

THE INFLUENCE OF FOOD QUALITY, AMBIANCE CONDITION, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT 5 STAR RESTAURANT AND BAR

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Abstrak

This research focuses on analysing the influence of food quality, ambiance conditions, and service quality on customer satisfaction at the fine dining restaurant Alto Restaurant and Bar. The development of the culinary tourism business world which has grown in recent years has made competition increasingly competitive, where customer satisfaction has become an important strategy. This research uses associative quantitative research with the selected unit of analysis being the customers of Alto Restaurant and Bar. The type of sampling used is non-probability sampling with a convenience sampling method. Data collection was carried out by distributing questionnaires via Google form and measuring a 5-point Likert Scale. This research had a total of 112 respondents and the data obtained was analysed using the Structural Equation Modelling method with the SmartPLS 3.0 application. The study's findings underscore the critical importance of prioritizing and continually enhancing service quality in the hospitality industry, while emphasizing the need for businesses to periodically reassess and improve food quality and atmospheric conditions to maintain a well-rounded customer experience.

Abstract

This research focuses on analysing the influence of food quality, ambiance conditions, and service quality on customer satisfaction at the fine dining restaurant Alto Restaurant and Bar. The development of the culinary tourism business world which has grown in recent years has made competition increasingly competitive, where customer satisfaction has become an important strategy. This research uses associative quantitative research with the selected unit of analysis being the customers of Alto Restaurant and Bar. The type of sampling used is non-probability sampling with a convenience sampling method. Data collection was carried out by distributing questionnaires via Google form and measuring a 5-point Likert Scale. This research had a total of 112 respondents and the data obtained was analysed using the Structural Equation Modelling method with the SmartPLS 3.0 application. The study's findings underscore the critical importance of prioritizing and continually enhancing service quality in the hospitality industry, while emphasizing the need for businesses to periodically reassess and improve food quality and atmospheric conditions to maintain a well-rounded customer experience.

INTRODUCTION

The hospitality industry is a subset of the tourist sector in Indonesia, which plays an important role in driving the economy in Indonesia. This industry witnessed a severe drop during the Covid-19 epidemic due to

changes in people's lifestyles caused by activity limits. However, in the previous three years, this industry has grown significantly. According to data obtained from the Central Bureau of Statistics (2023), this industry grew by 5.33% in the first quarter of 2023, which is

in line with the national GDP of 5.03%. Aside from that, the industry contributed positively to the trade balance, totalling US\$11.48 billion. Supported with the presence of globalization and growth has resulted in the development of the Indonesian tourism industry where there are total of 5,159 tourism business in Jakarta.

Due to existing developments, competition in the culinary tourism business world have increased, tourism businesses are forced to continue to create and develop innovation, creativity, policies, and strategies to ensure the company's survival (Santoso & Indrawati, 2023). In today's competitive business environment, customer satisfaction plays a crucial role, it emphasizes the ability to establish a high level of satisfaction for product differentiation and maintain strong relationships with customers (Chian, 2020). Despite increased customer demand, greater efforts are required to improve customer satisfaction to avoid rapid customer turnover (Agbenyegah et al, 2022).

According to previous research, customer satisfaction is one of the most important factors in determining a business's performance and competing with competitors (Schiffman and Kanuk, 2010; Lin and Wu, 2011). In this context, companies must be aware of the aspects that can influence consumer satisfaction. To sustain client happiness, companies must be able to respond to customer needs and meet customer expectations. Customers who are satisfied are more likely to be loyal and to make repeat purchases (Danudara, 2021). Customer discontent, on the other hand, will cause consumers to feel disappointed and cease acquiring and consuming the goods (Suprianto et al, 2023). The statement implies that there is an ongoing examination or investigation conducted at a 5-star restaurant and bar to understand the impact of three key variables: food quality, ambiance conditions, and service quality on customer satisfaction. The study is assessing these factors to gain insights into how each variable contributes to or affects the overall satisfaction of customers at this high-end dining establishment. By exploring these aspects, researchers aim to identify patterns, correlations, or significant relationships that may exist between the measured variables and customer satisfaction levels in the context of a 5-star restaurant and bar setting.

The present study will contribute to the

literature, exploring the relationship between food quality, ambiance condition, and service quality on customer satisfaction focusing on a 5-star restaurant located in Jakarta area . The selection of Alto Restaurant as the research locus is driven by its status as a high-end establishment with diverse culinary offerings, a distinctive ambiance, and a reputation for exceptional service. The research aims to explore the interplay of food quality, ambiance conditions, and service quality on customer satisfaction within this specific and upscale dining environment, providing insights into competitive positioning, customer demographics, and the unique factors influencing patrons' perceptions.

Food Quality on Customer Satisfaction

Restaurants must deliver an extraordinary blend of superb taste, menu diversity, nutritional value, presentation appeal, freshness, and enticing aroma to meet or surpass the exacting demands of food-savvy customers. Ryu et al (2012). Food quality is frequently identified as the most important element influencing dining satisfaction and repeat purchases (Hussey, 2022). The quality of a restaurant's food is the most important factor in a customer's decision to choose one restaurant over another (Serhan and Serhan, 2019).

According to (Saldanha and Vong, 2020), food quality is a component that influences customer satisfaction. Food quality is the most significant factor in this context because most consumers who want to buy food want to buy quality food. Furthermore, according to (Karenina and Ariyanti, 2022), food quality influences customer satisfaction. Product quality refers to the perception of customer benefits about the quality of products and services, with consumers feeling happier when the product matches expectations. As a result, this study proposed hypothesis 1 as follows:

H1: Food quality has a significant influence on customer satisfaction.

Ambiance Condition on Customer Satisfaction

The physical condition of the environment is a crucial marketing component for a restaurant to distinguish itself among its competitors by providing an exceptional customer experience in a pleasant and comfortable setting (Canny, 2014). Customer

satisfaction is influenced by aspects such as cleanliness, beautiful interior design, and comfort. To satisfy and encourage most customers to return to the restaurant, restaurant managers should seek ways to improve the restaurant's external appearance (Githiri, 2017). Every aspect of the environment is critical to the restaurant industry's survival; therefore, restaurant owners or managers must maintain a variety of atmosphere circumstances that encourage customer satisfaction. (Agbenyegah and colleagues, 2022).

According to research (Agbenyegah, 2022), the quality of the restaurant environment influences customer satisfaction, with the conditions around the restaurant being the key driver of customer satisfaction, which can increase high profit margins. This also describes the amount to which the surrounding conditions or scenarios, including the physical layout of the restaurant, are thought to have a favorable impact on customer pleasure. According to (Nahjan et al, 2022), environmental conditions also influence customer satisfaction, and three factors, namely spatial layout, atmosphere, and facility aesthetics, are important elements in the restaurant atmosphere that influence restaurant customer satisfaction. As a result, this study suggested that:

H2: Ambiance conditions have a significant influence on customer satisfaction.

Service Quality on Customer Satisfaction

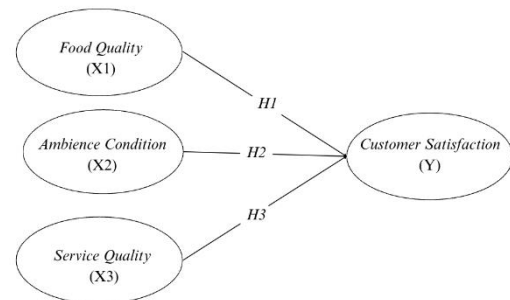
Service quality is essential for retaining reputation and achieving market prospects by pleasing loyal clients. According to (Tjiptono, 2017), service quality can be defined as a measure of how well a service is delivered, where the level of service delivered meets or exceeds customer expectations. Service quality is critical and must be maintained by all employees in a company (Surahman et al, 2020). Furthermore, service quality is now assessed based on consumer expectations and knowledge of the services provided (Serhan and Serhan, 2019).

In (Rumagit et al, 2022), service quality is proven too has significant influence on customer satisfaction. When people buy something, they want quick and efficient service. Aside from that, study conducted by (Danurdara, 2021) finds that service quality is the key to retaining reputation and achieving market prospects by pleasing loyal consumers.

Based on the explanation given, the third hypothesis can be concluded as follows:

H3: Service quality has a significant influence on customer satisfaction.

The hypothetical relationship between variables is shown in Figure 1



METHODS

This study conducted to determine the effect of food quality, ambience condition, and service quality on customer satisfaction. This study is quantitative research using survey methods. According to Surjaweni (2020), a quantitative approach is research that produces discoveries that can be obtained using statistical procedures or other methods of measurement (Surjaweni, 2020). The technique of collecting data in this study uses a questionnaire as a data collection tool. The criteria for used in the research data collection were respondents who visited Alto Restaurants and Bar in Jakarta. The total sample in this study was 112 respondents with the technique of taking with the method of convenience sampling. This study consists of 39 statements. Data analysis technique in this study uses the Structural Equation Modeling method with Partial Least Squares (SEM-PLS) using Smart PLS 3.0 software.

All constructs from this study were measured using items adapted and modified from previous studies. Food quality was measured using 10 items adapted from (Hussey, 2022; Ryu et al, 2012). Ambience condition was measured using 11 items adapted from (Morales et al, 2015; Cetinoz, 2019). Service quality was measured using 10 items adapted from (Serhan, 2019). Customer satisfaction was measured using 8 items adapted from (JMH et al, 2020; Chian, 2020).

RESULTS AND DISCUSSION

Analysis of Respondents Characteristics

The results of obtained data are shown in Table 1. The majority respondents who visit Alto Restaurant and Bar was 17 – 25 years of age (46%) and overall were male respondents (53%) were the significant contributors to this research. Employee occupation was the larger portion of the total respondents (49%). Most respondents in this study live in Central Jakarta (32%) and have average monthly spending Rp. 5.000.001 – Rp. 7.500.000 (47%).

Table 1. Respondent Data

Demographics	Classification	Frequency	Percent	
Age (Years)	< 17 years old	8	7%	
	17 - 25 years old	51	46%	
	26 - 33 years old	41	37%	
	> 33 years old	12	11%	
Gender	Male	59	53%	
	Female	53	47%	
Occupation	Students	26	23%	
	Housewife	10	9%	
	Employee	55	49%	
	Businessman	19	17%	
Domicile	Unemployed	2	2%	
	Central Jakarta	36	32%	
	West Jakarta	11	10%	
	South Jakarta	22	20%	
	North Jakarta	16	14%	
	East Jakarta	14	13%	
	Tangerang	6	5%	
	Outside Jakarta dan Tangerang	7	6%	
	Monthly spending	< Rp. 1.000.000	15	13%
		Rp. 1.000.001 - Rp. 2.500.000	10	9%
Rp. 2.500.001 - Rp. 5.000.000		8	7%	
Rp. 5.000.001 - Rp. 7.500.000		53	47%	
Rp. 7.500.001 - Rp. 10.000.000		19	17%	
> Rp. 10.000.000	7	6%		

Source: Processed data (2023)

The study encompassed 112 respondents, primarily aged 17-25 years (46%), followed by those aged 26-33 years (37%), >33 years (11%), and <17 years (7%). The majority were male (53%), employed (49%), with students as the second-largest group (23%), followed by entrepreneurs (17%), housewives (9%), and unemployed individuals (2%). Geographically, most respondents resided in Central Jakarta (32%), followed by South Jakarta (20%), North Jakarta (14%), East Jakarta (13%), West Jakarta (10%), outside Jakarta and Tangerang (6%), and Tangerang (5%). Regarding monthly expenditure, the largest group spent Rp. 5,000,001 – Rp. 7,000,000 (47%), followed by Rp. 7,500,001 – Rp. 10,000,000 (17%), < Rp. 1,000,000 (13%), Rp. 1,000,001 – Rp. 2,500,000 (9%), Rp. 2,500,001– Rp. 5,000,000 (7%), and > Rp. 10,000,000 (6%).

Measurement Model (Validity and

Reliability)

Evaluation of the measurement model is a test to assess the validity and reliability of the model. Tests of convergent validity, discriminant validity, composite reliability, and Cronbach’s alpha were applied in this study. The criteria for convergent validity are loading factor >0.7 and average variance extracted (AVE) >0.5. For the discriminant validity, the criteria must meet the Fornell-Larcker criteria, which the square root value of AVE must be greater than the correlation value between variables. In this study, a reliability test was conducted using the composite reliability and Cronbach’s alpha method. If the minimum value of both test > 0.7, then the data is said to be reliable (Ghozali, 2018).

Table 2. Factor loadings and reliability statistics.

	FL	AVE	CR	CA
Food Quality				
FQ1	0.923			
FQ2	0.850			
FQ3	0.831			
FQ4	0.827			
FQ5	0.854	0.737	0.966	0.971
FQ6	0.787			
FQ7	0.897			
FQ8	0.869			
FQ9	0.860			
FQ10	0.881			
Ambiance Condition				
AC1	0.900			
AC2	0.808			
AC3	0.880			
AC4	0.854			
AC5	0.894			
AC6	0.873	0.726	0.972	0.969
AC7	0.920			
AC8	0.905			
AC9	0.838			
AC10	0.875			
AC11	0.849			
Service Quality				
SQ4	0.856			
SQ5	0.895			
SQ6	0.883			
SQ7	0.902	0.764	0.958	0.948
SQ8	0.875			
SQ9	0.886			
SQ10	0.818			
Customer Satisfaction				
CS1	0.879			
CS2	0.901			
CS3	0.866			
CS4	0.890	0.747	0.959	0.952
CS5	0.872			
CS6	0.832			
CS7	0.826			
CS8	0.846			

Note: FL = factor loading, AVE = average variance explained, CR = composite reliability, CA = cronbach’s alpha

Source: Processed data (2023)

The results of the discriminant validity shown in Table 2, where factor loadings from each construct are greater than 0.7. The convergent validity ($AVE > 0.5$) may be inferred for all constructs in Table 2. Since the square root of AVE was greater on the diagonal than it was for any other construct off diagonal, this analysis suggests that AVE is discriminately valid. Furthermore, the results of the reliability test and Cronbach's alpha are also greater than 0.7, indicating all construct in this study are reliable.

Table 3. Fornell Lacker Correlation Matrix

	Ambience Condition	Customer Satisfaction	Food Quality	Service Quality
Ambience Condition	0.873			
Customer Satisfaction	-0.122	0.864		
Food Quality	0.864	-0.116	0.859	
Service Quality	0.084	0.827	-0.075	0.847

Source: Processed data (2023)

Table 3 shows the results of the discriminant validity test meeting the Fornell-Larcker criteria. Thus, overall results of the measurement model evaluation test have met the predetermined criteria. A HTMT shown on Table 4 has score below 0.9, this indicates that this findings discriminant validity is established.

Further multicollinearity was tested using VIF, the score for each indicator variable in this study is larger than 0.25 and less than 4, indicating that each variable does not have a close link with the independent variables and thus there is no multicollinearity established.

Table 4. Heterotrait-monotrait (HTMT) and VIF

	Ambience Condition	Customer Satisfaction	Food Quality	Service Quality
Ambience Condition				
Customer Satisfaction	0.804			
Food Quality	0.134	0.120		
Service Quality	0.817	0.872	0.105	--

Source: Processed data (2023)

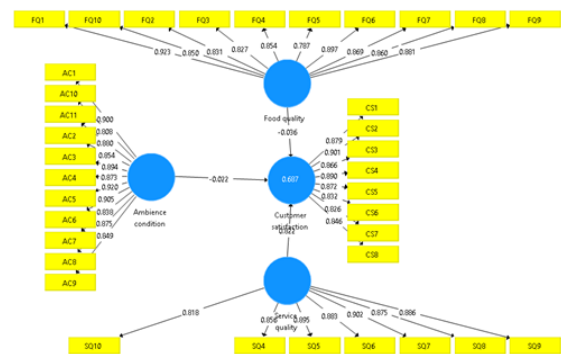
Ghozali (2018) suggested that a model's ability to explain things should be measured by figuring out the coefficient of determination (R^2). The R square value is classified into three categories, an R^2 value >0.67 indicates a strong influence, an R^2 value $0.33 - 0.67$ indicates moderate influence, and an R^2 value < 0.33 indicates a weak influence

Table 4. R square

	R Square	Adjusted Q Square
Customer Satisfaction	0.687	0.678

The R Square value of 0.687 is shown, which indicates that around 68.7% of the variation in the level of Customer Satisfaction can be explained by the independent variables used in this research (food quality, ambience condition, and service quality). This means that these variables have a significant influence on the level of customer satisfaction at the restaurant. Apart from that, it is also shown that the Adjusted R Square value is 0.678, which means it describes around 67.8% of the variation in the level of Customer Satisfaction which can be explained by the regression model by considering the number of independent variables used and the sample.

Figure 1. Structural model



Source: Processed data (2023)

Table 5 Model Hypothesis Test Results

Hypotheses	Relationship	Original Samples	T statistics	P Values	Results
H1	$FQ \rightarrow CS$	-0.036	0.227	0.820	Not Supported
H2	$AC \rightarrow CS$	-0.022	0.155	0.877	Not Supported
H3	$SQ \rightarrow CS$	0.822	17.237	0.000	Supported

The results in Table 5 show that food quality has no significant influence on customer satisfaction ($t = 0.227$; $p = 0.820$) and following with ambience condition has no significant influence on customer satisfaction ($t = 0.877$; $p = 0.877$). Meanwhile, service quality has a significant influence on customer satisfaction ($t = 17.237$; $p = 0.000$). Therefore, hypothesis 1 and hypothesis 2 are rejected and hypothesis 3 is accepted.

Discussion

Hypothesis 1 shows that food quality has no significant influence on customer satisfaction. This is shown by obtaining the mean value of the Food Quality variable (X1) which is 3.957. The indicator that has the highest mean value is shown by the 60 FQ5 indicators, namely "Restaurant offers a variety of menus" with a mean value of 3,696. Meanwhile, the indicator that has the lowest mean value is shown by the FQ3 indicator, namely "This restaurant serves food that is visually attractive" with a mean value of 3,508. In contrary to prior research findings that food quality has a major impact on customer satisfaction (Saldanha and Vong, 2020; Karenina and Ariyanti, 2022), the findings of this study reveal that food quality has no impact on consumer satisfaction.

The findings of this study support the findings of (Yulianti and Satya, 2021), who discovered that food quality has no effect on customer satisfaction. In this study, there are various factors that may lessen the perceived impact of food quality on customer satisfaction, one of which is consumer expectations about the quality of food they deliver. In this regard, the research was conducted in fine dining restaurants, where fine dining restaurants frequently set very high expectations for their customers; as a result, customers may already have assumptions about the quality of the existing food, so this is no longer a differentiating factor (Hsu et al, 2018).

Hypothesis 2 shows that ambiance condition has no significant influence on customer satisfaction. This is shown by obtaining the mean value of the Ambiance Condition variable (X2) which is 3.628. The indicator that has the highest mean value is shown by the AC3 indicator, namely "The interior design and decoration of the restaurant is visually attractive" with a mean value of 3.723. Meanwhile, the indicator that has the lowest mean value is shown by the AC4 indicator, namely "Cutlery (for example knives and forks) have aesthetics and quality" with a mean value of 3.508. The findings of this study contradict the findings of Agbenyegah (2022) and Nahjan et al (2022), who claim that environmental factors influence customer satisfaction. In this study, restaurant ambiance conditions such as service staff, aesthetic facility, layout, ambiance, and lighting have no effect on consumer satisfaction. Customer satisfaction may be influenced more by service

quality, such as staff attention and interactions with clients, therefore this can be a factor that covers the influence of the physical environment, especially if the service received by consumers is very outstanding and good. Meanwhile, in research conducted by Tastan and Solyu (2023), the factor that influences restaurant customer satisfaction is cleanliness, where a static form of restaurant cleanliness is seen or felt by customers in the restaurant atmosphere.

Hypothesis 3 shows that service quality has a significant influence on customer satisfaction. Based on these results indicate that hypothesis 3 in this study is supported. This is shown by obtaining the mean value of the Service Quality variable (X3) which is 3.832. The indicator that has the highest mean value is shown by the SQ8 indicator, namely "I felt served warmly and professionally during the entire visit" with a mean value of 3.946. Meanwhile, the indicator that has the lowest mean value is shown by the SQ6 indicator, namely "Employees make me feel comfortable in dealing with them" with a mean value of 3,750. The findings of this study are aligned with the previous study of (Rumagit et al, 2022), customers are more satisfied when they receive outstanding service, which includes fast and effective assistance when they purchase something. (Danurdara, 2021) also shows that service quality has a positive significance influence on customer satisfaction, quality of service is the key to retaining reputation by pleasing loyal consumers and seizing market chances. According to this study, the most influential factor on customer happiness is service quality. The better and more outstanding the service provided, the greater the customer pleasure when visiting a restaurant, and the more likely consumers will suggest the establishment to others .

The correlation among food quality, ambiance condition, and service quality on customer satisfaction depends on the specific findings of the study. The degree and nature of correlation can vary; for instance, there may be a positive correlation, indicating that higher food quality, favorable ambiance, and better service quality are associated with increased customer satisfaction. Alternatively, there may be no significant correlation, or the correlation might differ based on the context and the preferences of the customers surveyed. The actual correlation can only be determined through a statistical analysis of the data

collected in the study.

CONCLUSION

In unraveling the intricate relationships among Food Quality, Ambiance Condition, Service Quality, and Customer Satisfaction at Alto Restaurant and Bar, two key narratives emerge. Firstly, it becomes clear that neither the quality of food nor the ambiance significantly sways customer satisfaction, challenging conventional beliefs about their paramount influence on the dining experience.

On the flip side, the second narrative spotlights the crucial role of Service Quality. The study brings to light a compelling reality: exceptional service has a profound and positive impact on Customer Satisfaction at Alto. This correlation emphasizes the vital importance of attentive and outstanding service in cultivating a heightened sense of contentment among patrons.

In essence, while the traditional pillars of food quality and ambiance show a diminished impact, Service Quality emerges as the linchpin for customer satisfaction at Alto Restaurant and Bar. This realization prompts a strategic shift, urging the establishment to prioritize and consistently elevate its service standards to stay ahead in the competitive landscape of customer experience.

The analysis of Alto Restaurant and Bar's customer satisfaction dynamics reveals that, contrary to initial expectations, Food Quality and Ambiance Condition have limited influence on patrons' satisfaction. In contrast, the standout factor is Service Quality, demonstrating a significant positive impact. This implies a strategic shift for Alto towards prioritizing and investing in superior service, with customized training programs, regular customer feedback mechanisms, and innovative engagement strategies. While continuous enhancements to Food Quality and Ambiance remain essential, the study emphasizes the pivotal role of exceptional service in fostering customer satisfaction, loyalty, and a distinguished market position.

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