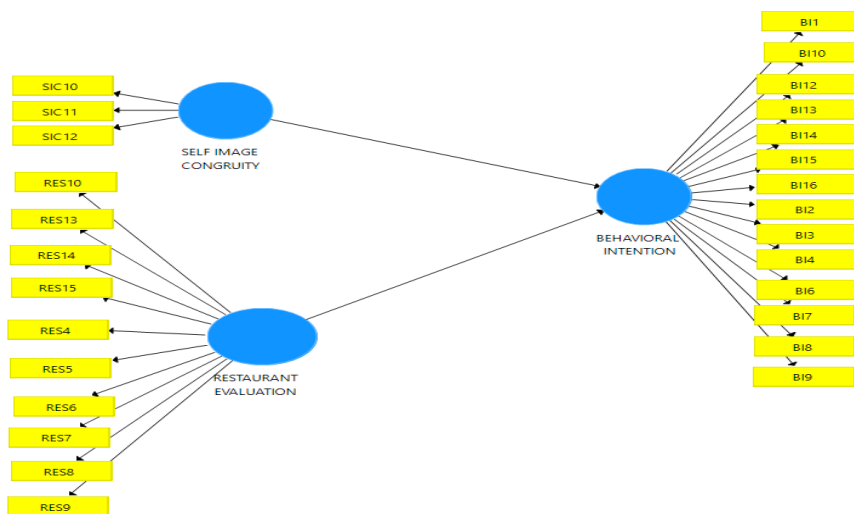
Structural model design (inner model)

The latent variables and their manifest variables are as follows:

1. The exogenous latent variable self-image congruity has two manifestations of the actual self and the ideal self (Jeong & Jang, 2018).
2. Exogenous latent variables of restaurant evaluations have four manifestations, including food taste, food freshness, service, and food presentation.
3. Endogenous behavioral intention latent variables have four manifestations, including an intention to recommend, purchase intention, revisit intention, positive word of mouth. (Seyed & Mahnoosh, 2013).

When evaluating the measurement model for consumer respondents, the indicators used are valid and reliable. It can be seen from the structural model that is by this study.

Figure 1. Design of the research model



Source: obtained from primary data (2021)

Evaluation of Measurement Model (outer model)

The evaluation of the measurement model consists of three stages: the convergent validity test, the discriminant validity test, and the composite reliability test.

Validity testing for reflective indicators can be done by using a correlation between the indicator score and the construct score. Measurements with reflective indicators show a change in an indicator in a construct when other indicators in the exact construct change. Following are the results of calculations using the PLS 3.0 innovative computer program

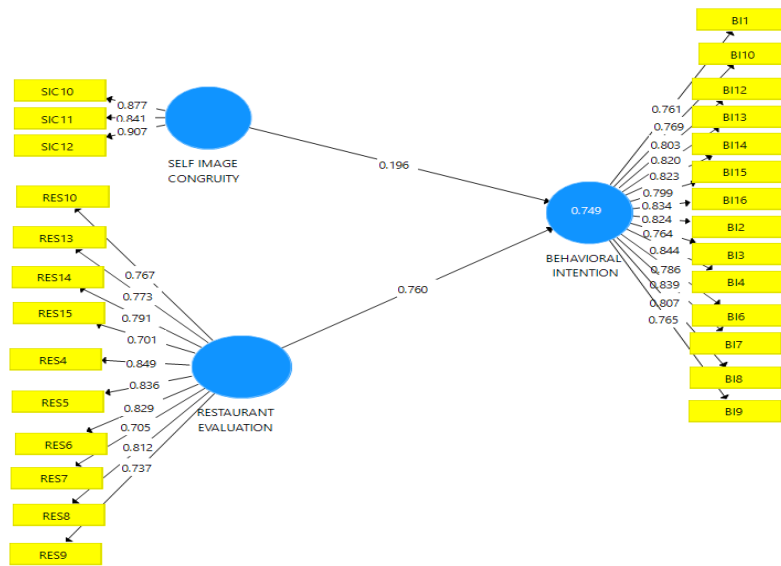
Table 6.
 Output result for outer loading

Construct	Behavioral Intention	Restaurant Evaluations	Self-Image Congruity
BI1	0.761		
BI10	0.769		
BI12	0.803		
BI3	0.820		
BI14	0.823		
BI15	0.799		
BI16	0.834		
BI2	0.824		
BI3	0.764		

BI4	0.844	
BI16	0.786	
BI17	0.839	
BI18	0.807	
BI19	0.765	
RES10		0.767
RES13		0.773
RES14		0.791
RES15		0.701
RES4		0.849
RES5		0.836
RES6		0.829
RES7		0.705
RES8		0.812
RES9		0.737
SIC10		0.877
SIC11		0.841
SIC12		0.907

Source: obtained from primary data (2021)

Figure 2. Output Loading Factor Modeling



Source: obtained from primary data (2021)

According to (Ghozali & Latan, 2015) a correlation can be said to meet convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor provides a value above the recommended value of 0.5. so that the indicators used in this study have met the convergent validity. In the reflective indicator, it is necessary to test the validity of the discrimination by comparing the cross-loading table values. An indicator is declared valid if it has the highest loading factor value for the intended construct than the other constructs' loading factor value.

Table 7.
 Cross Loading Output

Construct	Behavioral Intention	Restaurant Evaluations	Self-Image Congruity
BI1	0.761	0.661	0.396
BI10	0.769	0.732	0.472
BI12	0.803	0.678	0.381
BI3	0.820	0.714	0.427
BI14	0.823	0.718	0.452
BI15	0.799	0.719	0.380
BI16	0.834	0.750	0.433
BI2	0.824	0.730	0.462
BI3	0.764	0.584	0.431

BI4	0.844	0.681	0.430
BI16	0.786	0.623	0.453
BI17	0.839	0.622	0.468
BI18	0.807	0.638	0.434
BI19	0.765	0.637	0.373
RES10	0.645	0.767	0.392
RES13	0.676	0.773	0.250
RES14	0.718	0.791	0.428
RES15	0.608	0.701	0.332
RES4	0.740	0.849	0.365
RES5	0.700	0.836	0.359
RES6	0.671	0.829	0.351
RES7	0.549	0.705	0.276
RES8	0.674	0.812	0.322
RES9	0.614	0.737	0.380
SIC10	0.513	0.422	0.877
SIC11	0.385	0.295	0.841
SIC12	0.486	0.429	0.907

Source: obtained from primary data (2021)

Reliability Test

According to Hair et al, (2019) states that a latent variable can be said to have good reliability if the composite reliability value is greater than 0.7 and the Cronbach's alpha value is greater than 0.7.

Table 8.
Latent Variable Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	Result
Behavioral Intention	0.958	0.962	Reliable
Restaurant Evaluation	0.929	0.940	Reliable
Self-image Congruity	0.849	0.908	Reliable

Source: obtained from primary data (2021)

Table 8 shows that all latent variables measured in this study have Cronbach's alpha and composite reliability values that are greater than 0.7, so it can be said that all latent variables are reliable.

Convergent Validity

The AVE value ≥ 0.5 according to Hair et al, (2019), it is stated that each construct meets the convergent validity requirements.

Table 9.
Average Variance Extracted (AVE)

Construct	AVE	Result
Behavioural Intention	0.645	Valid
Restaurant Evaluation	0.611	Valid
Self-Image Congruity	0.766	Valid

Source: obtained from primary data (2021)

Table 9 shows that all constructs meet the convergent validity requirements.

Discriminant Validity

The discriminant validity can be evaluated by using cross-loading of indicator, Fornell & Larcker criterion, and Heterotrait-monotrait (HTMT) ratio of correlation. By looking at the cross-loading, the factor loading indicators on the assigned construct has to be higher than all loading of other constructs with the condition that the cut-off value of factor loading is higher than 0.70 (Hair et al., 2014; Hair et al., 2011). For conceptually similar constructs HTMT < 0.90, If > 0.90 indicate discriminant validity problem (Henseler et al., 2015)

Table 10
HTMT Ratio

Construct	Behavioral Intention	Restaurant Evaluation	Self-Image Congruity
Behavioral Intention			
Restaurant Evaluation	0.893		
Self-Image Congruity	0.584	0.491	

Source: obtained from primary data (2021)

Table 10 shows that the study indicators are appropriate and appropriate to test the construct because they have a discriminant value below 0.9.

Table 11.
Fornell & Larcker Criterion

Construct	Behavioural Intention	Restaurant Evaluation	Self Image Congruity
Behavioral Intention	0.803		
Restaurant Evaluation	0.847	0.782	
Self-Image Congruity	0.533	0.443	0.875

Source: obtained from primary data (2021)

Next, the evaluation of discriminant validity uses the Fornell-Lacker criterion. According to Hair et al. (2014), the Fornell-Lacker criterion compares the value of AVE's square root with the correlation between variables. Discriminant validity is fulfilled if the AVE's square root value for each variable is greater than the correlation value between variables in the model. In table 11, it can be seen that the value of the square root AVE of each variable is greater than the correlation value between variables. Therefore, it can be concluded that this study has met the requirements of the discriminant validity test.

Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model in SEM with PLS is carried out by performing the R-Squared (R^2) test and significance test through the path coefficient estimation.

Multicollinearity Testing

According to (Hair et al., 2019), criterion Multikolinearity > 10: Critical, 5-10: probable, 3-5: suggested, < 3: ideal

Table 12.
VIF- Variance Inflation Factor

Construct	Behavioural Intention	Restaurant Evaluation	Self-Image Congruity
Behavioral Intention			
Restaurant Evaluation	1.244		
Self-Image Congruity	1.244		

Source: obtained from primary data (2021)

Table 12 shows that there is no multicollinearity problem, and the independent variables are not correlated.

R Squared (R^2) Testing the Coefficient of Determination

Output for R^2 value using smartPLS 3.0 computer program is obtained.

Table 13.
R² Calculation Output

Construct	R Square	R Square Adjusted
Behavioral Intention	0.749	0.745

Source: obtained from primary data (2021)

R-Squared (R²) value is used to measure how much influence a specific independent latent variable has on the latent dependent variable. According to (Hair et al., 2014) if the R² value > 0.75 is said to be substantial if the R² value is 0.5-0.75, it is moderate; if the R² value is < 0.5 it is said to be weak. The R² result is 0.749. This indicates that the model is categorized as moderate. Table 13 shows that the R² value of this study is 74.9%.

Significance Test

The SEM model's significance test with PLS aims to analyze exogenous variables' effect on endogenous variables. Hypothesis testing with the PLS-SEM method is carried out by carrying out the bootstrapping process with the help of the smart PLS 3.0 computer program so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows:

Table 14.
Results of the Bootstrapping Research Data Calculation

Construct	P values
Self-image congruity → Behavioral intention	0.000
Restaurant Evaluation → Behavioral Intention	0.000

Source: obtained from primary data (2021)

Before testing the hypothesis, it is known that the t-table value for the confidence level is 95%. Hypothesis testing of each latent variable relationship is shown as follows:

Hypothesis 1 : Self-image congruity positively influences behavioral intentions.

Hypothesis 2 : restaurant evaluation positively influences behavioral intentions

Table 15.
Q Squared Predict (Q²)

Construct	Q Square Predict
Behavioral Intention	0.738

Source: obtained from primary data (2021)

According to (Hair et al., 2019) Q² Predict > 0 - 0,25 : small predictive, 0,25 - 0,50 : medium predictive, 0,50 : large predictive. The research model has a large predictive value because it has a Q² predict value above 0.50

Table 16.
Hypothesis Test

Hypothesis	Effect between construct	Standardized Coefficient	T Statistics	Result
H1	Self-image congruity → Behavioral Intention	0.049	3.985	Supported
H2	Restaurant Evaluation → Behavioral Intention	0.041	18.753	Supported

Source: obtained from primary data (2021)

The T statistic > T Table's significance is 1.645 and research shows that all hypotheses are supported.

Discussion

The purpose of this study was to analyze self-image, which has a positive effect on behavioral intention and analyze restaurant evaluation, which has a positive effect on behavioral intention in Japanese restaurants. The results show that both hypotheses are supported, and the restaurant evaluation variable is a significant determinant of behavioral intention. This study strengthens the positive impact of self-image congruity and restaurant evaluation on behavioral intention. The overall variance explained in behavioral intention is 74.9%, indicating that the model proposed in this study can predict and explain customer behavioral intention in the context of a Japanese restaurant. This research is also in line with research by (Jeong & Jang, 2018). Researchers in the tourism sector rarely examine the customer decision-making process by considering external and psychological factors. Theoretically, this study explains customers' behavioral intention in Japanese restaurants by using self-congruence theory and planned behavior theory, which highlights the implications for the Japanese restaurant manager's marketing strategy to maximize the influence of external such as authenticity servicescape, attitude factors.

CONCLUSIONS AND SUGGESTIONS

From the research, it can be concluded that all hypotheses are supported where self-image congruity has a positive effect on behavioral intention, and restaurant evaluation positively impacts behavioral intention. From a theoretical point of view, this study makes an essential contribution to the hospitality literature beyond previous research. Although this research has several levels of similarity to prior studies (Jeong & Jang, 2018; Ryu & Han, 2010), it is essential to understand how this research is unique from previous research. The findings of this study should be interpreted with caution as there are several limitations. First, this study uses an online survey, and the research targets only consumers in Japanese restaurants. The sampling approach is straightforward by collecting data from Japanese restaurant customers, so that generalization results need to be carried out with care. For example, the findings should be interpreted with care when applied to different types of restaurants. Second, this study extends the TPB will investigate the factors that affect Japanese restaurant patrons' decision-making process. Three, the impact of servicescape on customer intention to return to Japanese restaurants is rarely studied as a method of external behavioral intention formation. Future research should focus on overcoming the challenges of surveying direct customers. In future research, demographic characteristics such as gender, age, education, and monthly income should be included in the customer decision-making process after they have finished eating to ensure that the respondents are accurate. Future research may consist of arousal variables, servicescape, and perceived value in different restaurants.

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