Analysis Of Atmospherics, Food Quality, Service Quality, And Perceived Value That Are Died By Asicicomic Satisfaction To Behavioral Intention

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ABSTRACT

The problem of this research was to identified the factors that have effects on behavioral intentions such as analysis atmospherics, food quality, and service quality, perceived value, with mediation customer satisfaction. The objectives of this research was people who ever tried Nanny's Pavillon in South Jakarta. The methodology of this research was the design applies quantitative approach. Data collected by 154 customers of Nanny's Pavillon. Finding and contribution in this research was provide suggestion for Nanny's Pavillon to concern about the way to atmospherics, food quality, service quality, perceived value, and customer satisfaction because it has an effect to behavioral intentions for Nanny's Pavillon. Research Limitation/implication in this research were this research only for the Nanny's Pavillon's customer in South Jakarta, so this result of this research couldn’t be generalization and not applied for all Nanny's customer in Jakarta.

Keyword: Customer satisfaction; behavioral intention; atmospherics; service quality; perceived value.
INTRODUCTION

The food and beverage industry will always be a growing industry. This is because the population continues to grow and the lifestyle changes that make people tend to eat in restaurants. Communities now prefer to dine in restaurants as a means of recreation and self-actualization (Schmitt, 1999 discussed by Leoma, 2014)

The current phenomenon of restaurants is not only for consumers to look for food or drinks, but it is not often used by consumers as a gathering place, business meeting, and at the same time can be used as a place to reminisce with family, friends and friends. Consumers are looking for places that are interesting, calm and relaxed. Arranging the restaurant space is as comfortable as possible for visitors to provide a memorable atmosphere for visitors (Ryu and Han 2010, Liu and Jang 2009).

Usually, a consumer will initially feel the atmosphere when they enter a restaurant before delivering service or food by the restaurant. Emotions created by the atmosphere can result in consumers' reactions to services and food that are actually being restored (Bitner, 1990; Zeithaml et al., 1993) which was discussed again by Liu and Jang (2009). Atmospheric design is carried out including to attract consumers (Ramli, 2010), trigger purchases by consumers (Ramli, 2012a), create a certain atmosphere which can then influence how consumers behave according to Heung dan Gu (2012).

Food Quality is something that is right for consumption, and it includes quality factors such as food temperature, food freshness and food preparation. As a core product of a restaurant food plays a very important role. Food quality is generally presented as a major factor that can influence consumer satisfaction and consumer intention behavior (Dube et al. 1994 discussed again by Jang, 2009)

Service quality is an integral part of customer satisfaction (Ramli & Sjahruddin, 2015; Ramli, 2016a). Although food is the main product, service quality also remains the main focus of a restaurant. Because considering the restaurant is a service that is people-oriented (Leoma, 2014). Service quality comes from the interaction between waiters and restaurant customers, the ability to service promised services, employee care and employee attention to each customer, servants' insights, the ability and confidence of servants in dealing with customers, and professional appearance of employees that will generate customer
satisfaction. (Ryu and Han, 2010). In the restaurant industry, customers not only evaluate food quality but also evaluate service during their dining, service quality is seen as a core determinant of customer satisfaction and customer intention behavior (Kivela et al., 2000 reviewed by Liu and Jang, 2009).

Perceived value is a reflection of the costs and benefits felt by consumers when making a purchase. Perceived value is an important factor in predicting consumer behavior, so that perceived value is realized (Sañchez-Ferna’dez and Iniesta-Bonillo, 2007 which is discussed again by Coutelle-Brillet, et al., 2013). Perception of perceived value can be created if the product has proven its reliability based on the experience of consumers who have used the product (Ramli, 2012b). In the restaurant industry, values based on consumer perceptions and customer satisfaction will affect consumer behavior (Liu et al., 2009).

Customer satisfaction is very important for any business. Customer satisfaction will determine the behavioral intentions of consumers after consumers have a dining experience in a restaurant (Zeithaml et al., Which was discussed again by Canny, 2014). Behavioral intentions are the result of customer satisfaction processes (Ramli, 2013). From here business people will find out how the behavioral intentions of consumers (Lyon & Powers, 2004 are discussed again by Leoma, 2014).

**Formulation Of The Problem**

Formulation of the problem is:

1. Are there positive atmospheric influences on customer satisfaction?
2. Are there positive effects of food quality on customer satisfaction?
3. Is there a positive influence on service quality on customer satisfaction?
4. Is there a positive effect of perceived value on customer satisfaction?
5. Are there positive effects of customer satisfaction on behavioral intentions?

**Definition Of Terms**

**Atmospherics** is defined as the quality that is felt from the space around the environment where we are (Ryu and Jang, 2009).
**Food Quality** is defined as the quality characteristics of food that can be accepted by consumers, including the size, shape, color, consistency, texture, and taste (Potter and Hotchkiss, 1995 reviewed by Fiani, 2012).

**Service Quality** is defined as the result of a process whereby consumer expectations in using services are compared to actual service delivery. (Arnold and Reynolds, 2013 discussed by Ryu and Han).

**The Perceived Value** is defined as the overall assessment by the customer of the utility of a product or service based on the perception of what is received and what is given (Zeithaml, 1988 which was re-discussed by Chen and Chang, 2012). Value is a benefit that can be felt by humans in both tangible and intangible forms (Fernandes, 2012 which was discussed again by Coutelle-Brillet, et al., 2014).

**Customer Satisfaction** is defined as a level where customer needs, desires and expectations can be fulfilled (Zaini, 2000 which was discussed again by Syazhad Khan, 2012).

**Behavioral Intentions** are defined as the behavior of customer intentions of products and services from the process of satisfaction that customers feel for the products and services that have been provided by providers of products and services (Liang and Zhang, 2011).

**LITERATURE REVIEW**

**Atmospherics**

The atmosphere is the quality perceived from the space around the restaurant (Baker, 1986; Ryu and Jang, 2009). The physical environment, or more often referred to as the atmosphere, has been considered an important subject in restaurant service management because consumers’ emotional responses to the service environment relate to their consumer behavior when passing purchases (Sharma and Stafford, 2000 reviewed by Farias et al., 2014). Usually, a consumer will initially feel the atmosphere when they enter a restaurant before delivering service or food by the restaurant. Emotions created by perceptions of the atmosphere can lead to consumer reactions to the actual service and food in the restaurant (Heung and Gu, 2012).
Food Quality

Food is the main product of a restaurant. (Chow et al., 2007; Johns and Pine, 2002 reviewed by Ha and Jang, 2010) argue that food quality is defined as the quality of the food we consume. As the core product of a restaurant, food plays an important role in the experience when in a restaurant. Dube et al., (1995) discussed by Ryu and Han (2010) measured seven important factors in the repurchase intention in a restaurant setting and found that food quality was far more important than the other attributes possessed by a restaurant according to consumers. Food quality has been generally accepted as the main factor affecting customer satisfaction and behavioral intention. The factors that influence it are food temperature, freshness, and preparation. Food quality is one of the critical components of dining experience (Namkung and Jang, 2009).

Service Quality

Service quality comes from the interaction between waiters and restaurant customers, the ability to service promised services, employee care and employee attention to each customer, servants’ insights, the ability and confidence of servants in dealing with customers, and professional appearance of employees that will result in customer satisfaction (Ryu and Han, 2010). In the journal about service, perceived service quality is defined as the consumer's assessment of the overall service (Ramli, 2016b). This is a subjective evaluation of consumers, the results of a comparison of expectations and perceived performance. Service quality can be defined from two perspectives; operational of service quality and quality perceived by consumers. Operational service quality is an operational assessment of how well the service delivered to its specifications (such as in operational procedures, manual training, etc.) (Pinto and Johnston, 2004 reviewed by Johnston and Kong, 2011).

Perceived Value

Zeithaml (1988) which was discussed again by Chen and Chang (2012) defines perceived value as the overall assessment by the customer of the utility of a product based on the perception of what is received and what is given. Value is a benefit that can be felt by humans in both tangible and non-tangible forms (Fernandes, 2012 discussed again by Coutelle-
Brillet, et al., 2014). Perceived value is one of the tangible signs of the ability of a brand or brand to meet future consumption and not a reason to oppose customer desires (Chen and Chang, 2012). Perceived value is not only very important in maintaining long-term relationships with consumers, but also plays a key role in influencing customer intention (Zhuang et al., 2010). Perceived value is the estimation of exchange and agreement specifically with the value of a product or service defined as an exchange that occurs between sellers and buyers (Hogan, 2001 discussed again by Coutelle-Brillet, et al., 2014).

**Customer Satisfaction**

Customer satisfaction is a positive result of a complex evaluation of a purchase and experience of consuming a product or service (Zaini, 2000 which was discussed again by Mohsan, 2011). The product evaluation process seems to involve a comparison of expectations regarding product performance with perceptions of a product's performance. When product performance exceeds expectations of consumers, positive disconfirmations will result in satisfaction. However, when the performance of a product decreases, there will be a negative disconfirmation which will cause consumers to be dissatisfied. This indicates that customer satisfaction is largely based on how consumers perceive the performance of a service or product based on their expectations (Ryu et al., 2009). In general, customer satisfaction can be defined as the presumption of attitudes regarding purchasing. So that it can be concluded that satisfaction based on the meeting of a service is felt (Shanaki et al., 2012).

**Behavioral Intentions**

Zeithaml (2003) discussed by Leoma (2014) behavioral intentions is an indicator that shows how much consumers are willing to maintain a relationship that is sustainable with the company. Ryu et al. (2011) stated that behavioral intentions related to consumer expectations to reduce the risk of service in the future such as purchasing satisfaction and saving business decisions. Behavioral intention is the result of the customer satisfaction process that will influence consumer buying behavior in consuming a product or service produced by the company in the future (Zhang et al, 2013).
Conceptual Framework

**Picture 1: Conceptual Framework**

![Conceptual Framework Diagram]

Formulation of the hypothesis

**H1:** Atmospherics has a positive influence on customer satisfaction  
**H2:** Food quality has a positive influence on customer satisfaction  
**H3:** Service quality has a positive influence on customer satisfaction  
**H4:** Perceived value has a positive influence on customer satisfaction  
**H5:** Customer satisfaction has a positive influence on behavioral intentions

**RESEARCH METHODS**

**Research design**  
This research refers to the previous research conducted by Ha and Jang (2012), Heung and Gu (2012), Canny (2014) and there are additional variables, namely perceived value and customer satisfaction which refer to the research of Sumaedi et al., (2012) and Canny (2014). The design of this research is a survey that aims to test hypotheses regarding atmospherics, food quality, service quality, perceived value and customer satisfaction on behavioral intentions. The data obtained is cross sectional data with individual analysis units, namely students and postgraduate students of Trisakti University.
**Samples and Data Collection**

The method of sampling in this research using non-probability sampling with sampling is done by purposive sampling that is sampling based on considerations - certain considerations, where the sample chosen is based on certain criteria (Hermawan, 2013) that fit the research criteria. The population in this research were students and students of the University of Tisakti University. Data collection is done by distributing questionnaires directly to 170 respondents. The target respondents were consumers who had made a purchase and ate a meal at Nanny's Pavilion. After distributing questionnaires directly to 170 respondents, it was found that 154 respondents had filled in according to the respondents' terms and answers to be used in the study.

**Data analysis method**

Testing of the 5 hypotheses in this study was carried out using the Structural Equation Modeling (SEM) method with the help of the Analysis Of Moment Structure (AMOS) program version 6. This hypothesis was tested at a significant level of 0.05 with a 95 percent confidence level.

Incremental fit measures is a measure that compares the proposed model (proposed model) with other models specified by the researcher.

**RESEARCH AND DISCUSSION**

**Hypothesis Test Results**

**Table 1**: Hypothesis Testing Results

| No | Models                                      | Estimate | S.E.  | C.R.  | P-Value | Ha         |
|----|---------------------------------------------|----------|-------|-------|---------|------------|
| 1  | Atmospherics → Customer Satisfaction        | 0.341    | 0.147 | 2.328 | 0.020   | Accepted   |
| 2  | Food quality → Customer Satisfaction        | 0.274    | 0.132 | 2.077 | 0.038   | Accepted   |
| 3  | Service quality → Customer Satisfaction     | 0.163    | 0.075 | 2.175 | 0.030   | Accepted   |
| 4  | Perceived value → Costumer Satisfaction     | 0.182    | 0.074 | 2.452 | 0.014   | Accepted   |
| 5  | Costumer Satisfaction → Behavioral intentions | 0.796    | 0.073 | 10.886| 0.000   | Accepted   |
Hypothesis #1
The first hypothesis examines the effect of variable atmospherics has a positive influence on customer satisfaction.
The null (Ho) hypothesis and the alternative hypothesis (Ha) are arranged as follows;

**Ho1**: *Atmospherics does not have a positive influence on customer satisfaction.*
**Ha1**: *Atmospherics has a positive influence on customer satisfaction.*

Based on table 1, it can be seen the significant effect of atmospherics on customer satisfaction (p-value < 0.05; \( \beta = 0.341 \)). Nanny Pavillon is considered to have a good atmosphere. Consumers feel that Nanny’s Pavillon has an attractive atmosphere so consumers feel a sense of satisfaction when dining on Nanny’s Pavillon.

Hypothesis # 2
The second hypothesis examines the effect of food quality variables has a positive influence on customer satisfaction. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows;

**Ho2**: *Food quality does not have a positive influence on customer satisfaction.*
**Ha2**: *Food quality has a positive influence on customer satisfaction.*

Based on table 1, it can be seen the significant effect of food quality on customer satisfaction (p-value < 0.05; \( \beta = 0.274 \)). According to consumers, Nanny’s Pavillon has good food quality so that consumers feel a satisfaction when eating food at Nanny’s Pavillon.

Hypothesis # 3
The third hypothesis examines the effect of variable service quality has a positive influence on customer satisfaction. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows;

**Ho3**: *Service Quality does not have a positive influence on customer satisfaction.*
**Ha3**: *Service Quality has a positive influence on customer satisfaction.*

Based on table 1, it can be seen that the significant effect of service quality on customer satisfaction is (p-value <0.05; \( \beta = 0.163 \)). According to consumers, Nanny’s Pavillon has good service quality so that consumers feel a satisfaction when dining at Nanny’s Pavillon.
**Hypothesis # 4**
The fourth hypothesis examines the effect of perceived value variable has a positive influence on customer satisfaction. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows;

Ho4: Perceived value does not have a positive influence on customer satisfaction.

Ha4: Perceived value has a positive influence on customer satisfaction.

Based on table 1, it can be seen the significant effect of perceived value on customer satisfaction (p-value <0.05; β = 0.182). According to Nanny’s Pavillon consumers give a meaningful value to consumers so consumers feel a satisfaction when dining on Nanny’s Pavillon.

**Hypothesis # 5**
The fifth hypothesis examines the effect of the customer satisfaction variable has a positive influence on behavioral intentions. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows;

Ho5: Customer satisfaction does not have a positive influence on behavioral intentions.

Ha5: Customer satisfaction has a positive influence on behavioral intentions.

Based on table 1, it can be seen that there is a significant effect of customer satisfaction on behavioral intentions (p-value > 0.05; β = 0.796). According to consumers they feel satisfied with Nanny’s Pavillon which can lead to consumer intentions towards Nanny’s Pavillon restaurant to visit Nanny’s Pavillon which will have a good impact on the Restaurant.

**Discussion of Research Results**

**Hypothesis 1**

Based on the results of testing hypothesis 1, it can be concluded that atmospherics has a positive influence on customer satisfaction at a significant level of 0.05. Heung and Gu (2012) revealed that the atmosphere of the restaurant has a significant influence on customer satisfaction. Atmospherics has a significant effect on customer satisfaction with a beta coefficient of 0.341 which means that whenever there is an increase in atmospheric variables of one unit, it will increase customer satisfaction by 0.341.
Ryu and Jang (2009) define atmospherics as the quality perceived from the space around a restaurant. Consumers consider that Nanny's Pavillon is a restaurant that has an attractive interior design, music - the music played at the restaurant can also entertain visitors. Besides that, the layout and facilities at Nanny’s Pavillon are different from other restaurants. Consumers are satisfied with the interior design created by Nanny's Pavillon. At each restaurant Nanny Pavillon has a different and unique theme. For example, at Nanny Pavillon in Flavor Bliss, Alam Sutera has a warehouse theme. Whereas Nanny's Pavillon in Pondok Indah Mall has a kitchen theme. Other unique themes owned by Nanny Pavillon in Pondok Indah Mall have the themes of bathrooms, terraces, sewing rooms, playgrounds, bedrooms, etc. Nanny's Pavillon also plays music that entertains consumers. The uniqueness of the themes created by Nanny's Pavillon is what causes consumer satisfaction because this is an unusual thing and different from other similar restaurants. So it can be concluded that atmospherics has a positive influence on customer satisfaction at a significant level of 0.05.

**Hypothesis 2**

Based on the results of testing hypothesis 2, it can be concluded that food quality has a positive influence on customer satisfaction at a significant level of 0.05. The results of this research are consistent with the research previously conducted by Canny (2014) who found that food quality is the most important factor that affects satisfaction and as the only factor that predicts the occurrence of behavioral intentions. Food quality has a significant effect on customer satisfaction, with a beta coefficient of 0.274 which means that every time there is an increase in food quality variables of one unit, it will increase customer satisfaction by 0.274.

Food quality is defined as the quality of the food we consume. As the core product of a restaurant, food plays an important role in experience when in a restaurant (Potter and Hotchkiss, 1995, which was discussed again by Fid an Japarianti, 2012). Consumers consider that the quality of food served at Nanny's Pavillon is delicious so consumers really enjoy their food. The portion offered is also considered sufficient to satisfy consumers. Nanny's Pavillon also offers a diverse menu, namely Lite Bite (snacks like chicken wings, potatoes, mushrooms
with different spices and styles), salads, pancakes and waffles, Grilled menus, pasta, grilled rice. Nanny's Pavillon offers a menu for breakfast, lunch, dinner, coffee and other drinks. The delicacy and diversity of the menu offered by Restaurant Nanny's Pavillon is what causes customer satisfaction because it has good quality. So it can be concluded that food quality has a positive influence on customer satisfaction at a significant level of 0.05.

**Hypothesis 3**
Based on the results of testing hypothesis 3, it can be concluded that service quality has a positive influence on customer satisfaction at a significant level of 0.05. The results of this research are in accordance with research previously conducted by Canny (2014). Service quality has a significant positive effect on customer satisfaction, with a beta coefficient of 0.163 which means that every time there is an increase in service quality variables of one unit, it will increase customer satisfaction by 0.163.

Service quality comes from the interaction between waiters and restaurant customers, the ability to service promised services, employee care and employee attention to each customer, servants’ insights, the ability and confidence of servants in dealing with customers, and professional appearance of employees that will result in customer satisfaction (Ryu and Han, 2010). Consumers judge that the quality of service provided by Nanny’s Pavillon is good. Consumers feel that Nanny’s Pavillon can serve food according to what they ordered. Nanny Pavillon’s employees can also provide services quickly and can answer consumer questions appropriately and completely about the menu presented. Because the quality of service provided by employees of Nanny Pavillon is what causes customer satisfaction. So it can be concluded that service quality has a positive influence on customer satisfaction.

**Hypothesis 4**
Based on the results of testing hypothesis 4, it can be concluded that perceived value has a positive effect on customer satisfaction at a significant level of 0.05. The results of this research support the research previously carried out by Sumaedi et al., (2012). Perceived value has a significant positive effect on customer satisfaction, with a beta coefficient of 0.182
which means that every increase in the variable perceived value of one unit will increase customer satisfaction by 0.182.
Zeithaml (1988) which was discussed again by Chen and Chang (2012) defines perceived value as an overall assessment by customers of the utility of a product based on the perception of what is received and what is given. Value is a benefit that can be felt by humans in both tangible and intangible forms (Fernandes, 2012 which was discussed again by Coutelle-Brillet, et al., 2014). Consumers judge that when consumers dine on Nanny's Pavillon, they feel that Nanny's Pavillon offers good value according to the price they offer. This is valued by consumers by dining on Nanny's Pavillon, equivalent to the money they spend. And when compared to other restaurants, Nanny’s Pavillon provides better value. The value given by Nanny Pavillon is what enhances customer satisfaction so that it can be concluded that perceived value has a positive effect on customer satisfaction at a significant level of 0.05.

**Hypothesis 5**

Based on the results of testing hypothesis 5, it can be concluded that customer satisfaction has a positive influence on behavioral intentions at a significant level of 0.05. The results of this research support the research previously conducted by Canny (2014). Customer satisfaction has a significant positive effect on behavioral intentions, with a beta coefficient of 0.796 which means that every increase in the variable perceived value of one unit will increase customer satisfaction by 0.796.

When product performance exceeds expectations of consumers, positive disconfirmations will result in satisfaction. However, when the performance of a product decreases, there will be a negative disconfirmation which will cause consumers to be dissatisfied. This indicates that customer satisfaction is largely based on how consumers perceive the performance of a service or product based on their expectations (Lee, 2010). In general, customer satisfaction can be defined as the presumption of attitudes regarding purchasing. So that it can be concluded that satisfaction based on the meeting of a service is felt (Shanaki et al., 2012). Consumers feel that overall they feel satisfied with Nanny’s Pavillon. Consumers also really enjoy when they are at Nanny Pavillon because they can make their mood good.
Satisfaction felt by consumers will lead to interest in repurchasing, consumers want to pay more or recommendations from word of mouth that will benefit Nanny’s Pavillon. From the results of this research it can be concluded that the importance of behavioral intentions in a company must be created by providing satisfaction to consumers. So it can be concluded that customer satisfaction has a positive influence on behavioral intentions at a significant level of 0.05.

CONCLUSION

Based on the findings obtained from the analysis and the results of the discussion on behavioral intention on Nanny Pavillon, the conclusion is that the results of testing for all hypotheses support previous research. The results of the research show that atmospherics has a positive influence on customer satisfaction. These results support research from Heung and Gu (2012). Food quality and service quality have a positive influence on customer satisfaction and customer satisfaction has a positive influence on behavioral intention, this supports previous research conducted by Canny (2014). Furthermore, perceived value has a positive influence on customer satisfaction. These results support the research from Sumaedi et al., (2010).

Managerial Implications

Based on the results of this research, it can be seen that the variables that affect customer satisfaction in the first rank are atmospherics, the implications for Nanny’s Pavillon marketing manager, where the marketing manager must maintain the uniqueness of the atmosphere that Nanny Pavillon has or add themes other unique even though consumers have been satisfied with the theme created by Nanny Pavillon.

The second rank that affects customer satisfaction is food quality, Nanny’s marketing manager Pavillon is expected to always maintain the consistency of Nanny's Pavillon food quality. By maintaining the consistency of food quality, it is hoped that it will lead to higher satisfaction than before for consumers.

Furthermore, affecting customer satisfaction is perceived value, marketing managers need to increase perceived value to consumers if Nanny's Pavillon does not want to lose to
competitors. Over time, new innovations will emerge from competitors to capture the market of its competitors. So that it is expected that Nanny Pavillon has a value that is better than competitors so that consumers still come to Nanny’s Pavillon.

The last thing that affects customer satisfaction is service quality, it is expected that Nanny’s Pavillon can further improve service quality owned or create other unique services to attract consumer interest in order to create more satisfaction.

Nanny’s manager Pavillon also must pay attention to other things that can influence consumer satisfaction by evaluating whether atmospheric, food quality, service quality, and perceived value are always consistently given by Nanny’s Pavillon.

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