

ANALYSIS OF ATMOSPHERE, SOCIAL ENVIRONMENT, FOOD QUALITY, AND PRICE THROUGH REVISIT INTENTION BY CUSTOMER SATISFACTION AS A MEDIATION VARIABLE (CASE STUDY ON CUSTOMER IN LOE MIEN TOE COFFEE, MALANG CITY)

Fikta Novia Ayu Safitri
Surachman
Mugiono

ABSTRACT

Objectives - This paper aims to examine the interrelationships between atmosphere, social environment, food quality, price, and customer satisfaction as well as revisit intention in the Loe Mien Toe coffee in Malang. **Design / methodology / approach** – Data was collected by self-administered questionnaires. A total of respondents were participated with 154. Data collected by exploratory factor analysis with PLS. **Findings** - Hypothesis testing shown that atmosphere and social environment significantly influence to customer satisfaction and revisit intention, whereas food quality and price do not directly influence to revisit intention, but significantly affect to customer satisfaction. **Originality / value** - This research has been builds a comprehensive model to explain the relationship between atmospheres, social environment, food quality, price, and customer satisfaction as well as revisit intention in the Loe Mien Toe Coffee in Malang.

Keywords: atmosphere, social environment, food quality, price, customer satisfaction, revisit intention

INTRODUCTION

Face a competition between coffees was not enough just to rely on the atmosphere, research Yan et al., (2015) identified that for several things other than atmosphere, which is play a role in influence to customers, such as service quality, price, and food quality. Researchers Ali and Omar (2014) mentioned that other important things for underlie customers to visit again besides atmosphere, social environment, and customer satisfaction.

For two studies were adopted by many authors to be used as a research gap, such as combine and modify the two previous research models. In this study, any authors changed with service quality from Yan et al., (2015), it was said that to the social environment from Ali and Omar (2014). A number of studies have been supported by importance of the physical environment and social environment in influence to consumer behavior (Ali et al., 2014). Shortly, social environment becomes an important component in marketing activities, both in terms of serving customers and delivering messages to customers (Libai et al., 2010). This makes researchers choose to replace service quality with social environment, because it was felt that two-way interaction will be much better, and of course will be the closing gap between the two previous studies.

Research conducted by Yan et al., (2015) examined that the relationship between atmosphere, service quality, price, and food quality on revisit intention, whereas in Ali and Omar (2014), examined that the relationship between atmosphere and social environment on customer satisfaction and revisit intention. Based on this study, any author tries to combine with two concepts above, so they become new research concepts, such as atmosphere, social environment, food quality, and price on revisit intention, then make customer satisfaction a mediating variable. Shahzadi et al., (2017) and Jeong et al., (2019) discussed that customer satisfaction as a mediation variable, it can improve to the relationship between atmosphere, social environment, food quality, and price on revisit intention.

This research contributes to a theoretical and practical point of view. In a theoretical perspective, this study has been proposes a comprehensive conceptual model that explains to the interrelationship between atmosphere, social environment, food quality, price, and customer satisfaction as well as customer revisit intention at the Loe Mien Toe Coffee in Malang. Practically, this study was offers insights for entrepreneurs engaged in the coffee industry to pay attention with some aspects and to increase the intention of visitors to come back soon.

LITERATURE REVIEW

Revisit Intention

The concept of revisits intention has an originated from behavioral intention. Oliver (1997) defined that behavioral intentions (among which are repurchases and word of mouth intentions) as situations, where everything is connected in behavior. Revisit intention is a form of behavior intention or the desire of customers to come back, word of mouth from positive consumers, stay longer than expected, shop more than expected (Zeithaml et al., 2009). Revisit intention can be seen as a form of expanding consumer satisfaction in the decision-making process for a return visit (Um et al., 2006).

Atmosphere

The relationship between atmosphere and revisit intention is explained in several studies, including research conducted by Nawawi et al., (2018), states that all atmospheric factors have reached their targets and also prove that these factors influence revisit intention. Ryu and Jang (2007) have described that a combine for any effect for several atmosphere variables influences to behavioral intentions in restaurants. The results were obtained and indicated that the atmosphere has an important impact on guests' emotional responses with shape their behavioral intentions after eaten, which is revisit intention.

The relationship between atmosphere and customer satisfaction, has been discussed by several researchers, and explained as one of the variables in service marketing strategies, atmosphere will be the determining variable of the level of satisfaction who visits a coffee (Ali et al., 2013; Ryu & Han, 2010). Interior design affects to the length of stay in restaurants and an impact on satisfaction from service (Wakefield and Blodgett, 1996). Sulek and Hensley (2004) founded that atmosphere has a significant effect on overall customer satisfaction.

Based on previous research, this study proposes:

H1: Atmosphere has a significant effect on revisit intention

H2: Atmosphere has a significant effect on customer satisfaction

Social Environment

Regarding to the social environment, some literature holds on staff members are responsible for building customer relationships to connect one customer with other customers privately (Pullman and Gross, 2004). A place is used as a place to gather for many people that can trigger increased by socialization among customers as well as interactions between staff and visitors. Research conducted by Jeong et al., (2019) shown that the result was a good social environment will provide satisfaction for visitors and increase to revisit intention. Zeithaml et al., (1996) also emphasized that perceived on social environment is one of the key factors of customer satisfaction, from the perspective of restaurant trade. It was important to determine certain elements of their independent service offerings as the most significant trigger of satisfaction.

Based on previous research, this study proposes:

H3: Social environment has a significant influence on revisit intention

H4: Social environment has a significant influence on customer satisfaction

Food Quality

Other researchers also described that a direct relationship between food quality and revisit intention such as, Bujisic et al., (2014) highlighting that in fast food restaurants and upper class, the focus is on food quality which influences to customer behavioral intentions. Food quality is positively related to customer behavioral intentions (revisit intention and word of mouth). Research by Cheah et al., (2018) shown that customers have made food quality as one of the main attributes, which is most important in influence to their behavioral intentions towards the coffee and also to be visited. For most customers or visitors, a key element of a restaurant is food quality (Namkung and Jang, 2007). In this case, a good quality and taste of foods that in accordance with customer perceptions, of course, will affect to one's satisfaction. According to Dita (2010) said that a food quality has an influence on customer satisfaction, so it would be better if it could improve and maintain the quality of food products as a basis for marketing strategies.

Based on previous research, this study proposes:

H5: Food Quality has a significant effect on revisit intention

H6: Food Quality has a significant effect on customer satisfaction

Price

The relationship between price and revisit intention was also not spared from the research of several researchers, including Martin et al., (2009) explained that a price consumers pay in return for services that consumers get and how they view price becomes important because it affects to revisit intention. Other research stated that when a price offered by appropriate, it will increase to revisit intention (Liu and Lee, 2016; Yan et al., 2015). Price was found to be positively related to customer satisfaction and customer loyalty (Bei and Chiao, 2001), after perceived price injustice can cause direct negative effect to attitude and behavioral responses such as dissatisfaction, complaints and switching to other providers (Xia et al., 2004).

Based on previous research, this study proposes:

H7: Price has a significant effect on revisit intention

H8: Price Quality has a significant effect on customer satisfaction

Customer satisfaction

For several studies are used by customer satisfaction as a mediating variable, shown that customer satisfaction has a significant influence on the relationship between atmosphere, social environment, food quality, and price on revisit intention. Research conducted by Jeong et al., (2019) stated that results from the role of customer satisfaction as a mediation variable between social environment and revisit intention. Other researchers such as Nair (2017) who stated that customer satisfaction mediates to the relationship between atmosphere and revisit intention, as well as Shahzadi et al., (2017) founded that any results of the mediation role of customer satisfaction between atmosphere and food quality to revisit intention. Ngoc and Trinh (2015) said that there are a relationship between price and revisit intention mediated by customer satisfaction with significant.

Based on previous research, this study proposes:

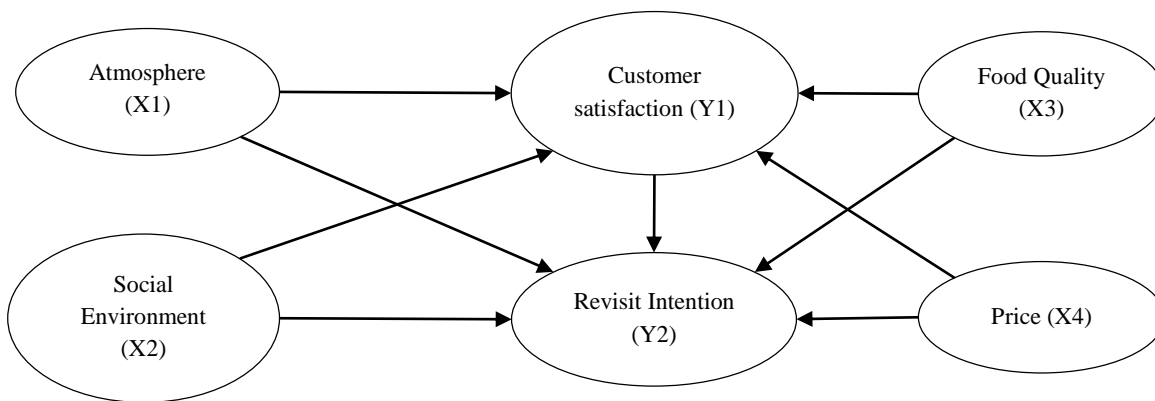
H9: Customer satisfaction has a significant effect on revisit intention

H10: Atmosphere has a significant influence on revisit intention through customer satisfaction mediation

H11: Social environment has a significant influence on revisit intention through customer satisfaction mediation

H12: Food quality has a significant influence on revisit intention through customer satisfaction mediation

H13: Price has a significant effect on revisit intention through customer satisfaction mediation



RESEARCH DESIGN

As the first research objective that aims to explain the relationship between atmosphere, social environment, food quality, price, and customer satisfaction with revisit intention. Partial least Square (PLS) technique was used to analyze the interrelationships between many variables studied. There are three steps of analysis are used, such as evaluation the outside model, evaluation the inner model and testing of hypothesis (Chin, 2010). In addition, this study was used by a mediation analysis procedure with the Sobel Test (Baron and Kenny, 1986).

Population and Sample

The population were people who had visited to Loe Mien Toe coffee in Malang at least one visit frequency. The number of samples were 154 respondents in Malang cities.

Measurement

This study was used by a data collection method in the form of a questionnaire, with a measurement method using a Likert scale. In this study, atmosphere also measured by 3 indicators adopted from Yan et al., (2015), said that social environment with measured by 4 indicators adopted from Ali et al., (2014), food quality is measured by 4 indicators adopted from Yan et al., (2015), price is measured by 3 indicators adopted from Sari (2012), customer satisfaction is measured by 4 indicators adopted from Chan (2018) and Choo et al., (2016), and revisit intention is measured by 4 indicators adopted from Kabadayi and Alan (2012) and Chan (2018).

RESULTS

This study aims to examine about the relationship between atmosphere, social environment, food quality, price, and customer satisfaction with revisit intention. The following section also discusses the evaluation of the outer and inner models and also examines with proposed hypotheses.

Evaluate external models

The robustness of measurements was reflected by three indicators, such as convergent validity, discriminant validity, and composite reliability. Convergent validity problems are evaluated through the score of factor loadings and average variance extracted (AVE).

According to Ghazali and Latan (2015) said that the score of the loading factor should be higher than 0.6, and AVE is higher than 0.5. For this study, the loading factor varied between 0.614 and 0.887 and AVE ranged between 0.505 and 0.736. These factors loadings and AVEs was indicated that there was no convergent validity problem.

Ghozali and Latan (2015) suggested that to be free from discriminant validity problems, the score of factor loadings should be larger than its cross loadings. For this study, the factor loading for each construct was higher than its cross loading. Hence, there is no discriminant validity detected in the measurements used.

Criteria for a measurement are said to be reliable if the composite reliability and Cronbach alpha have a value greater than 0.7 (Ghozali and Latan, 2015). In this study, the composite reliability score ranged between 0.859 and 0.944, so it can be stated that the entire construct fulfilled the reliability requirements.

Evaluate internal models

After completing the outer model evaluation, further analysis is to evaluate for a structural model. Structural model was evaluated by the coefficient scores of determination (R²), predictive relevance (Q²) and GoF index. The following section discusses results of inner model evaluation.

There is no particular requirement on R² value. However, Ghazali and Latan (2015) suggested that the greater the value of R² is, the better the model will be formed. For this study, the R² value ranged between 0.575 and 0.650. Further structural model evaluation was predictive relevance (Q²). Similar to the coefficient of determination, there was no particular requirement for the cut-off value of predictive relevance. Hence, the greater the predictive relevance is, the better model will be evaluated. In this study, the value of predictive relevance (Q²) was 0.851. The next inner model evaluation is GoF index. According to Ghazali and Latan (2015), the value of GoF is divided into GoF small = 0.1, GoF medium = 0.25 and GoF large = 0.36. Upon the GoF estimation, it was found that the GoF's value for this study was 0.597. Based on the scores of R², Q² and GoF, it can be concluded that the structural model proposed is robust enough. Thus, hypotheses test might be performed.

HYPOTHESIS TEST

This regard to research objectives, thirteen hypotheses were tested in this study. H1 and H2 proposed that the atmosphere has a significant influence on revisit intention and customer satisfaction. It was known that the effect between atmosphere on revisit intention and customer satisfaction has a t-statistic value greater than t-table values (2.703 > 1.96) and (2.799 > 1.96). It was concluded that atmosphere variables significantly influence to revisit intention and customer satisfaction, and statistically H1 and H2 statistics are accepted.

The influence between social environment on revisits intention and customer satisfaction has a t-statistic value greater than the value of t-table (2.146 > 1.96) and (2.408 > 1.96), statistically, H3 and H4 are accepted.

The relationship between food quality to revisit intention, which has a t-statistic value smaller than the t-table value (1.023 < 1.96), it means that H5 is rejected. While, the relationship between food quality and customer satisfaction, which has a t-statistic value greater than the t-table value (5.233 > 1.96), so H6 is accepted.

The relationship between price and revisit intention has a t-statistic value smaller than t-table value (0.147 < 1.96), which means that H7 is rejected. While, the relationship between food quality, customer satisfaction, and customer satisfaction with revisit intention has a t-statistic value greater than t-table values (4.848 > 1.96) and (6.819 > 1.96), so that H8 and H9 are accepted.

Mediation analysis has been carried out to answer H10, H11, H12, and H13. Based on hypothesis testing, customer satisfaction has been shown to partially mediate the relationship between atmosphere, and social environment on revisit intention, and fully mediated by the relationship between food quality and price on revisit intention. H10, H11, H12 and H13 are accepted.

Hypothesis	Variables	Path Coefficient	T-statistic	Results
H1	Atmosphere → Revisit intention	0.196	2.703	Accepted
H2	Social environment → Revisit intention	0.169	2.146	Accepted
H3	Food quality → Revisit intention	0.088	1.023	Rejected
H4	Price → Revisit intention	0.013	0.147	Rejected
H5	Atmosphere → Customer satisfaction	0.183	2.799	Accepted
H6	Social environment → Customer satisfaction	0.168	2.408	Accepted
H7	Food quality → Customer satisfaction	0.345	5.233	Accepted
H8	Price → Customer satisfaction	0.319	4.848	Accepted
H9	Customer satisfaction → Revisit intention	0.667	6.819	Accepted
H10	Atmosphere → Customer satisfaction → Revisit intention	0.122	2.541	Accepted (as a part of mediation)
H11	Social environment → Customer satisfaction → Revisit intention	0.112	2.100	Accepted (as a part of mediation)
H12	Food quality → Customer satisfaction → Revisit intention	0.230	3.964	Accepted (as a part of mediation)
H13	Price → Customer satisfaction → Revisit intention	0.213	3.809	Accepted (as a part of mediation)

DISCUSSION AND IMPLICATIONS

The results were indicated that the implications for the development of concepts related to atmosphere, social environment, food quality, price, customer satisfaction and revisit intention. The results can be a reference study related to the influence of atmosphere, social environment, food quality, and price on revisit intention with customer satisfaction as mediation.

Based on the research findings described earlier, the results are indicated that the atmosphere described through comfort, decoration, and design has been confirmed as factors, then developed by a cafe to achieve customer satisfaction.

Atmosphere has been known to be able to increase revisit intention of visitors both directly and indirectly through customer satisfaction mediation. Empirically, the results always supported to the atmosphere theory conveyed by Ryu and Jang (2007) that was combined for the effect between several atmosphere variables and behavioral intentions in restaurants.

The social environment is explained through employee friendliness, speed of service, customer politeness and respect for the privacy of others has been confirmed in this study and can be developed by cafe owners to achieve visitor satisfaction and intention to come back. This result confirms the opinion of several previous researchers, namely Kim and Choi (2013) who observed the significant impact between customers to staff and the quality of customer to customer interaction on customer behavior.

Food quality was explained through taste, variety, health / nutrition and appearance, has been confirmed in this study to be developed by cafe owners to achieve satisfaction and intention of visitors to come back. This also supported by the opinion of Cheah et al., (2018) which shown that customers have made food quality as one of the main attributes that is most important in influencing their behavioral intentions towards the cafe to be visited.

Prices were explained through affordable prices, prices and benefits, and price competitiveness, have been confirmed in this study so that cafe owners can develop their satisfaction and intention to come back. The right price perception significantly influences to perceived value and repurchase interest. Increasing the positive perception of prices held by consumers for a product will increase consumption or repurchase interest (Liu and Tingko, 2016).

H1 and H2 are in line with the theories of Hussain and Ali (2015) and Srinivasan and Srivastava (2010) which stated that the atmosphere is a place that produces emotional effects, thus create a pleasant experience and influencing their intention to revisit (revisit intention). This is also supported by several previous studies conducted by Nawawi et al., (2018), Nair (2017), Cetinsoz (2019), and Hendriyani (2018) who founded that the atmosphere had a significant effect on revisit intention and customer satisfaction.

The results are support for the theory conveyed (Chou et al., 2010) which stated that a social environment is a process to act and react to the responses of people around us, so it influences visitor behavior, H3. Zeithaml et al., (1996) emphasized that perceived social environment is one of the key factors of customer satisfaction. This was supported by previous research conducted by Azzam (2014), Triki and Hakimi (2017), and Chan (2018) founded that social environment has a significant effect on overall customer satisfaction, H4.

H5 extends to the theory of Margareta and Edwin (2012), which stated that food quality is an important role in terminating consumer purchases, if food quality increases, purchasing decisions will increase as well. This finding is not in accordance with previous research conducted by Isa and Din (2018) and Ha and Jang (2012) which stated that food quality has a significant effect on revisit intention. H6 is in accordance with the research findings of Richardson et al., (2019); Abdullah et al., (2018); Kumar and Bhatnagar (2017), that food quality has a significant effect on overall customer satisfaction.

The results were broaden the theory of Kotler and Armstrong (2001), which stated that a higher value consumers must pay certainly increases to the expectations of the benefits and to be gained by visitors. The results of H7 are not in accordance with the findings of research conducted by Cakiki et al., (2018) and Ngoc and Trinh (2015) which discussed that a price has a significant effect on revisit intention, while H8 is in accordance with the findings submitted by Bei and Chiao, (2001), that price is positively related to customer satisfaction.

H9 is in line with several other studies namely Espinosa et al., (2018), Hasan et al., (2019), and Perovic et al., (2018), which stated that there is a significant relationship between customer satisfaction and revisit intention.

H10, H11, H12 and H13 shown that the atmosphere, social environment, food quality and price offered can have a positive impact and cause by intention of visitors to come back in addition, the satisfaction exists in consumers has a role to increase any intentions, so it was possible visitors to come back even greater.

The results can make a practical contribution to the businessman who runs a cafe, especially for the owners of the cafe that mien toe that atmosphere, social environment, food quality price, and customer satisfaction, which are the key to increase intention of visitors Loe Mien Toe coffee. This may be becomes an important point for the coffee to always be dynamic in meeting the desires of consumers.

CONCLUSIONS

The results were founded that H1, H2, H3, H4, H6, H8, H9 also accepted, while for two other hypotheses such as H5 and H7 were rejected. The role of customer satisfaction as mediation was accepted such as H10, H11, H12, and H13.

LIMITATION AND FUTURE RESEARCH

This research is inseparable from the limitations that have caused by some kinds of imperfections. There is only takes one cafe as the object of research thereby generalization of research results.

REFERENCES

- Abdullah, D., Hamir, N., Nor, N.M., Krishnaswamy, J., Rostum, A,M,M. (2018), "Food quality, service quality, price fairness and restaurant repatronage intention: the mediating role of customer satisfaction", *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226.
- Ali, et.al., 2014. The Impact of Nutrition on Child Development at 3 Years in a Rural Community of India. *International Journal of Preventive Medicine*, vol 5, no 4
- Ali, F., Omar, R. (2014), "Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions: PLS-SEM Approach towards Malaysian Resort Hotels", *Asia-Pacific Journal of Innovation in Hospitality and Tourism APJIHT Vol. 3 No. 2 September 2014 pp. 175-193 ISSN 2289-1471*
- Ali, F., Omar, R., & Amin, M. (2013). An examination of the relationships between physical environment, perceived value, image & behavioural intentions: A SEM approach towards Malaysian resort hotels. *Journal of Hotel & Tourism Management*, 27(2), 9–26.
- Amanah, Dita. 2010. "Pengaruh Harga, dan Kualitas Produk terhadap Kepuasan Konsumen pada Majestyk Backry & Cake Shop Cabang H.M Yamin Medan". *Jurnal Pendidikan Ekonomi. Vol 2, No 1, Tahun 2010: Universitas Negeri Medan*.
- Azzam, Zakaria, A,M. (2014), "The Impact of Customer Relationship Management on Customer Satisfaction in the Banking Industry –A Case of Jordan"
- Bei, Lien Ti., Yu Ching Chiao. (2001). "Integrated Model for the effects of perceivedproduct, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*.

- Bujisic, M., Hutchinson, J., Parsa, H. G. (2014). The Effects of Restaurant Quality Attributes on Customer Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, vol. 26 Iss 8 pp. 1270-1291. Retrieved 19 September, 2015, from Emerald Insight
- Cakiki, A., Akgunduz, Y., Yildirim, O. (2018), "The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention", *Journal VOL. 74 NO. 3 2019*, pp. 443-462, © Emerald Publishing Limited, ISSN 1660-5373
- Cetinsoz, B.C. (2019), "Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants", *Journal of Tourism and Gastronomy Studies*, 7 (2), 700-716. DOI: 10.21325/jotags.2019.387
- Chan, S. (2018), "Factors affecting revisit intention with customer satisfaction as a mediating variable in eco friendly resorts", *Jurnal Manajemen dan Inovasi Vol. 9, No. 1, Februari 2018*
- Chin, W.W. (2010), "How to write up and report PLS analyses", In *Handbook of Partial Least Squares*, Springer, Hiedelberg, pp. 655-690.
- Choo, H., Ahn, K., Petrick, J.F.(2016), "An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/satisfaction", *International Journal of Contemporary Hospitality Management*, Vol. 28 Issue: 4, pp.818-838
- Chou, S.R., Huang, G.L., & Hsu, H.L. (2010). Investor Attitudes and Behavior towards Inherent Risk and Potential Returns in Financial Products. *International Research Journal of Finance and Economics among undergraduates towards fast food restaurants*
- Espinosa, J.A., Ortinau, D.J., Krey, N., Mo, L. (2018), "I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back", *Journal of Product & Brand Management* 27/6 (2018) 599-614, Emerald Publishing Limited [ISSN 1061-0421] [DOI 10.1108/JPBM-10-2017-1610]
- Fiani, Margaretha S. & Edwin Japarianto. 2012. Analisa Pengaruh Food Quality & Brand Image terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep's di Kota Solo. *Jurnal Manajemen Pemasaran. Vol 1, No 1, Halaman 1-6.*
- Ghozali, Imam, Hengky Latan. 2015. Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip. Semarang
- Ha, J., Jang, S. (2012), "The effects of dining atmospherics on behavioral intentions through quality perception", *Journal of Services Marketing* 26/3 (2012) 204-215q Emerald Group
- Hasan, M.K., Abdullah, S.K., Lew, T.Y., Islam, M.F. (2019), "The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism", *INTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH VOL. 13 NO. 2 2019*, pp. 218-234, Emerald Publishing Limited, ISSN 1750-6182 DOI 10.1108/IJCTHR-11-2018-0151
- Hendriyani, I Gusti Ayu Dewi. (2018), "The Importance of Physical Environment for Guest Satisfaction on Restaurant in Bali", *Journal Advances in Economics, Business and Management Research (AEBMR)*, volume 5
- Hun-Kean Cheah et al. (2018). *Journal of Business and Social Development Volume 6(1) 2018: 109-119*
- Hussain, R., and Ali, M. (2015), "Effect of Store Atmosphere on Consumer Purchase Intention", *International Journal of Marketing Studies; Vol. 7, No. 2; 2015.*
- Isa, Salmi Mohd., Din, Zurina Mohai. (2018), "Customers Behavioral Intentions towards heritage café in the george town world heritage site (whs), Penang, Malaysia", *Journal of Business and Social Development Volume 6 Number 1, March 2018: 109-119*
- Jeong, Y., Kim, S.K., Yu, J.G. (2019), "Determinants of Behavioral Intentions in the Context of Sport Tourism with the Aim of Sustaining Sporting Destinations". *Sustainability* 2019, 11, 3073; doi:10.3390/su11113073
- Kabadayi, E.T. & Alan, A.K. 2012. "Brand Trust and Brand Affect: Their Strategic Importance on Brand Loyalty". *Journal of Global Strategic Management. June. Vol. 11:81-89.*
- Kim, H., & Choi, B. (2013). The influence of customer experience quality on customers' behavioral intentions, *Services Marketing Quarterly*, 34(4), 322-338.
- Kotler, Amstrong. 2001. Prinsip-prinsip pemasaran, Edisi kedua belas, Jilid 1. Jakarta: Erlangga
- Kumar, S., Bhatnagar, D. (2017), "Effect of food and service quality on customer satisfaction a study of 3 star hotels in punjab region", *International Journal of Sales & Marketing Management Research and Development (IJSMMRD)*
- Libai, B., Bolton, R., Bügel, M. S., de Ruyter, K., Götz, O., Risselada, H., & Stephen, A. T. (2010). Customer-to-customer interactions: Broadening the scope of word of mouth research. *Journal of Service Research*, 13(3), 267-282.
- Liu, C.H.S. and Lee, T. (2016), "Service quality and price perception of service: influence on word-of-mouth and revisit intention", *Journal of Air Transport Management*, Vol. 52, pp. 42-54, doi: 10.1016/j.jairtraman.2015.12.007.
- Martin, W.C., Ponder, N. and Lueg, J.E. (2009), "Price fairness perceptions and customer loyalty in a retail context", *Journal of Business Research*, Vol. 62 No. 6, pp. 588-593, doi: 10.1016/j.jbusres.2008.05.017
- Nair, S.J. (2017), "Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior", *International Journal of Retail & Distribution Management*, Vol. 46 Issue: 1, pp.70-89
- Namkung, Y., and Jang, S. (2007). "Does food quality really matter in restaurant: its impact of customer satisfaction and behavioral intentions?", *Journal of Hospitality and Tourism Research*, 31 (3), 387-410.
- Ngoc, K.M., Trinh, N.T. (2015), "Factors affecting tourists return intention towards Vung Tau City, Vietnam – a mediation analysis of destination satisfaction", *Journal of Advanced Management Science Vol. 3, No. 4, December 2015*
- Oliver, Riscrd L, (1997), *Satisfaction A Behavioral Perspective On The Consumer*. McGraw-Hill Education, Singapore.
- Perovic, D., Moric, I., Pekovic, S., Stanovcic, T., Roblek, V., Bach, M.P. (2018), "The antecedents of tourist repeat visit intention: systemic approach", *Journal Kybernetes Vol. 47 No. 9, 2018 pp. 1857-187 Emerald Publishing Limited 0368-492X DOI 10.1108/K-12-2017-0480*
- Pullman, M.E. and Gross, M.A. 2004. "Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors." *Decision Sciences*, no.3 vol. 35.

- Richardson, S., Lefrid, M., Jahani, S., Munyon, M.D., Rasoolimanesh, S.M. (2019), "Effect of dining experience on future intention in quickservice restaurants", *British Food Journal, Emerald Publishing Limited 0007-070X DOI 10.1108/BFJ-09-2018-0617*
- Ryu, K. & Han, H. (2010). Influence of the quality of food, service, & physical environment on customer satisfaction in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(4), 310–329.
- Ryu, K., & Jang, S. (2007). "The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants". *Journal of Hospitality and Tourism Research*, 31(1), 56-72.
- Sari Farah M. & Kustijana, Dwi H.B. (2012). Pengaruh Persepsi Kualitas Produk, Persepsi Kualitas Pelayanan dan Trust Pada Kepuasan Konsumen Di Perusahaan Taksi PT. Kosti Solo. *Fokus Manajerial*, Vol. 11, No.2, hlm.183-194
- Shahzadi, M., Malik, S.A., Ahmad, M., Shabbir, S. (2017), "Perceptions of fine dining restaurants in Pakistan What influences customer satisfaction and behavioral intentions?", *International Journal of Quality & Reliability Management* Vol. 35 No. 3, 2018
- Srinivasan, S. R., and Srivastava, R, K. (2010). Creating the Futuristic Retail Experience Through Experiential Marketing: Is It Possible Quest; An Exploratory Study. *Journal of Retail & Leisure Property*, 9(3). 193-199.
- Sulek, J. M., and Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45 (3), 253-247
- Triki, P,A., Hakimi, M. (2017), "The Concept Store as New Retailing Tool: From the Consumption Experience to the Revisit Intention", *Journal of Marketing Developmernt and Competitiveness* Vol. 11(1) 2017
- Um, S; Chon, K; Ro, Y. 2006. Antecedents of Revisit Intention. *Annals of Tourism Research*, 33(4), 1141-1158
- Wakefield, K.L. and Blodgett, J.G. (1996). The Effects of The Servicescape on Customers' Behavioral Intentions in Leisure Service Setting. *Journal of Services Marketing*, 10(6), pp. 45-61.
- Wan Nawawi, W.N et al. / 6th AicQoL2018PerhentianIsland, 03-04 March 2018 / E-BPJ, 3(7), Mar. 2018 (p.35-41)
- Xia, L., Monroe, K.B. and Cox, J.L. 2004. "The price is unfair! a conceptual framework of price unfairness perceptions". *Journal of Marketing*, Vol. 68, October, pp.1-15.
- Yan, X., Wang, J. and Chau, M. (2015), "Customer revisit intention to restaurants: evidence from online reviews", *Information Systems Frontiers*, Vol. 17 No. 3, pp. 645-657, doi: 10.1007/s10796-013-9446-5.
- Zeithaml, Bitner, dan Gremler. (2009). Service Marketing: Integrating Customer Focus Across the Firm.
- Zeithaml et al., 1996. "Measuring the quality of relationship in customer service: An empirical study", *European. Journal of Marketing*.

Fikta Novia Ayu Safitri
Faculty of Economic and Business,
University of Brawijaya

Surachman
Faculty of Economic and Business,
University of Brawijaya

Mugiono
Faculty of Economic and Business,
University of Brawijaya