_____

**Achmad Maulana,** Doctor of Financial Management, Faculty of Economics, Sriwijaya University, Palembang

**ORCID ID:** 0000-0003-0485-5578
**e-mail:** maulana25@unsri.ac.id

**Muchsin Saggaf Shihab,** Doctor of Financial Management, Faculty of Economics, Sriwijaya University, Palembang

**ORCID ID:** 0000-0002-7491-2040
**e-mail:** muchsinsaggaffshihab@fe.unsri.ac.id

**Rahmania Ananda Putri,** postgraduate student of the Faculty of Economics, Sriwijaya University, Palembang

**ORCID ID:** 0000-0001-5204-9330
**e-mail:** kuinireseach@gmail.com

### Analysis of the Influence of Factors on Consumer Choose a Dining Program

***Abstract. Introduction***. *Individual activity that is directly involved in determining whether to purchase the seller's product.*

***Purpose.*** *This study aims to obtain empirical evidence by determining the direct effect of consumer perceptions and image bartenders on the decision to enroll in the Food & Beverage Service Study Program at Poltekpar Palembang and the indirect effect of consumer perceptions and image bartenders on the decision to enroll in the Dining Planning Study Program at Poltekpar Palembang via attitudes. This study utilized a sample of 145 prospective students who enrolled in the Palembang Poltekpar Dishes Study Program, who were chosen using a technique of purposive sampling. Consumer perceptions and Image Bartenders were found to have a significant positive effect based on descriptive statistical analysis methods and Structural Equation Modeling (SEM) analysis using the Analysis of Moment Structure (AMOS) program.*

***Results.*** *Consumer Perception and Image Bartender have a direct positive effect on the Selection Decision . Perception has a negative impact on the selection process. Directly on attitudes and Image Bartenders have a direct positive effect on the attitudes. Attitudes have a direct negative effect on the Decision to Choose.. Consumer Perception Variables have a positive influence on the Decision to  through Attitude as an intervening variable, and the Image Bartender variable has a negative influence on the the decision through Attitude as an intervening variable*

***Conclusions.*** *Direct and attitude have a direct negative impact on the Palembang Poltekpar Digest Studies Program Selection Decision for prospective students. And the Consumer Perception variable has a positive influence on the Decision to Choose a Cuisine Study Program for prospective students who enroll in the PalemPoltekpar Dishes Study Program bang, while the Image Bartender variable has a negative influence with the Attitude variable.*

***Keywords:*** *choice decision; consumer perception; bartender image, and attitude; dining program.*

**Ахмад Маулана,** доктор наук з фінансового менеджменту, факультет економіки, Університет Шривіджая, Палембанг, Індонезія

**Мучсін Саггаф Шіхаб,** доктор наук з фінансового менеджменту, факультет економіки, Університет Шривіджая, Палембанг, Індонезія

**Рахманіа Ананда Путрі,** аспірант, факультет економіки, Університет Шривіджая, Палембанг, Індонезія

### Аналіз впливу факторів на вибір споживачем програми харчування

*Розуміння змісту інформаційних послуг має вирішальне значення для подальшого функціонування якісної робочої сили. Перелік необхідних послуг, що надаються учням у закладах освіти, зокрема учням середніх і старших класів, які готові почати роботу, демонструє важливість розуміння змісту інформаційних послуг для них. Особливого значення набуває індивідуальна сприйнятливість щодо вибору продукту у продавця.*

*Метою дослідження є отримання емпіричних доказів шляхом визначення прямого впливу споживчого сприйняття та іміджу барменів на рішення обрати програму вивчення продуктів харчування та напоїв у Poltekpar Palembang, а також непрямого впливу споживчого сприйняття та іміджу барменів на рішення обрати програму вивчення планування харчування в Poltekpar Palembang через ставлення. У цьому дослідженні була використана вибірка зі 145 майбутніх здобувачів вищої освіти, які зарахувалися на програму вивчення страв Palembang Poltekpar, які були*

_____

_____

_____

*обрані за допомогою техніки цілеспрямованого відбору. На основі методів описового статистичного аналізу та аналізу моделювання структурними рівняннями (SEM) за допомогою програми Analysis of Moment Structure (AMOS) було виявлено значний позитивний вплив на сприйняття споживачів та імідж барменів.*

*Встановлено, що споживче сприйняття та імідж бармена мають прямий позитивний вплив на рішення про вибір. Сприйняття негативно впливає на процес відбору. Імідж барменів має прямий позитивний вплив на ставлення. Ставлення безпосередньо негативно впливає на рішення про вибір. Змінні сприйняття споживача позитивно впливають на рішення через ставлення як проміжну змінну, а змінна іміджу бармена негативно впливає на рішення через ставлення як проміжну змінну.*

*Таким чином, пряме ставлення має прямий негативний вплив на рішення про вибір програми Palembang Poltekpar Digest Studies для майбутніх здобувачів вищої освіти. Змінна «сприйняття споживачем» має позитивний вплив на рішення обрати програму вивчення харчування для майбутніх здобувачів вищої освіти, які вступають до програми вивчення страв PalemPoltekpar, а змінна «імідж бармена» має негативний вплив на змінну «ставлення».*

***Ключові слова****: рішення про вибір; сприйняття споживача; імідж бармена та його ставлення; програма харчування.*

***JEL Classification:*** *G01; G11; O51; O3*

**Formulation of the problem.** Individual activity that is directly involved in determining whether to purchase the seller's product. Understanding information services is crucial to the continued existence of a quality workforce. The purpose of information services provided to students in schools, particularly middle and high school students who are prepared to enter the workforce, demonstrates the significance of understanding information services for students.

**Analysis of recent research and publications.** Poltekpar conducts a search for high school graduates and vocational students who are interested in continuing their education, specifically POLTEKPAR, to gain access to information about the world of work. Interest is a recurrent disposition to pay attention and recall certain activities. Under the auspices of the tourism ministry, Palembang Tourism Polytechnic (Poltekpar) is a vocational college in the tourism industry. In Indonesia, the Ministry of Education, Culture, Research, and Technology and the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency oversee vocational education in the tourism industry. Existing State Tourism Universities fall under the auspices of the Ministry of Tourism and Creative Economy of the Republic of Indonesia via the Center for Human Resource Development for Tourism.

Perception is the process by which people organize and interpret sensory impressions to make sense of their surroundings. It is possible for a person's perception to differ from objective reality. The origin of perception is the Latin verb perceptio, which means to receive or take. Perception is the process of selecting, organizing, and interpreting various stimuli into meaningful information. The community's perception of the bartender profession, especially the Dishes Study Program's positive view, differs from the perception of people who live close to a cafe or a place of residence (home) with a bartender; these people will have a negative view of the job because they do not know how the bartender's job is performed. When deciding between the various available brands, consumers have their own perceptions of certain brands. This perception is formed by the integration of data from numerous sources and is reflected in an image.According to (Kotler, 2013)" Image is the set beliefs, ideas, and impressions that a person hold of on object."This image is then transformed into a brand and gives birth to a brand image.

The number of registered students at Poltekpar, particularly in the Food & Beverage Service Study Program, has decreased each year, as shown in table 1 below.

Table 1. **Recapitulation of the Number of Registrants for Poltekpar Palembang Academic Year 2016 – 2020**

| No | Academic Year | Quota | JumlahPendaftar | | | |
|---|---|---|---|---|---|---|
| | | | **Room Division** | **F & B services** | **Culinary Arts** | **Convention and Event Manager** |
| 1 | 2016-2017 | 50 | 50 | 42 | 54 | 52 |
| 2 | 2017-2018 | 50 | 86 | 33 | 166 | 208 |
| 3 | 2018-2019 | 75 | 54 | 28 | 170 | 192 |
| 4 | 2019-2020 | 100 | 50 | 20 | 179 | 166 |
| 5 | 2020-2021 | 100 | 99 | 22 | 272 | 316 |

*Source : Palembang Poltekpar Student Affairs Section (2020)*

The number of students enrolled in one of the study programs at Poltekpar Palembang, namely Food & Beverage Service, has decreased, as shown in the preceding table. Observations indicate that the number of participants who enroll in the Cuisine Study Program each year never meets the quota, and it decreases annually. According to information gathered, there were issues during the SBMPTNP at the Palembang Tourism Polytechnic, specifically a decline in the number of prospective new students enrolling in the Dishes Study

_____

_____

program. Several factors may have contributed to the decline in fanbase. As is well-known, the Covid-19 pandemic is one of the factors contributing to a decline in the interest of registrants and prospective registrants to proceed to the registration stage on the grounds that the

economy has declined or that employment in the tourism industry (hotels) has decreased. Other potential causes include internal and external factors resulting from the student's decisions.

Table 2. **Recapitulation of the Number of Registrants for the Food & Beverage Services Study Program Poltekpar Palembang - Academic Year 2016 – 2020**

| No | Academic Year | Quota(ppl) | Number of Registrants |
|----|---------------|------------|------------------------|
| 1 | 2016-2017 | 50 | 42 |
| 2 | 2017-2018 | 50 | 33 |
| 3 | 2018-2019 | 75 | 28 |
| 4 | 2019-2020 | 100 | 20 |
| 5 | 2020-2021 | 100 | 22 |

*Source : Palembang Poltekpar Student Affairs Section (2020)*

As shown in Table 2, the number of students enrolled in the F&B Services Study Program at Poltekpar Palembang has decreased by 20-30%. In 2017 there was a decrease of 21.4%, in 2018 there was a decrease of approximately 15.15 %, in 2019 there was a decrease of approximately 28.5%, and in 2020 there was an increase of 10%. In addition to a decline in registrants, the quota for registrants has never been met; only 20% of the specified quota has been reached. The decline in interest may be attributable to three factors, including the negative professional image of a bartender who works as a brewer and a drinker. The bar itself is typically a tavern found in hotels or cafes that serve alcoholic beverages; this is the reason why many people have a negative opinion of the bartending profession. In addition, the consumption of alcoholic beverages is not consistent with the Eastern culture of Indonesia. The decline in registrations may also be attributable to the general public's ignorance of the profession. People are also aware that the Dishes Study Program is not limited to being a waiter in a restaurant; baristas and bartenders are also included.

The essence of one's liking or disliking of a particular object is attitude. According to Schiffman and Kanuk, consumer attitude is a response to consumer feelings that can take the form of liking or disliking a particular object, such as how consumers' attitudes towards product performance, how consumers' attitudes towards the company's brand, how consumers' attitudes towards product prices, how consumers' attitudes towards product advertisements that are displayed, and so on(Sangadji & Sopiah, 2013).

Kotler & Keller (2016) purchasing decisions are personal, group ways of presenting, paying for and using goods, services, inspiration, and expertise to fulfill wants and needs. Purchasing decisions are made into several alternative choices, there are several choices available, which is a must for decision making(Kotler & Keller, 2016)

Previous research that examined attitude as an intervening variable(Kusuma & Untarini, 2014)suggests

that product knowledge has a significant effect on purchase intention through attitude. Research(Madjid & Maulana, 2016)stated that brand awareness of purchase intention through the mediation of sponsor's recommendation attitude. (Priyatna & Athanasius, 2020)shows that attitudes towards products are able to mediate the relationship between social influences and product prices on product purchase intention. (Mahardika, 2019)shows that knowledge and religiosity have a positive effect on buying interest with consumer attitudes as a mediating variable.

(A. I. A. Rahmawati & Sobri, 2019) explaining the results of the study concluded that there was a positive relationship between perceptions and attitudes, there was a positive relationship with the motivation of students to continue at the Kediri City Superior Senior High School. Study(Rahayu, 2016)In addition, the results of the study identified two perceptual factors that influenced students' selection of Bina Insani as a study location. Based on the F test results, it is known that the regression model influences student decisions simultaneously. According to the results of the t test, service and convenience influence student decisions in part.

Research (Romadhoni, 2015) conducted a study with the title "The Influence of Brand Image (Brand Image) on Nike Shoes Purchase Decision Making in FIK UNY Students". The results of this study indicate that brand image has an effect on purchasing decisions. (A. R. Rahmawati, 2016) conducted a study entitled "The Influence of Brand Image and Price on Product Purchase Decisions at Nurul Izza Yogyakarta". The results of this study indicate that the independent variables (brand image and price) jointly affect purchasing decisions.

The results of the study prove that there is a significant influence of consumer attitudes on online purchasing decisions. This result is also in line with the study conducted by (Fahmi, 2018), shows that there is a significant influence between the perception variables on attitudes.(I'tishom, M. F., Martini, S., & Novandari, 2020)

_____

_____

states that perception has a positive effect on attitudes of consumers who use Go-pay.

Brand Image is a representation of the brand's overall perception, which is formed by information and past experiences. The brand's image is associated with attitudes in the form of beliefs and preferences. When consumers have a positive image of a brand, they are more likely to make a purchase. Research result(Park & Park, 2019)Reveals a positive influence between the image and attitude variables in the study of eight airlines in Korea.

Research (Dewi & Subawa, 2017) shows the attitude variable has a positive and significant effect on purchasing decisions at the Toyota Innova dealer GrahaAntasariSamarinda. (I. Rahmawati & Illiyin, 2021)shows that consumer attitudes have a significant effect on purchasing decisions for Oppo smartphone HP.

(Saputri, 2016)The study's findings indicate that consumer behavior in the current technological era has a singnificant influences on purchasing decisions at Zalora

Indonesia. According to the results of the correlation coefficient test, the relationship between consumer behavior and purchasing decisions at Zalora Indonesia falls into the strong and unidirectional category, with a value of 0.671%. The impact of consumer behavior on purchasing decisions at Zalora Indonesia is 45.02%.

According to(Lendo, 2013) It was determined that consumer attitudes have a positive effect on purchasing decisions, which means that the more positive the consumer attitudes, the greater the consumer purchases. While research carried out by(Utami, 2010)concluded that decisions are not influenced by consumer attitudes.

Based on the theory and some previous research findings, a conceptual framework of research can be developed as a basis for formulating the influence of consumer perceptions and bartenders' image, with attitude as an intervening variable, on the decision to enroll in a food & beverage services study program at Poltekpar Palembang.
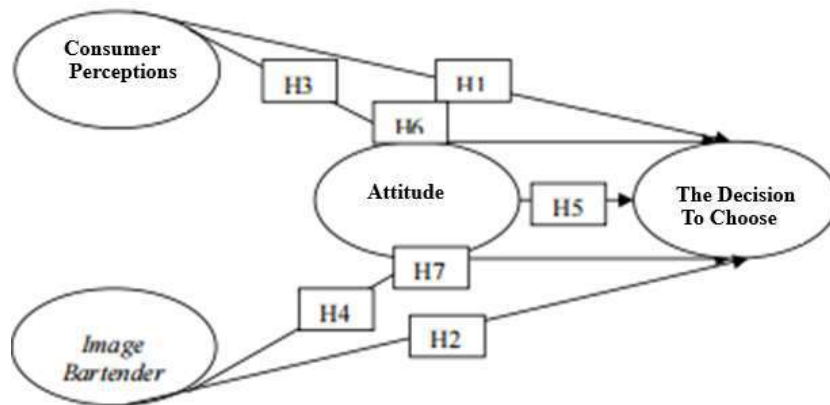


Figure 1 - **Framework**

*Source: Research framework, 2021*

Based on the formulation of the problem, the theoretical basis, the relationship between variables, and the frame of mind, the following hypotheses can be proposed :

H1: Consumer perception has a significant effect on the decision to choose

H2: Image Bartender has a significant effect on the decision to choose

H3: Consumer perception has a significant effect on attitude

H4: Image Bartender has a significant effect on attitudes

H5: Attitudes have a significant effect on choosing decisions

H6: Consumer Perceptions affect decisions to choose through attitudes as an

    intervening variable

H7: Image Bartenders affect decisions to choose through attitudes as an

    intervening variable.

**Formulation of research goals.** This study aims to obtain empirical evidence by determining the direct effect of consumer perceptions and image bartenders on the decision to enroll in the Food & Beverage Service Study Program at Poltekpar Palembang and the indirect effect of consumer perceptions and image bartenders on the decision to enroll in the Dining Planning Study Program at Poltekpar Palembang via attitudes.

**Outline of the main research material.** This research pertains to the field of marketing management that focuses on selection decisions. As the first exogenous variable, consumer perception is the first exogenous variable. The imagebartender performs the function of the second exogenous variable. Choice decision is the endogenous variable in this study; attitude is an intervening variable.

This study's population consisted of prospective students who registered for the Palembang Poltekpar Digi Food Study Program; the respondents numbered 200, and

_____

_____

the sample was comprised of 145 individuals chosen using a purposive sampling technique.

This study's data was collected using a survey approach involving the distribution of online questionnaires and personal interviews with resource persons. This study employs a Likert. scale for data collection.

The research instrument is a questionnaire distributed via Google Form to respondents who meet the criteria. Validity and reliability tests were used in this study to test research instruments.

This research used descriptive analysis and quantitative analysis to analyze its data. Using the frequency of respondents' responses regarding the given variables, namely consumer perception variables, image bartenders, decision making and attitude intervening variables, a descriptive analysis was conducted. Utilizing the Analysis of Moment Structure (AMOS), quantitative analysis was conducted utilizing Structural Equation Modeling (SEM) analysis. The questionnaire data will then be analyzed to provide answers to the hypotheses for this study. The data processing was performed with the assistance of Microsoft Excel 2010, IBM SPSS version 23, and IBM Amos version 23.

In this study, the path analysis-based model is presented as the following equation:

$\eta 1 = \gamma 1.1\ \xi 1 + \gamma 1.2 \xi 2 + \zeta 1$ ...................................... (1)

$\eta 2 = \gamma 2.1\ \xi 1 + \gamma 2.2 \xi 2 + \gamma 2.1\ \xi 1 + b2.1 + \zeta 1$ ............. (2)

Information :

$\eta 1$ = Attitued

$\eta 2$ = Choice decision

$\xi 1$ = Consumer perception

$\xi 2$ = Bartender image

$\gamma$ = Regression coefficient of exogenous variables and endogenous variables

⏹⏹ = Regression coefficient of endogenous variables and endogenous variables

The SEM model equation for the measurement model/outer reflective model is written as follows :

$x = \lambda x \xi + \delta x$ ...................................... (3)

$z = \zeta z \eta + \varepsilon z$ ...................................... (4)

Information :

xandzare indicator for exogenous latent construct($\xi$) and endogenous ($\eta$).

$\lambda$xand$\zeta$are loading matrix that describes a simple regression coefficient, which relates the latent variables and their indicators.

$\varepsilon z$and$\delta x$is the residual measurement error.

The equation of the measurement model/outer formative model can be written as follows:

$\xi = \Pi \xi y + \delta \xi$ ...................................... (5)

$\eta = \Pi \eta y + \varepsilon \eta$ ...................................... (6)

Information :

($\xi$) and ($\eta$) are exogenous and endogenous latent construct.

yis a variable manifestation or indicator for exogenous latent construct($\xi$) and endogenous ($\eta$).

$\Pi \xi$and$\Pi \eta$is a multiple regression coefficient for the latent variable and its indicator block.

$\varepsilon \eta$and$\delta \xi$are the residual of the regression.

The structural model equation / inner model can be written as follows:

$\eta = \beta \xi + \beta \eta + \Gamma \xi + \zeta$ ............................... (7)

Information :

$\eta$ is an endogenous construct vector.

$\xi$ is an exogenous construct vector.

$\Gamma$ is the path coefficient matrix.

$\zeta$ is the residual variable vector (unexplained variance).

$\beta$ is the path coefficient of the endogenous variable($\eta$) with exogenous variables($\xi$).

In this study, there is a mediating variable, attitude, which mediates the indirect relationship between the independent variable and the dependent variable using an analytical model that includes perfect or complete or full mediation, partial mediation, and unmediated relationships.

Approximately 145 respondents were prospective students who enrolled in the Palembang Poltekpar Cuisine Study Program between 2016 and 2021. By means of a questionnaire completed by prospective Poltekpar Palembang students. Following are descriptions of data on the distribution and behavior of respondents:.

Table 3. **Distribution of Respondents by Age**

| No | Age | Total (people) | Percentage (%) |
|----|-----|---------------|----------------|
| 1. | < 20 Y.O | 103 | 71 |
| 2. | 20 – 25 Y.O | 28 | 19.3 |
| 3. | > 25 Y.O | 14 | 9.7 |
| **Total** | | **145** | **100** |

*Source: Research Data Processing, 2021*

Table 3 shows that 71% of respondents who enrolled in the Palembang Poltekpar Dishes Study Program were <20 years old, it can be seen that from 145 respondents, respondents aged <20 years were 103 or 71%, respondents aged 20-25 years were 28 or 19. ,3%, while respondents Age > 25 years were 14 or 9.7%. This shows that most respondents Prospective students who enroll in the Palembang Poltekpar Food& Beverage Services Study Program were aged < 20 years.

_____

_____

Table 4. **Distribution of Respondents Based on Education**

| No | Education | Total (people) | Percentage (%) |
|----|-----------|----------------|----------------|
| 1. | HIGH SCHOOL | 58 | 40 |
| 2. | VOCATIONAL HIGH SCHOOL | 69 | 47,6 |
| 3 | ISLAM SCHOOL | 18 | 12,4 |
| **Total** | | **145** | **100** |

*Source: Research Data Processing, 2021*

Based on Table 4, of 145 respondents, 58 (or 40%) graduated from high school, 69 (or 47.6%) graduated from vocational schools, and 18 (or 12.5%) graduated from Islam school. This indicates that most prospective students who register for The Palembang Poltekpar Dishes Study Program are graduates of vocational high schools.
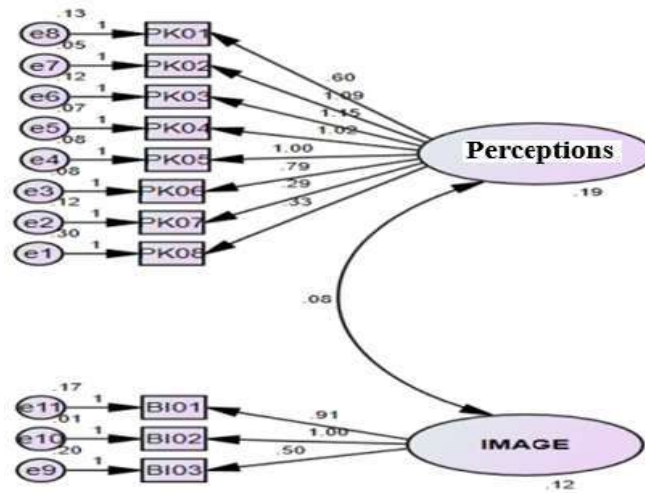


Figure 2 - **Exogenous Construct Model_1 CFA**

*Source: developed by the authors*

In Model 1 CFA Exogenous Constructs, loading factor values 0.5 are still present for PK07 and PK08 on the Consumer Perception variable and BI03 on the Brand Image Bartender variable, indicating that these indicators are not yet valid and must be replaced in the subsequent analysis. In this manner, the Exogenous Construct Model 2 CFA was obtained:
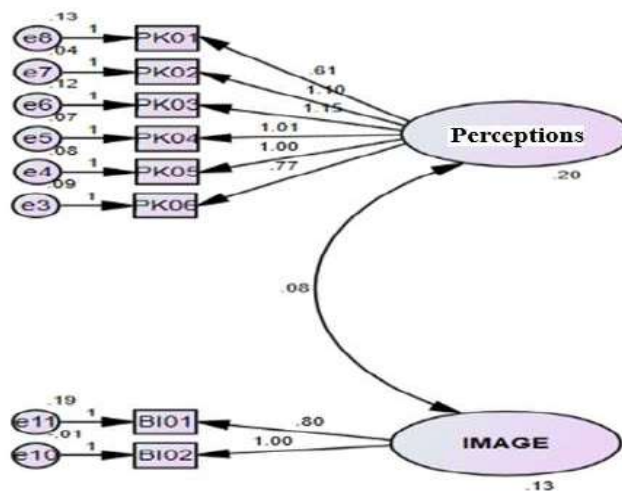


Figure 3 - **Exogenous Construct Model_2 CFA**

*Source: developed by the authors*

_____

_____

Figure 3 shows that in Model_2 CFA Exogenous Constructs there are no loading factor values that are less than 0.5, so all indicators on Exogenous variables have shown to be valid. The results of reliability calculations with Construct Reliability from Confirmatory Factor Analysis / CFA of endogenous variables are shown in Table 11.

Table 4. **Test Results of Indicator Validity and Construct Reliability of Exogenous_2 Variables**

| Dimension | Indicator | λ | Error = 1-λ² | CR=(∑λ)²/ ((∑λ)² +∑Error) |
|-----------|-----------|------|--------------|---------------------------|
| PERCEPTION | PK01 | 0.61 | 0.13 | 0.984 |
| | PK02 | 1.10 | 0.04 | |
| | PK03 | 1.15 | 0.12 | |
| | PK04 | 1.01 | 0.07 | |
| | PK05 | 1.00 | 0.08 | |
| | PK06 | 0.77 | 0.09 | |
| IMAGE BARTENDER | BI01 | 0.80 | 0.19 | 0.942 |
| | BI02 | 1.00 | 0.01 | |

*Source: Research Data Processing, 2021*

Table 4 shows that the value of Construct Reliability (CR) of all exogenous constructs is above 0.7. Thus, all dimensions and research variables in the Full Model have good reliability and validity.
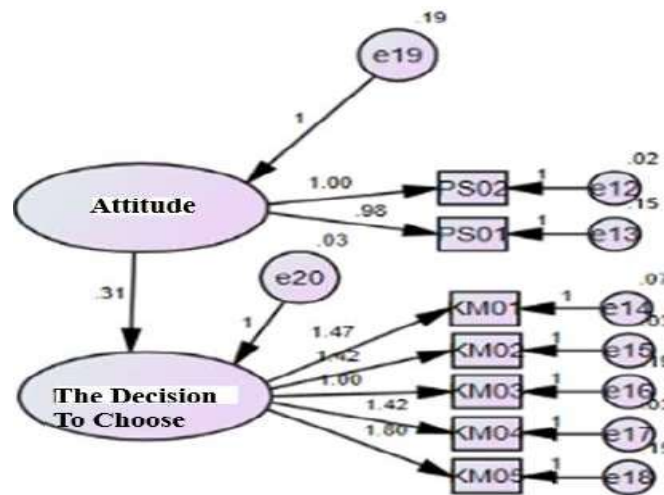


Figure 4 - **Endogenous ConstructModel_1 CFA**

*Source: developed by the authors*

In Figure 4. Model_1 CFA Endogenous Construct there is no loading factor value less than 0.5, so all indicators on endogenous variables have shown to be valid. The results of reliability calculations with Construct Reliability from Confirmatory Factor Analysis / CFA of endogenous variables are shown in Table 12.

Table 5. **Test Results of Indicator Validity and Construct Reliability ofEndogenous Variables**

| Dimension | IndiCator | λ | Error = 1-λ² | CR=(∑λ)²/ ((∑λ)² +∑Error) |
|-----------|-----------|------|--------------|---------------------------|
| ATTITUDE | PS01 | 0.98 | 0.12 | 0,961 |
| | PS02 | 1.00 | 0.04 | |
| DECISION | KM01 | 1.47 | 0.07 | 0,991 |
| | KM02 | 1.42 | 0.03 | |
| | KM03 | 1.00 | 0.19 | |
| | KM04 | 1.42 | 0.03 | |
| | KM05 | 1.80 | 0.14 | |

*Source: Research Data Processing, 2021*

_____

_____

Based on Figure 4 and Table 5, the Endogenous Construct Model_ 1 CFA has no loading factor values less than 0.5, indicating that all endogenous variable indicators are valid. While the Construct Reliability (CR) value indicates that all Endoogenous constructs with a value above 0.70 are reliable. Thus, it can be concluded that all Full Model dimensions and research variables have high reliability.
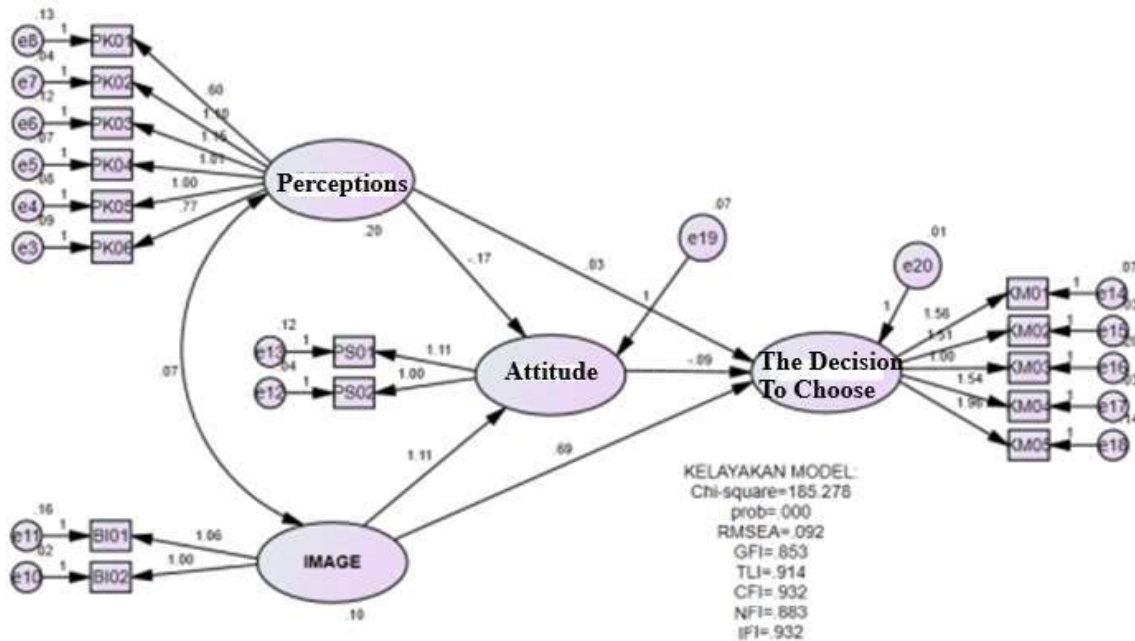


Figure 5 - **SEM Model**

*Source: developed by the authors*

Table 6. **Goodness Of Fit Index**

| No | Goodness Of Fit Index | Value | Cut off Value (Nilai Batas) | Criteria | Description |
|----|------------------------|-------|------------------------------|----------|-------------|
| 1. | Chi-Square | 185,278 | <α.df | Good Fit | Marginal Fit |
|    | Probability | 0,000 | < 0,05 | | |
|    |  |  | 0,01 – 0,05 | Marginal fit | |
| 2. | RMSEA | 0,092 | ≤ 0,08 | Good Fit | Marginal Fit |
|    |  |  | 0,08 – 0,10 | Merginal Fit | |
| 3. | NFI | 0,88 | ≥ 0,90 | Good Fit | Marginal Fit |
|    |  |  | 0,80 – 0,89 | Merginal Fit | |
| 4. | TLI | 0,91 | ≥ 0,90 | Good Fit | Good Fit |
|    |  |  | 0,80 – 0,89 | Merginal Fit | |
| 5. | CFI | 0,93 | ≥ 0,90 | Good Fit | Good Fit |
|    |  |  | 0,80 – 0,89 | Merginal Fit | |
| 6. | IFI | 0,93 | ≥ 0,90 | Good Fit | Good Fit |
|    |  |  | 0,80 – 0,89 | Merginal Fit | |
|    |  |  | 0,80 – 0,89 | Merginal Fit | |

*Source: Research Data Processing Results (2022)*

Based on Table 6. and the results of the analysis from AMOS, the model (Full Model) has three criteria for good goodness of fit (Good Fit), namely the goodness of fit index TLI and IFI. The three goodness of fit criteria, namely Chi-Square Probability, RMSEA, and NFI, are quite good (Marginal Fit). This demonstrates that the overall model (Full Model) has a good goodness-of-fit, indicating that all structural models produced are fit models.
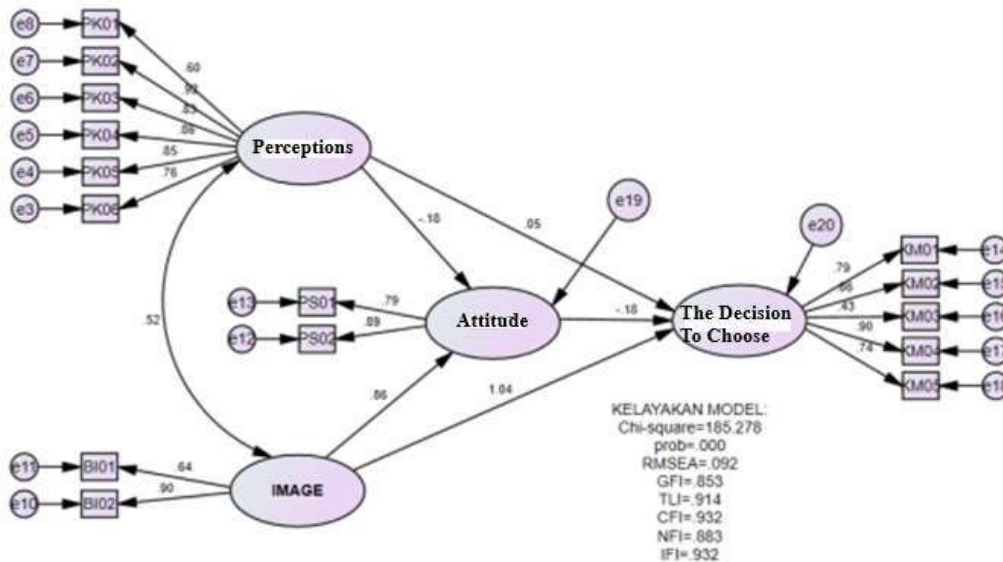
_____

_____



Figure 6 - **Standardized Estimates**

*Source: developed by the authors*

ATTITUDE = -0.18*PERCEPTION + 0.86*IMAGE    (7)

Based on the sub-structural model, it can be demonstrated that Consumer Perception and Image Bartender have a direct influence on Attitude. This demonstrates that Consumer Perception has a negative effect of -0.18 on Attitudes, whereas Image Bartender has a positive effect of 0.86 on the Attitudes of prospective Food and Beverage Study Program, Poltekpar Palembang students. This indicates that the Image Bartender has a greater impact on the attitudes of prospective Palembang Poltekpar Food and Beverage Study Program students.

DECISION = -0.18*ATTITUDE + 0.05*PERCEPTION+ 1.04*IMAGE   (8)

Based on the structural model, it can be concluded that the attitude, consumer perception, and image of the bartender have a direct influence on prospective students' choice of cuisine study program when enrolling in the culinary arts study program at Palembang Poltekpar. This demonstrates that the attitude has a -0.18 negative effect on the decision. Perception influences decisions by 0.05 and Image Bartender influences decisions by 1.04. This indicates that the Image Bartender has a greater impact on the enrollment decisions of prospective Palembang Poltekpar Food Administration Study Program students.

Table 7. **Hypothesis testing**

| Variable | | | Estimate | S.E. | C.R. | P | Description |
|---|---|---|---|---|---|---|---|
| ATTITUDE | <--- | PERCEPTION | -.167 | .089 | -1.878 | .060 | Not significant |
| ATTITUDE | <--- | IMAGE | 1.106 | .155 | 7.160 | *** | Significant |
| DECISION | <--- | ATTITUDE | -.094 | .092 | -1.021 | .307 | Not significant |
| DECISION | <--- | PERCEPTION | .025 | .047 | .530 | .596 | Not significant |
| DECISION | <--- | IMAGE | .686 | .200 | 3.430 | *** | Significant |

*Source: Research Data Processing Results (2022).*

Based on Table 7 shows that there are three hypotheses that are not significant, because the significant value is > 0.05, namely the variables Perception of Attitudes, Attitudes to Decisions and Perceptions of Decisions.

Table 8. **Direct Influences**

| | PERCEPTION | IMAGE | ATTITUDE |
|---|---|---|---|
| ATTITUDE | -0.167 | 1.106 | |
| DECISION | 0.025 | 0.686 | -0.094 |

*Source: Research Data Processing, 2021*

_____

_____

According to Table 8, the magnitude of the direct influence of Consumer Perception on Attitudes is -0.167, while the direct influence of Consumer Perception on the Decision to Choose the Food & Beverage Services Study Program for prospective students enrolling in the Dishes Study Program at Poltekpar Palembang is 0.025. The Direct Effect of Attitudes on the Decision to enroll the Food & Beverage Services Study Program is -0.094. Image Bartender has a direct effect of 1.106 on the attitude of prospective students who enroll in the Palembang Poltekpar Food & Beverage Services Study Program. 0.686 is the direct effect of Image Bartender on the Decision to Choose the Food & Beverage Services Study Program for prospective students enrolling in the Palembang Polytechnic Food and Beverage Study Program.

Table 9. **Indirect Influences**

|  | **PERCEPTION** | **IMAGE** |
|---|---|---|
| **ATTITUDE** |  |  |
| **DECISION** | 0,016 | -0,103 |

*Source: Research Data Processing, 2021*

Based on Table 9. the magnitude of the influence of Consumer Perception has an effect on the decision to choose through attitude as an intervening variable of 0.016. Meanwhile, the magnitude of the influence of Image Bartender on the decision to choose through attitude as an intervening variable is -0.103.

Hypothesis testing shows that the Consumer Perception variable has a direct positive effect on the Choice Decision for prospective students who enroll in the Palembang Poltekpar Dishes Study Program of 0.25.

Hypothesis testing shows that the bartender image variable has a direct positive effect on the Choice Decision for prospective students who register in the Palembang Poltekpar Dishes Study Program of 0.686.

Hypothesis testing shows that the perception variable has a direct negative effect on attitudes for prospective students who enroll in the Palembang Poltekpar Food and Drug Administration Study Program of -0.167.

Hypothesis testing shows that the bartender's image variable has a direct positive effect on attitudes for prospective students who register at the Palembang Poltekpar Cuisine Study Program of 1.106.

Hypothesis testing shows that the Attitude variable has a direct negative effect on the Decision to Choose for prospective students who register at the Palembang Poltekpar Digest Studies Program of -0.094.

Hypothesis testing shows that the Image Bartender variable has a negative effect on the decision for prospective students who enroll in the Palembang Poltekpar Dishwashing Study Program through Attitude as an intervening variable of -0.103.

Hypothesis testing shows that the influence of the Consumer Perception variable has a positive influence on the Decision to Choose for prospective students who enroll in the Palembang Poltekpar Dishwashing Study Program through Attitude as an intervening variable of 0.016.

**Conclusions.** Based on the results of the research that has been described and discussed, the conclusions of this study are, (1) Consumer Perception and Image Bartender have a direct positive effect on the Selection Decision for prospective students who enroll in the Palembang Poltekpar Food & Beverage Services Study Program, (2) Perception has a negative impact on the selection process. Directly on attitudes and Image Bartenders have a direct positive effect on the attitudes of prospective students who enroll in the Palembang Polytechnics Culture and Tourism Study Program, (3) Attitudes have a direct negative effect on the Decision to Choose the Food & Beverage ServicesStudy Program of prospective students who enroll in the Palembang Poltekpar Food & Beverage Services Study Program , (4) Consumer Perception Variables have a positive influence on the Decision to Choose the Cuisine Study Program for prospective students who enroll in the Palembang Poltekpar Food & Beverage Services Study Program through Attitude as an intervening variable, and (5) the Image Bartender variable has a negative influence on the the decision to choose the Food & Beverage Services Study Program for prospective students who enroll in the Palembang Poltekpar Food & Beverage ServicesStudy Program through Attitude as an intervening variable.

Based on the results of the research that has been stated previously, the researchers provide suggestions, (1) To improve the decision to choose a study program for prospective students who enroll in the Palembang PoltekparFood & Beverage Services Study Program, it is necessary to pay attention to the perceptions of prospective students so that there is no excessive consumer perception that can trigger negative attitudes. on prospective students, and (2) the decision to choose a study program for prospective students is the right factor to be evaluated, from the results of the prospective student's decision enrolled in the Palembang Poltekpar Food & Beverage Services Study Program.

_____

_____

## References:

1. Dewi, K. E. K. & Subawa, N. S. (2017). *Word Of Mouth, Advertising On Brand Awareness, Brand Attitude And Purchase Decision On Prulink Product* [in English].

2. Fahmi, S. (2018). Pengaruh Persepsi Keamanan Dan Kepercayaan Terhadap Niat Konsumen Dalam Melakukan Transaksi E-Commerce, Melalui Sikap Sebagai Variabel Intervening. *Jamin : Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 1 (1). DOI: https://Doi.Org/10.47201/Jamin.V1i1.21 [in Indonesian].

3. I'tishom, M. F., Martini, S. & Novandari, W. (2020). Pengaruh Persepsi Manfaat, Persepsi Kemudahan, Persepsi Risiko Dan Persepsi Harga Terhadap Sikap Serta Keputusan Konsumen Untuk Menggunakan Go-Pay. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 22(4) [in Indonesian].

4. Kotler. (2013). Manajemen Pemasaran Jilid *2*. I*n Penerbit Erlangga* [in Indonesian].

5. Kotler, P. & Keller, K. L. (2016). Marketing Management Edisi 15. *In Marketing Management* [in English].

6. Kusuma, I. D. & Untarini, N. (2014). Pengaruh Pengetahuan Produk Terhadap Niat Beli Dengan Sikap Sebagai Variabel Intervening. *Jurnal Ilmu Manajemen*, 2 (4) [in Indonesian].

7. Lendo, R. R. (2013). *The Influence Of Motivation And Consumer Attitude On Online Shop Purchase Decision*. 1 (4) [in English].

8. Madjid, I. & Maulana, A. (2016). Pengaruh Kesadaran Merek Terhadap Niat Beli Dengan Sikap Rekomendasi Sponsor Sebagai Variabel Mediasi Pada Konsumen Samsung Di Kota Banda Aceh. *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis*, 17 (1). DOI: https //Doi.Org/10.29103/E-Mabis.V17i1.55 [in Indonesian].

9. Mahardika, T. P. (2019). Pengaruh Pengetahuan Dan Religiusitas Terhadap Minat Beli Dengan Sikap Konsumen Sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 16 (2) [in Indonesian].

10. Park, H. & Park, S. (2019). The Effect Of Emotional Image On Customer Attitude. *Journal Of Asian Finance, Economics And Business*, 6 (3). DOI: https//Doi.Org/10.13106/Jafeb.2019.Vol6.No3.259 [in English].

11. Priyatna, Adrianus A. & Athanasius, S. S. (2020). Uji Peran Mediasi Sikap Terhadap Produk Pada Hubungan Faktor Yang Mempengaruhi Minat Beli Produk. *Jurnal Manajemen*, 12 (1) [in Indonesian].

12. Rahayu, I. (2016). Faktor Persepsi Terhadap Keputusan Mahasiswa Memilih Tempat Kuliah (Studi Kasus Perguruan Tinggi Bina Insani Bekasi). *Jurnal Administrasi Kantor*, 4 (2), 265–288 [in Indonesian].

13. Rahmawati, A. I. A. & Sobri, A. Y. (2019). Hubungan Persepsi Dan Sikap Dengan Motivasi Peserta Didik Melanjutkan Sekolah Menengah Atas Negeri Unggulan. *Kajian Teori Dan Praktik Kependidikan*, 4 (1) [in Indonesian].

14. Rahmawati, A. R. (2016). Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Produk Di Nurul Izza Yogyakarta. *Uin Sunan Kalijaga*, 147 [in Indonesian].

15. Rahmawati, I. & Illiyin, R. (2021). Pengaruh Motivasi, Persepsi Dan Sikap Konsumen Terhadap Keputusan Pembelian Hp Oppo. *Jurnal Ilmiah Hospitality*, 10 (1) [in Indonesian].

16. Romadhoni, M. (2015). Pengaruh Citra Merek (Brand Image) Terhadap Pengambilan Keputusan Pembelian Sepatu Nike Pada Mahasiswa Fik Uny. *Journal Of Chemical Information And Modeling*, 53(9), 1689–1699 [in Indonesian].

17. Sangadji, E. & Sopiah. (2013). Perilaku Konsumen: Pendekatan Praktis Disertai Jurnal Penelitian. In Andi [in Indonesian].

18. Saputri, M. E. (2016). Pengaruh Perilaku Konsumen Terhadap Pembelian Online Produk Fashion Pada Zalora Indonesia The Effect Of Consumer Behavior Toward The Online Purchase Of Fashion Product Of Zalora Indonesia. *Sosioteknologi*, 15 (2) [in Indonesian].

19. Utami, G. (2010). *The Effect Of Motivation, Perception And Consumer Attitudes Purchase Decision On Formula Milk In Sukamaju Depok*. *0* [in English].

_____