

The Effect of Food Quality and Physical Environment on Revisit Interests with Consumer Satisfaction as Mediation Variable

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Abstract

This study aims to determine the effect of food quality and physical environment on interest in revisiting directly or through consumer satisfaction as a media variable. This research is quantitative research with an explanatory approach (cause and effect). The sample in this study was 100 consumers of Café Gendhis 1928 Semboro which were taken using a probability sampling technique, namely simple random sampling. This study uses multiple linear regression and path analysis with the help of IBM SPSS 26 software. This study has seven hypotheses, six of which are accepted and one is rejected. The results of hypothesis testing indicate that four paths have a significant effect, namely food quality on interest in revisiting by 0.396 with a significance of 0.000, the quality of food on consumer satisfaction is 0.532 with a significance of 0.000, the physical environment to consumer satisfaction is 0.270 with a significance of 0.003 and consumer satisfaction to the interest of revisiting is 0.531 with a significance of 0.000. The results of hypothesis testing indicate that two indirect pathways show a positive influence, namely food quality on interest in revisiting through consumer satisfaction of 0.282 and physical environment on interest in revisiting through consumer satisfaction of 0.143.

Keywords: Food Quality, Physical Environment, Consumer Satisfaction, Interest in Revisit

INTRODUCTION

Gendhis 1928 is one of the cafes in Jember district. Gendhis 1928 is located at Jalan Tanggul-Semboro, Semboro Lor, Sidomekar, Semboro sub-district, Jember district, precisely in the Semboro Sweet Garden park. Café Gendhis 1928 is a subsidiary of PT. Perkebunan Nusantara XII (PTPN XII) which also manages the sugar factory beside it. This cafe concept is outdoor. This outdoor cafe concept is rarely found in the city of Jember.

Revisit interest is one of the main factors for business success which reflects a high level of satisfaction from consumers (Dhani and Firman, 2015), and satisfaction is assumed to be a significant determinant of sustainable sales. The high level of satisfaction and interest in revisiting consumers will have a good impact on sales and for the future of the business so a business needs to pay attention to

needs and strive for customer satisfaction. According to Ryu and Han (2010), satisfaction is one of the reasons consumers make repeat purchases.

The main thing that influences consumer interest in visiting a cafe is food. Food is the main product that consumers look for when visiting a cafe. The ability of cafes to serve good quality food will be more easily accepted by consumers. Cafe management companies are required to be able to meet consumer needs, especially in terms of serving food according to consumer tastes. The quality of food is the basis for consumer assessment of a cafe.

Ryu, Lee, and Kim (2012) state that food quality is one of the important factors for consumer decisions to make repeat purchases. The fulfillment of consumer needs for quality food will make consumers feel satisfied. On the

other hand, the mismatch of food quality expected by consumers with the quality of food provided to consumers can lead to dissatisfaction and poor judgment from consumers. Satisfied or not consumers will be a reference for consumers to make or not make repeat visits in the future.

Another factor that influences the interest of consumers to revisit is the physical environment. Visitors who come to the café not only want to eat, but they also want to be entertained. Cafés are also required to be able to present interesting things and a pleasant atmosphere for visitors. This atmosphere encourages consumers to spend more time at the cafe with friends and family

Currently, cafes are not only required to offer food and drinks but also must be able to present interesting things to their visitors. The physical environment is also something that needs special attention from the cafe manager. Business actors need to take the time to design a physical environment so that customers are comfortable in that place. The themed cafe concept is outdoor with a natural layout such as in a forest surrounded by large trees is a challenge for the cafe manager. During the rainy season, visitors will be disturbed by splashes of falling water. On the other hand, during the dry season, they often have to clean the café because of the many fallen leaves around the café. Leaves blown by the wind can also disturb the cafe visitors. The café location adjacent to the factory makes consumers uncomfortable with the sound of factory machines. When the factory operates and carries out the combustion process, it will produce residual gray which is quite disturbing for café consumers. It becomes a consideration for consumer to decide whether or not they will return to the café.

Based on interviews conducted by the author on ten consumers of Café Gendhis 1928, the result was that three out of ten consumers expressed dissatisfaction with the quality of

food and the physical environment offered by the café. The other seven expressed satisfaction, but they also expressed their complaints regarding this matter. The following are the complaints of ten consumers the authors interviewed:

Table 1 Consumer complaints

| No | Complaint |
|----|--|
| 1 | The cafe does not provide tissue at the customer's table |
| 2 | The menu is less diverse |
| 3 | Factory dust and fallen leaves carried by the wind disturb the comfort |
| 4 | Low lighting |
| 5 | Many mosquitoes |
| 6 | There is a taste of soap in the food |
| 7 | The chair feels hard and uncomfortable if you linger |

Source: interview, February 8, 2021

Café Gendhis 1928 as a business actor who wants to win the competition in the culinary industry is required to be able to meet all the expectations of its consumers. The fulfillment of consumer expectations will lead to satisfaction for consumers and leave a pleasant experience that can trigger consumers' desire to make repeat visits and buy products from Cafe Gendhis 1928 in the future.

Ryu, Lee, and Kim (2012) stated that food quality is one of the important factors for consumer decisions to make repeat purchases. The fulfillment of consumer needs for quality food will make consumers feel satisfied. Another factor that affects the interest in revisiting consumers is the physical environment. Visitors who come to the café not only want to eat, but they also want to be entertained. Cafés are also required to be able to present interesting things and a pleasant atmosphere for visitors. The good quality of food and physical environment can bring back

old customers and bring in new ones. Good management of these components will give consumer a good impression and assessment of the café and can reduce the possibility of old consumers moving to other cafes.

LITERATURE REVIEW

Food Quality

Food is the main product offered by the company to its consumers. Food quality has a great influence on the level of customer satisfaction and is the most important determinant of customer satisfaction in the restaurant industry. Food quality has been seen as the main criterion for diners to assess restaurant performance and food quality as the most important restaurant element (Ramanathan, 2015). Food quality also plays an important role in determining consumer loyalty. According to Ryu & Han (2010), food quality is one of the most important determinants of customer satisfaction in the restaurant industry and is expected to have a positive relationship with customer satisfaction and loyalty.

Walter *et al* in Michael Albesta's research (2018) states that the quality of food is very important to be considered by cafes and restaurants because food is the main product they offer to consumers. West, Wood and Harger; Gaman and Sherrington; and Jones in the research of Adinugraha and Michael (2014) stated that food quality consists of color, appearance, portion, shape, temperature, texture, aroma, level of maturity, and taste. Dimensions of food quality used in this study only seven aspects, namely color, appearance, portion, temperature, texture, aroma, level of maturity, and taste.

Physical Environment

The physical environment is a physical aspect and a concrete place of the environment that can affect our senses, such as the feelings of

consumers so that they will feel comfortable when they are at the outlets of a company (Lupiyoadi, 2013). Another definition of the physical environment according to Peter & Olson in Alvionita (2017) is all physical aspects that are not human in the environment, where consumer behavior occurs.

The physical environment has a great effect on retaining existing customers and attracting new potential customers (Hanaysha, 2016). According to Ha and Jang (2010) the physical environment plays an important role in the customer's dining experience, elements of the physical environment also have the ability to influence customers even before they experience the actual performance of the service provider or service output, such as food. The physical environment can influence consumer perceptions through sight, hearing, smell and even touch sensors so that it can influence consumer behavior, attitudes, and beliefs in the desired direction (Mowen & Minor, 2002). The physical environment consists of all tangible elements inside and outside the restaurant that can affect consumer perceptions. Hwang and Ok (2013) mention the dimensions of physical environment have been widely accepted, namely: ambient conditions, aesthetics facilities, layout, and seating comfort.

Consumer Satisfaction

Consumer satisfaction is a consumer's assessment of the company's overall performance compared to their expectations. Companies that can satisfy their customers will increase the company's competitiveness. The company's ability to create satisfaction for consumers is a determinant of the survival of a company in the future. Rofa & Dwiyanto (2016) define consumer satisfaction as a person's feelings of pleasure or disappointment arising from comparing performance or perceived results to their expectations.

According to Kotler & Keller (2008),

consumer satisfaction reflects a person's assessment of the perceived performance of a product concerning expectations, expectations derived from past purchase experiences, input from friends, as well as information and marketers' promises. According to (Hanaysha, 2016) there are five indicators of consumer satisfaction, but only three indicators are operationalized in this study, namely the quality of food as expected customers, a pleasant experience, and overall satisfaction.

Interested to Revisit

Revisit interest is the attitude and behavior shown by someone after making a visit or buying a product. The determination of the attitude is based on whether they are satisfied or not when they make their first visit or when they first buy a product. Repeat visits are made by consumers who are satisfied with the company's performance when they first visit. Revisit interest is a person's response to an object that generates the desire to make a return visit within a certain period (Putri et al, 2017). The interest in revisiting is one of the main factors for business success that reflects a high level of satisfaction from consumers (Dhani and Firman, 2015).

Revisit interest is the willingness to recommend services to others and the willingness to make repeat visits. Hutama&Subagio (2014), Intention to visit or repurchase customers can be measured from 3 indicators, namely

1. Loyalty to Company, which is a condition where consumers or customers make repeat purchases regularly and refer to others.
2. Propensity to Switch, which is a behavior that indicates the possibility to move or not to competitors.
3. Willingness to Pay More, which is a condition where consumers are willing to

pay higher than they should to obtain the benefits received.

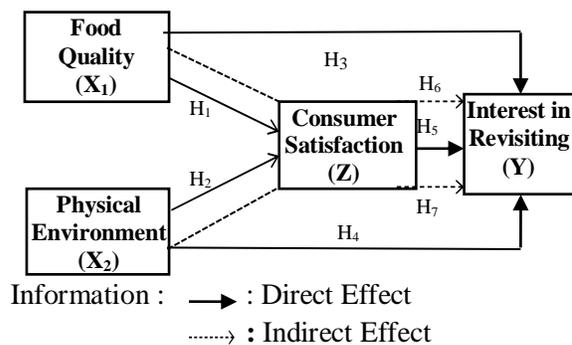
Hypothesis

Based on the literature review and the framework of thought that has been revealed above, the hypotheses in this study are as follows:

- H₁: Food quality affects consumer satisfaction
- H₂: Physical environment affects consumer satisfaction
- H₃: The quality of food affects the interest in revisiting
- H₄: The physical environment influences the interest in revisiting
- H₅: Consumer satisfaction has a significant effect on revisit interest
- H₆: The quality of food affects the interest in revisiting through consumer satisfaction
- H₇: The physical environment affects the interest in revisiting through customer satisfaction

Framework

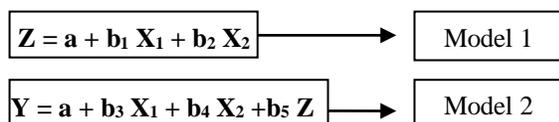
This study operates on four variables. The variables in this research are food quality (X₁) and physical environment (X₂) as independent variables, the interest in revisiting (Y) as dependent variable and consumer satisfaction as a mediating variable (Z). The framework for this research is as follows:



Picture 1
Thinking Framework Model

RESEARCH METHODOLOGY

This study uses an explanatory approach and the aim is explaining the effect of food quality and physical environment on the interest in revisiting cashiers directly and the effect of food quality and physical environment on interest in revisiting through consumer satisfaction. The data collection technique used in this research, namely research by conducting direct observations at the research site to obtain data and information. Data collection can be obtained from the result of observations, interviews and questionnaires. The analytical tools used in this research are multiple linear regression and path analysis. This study uses two regression models as follows:



Information:

- X_1 : Food Quality
- X_2 : Physical Environment
- Z : Consumer Satisfaction
- Y : Interest in Revisiting
- a : Constant Value
- b_1, b_2, b_3, b_4, b_5 : Regression Coefficient Value

Population

Sugiono (2014) argues that population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. This research was conducted at Café Gendhis 1928 and the population in this study were all consumers who visited and purchased Café Gendhis 1928 products.

Sample

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014). The sample in this study was

100 consumers of Café Gendhis 1928 which were taken using a probability sampling technique, namely simple random sampling. Simple random sampling is a method of determining a random sample where each member of the population has an equal chance of being selected as a sample.

RESULTS AND DISCUSSION

The analysis used in this research is path analysis. Before conducting the analysis, the collected data was tested with; (1) Instrument test, namely validity test and reliability test. (2) Classical assumption test, namely normality test, multicollinearity test, and heteroscedasticity test. (3) Multiple linear regression analysis. (4) path analysis and hypothesis testing. In this test, the researcher used IBM SPSS 26 software.

Multiple Linear Regression Analysis

Multiple linear regression model is a regression model that uses more than two variables. This study uses two multiple linear regression models, namely; (1) Variables of Food Quality (X_1), Physical Environment (X_2) on Consumer Satisfaction (Z). (2) Variables of Internal Environment (X_1), External Environment (X_2), and Competitive Advantage (Z) on Revisit Interests (Y). This test is conducted to determine how much influence the independent variable has on the dependent variable. The test criteria with a significance level (α) = 0.05 are determined as follows:

- t table is obtained with degrees of freedom (df): $df = n - k$
- t table model I: $100 - 3 = 97$ then the value of t table = 1.661
- t table model II: $100 - 4 = 96$ then the value of t table = 1.661

The results of multiple regression test model 1 (variables of food quality and physical environment on consumer satisfaction) presented in Figure 1 below:

| Model | | Coefficients | | | | |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.868 | 2,363 | | 1,637 | .105 |
| | Food Quality | .440 | .073 | .532 | 6.018 | .000 |
| | Physical Environment | .221 | .072 | .270 | 3.058 | .003 |

a. Dependent Variable: Consumer Satisfaction

Picture 2

Test results of multiple linear regression analysis model 1

Based on picture 2 above, it can be concluded as follows:

- The test results obtained that the t value for food quality (X_1) shows the t value > t table which is $6.018 > 1.661$ and a significance value of $0.00 < 0.05$. With a value of t count > t table and a significant value < 0.05, this means that **H_1 is accepted**. So it can be concluded that the quality of food has a significant effect on consumer satisfaction.
- The test results obtained that the t value for the physical environment (X_2) shows the t

value > t table, which is $3.058 > 1.661$ and a significance value of $0,003 < 0,05$. With a value of t arithmetic > t table and a significant value < 0.05, this means that **H_2 is accepted**. So it can be concluded that the physical environment has a significant effect on consumer satisfaction

The results of the multiple regression test of model 2 (variables of food quality, the physical environment, and consumer satisfaction with interest in revisiting) are presented in Figure 2 below:

| Model | | Coefficients | | | | |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.174 | 1,596 | | 2,616 | .010 |
| | Food Quality | .238 | .057 | .396 | 4.179 | .000 |
| | Physical Environment | -.072 | .050 | -.120 | -1.420 | .159 |
| | Consumer Satisfaction | .386 | .068 | .531 | 5.710 | .000 |

a. Dependent Variable: Revisit Interest

Picture 3

Test results of multiple linear regression analysis model 2

Based on picture 3 above, it can be concluded as follows:

- The test results obtained the value of t for food quality (X_1) shows the value of t count > t table that is $4.179 > 1.661$ and a significance value of $0.00 < 0.05$. With a

value of t arithmetic > t table and a significant value < 0.05, this means that **H_3 is accepted**. So it can be concluded that the quality of food has a significant effect on the interest in revisiting.

- The test results obtained the value of t for the physical environment (X_2) shows the value of t count $<$ t table that is $-1.420 < 1.661$ and a significance value of $0.159 > 0.05$. With a value of t arithmetic $<$ t table and a significant value > 0.05 , this means that **H_4 is rejected**. So it can be concluded that the physical environment has no significant effect on the interest in revisiting.
- The test results obtained that the t value for consumer satisfaction (Z) shows the t value $>$ t table, namely $5.710 > 1.661$ and a significance value of $0.00 < 0.05$. With a value of t arithmetic $>$ t table and a significant value < 0.05 , this means that **H_5**

is accepted. So it can be concluded that partially customer satisfaction has a significant effect on the interest in revisiting.

Path Analysis

Based on the results of regression model 1 and regression model 2 (see Figure 1 and Figure 2), it can be explained the influence of each variable, either directly or indirectly by looking at the regression coefficient value or standardized path coefficient, which is obtained from the standardized coefficient or beta weights. The following is the coefficient value of the direct influence path which is presented in Table 2 follow:

Table 2
Path Coefficient of Direct Effect of Independent Variables on Dependent Variables

| Variable | Coefficient Line | Sig |
|--|------------------|-------|
| Food quality \rightarrow interest in revisiting | 0.396 | 0.000 |
| Food quality \rightarrow customer satisfaction | 0.532 | 0.000 |
| Consumer satisfaction \rightarrow interest in revisiting | 0.531 | 0.000 |
| Physical environment \rightarrow interest in revisiting | -0.120 | 0.159 |
| Physical environment \rightarrow customer satisfaction | 0.270 | 0.003 |

From Table 2, it can be seen that to find the indirect effect and the total effect of the independent variable (X) on the dependent variable (Y), is as follows:

- The effect of the food quality variable (X_1) on the variable of interest in revisiting (Y).
 X_1 direct effect on Y: 0.396
 indirect effect of X_1 on Y : $0.532 \times 0.531 = 0.282$.
 The total effect of X_1 on Y: $0.396 + 0.282 = 0.678$

- The effect of the physical environment variable (X_2) on the variable of interest in revisiting (Y).

X_2 direct effect on Y: -0.120

Indirect effect of X_2 on Y: $0.270 \times 0.531 = 0.143$

The total effect of X_2 on Y: $-0.120 + 0.143 = 0.023$

From the calculation above, it can be shown that the indirect effect of the Independent variable on the dependent variable is shown in Table 3 as follows:

Table 3
Path Coefficient of Indirect Effect of Independent Variables on Dependent Variables

| Variable | Path Coefficient |
|---|------------------|
| Food Quality (X_1) \rightarrow Consumer Satisfaction (Z) \rightarrow Revisit Interest (Y) | 0.282 |
| Physical Environment (X_2) \rightarrow Consumer Satisfaction (Z) \rightarrow Revisit Interest (Y) | 0.143 |

Based on table 3 above, it can be interpreted as follows:

- Food quality has a positive and significant influence on the interest in revisiting through consumer satisfaction, which is equal to (0.282), this means that **H₆ is accepted**. This means that if the quality of food increases, it will increase interest in revisiting through customer satisfaction. If we compare the effect of food quality on interest in revisiting directly (see table 2), it can be concluded that food quality has a direct or indirect effect (through the mediator variable of consumer satisfaction) on interest in revisiting.
- The physical environment has a positive and significant influence on the interest in revisiting through customer satisfaction, which is equal to (0.143), which means that **H₇ is accepted**. This means that if the physical environment increases, it will increase the interest in revisiting through customer satisfaction. If we compare the influence of the physical environment on the interest in revisiting directly (see table 2), it can be concluded that the physical environment does not directly affect the interest in revisiting, but indirectly (through the mediator variable of consumer satisfaction) the physical environment affects the interest in revisiting.

CONCLUSION

Based on the discussion of the research results, several conclusions can be drawn as follows:following:

1. Food quality has a significant positive effect on consumer satisfaction. Thus, indicators of color, appearance, portion, aroma, temperature, level of maturity, and taste are one of the factors that can affect consumer satisfaction.
2. The physical environment has a positive and significant effect on consumer satisfaction.

Thus the indicators of ambient condition, aesthetics facilities, layout, and seating comfort are one of the factors that can affect consumer satisfaction.

3. Food quality has a significant positive effect on revisit interest. Thus, indicators of color, appearance, portion, aroma, temperature, level of maturity, and taste are one of the factors that can affect interest in revisiting.
4. The physical environment does not affect the interest in revisiting. Thus, indicators of ambient condition, aesthetics, facilities, layout, and seating comfort do not affect increasing interest in revisiting.
5. Consumer satisfaction has a significant positive effect on interest in revisiting. Thus, indicators of food quality according to consumer expectations, a pleasant experience, and overall satisfaction are factors that can influence the interest in revisiting.
6. Food quality affects the interest in revisiting through customer satisfaction. Contributions given by consumer satisfaction can be a mediation that influences the quality of food on interest in revisiting. This means that the better the quality of the food served by a cafe, the greater the interest in revisiting through customer satisfaction.
7. The physical environment affects the interest in revisiting through customer satisfaction. The contribution given by consumer satisfaction can be a mediation that influences the physical environment on the interest in revisiting. This means that the better the condition of the physical environment of a cafe, it will increase more interest in revisiting through customer satisfaction.

SUGGESTION

Based on the research results, the following suggestions can be put forward:

1. With the results of research showing that

food quality has a significant effect on consumer satisfaction, the manager of Cafe Gendhis 1928 should continue to improve food quality so that consumer satisfaction can be realized.

2. The manager of Cafe Gendhis 1928 must pay attention to the physical environment of the cafe which consists of ambient conditions, aesthetics facilities, layout, and seating comfort to increase customer satisfaction.
3. In this study, it was found that the quality of food affects the interest of consumers to revisit. The cafe should continue to improve various aspects of food quality such as appearance and taste to increase consumer interest in revisiting.
4. The results of the study show that the physical environment does not affect the interest in revisiting. Therefore the role of cafe managers is important in improving facilities, spatial planning, and controlling ambient conditions so that consumers feel comfortable in the cafe.
5. In this study, it was found that the quality of food and the physical environment had a significant effect on consumer satisfaction, while customer satisfaction had a significant effect on interest in revisiting. Therefore, the manager of Cafe Gendhis 1928 needs to maintain and improve the quality of food and the physical environment of the cafe to increase interest in revisiting through customer satisfaction.
6. The manager of Cafe Gendhis 1928 should provide a box of criticism and suggestions to facilitate consumers who want to submit criticism and suggestions to the cafe manager. This can be used as an evaluation material to improve various aspects that affect the consumer's papacy and increase interest in revisiting.
7. This study uses independent variables that are included in the tangible component,

therefore future research should use aspects of intangible components such as service quality.

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