The Influence of Perceived Authenticity and Price Fairness on The Purchase Intention at Samwon House Restaurant Jakarta

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Abstract. This study aims to determine the effect of perceived authenticity and price fairness on the desire to try Korean food at the Samwon House restaurant in Jakarta. The sampling technique used is purposive sampling. This research is included in quantitative research. This study's data source is primary data. Data was taken using a questionnaire distributed to respondents. This study has three variables: two independent variables, perceived authenticity and price fairness, and a dependent variable, willingness to try (purchase intention). This research method uses SPSS to analyse data according to research. This study investigates the impact of perceived authenticity and price fairness on consumers' purchase intentions to try Korean food at Samwon House Restaurant in Jakarta. A survey was conducted among respondents who had experienced Korean cuisine. The results indicate that perceived authenticity and price fairness have a significant positive influence on purchase intention. Furthermore, price fairness was found to have a stronger effect on purchase intention than perceived authenticity. The findings suggest that Samwon House Restaurant can increase its purchase intention by enhancing perceived authenticity and maintaining price fairness. The study provides insights for marketers and practitioners in the food service industry to develop effective marketing strategies to attract consumers.

1 Introduction

In recent years, the food industry has seen an increasing demand for authentic cuisine, particularly in the restaurant sector. Consumers are increasingly seeking unique dining experiences that align with their cultural preferences, and they are willing to pay a premium price for authentic food and dining experiences. Therefore, the perception of authenticity has become a critical factor in the consumer decision-making process in the restaurant industry [1].

The tourism industry sector is an influential sector for a country. Additionally, food and beverage sector as it is considered the world’s biggest industries and the largest contributing sector in the world’s Gross Domestic Product. As the food and beverage industry gets development priorities in Indonesia, the food and beverage industry grew by 3.75% in the first quarter of 2022 or higher than the first quarter of 2021 which reached 2.45% . Business competition has resulted in the growth of the food and beverage business including a restaurant grew by 6.68 % until the third quarter of 2022. Number of restaurants in DKI Jakarta is 4,237 restaurants.

In South Jakarta there are 1,424 restaurants, in West Jakarta there are 768 restaurants, in North Jakarta there are 755 restaurants, in Central Jakarta there are 662 restaurants, in East Jakarta there are 624 restaurants, and in the Thousand Islands there are 4 restaurants. South Jakarta is home to the largest restaurant growth in Jakarta. There are seven restaurant categories such as fine dining restaurants, fast food restaurants, fast casual restaurants, casual dining, cafes, food truck, buffet style restaurants. In particular, ethnic restaurants categories specialize in ethnic or national cuisines, for example Samwon house restaurant [2].

Samwon house restaurant is a restaurant with the theme of Korean food, which carries the concept of a place like Korean restaurants in general, Samwon house is a restaurant built by the Samwon group company located on Jl. Setia Budi Sel. Raya No.2, RT.18/RW.2, Kuningan, Karet Kuningan, Setiabudi District, City of South Jakarta, Special Capital Region of Jakarta. Samwon house restaurant was founded in 2010 and made a partnership in 2012. Samwon house has 2 branches currently operating which is in West Jakarta and South Jakarta. As a restaurant that offers Korean cuisine, Samwon House's success largely depends on its ability to provide authentic and culturally representative food and dining experiences. Therefore, it is essential to investigate the impact of perceived authenticity on consumers' purchase intention to try Korean food at Samwon House Restaurant in Jakarta.

Restaurants with a Korean food theme, such as Samwon House, can be attractive for several reasons. one of them Korean food has gained significant popularity around the world in recent years. The emergence of Korean pop culture, such as K-dramas and K-pop music, has fueled global interest in Korean food and culture. Increased exposure and curiosity about Korean cuisine makes it a lucrative business opportunity for restaurants.

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to meet demand. This restaurant with a Korean food theme can offer customers a unique and immersive dining experience. From the ambiance, interior design, and traditional elements, such as table barbeques and authentic Korean dishes, customers can enjoy a taste of authentic Korean culture and cuisine. This novelty factor can attract customers looking for a memorable and culturally rich dining experience.

With the growing importance of cultural representation, people are looking for restaurants that celebrate and showcase different cultures. A Korean themed restaurant such as Samwon House allows individuals to explore Korean cuisine and experience a different cultural atmosphere without traveling to Korea. This provides an opportunity for customers to engage with different cultures and broaden their culinary horizons.

Authentic perception plays a role in the consumer decision-making process in the desire to buy (purchase intention). In restaurant perceived authenticity can be influenced by various factors such as the origin of the ingredients, cooking methods, and cultural representation [3].

When consumers perceive a product or service to be authentic, it can positively influence their purchase intention. This is because perceived authenticity can create a sense of uniqueness, trust, and credibility, which can increase consumers’ willingness to pay for the product or service. On the other hand, a lack of perceived authenticity can lead to a decrease in purchase intention, as it may create doubts or skepticism about the quality or value of the product or service [1].

Therefore, in the foodservice industry, it is essential for restaurants like Samwon House to focus on enhancing perceived authenticity to attract consumers and increase purchase intention. This can be done by highlighting the cultural heritage of the food, using authentic cooking methods and ingredients, and creating an immersive dining experience that aligns with the cultural identity of the cuisine.

Price fairness is another important marketing factor that can be used to influence consumer’s purchase decision and overall evaluation of a brand. Certain scholars reported that perceived price fairness has a significant positive effect on customer satisfaction and loyalty [4].

Cognitive appraisal theory was originally developed by psychologists to determine how an interpretation of an event elicits emotions by appraising a stimulus, which then induces positive or negative emotions [5].

It is unclear if authenticity and price fairness has a stronger influence on purchase intention through cognitive appraisal theory. This study aims to examine the influence of perceived authenticity and price fairness on the purchase intention to try Korean food at Samwon House Restaurant in Jakarta. The study also aims to provide insights for marketers and practitioners in the foodservice industry to develop effective marketing strategies that enhance perceived authenticity and price fairness to attract consumers and increase purchase intention.

By exploring the relationship between perceived authenticity and price fairness and their impact on purchase intention, this study seeks to contribute to the existing literature on the role of authenticity in the consumer decision-making process in the restaurant industry. The findings of this study can help Samwon House and other restaurants in the foodservice industry to develop effective marketing strategies that align with the cultural preferences of their customers, resulting in increased sales and revenue.

2 Literature review

2.1. The Definition of Perceived Authenticity

Authenticity is a concept that can be understood properly through a variety of lenses. It has many different interpretations. Three main ideologies objectivism, constructivism, and existentialism are specifically examined in the literature that is available to help with authenticity. The ability of consumers to identify the source of a particular food’s authenticity is a major benefit. Consumer awareness of a specific food product will affect their intend to buy (purchase intention) [6].

Authenticity in ethnic restaurants is the degree to which the food and environment of the restaurant are perceived as authentic and reflect the culture of ethnic origin [7].

2.2. The indicators of perceived Authenticity

The dimensions and indicators of perceived authenticity are as follows: [8]

- Food Authenticity. Customers visiting ethnic restaurants expect unique and exotic tastes that are different from what they have traditionally eaten.
- Cultural Authenticity. The use of a foreign language on the menu signals to potential customers that the restaurant is tied to local culture and tends to be more authentic.
- Employee Authenticity. Service providers can be important sources of perceived authenticity such as written language, names, menus and descriptions of items.

2.3. The Definition of Price Fairness

States that price fairness refers to consumer judgments and feelings about whether the price difference between sellers and comparable third parties is reasonable and acceptable. Consumers feel that the benefits offered by a product or service are related to the high sacrifice of consumers, so consumers will feel that prices are fair [9].

Price fairness is a consumer’s subjective assessment of the price offered is reasonable, has clear reasons, or is acceptable. There are three things for consumers in assessing Price Fairness:

- Prices in the past
- Prices offered by competitors
- The price given by the restaurant or company

2.4. The Indicators of Price Fairness

Price fairness has several indicators, namely: [10]
2.5. The Meaning of purchase intention

State that consumer buying interest is a consumer behavior in which a person has a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Purchase intention is a response made by consumers because of their interest in a product [10].

Buying interest is a psychological force that exists within an individual, which has an impact on an action. Purchase intention is considered as a measurement of the possibility of consumers buying certain products where the high purchase interest has an impact on the possibility that is quite large in the occurrence of purchasing decisions. Purchase intention has an effect on consumer behavior because emotions are crucial in guiding consumer behavior [12]. More precisely, it is now generally accepted to examine emotional triggers and consumer responses in a variety of consumption contexts using the cognitive appraisal approach [13].

2.6. Indicators of purchase intention

There are several indicators in consumer buying interest, namely: [10]

1. Attention. consumer interest in the product provided by the manufacturer. Delivery of existing products must attract the attention of target consumers because messages that are able to attract attention will be seen by consumers.

2. Interest. potential consumer interest in the product offered by the manufacturer. Delivery of products must be able to generate interest so that more curiosity arises in consumers.

3. Desire. the desire of potential consumers to have the product offered by the manufacturer. Good product presentation can find out what consumers want in the presentation of the products displayed.

4. Action. potential customers make purchases of the products offered.

2.7. The relationship between Perceived Authenticity and Price Fairness on Purchase Intention

The authenticity of a food that is seen from various aspects such as cooking methods, recipes, and also ingredients greatly influences the customer's desire to try because the information that is known by the customer will attract interest in trying, and in terms of price, consumers will compare it with the price. market that is known by consumers and also competitor prices so that if the price offered matches customer expectations it will attract consumers to try.

2.8. Cognitive appraisal theory

In order to understand how an interpretation of an event elicits emotions by appraising a stimulus, which then causes either positive or negative emotions, cognitive appraisal theory was first created by psychologists [5]. Then, as a result of the induced feelings, behaviors take place. Marketing researchers noted that this theoretical framework offers the best evidence for examining the impact of emotions in the context of consumer behavior because emotions are crucial in guiding consumer behavior [12]. More precisely, it is now generally accepted to examine emotional triggers and consumer responses in a variety of consumption contexts using the cognitive appraisal approach [13].

Marketing researchers noted that this theoretical framework offers the best evidence for examining the impact of emotions in the context of consumer behavior because emotions are crucial in guiding consumer behavior [12]. More precisely, it is now generally accepted to examine emotional triggers and consumer responses in a variety of consumption contexts using the cognitive appraisal approach [13]. Since the hospitality sector is one of the representative service sectors where consumers participate in consumption for hedonic purposes, researchers have stressed the significance of emotions in the literature on the subject [14]. However, earlier studies on authenticity largely disregarded people's emotional reactions and concentrated instead on how customers' perceptions of authenticity affected their purchasing decisions [8].

The elicitation of an emotion as a consequence of a person's evaluation of the dining experience is explained by cognitive appraisal theory. When a customer visits a traditional restaurant, for instance, he or she will assess the restaurant's characteristics and develop an opinion (such as whether this restaurant is authentic), which will then elicit either positive or negative emotions. This research creates an authenticity model that accounts for both the direct and indirect effects of perceived authenticity on purchase intention using cognitive appraisal theory.

3. Research Method

3.1. Research Design

The research design used in this research is descriptive quantitative. Quantitative descriptive method is quantitative research in the form of numerical descriptions (Statistics). This research is research that compiles statistical figures. The unit of analysis in this study is the customer of the Samwon House restaurant, Jakarta. The time approach used in this research is cross-sectional. Cross Sectional is a study that focuses on measuring time or observing the dependent variable and independent variable and is calculated simultaneously at the same time [15].

3.2. Data Collection Techniques

Data sources for this research are primary and secondary data. Primary data is data that is directly obtained such as questionnaires while secondary sources are data sources that already exist in this study which is journals.
Data collection techniques used in this study using a questionnaire. The questionnaire is a collection of written questions addressed to research subjects and to collect information needed in research [16]. The questionnaire in this study was measured using a Likert Scale. The questionnaire develops to include variables to represent two X variables that characterised (perceived authenticity and price fairness) and one Y variables that characterised (purchase intention). Likert scale questionnaire types from 1 (strongly disagree) – 5 (strongly agree) were applied. Table 1 is the variable measurements contained in the questionnaire used in this study:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Operational Definition</th>
<th>Statement Items</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Authenticity (X1)</td>
<td>Perceived authenticity refers to the subjective perception that a person or thing is genuine, sincere, and truthful. It is the degree to which an individual believes that something is true to itself and its values, and not artificially or superficially constructed.</td>
<td>X1.1. The design arrangement of Samwon House Restaurant has a cultural concept Korea X1.2. Samwon House has uniqueness with the concept Korean style restaurant X1.3. I can feel Korean cultural atmosphere in Samwon House Restaurant</td>
<td>Likert 1-5</td>
</tr>
<tr>
<td>Price Fairness (X2)</td>
<td>Price fairness refers to the perception that the price of a product or service is reasonable and justifiable given its perceived value, quality, and the costs involved in producing it. It is the belief that the price charged is neither too high nor too low, but reflects a fair exchange between the buyer and the seller.</td>
<td>X2.1. The price offered is reasonable. X2.2. Prices compared to competitors quite reasonable. X2.3. The price policy set is reasonable. X2.4. Ethics regarding price is fairly ethical</td>
<td>Likert 1-5</td>
</tr>
<tr>
<td>Purchase Intention (Y)</td>
<td>Purchase intention refers to the likelihood or willingness of a consumer to buy a particular product or service in the near future. It is a measure of the consumer's intention to take a specific action and is influenced by various factors such as the perceived need for the product or service, its perceived value, the consumer's personal preferences, and external factors such as marketing and advertising.</td>
<td>Y.1.1 will buy products from Samwon House restaurant Y.1.2 will probably recommend Samwon House restaurant to my friends Y.3. I will not hesitate to give information about Samwon House restaurant Y.4. I will invite my friends and family to buy products at Samwon House restaurant</td>
<td>Likert 1-5</td>
</tr>
</tbody>
</table>

3.3. Population and Sample

"Population is a generalized area consisting of objects or subjects who have certain qualities and characteristics determined by research to study and then draw conclusions"[17]

The population is the sum of each object to be studied which has the same characteristics, can be in the form of individuals from a group, an event or something being studied [18]. In this study, the population used was followers from the official Instagram account of the Samwon House restaurant (samwonhouse.id). The sample is part of the number and characteristics of the population, or a small part of the population taken according to this procedure to represent the population [19]. The sampling technique in this study used the Quota Sampling technique which is part of non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities for every member of the population to be used as a research sample [20]. Quota Sampling is a type of non-probability sampling where this sample determines the number of population to be sampled based on the maximum quota that is proportional to the composition of each group.

3.4. Research Framework

Based on the literature review, a research model was formed which shows that purchase intention is influenced by perceived authenticity and price fairness. The research framework model illustrated as below.

![Research Framework](image)

**Fig. 1. Research Framework**

3.5. Hypothesis

The hypothesis is a temporary answer to the formulation of the research problem. The hypothesis in this study is as follows:

H1: There is an influence between perceived authenticity on the purchase intention at the Samwon house restaurant in Jakarta.

H2: There is an influence between price fairness on the purchase intention at the Samwon house restaurant in Jakarta.

3.6. Analysis Data Method

In order to present empirical findings as descriptive statistical data that explain the characteristics in relation to the research variables used in hypothesis testing, data
analysis can be carried out. Descriptive analysis and verification, or multiple linear regression, were used in this study. Research data is described using descriptive analysis. With the type of metric data (Interval or Ratio), multiple linear regression analysis is used to examine the effect of several independent variables on one dependent variable.

The sample who will be the respondent of this research is 50 followers of Samwon House Instagram account. The result was tested using IBM SPSS Statistic 25 Program and analysed through Path Analysis to test the validity and reliability of the data. Furthermore, the test includes reliability test, multicollinearity test, coefficients test, ANOVA test, model summary test, and descriptive analysis. The output of the test discussed on the following section.

3.6.1. Validity test

Validity test is a process used to determine whether a measuring instrument or research method accurately measures what it is intended to measure. This is an important step in the research process to ensure that the data collected is reliable and accurate. The validity test is used to measure the validity or validity of a data collected through a questionnaire. The validity test can be said to measure how thoroughly the questions in the questionnaire will be submitted to the respondents [21].

Validity test is used to measure whether a questionnaire is valid or valid. An instrument or questionnaire is said to be valid if the questions in the instrument or questionnaire are able to reveal something that the questionnaire wants to measure [22].

Validity testing is carried out using the IBM SPSS program based on the following decisions: [22]

1. If r count is greater (>) than t table, then the question is declared valid
2. If r count is smaller (<) than t table then the question is declared invalid

To ensure research quality, validity testing is essential to ensure that the data collected is reliable and accurate. It is the process used to determine whether a measuring instrument or research method accurately measures what it is intended to measure. This is especially important in questionnaire-based research, where validity tests are used to measure how well the questions in the questionnaire will be asked to respondents. The validity test helps to determine whether the instrument or questionnaire is valid or not, meaning that the questions are able to reveal something that can be measured by the questionnaire.

3.6.2. Reliability test

Reliability is a measure of the stability and consistency of respondents in answering questions related to the constructs of questions which are the dimensions of a variable and arranged in a questionnaire form. The measuring tool to be used is cronbachalp through the Excel Statistic Analysis & SPSS computer program. The reliability of a variable construct is said to be good if it has a cronbachalp > 0.60 value.

3.6.3. Normality test

Normality test is used to guarantee that the variable data used in the analysis is normally distributed. Because multiple linear regression analysis is an inference analysis, the research data must come from normally distributed data. Therefore, normality must be fulfilled [22]. The normality test aims to determine whether in the regression model, the dependent variable, independent variable or both have a normal distribution or not. A good regression model is having a normal or close to normal data distribution. The normality test in this study was carried out by looking at the shape of the data distribution, namely the histogram and the normal probability plot. In the histogram, the data is said to have a normal distribution if the data is shaped like a bell. Whereas in a normal probability plot, the data is said to be normal if the data is shaped like a bell. Whereas in the normal probability plot, the data is said to be normal if there is a spread of points around the diagonal line and the spread follows the direction of the diagonal line. Mention if the data spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality. Meanwhile, if the data spreads away from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet normality.

3.6.4. Multicollinearity test

The multicollinearity test was carried out to show that there are equivalent (completely independent) variables between the two independent variables. The absence of multicollinearity is a good regression model, as demonstrated by VIF and tolerance. VIF (Variance Inflation Factor) and Tolerance values indicate that the multiple regression equation model has no multicollinearity problem. A minimum tolerance value of 0.2 and a VIF value between 1 and 10 is recommended for a tolerance-free regression model [22].

3.6.5. ANOVA test

ANOVA (Analysis of Variance) is a statistical test used to compare the means of three or more different groups to see whether the differences between the groups are significant or simply due to chance [23].

In ANOVA analysis, the variance of the data is broken down into parts, where each part explains the variation in the data caused by different factors. There are several types of ANOVA, including one-way ANOVA (used to compare means of different groups), two-way ANOVA (used to examine the effect of two factors on the response variable), and covariate ANOVA (used to control for the variable that not observed which can affect the response variable).

In interpreting the results of the ANOVA test, it is necessary to pay attention to the p-value and F-statistics. The p-value indicates the probability that the differences between groups are simply due to chance factors, while the F-statistics indicates how much the variation between groups is compared to the variation within groups. If the p-value is less than alpha (assigned level of significance),
then it can be said that the difference between groups is statistically significant [23].

### 3.6.6. Model Summary Test

Model summary is a statistical summary used to evaluate the performance of the regression model. The model summary provides information about how well the model fits the data, and helps in comparing different models [24].

**Coefficient of determination (R-squared):** Indicates how much variation the dependent variable can explain by the independent variables in the model. R-squared values range from 0 to 1, with higher values indicating a better model [24].

**F-statistical value:** This is a statistical test used to test the significance of the model as a whole. F-statistics calculates the comparison of the variance explained by the model to the variance not explained by the model. The higher the value of the F-statistic, the more significant the model as a whole.

**P-value:** Indicates the statistical significance of the model as a whole. A low p-value indicates a more statistically significant model.

### 3.6.7. Descriptive Analysis

Descriptive analysis is the process of analyzing and interpreting numerical or quantitative data with the aim of understanding the basic characteristics of the data.

### 4 Results and discussions

This research was conducted to followers of Samwon House Restaurant. In this study, 50 samples were selected to be used.

#### 4.1. Validity and Reliability Test

**4.1.1. Validity Test**

Validity testing is carried out to find out whether it is valid or not a questionnaire of each of these variables [25]. Validity test that have been carried out in this study are shown in the table following:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>r count</th>
<th>r table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.318</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.447</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.434</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.1</td>
<td>0.358</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.293</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.302</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.389</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.1</td>
<td>0.289</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.2</td>
<td>0.306</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.3</td>
<td>0.394</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.4</td>
<td>0.408</td>
<td>0.279</td>
<td>Valid</td>
</tr>
</tbody>
</table>

From the results of validity testing in the table 2 above, the questionnaire is containing of these 3 variables there were 11 questionnaires which had been filled in by 50 respondents in this study. The formula for r table is df = N-2 so 50-2 = 48, so that r table = 0.279. From the results of calculating the validity of the table above, it can be seen that r count > r table, all questionnaires are declared valid because r count is more from r table.

**4.1.2. Reliability test**

Reliability test was conducted to measure consistent or not the questionnaire in the research used for measure the influence of variables X1 and X2 on variable Y. Before carrying out reliability testing there must be a basis decision making that is alpha of 0.60. which variable considered reliable if the variable value is greater than > 0.60 if smaller then the variables studied cannot be said to be reliable because < 0.60 [26]. The results of the reliability test on the research variables this as follows:

<table>
<thead>
<tr>
<th>Cronbach Alpha</th>
<th>Number of Questionnaire</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.312</td>
<td>11</td>
<td>Not reliable</td>
</tr>
</tbody>
</table>

The Reliability Test result showed that cronbach’s alpha is 0.312<0.60. It can be concluded that the statement are not reliable.

#### 4.2. Multicollinearity Test

The multicollinearity test aims to test and find out whether in a regression model a high or perfect correlation is found between the independent variables. This test can be known by looking at the tolerance value and the variance inflation factor (VIF) value. Before carrying out multicollinearity testing there must be a basis decision making. If tolerance > 0.10, it means that there’s no multicollinearity occur and th contrary. If VIF < 10 , it means that there’s no multicollinearity. The results of the multicollinearity test on the research variables this as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived authenticity</td>
<td>0.864</td>
<td>1.157</td>
</tr>
<tr>
<td>Price fairness</td>
<td>0.864</td>
<td>1.157</td>
</tr>
</tbody>
</table>

From the table 3 shows that VIF value is less than 10 and the tolerance value for all indicators in independent variable are greater than 0.1. This means that independent variables did not experience multicollinearity.

#### 4.3. T Test

The t-test is a statistical method used to test whether there is a significant difference between two groups or populations. The basis for decision making is the (partial) t test as follows:

a. Based on the value of t count and t table.
1) If the value of t count > t table then the variable is independent effect on the dependent variable.
2) If the value of t count < t table then the variable is independent no effect on the dependent variable.
b. Based on the significant value of SPSS results
1) If the sig. < 0.05 then the independent variable significant effect on the dependent variable.
2) If the sig. > 0.05 then the independent variable is not significant effect on the dependent variable.

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>Std.err or</th>
<th>Beta</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived authenticity</td>
<td>0.273</td>
<td>0.134</td>
<td>0.246</td>
<td>2.035</td>
<td>0.048</td>
</tr>
<tr>
<td>Price fairness</td>
<td>0.512</td>
<td>0.125</td>
<td>0.494</td>
<td>4.088</td>
<td>0.000</td>
</tr>
</tbody>
</table>

### 4.4. F Test

The basis for decision making is the (partial) t test as follows:
a. Based on the calculated f value and f table
1) If the value of f count > f table then the variable is independent simultaneously affect the variables bound.
2) If the value of f count < f table then the variable is independent simultaneously has no effect on dependent variable.
b. Based on the significant value of SPSS results
1) If the sig. < 0.05 then the independent variable is independent simultaneously significant effect on variables bound.
2) If the sig. > 0.05 then the independent variable is simultaneous no significant effect on dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>46,957</td>
<td>2</td>
<td>23,479</td>
<td>14.2</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>77,543</td>
<td>47</td>
<td>1,650</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

For 50 respondents, F table value is 4.034. The F value is 14.231. So F value > F table. Sig value is 0.00 which is less than 0.05. This means perceived authenticity and price fairness have effect to purchase intention.

### 4.5. R Test

R test used to measure how far the ability of the model in explaining the variation of the dependent variable. In this research the coefficient of determination uses the adjusted R value.

From the results of the R test, the value of adjusted R is obtained of 0.351 or 35.1%. This shows that purchase intention can explained by 35.1% by the independent variables namely perceived authenticity and price fairness. Meanwhile, 64.9% variation in purchase intention is explained by variables outside the independent variables of this study.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std. Error of the estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.614</td>
<td>0.377</td>
<td>0.351</td>
<td>1.28446</td>
</tr>
</tbody>
</table>

### 4.6. Descriptive Statistic

The table above shows that price fairness indicate have the most effect on purchase intention while the Perceived authenticity is the second indicator with the least effect on purchase intention.

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived authenticity</td>
<td>50</td>
<td>10,00</td>
<td>17,00</td>
<td>13.3400</td>
</tr>
<tr>
<td>Price fairness</td>
<td>50</td>
<td>12,00</td>
<td>20,00</td>
<td>15.9600</td>
</tr>
</tbody>
</table>

### 5 Conclusion

Through the results and previous discussion, then this research has the conclusion that:
1. Perceived authenticity has a significant effect on Purchase Intention but the influence is low, meaning that Perceived authenticity is quite capable of influencing Purchase Intention at Samwon House Restaurant.
2. Price fairness has a significant effect on Brand Image and has a strong influence, meaning that price fairness is very capable increase purchase intention at Samwon House Restaurant.

### References


