

BAB V

PENUTUP

Bab ini akan membahas mengenai kesimpulan akhir dari penelitian yang telah dilakukan, implikasi manajerial, saran bagi penelitian selanjutnya dan juga keterbatasan dalam penelitian ini.

5.1 Kesimpulan

5.1.1 Kesimpulan Analisis Deskriptif

Berdasarkan data yang diperoleh dari 161 responden, penulis menarik kesimpulan sebagai berikut:

1. Responden didominasi oleh perempuan yaitu sekitar 64%, sedangkan sisanya sebesar 36% adalah laki-laki yang merupakan responden minoritas.
2. Usia responden didominasi oleh usia 21-24 tahun (55,9%).
3. Pendidikan responden didominasi oleh Mahasiswa (Strata 1) yaitu sebesar 65,2% sedangkan sisanya 34,8% adalah SMA / SMK / Sederajat.
4. Responden SMA / SMK / Sederajat lebih sering menonton saat hari kerja (48,2%) bersama dengan teman (78,6%) dan mayoritas mereka tidak membeli makanan / minuman di Cinema XX1 untuk bekal menonton (60,7%).
5. Responden Strata 1 lebih sering menonton saat hari kerja (64,8%) bersama dengan teman (82,9%) dan mayoritas mereka tidak membeli makanan / minuman di Cinema XX1 untuk bekal menonton (59%).

5.1.2 Kesimpulan Analisis PLS

Berdasarkan hasil analisis PLS dalam penelitian, dapat ditarik kesimpulan sebagai berikut:

1. Atmosfer tidak berpengaruh terhadap kepuasan konsumen Cinema XX1.
2. Atmosfer tidak berpengaruh terhadap niat konsumen Cinema XX1 untuk berkunjung kembali.
3. Kualitas interaksi secara signifikan berpengaruh terhadap kepuasan konsumen Cinema XX1.
4. Citra merek secara signifikan berpengaruh terhadap niat konsumen Cinema XX1 untuk berkunjung kembali.
5. Harga secara signifikan berpengaruh terhadap kepuasan konsumen Cinema XX1.
6. Harga secara signifikan berpengaruh terhadap niat konsumen Cinema XX1 untuk berkunjung kembali.
7. Kepuasan berpengaruh terhadap niat konsumen Cinema XX1 untuk berkunjung kembali.
8. Kepuasan tidak memediasi pengaruh atmosfer terhadap niat untuk berkunjung kembali.
9. Kepuasan berperan sebagai mediator dalam pengaruh kualitas interaksi terhadap niat untuk berkunjung kembali.
10. Kepuasan berperan sebagai mediator dalam pengaruh citra merek terhadap niat untuk berkunjung kembali.

11. Kepuasan berperan sebagai mediator dalam pengaruh harga terhadap niat untuk berkunjung kembali.

5.2 Implikasi Manajerial

Bagi perusahaan yang bergelut dibidang perfilman, hasil penelitian ini dapat digunakan sebagai bahan pertimbangan dan evaluasi dalam menetapkan strategi pemasarannya.

1. Dilihat dari perilaku pembelian konsumen yang termasuk dalam generasi Z menunjukkan bahwa konsumen yang sedang menempuh pendidikan SMA / SMK / Sederajat dan konsumen strata 1 tidaklah jauh berbeda. Mereka lebih suka menonton saat hari kerja, bersama dengan teman dan mayoritas mereka tidak membeli makanan / minuman untuk bekal menonton. Perusahaan lebih baik memperbanyak jadwal menonton saat hari kerja sehingga perusahaan dapat lebih banyak menampung konsumen yang ingin menonton di saat hari-hari kerja. Selain itu perusahaan juga dapat memberikan promo-promo tertentu yang dapat meningkatkan hasil penjualan makanan / minuman, misalnya dengan memberikan promo pembelian tiket sebanyak tertentu akan mendapatkan *snack* gratis sebagai *reward* atas pembelian tiket tersebut.
2. Kualitas interaksi yang diberikan perusahaan disambut dengan reaksi positif dari para konsumen. Hal ini berkaitan dengan perilaku karyawan, sikap karyawan dan kompetensi yang terkait dengan peran dan tanggung jawab mereka di tempat kerja. Perusahaan lebih baik berupaya untuk tetap menjaga

kualitas interaksi yang telah dibentuk oleh Cinema XX1 melalui karyawannya yang kemudian akan berpengaruh pada kepuasan konsumen. Salah satu langkah yang dapat dilakukan adalah dengan bersikap ramah kepada konsumen sehingga konsumen merasa nyaman ketika berkomunikasi dengan mereka. Selain itu karyawan juga harus selalu bersedia membantu konsumen dengan memberikan pelayanan yang cepat dan tepat sesuai dengan apa yang konsumen inginkan. Hal ini dapat diharapkan dapat meningkatkan rasa puas konsumen terhadap layanan jasa yang diberikan.

3. Citra merek menjadi anteseden penting terhadap kepuasan konsumen. Berdasarkan hal ini penting bagi pihak manajemen Cinema XX1 untuk membangun citra Cinema XX1. Cara yang dapat dilakukan antara lain adalah dengan melakukan program periklanan layanan menonton film secara intensif melalui berbagai media, misalnya televisi agar semakin banyak orang yang mengenal Cinema XX1. Dalam iklan tersebut perlu ditunjukkan berbagai kelebihan yang dimiliki oleh Cinema XX1 dalam memberikan pengalaman yang menyenangkan dalam menonton film sehingga orang semakin tertarik untuk datang menonton film di Cinema XX1.
4. Harga berpengaruh secara signifikan terhadap kepuasan konsumen. Berdasarkan hal tersebut, pihak manajemen perlu memperhatikan persepsi kualitas jasa yang diberikan Cinema XX1 kepada konsumen. Seperti yang telah disebutkan sebelumnya bahwa harga menjadi penentu kualitas atas

produk atau layanan jasa. Perusahaan perlu berhati-hati dalam menetapkan harga. Harga yang terlalu rendah (murah) akan dievaluasi sebagai kualitas layanan yang buruk oleh konsumen, namun harga yang terlalu tinggi juga mungkin akan menyebabkan beberapa konsumen kesulitan dalam menjangkau harga mahal tersebut. Selain itu harga juga menjadi penentu seseorang dalam memutuskan untuk melakukan pembelian produk atau layanan jasa. Dalam penelitian ini fokus responden peneliti adalah generasi Z (SMA / SMK / Sederajat dan Strata 1). Mayoritas responden belum dapat menghasilkan uang sendiri. Manajemen harus menerapkan harga yang sesuai dengan *budget* anak SMA / SMK / Sederajat maupun mahasiswa strata 1 yang kemudian secara tidak langsung akan membentuk persepsi nilai bagi mereka.

5. Kepuasan konsumen berpengaruh terhadap niat untuk berkunjung kembali. Konsumen yang puas tentu saja akan bersedia untuk datang kembali untuk menonton di Cinema XX1. Rasa puas konsumen ini dapat terbentuk ketika konsumen merasa senang dengan layanan jasa yang telah diberikan perusahaan. Cinema XX1 perlu mempertahankan layanan jasa yang sampai saat ini masih mereka berikan kepada konsumen dan perlu adanya peningkatan kualitas layanan agar konsumen semakin merasa puas yang tentunya akan mendorong niat mereka untuk berkunjung kembali.

5.3 Keterbatasan Penelitian dan Saran

1. Penelitian ini hanya berfokus pada perusahaan dibidang perfilman yaitu Cinema XX1 yang berada di Yogyakarta sehingga hanya responden yang di Yogyakarta saja yang dapat memenuhi kriteria kuesioner.
2. Responden yang diambil adalah konsumen Cinema XX1 di Yogyakarta sehingga bukan hanya orang-orang yang berdomisili di Yogyakarta namun juga orang yang berasal diluar daerah tersebut. Hal ini dapat menyebabkan bias pada analisis demografi dan perilaku pembelian konsumen.
3. Penelitian menggunakan pendapat pribadi untuk menjelaskan analisis hipotesis yang ditolak karena masih sedikit penelitian yang menggunakan perusahaan perfilman sebagai objek penelitian.
4. Penelitian selanjutnya diharapkan dapat mengembangkan penelitian ini dengan mempertimbangkan faktor-faktor lain yang dapat mempengaruhi niat konsumen untuk berkunjung kembali karena masih banyak faktor-faktor lain yang dapat memberikan kontribusi terhadap niat konsumen untuk berkunjung kembali dengan memberikan kriteria yang lebih spesifik sebagai batasan sampel yang akan diambil.
5. Penelitian ini tidak meneliti peran mediasi dalam hipotesis, sebaiknya untuk penelitian selanjutnya dapat menambahkan variabel mediator kedalam hipotesis agar hasil penelitian yang diperoleh semakin spesifik dan dapat dibahas secara lebih mendalam.

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LAMPIRAN I
PERTANYAAN KUESIONER

KUESIONER

FAKTOR YANG MEMPENGARUHI NIAT KONSUMEN UNTUK BERKUNJUNG KEMBALI PADA CINEMA XX1 DI DAERAH ISTIMEWA YOGYAKARTA

BAGIAN I: KUESIONER DEMOGRAFI RESPONDEN

1. Anda menonton di Cinema XX1 dalam 3 bulan terakhir :
 - a. Ya
 - b. Tidak

(Jika tidak maka berhenti disini)

2. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
3. Usia anda saat ini :
4. Pendidikan saat ini :
 - a. SMA / SMK / Sederajat
 - b. Sarjana Strata 1
 - c. Lain-lain :
5. Kapan anda biasa menonton di Bioskop :
 - a. Weekend
 - b. Work day
 - c. Hari libur selain weekend
6. Dengan siapa anda menonton :
 - a. Sendiri
 - b. Teman
 - c. Keluarga
 - d. Lain-lain :
7. Apakah anda membeli makanan di XX1 untuk bekal menonton:
 - a. Ya
 - b. Tidak

BAGIAN II: KUESIONER PENELITIAN

Di bawah ini adalah kuesioner penelitian. Bapak/Ibu/Sdr/I dipersilahkan untuk menjawab dengan memilih (√) pada salah satu alternatif jawaban yang telah disediakan.

Keterangan pilihan jawaban :

STS = Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Setuju

N = Netral

Pernyataan I:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
A1	Cinema XX1 memiliki desain interior yang menarik					
A2	Cinema XX1 memiliki dekorasi yang menarik					
A3	Cinema XX1 memiliki bangku yang nyaman					

Pernyataan II:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
KI1	Karyawan XX1 melayani saya sesuai dengan apa yang saya inginkan					
KI2	Karyawan XX1 memberikan pelayanan yang cepat dan tepat					
KI3	Karyawan XX1 selalu bersedia membantu saya					
KI4	Karyawan XX1 membuat saya merasa nyaman saat berinteraksi dengan mereka					

Pernyataan III:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
CM1	Cinema XX1 memiliki citra yang modis dan trendi					
CM2	Cinema XX1 memiliki reputasi kualitas yang baik					
CM3	Cinema XX1 sudah tidak asing lagi bagi saya					

Pernyataan IV:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
H1	Saya membayar harga yang wajar saat membeli tiket nonton di Cinema XX1					
H2	Saya menganggap kebijakan penetapan harga tiket Cinema XX1 wajar					
H3	Saya menganggap kebijakan penetapan harga tiket Cinema XX1 beretika					
H4	Saya menganggap kebijakan penetapan harga tiket Cinema XX1 sebagai hal yang dapat saya terima					

Pernyataan V:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
K1	Pilihan saya menonton di XX1 adalah keputusan yang bijaksana					
K2	Saya selalu senang dengan pelayanan yang diberikan Cinema XX1					
K3	Secara keseluruhan saya puas dengan pelayanan yang diberikan Cinema XX1					
K4	Saya merasa melakukan hal yang benar ketika memutuskan untuk menonton di Cinema XX1					
K5	Saya merasa senang menonton di Cinema XX1					

Pernyataan VI:

NO.	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
RI1	Saya berencana untuk datang lagi ke Cinema XX1 di masa yang akan datang					
RI2	Cinema XX1 akan menjadi pilihan pertama saya untuk menonton film di masa depan					

Thank you 😊

~ God Bless You ~

LAMPIRAN II
DATA RESPONDEN

No	Gender	Usia	Pendidikan	Waktu menonton	Dengan Siapa	Beli makanan/minuman
1	Perempuan	21	Strata 1	Hari libur selain weekend	Teman	Tidak
2	Perempuan	22	Strata 1	Work day	Keluarga	Ya
3	Perempuan	24	Strata 1	Weekend	Teman	Ya
4	Laki-laki	22	Strata 1	Weekend	Teman	Tidak
5	Perempuan	20	Strata 1	Work day	Teman	Ya
6	Laki-laki	21	Strata 1	Weekend	Teman	Ya
7	Perempuan	22	Strata 1	Work day	Teman	Ya
8	Perempuan	22	Strata 1	Weekend	Teman	Tidak
9	Perempuan	21	Strata 1	Work day	Teman	Tidak
10	Perempuan	22	Strata 1	Work day	Teman	Tidak
11	Perempuan	23	Strata 1	Weekend	Keluarga	Ya
12	Perempuan	23	Strata 1	Work day	Teman	Ya
13	Perempuan	21	Strata 1	Weekend	Teman	Ya
14	Perempuan	22	Strata 1	Work day	Teman	Ya
15	Laki-laki	24	Strata 1	Work day	Teman	Ya
16	Perempuan	21	Strata 1	Work day	Teman	Ya
17	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Ya
18	Perempuan	21	Strata 1	Weekend	Teman	Tidak
19	Laki-laki	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
20	Laki-laki	21	Strata 1	Work day	Teman	Tidak
21	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
22	Perempuan	21	Strata 1	Weekend	Teman	Ya
23	Perempuan	21	Strata 1	Hari libur selain weekend	Teman	Tidak

24	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
25	Perempuan	20	Strata 1	Work day	Teman	Ya
26	Perempuan	20	Strata 1	Weekend	Teman	Tidak
27	Perempuan	21	Strata 1	Work day	Teman	Tidak
28	Laki-laki	21	Strata 1	Work day	Teman	Tidak
29	Laki-laki	22	Strata 1	Work day	Sendiri	Tidak
30	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Lain-lain	Tidak
31	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
32	Laki-laki	22	Strata 1	Work day	Teman	Tidak
33	Perempuan	22	Strata 1	Work day	Keluarga	Tidak
34	Perempuan	22	Strata 1	Work day	Teman	Ya
35	Perempuan	21	Strata 1	Work day	Teman	Tidak
36	Perempuan	21	Strata 1	Work day	Teman	Tidak
37	Perempuan	17	SMA / SMK / Sederajat	Work day	Lain-lain	Ya
38	Perempuan	23	Strata 1	Hari libur selain weekend	Teman	Ya
39	Laki-laki	18	SMA / SMK / Sederajat	Weekend	Teman	Tidak
40	Laki-laki	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
41	Perempuan	18	Strata 1	Weekend	Teman	Tidak
42	Perempuan	23	Strata 1	Hari libur selain weekend	Teman	Ya
43	Perempuan	23	Strata 1	Weekend	Teman	Tidak
44	Laki-laki	18	SMA / SMK / Sederajat	Weekend	Pacar	Tidak

45	Perempuan	21	Strata 1	Hari libur selain weekend	Teman	Tidak
46	Laki-laki	21	Strata 1	Hari libur selain weekend	Keluarga	Tidak
47	Laki-laki	18	SMA / SMK / Sederajat	Work day	Keluarga	Ya
48	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Ya
49	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
50	Laki-laki	23	Strata 1	Work day	Kekasih	Tidak
51	Perempuan	21	Strata 1	Work day	Teman	Tidak
52	Perempuan	20	Strata 1	Work day	Teman	Ya
53	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
54	Perempuan	21	Strata 1	Hari libur selain weekend	Teman	Tidak
55	Perempuan	22	Strata 1	Hari libur selain weekend	Keluarga	Ya
56	Perempuan	22	Strata 1	Work day	Teman	Ya
57	Perempuan	21	Strata 1	Work day	Teman	Ya
58	Perempuan	21	Strata 1	Work day	Teman	Tidak
59	Perempuan	18	SMA / SMK / Sederajat	Work day	Teman	Tidak
60	Perempuan	21	Strata 1	Work day	Pacar	Tidak
61	Perempuan	22	Strata 1	Work day	Teman	Tidak
62	Perempuan	17	SMA / SMK / Sederajat	Hari libur selain weekend	Keluarga	Ya
63	Perempuan	21	Strata 1	Work day	Teman	Tidak
64	Laki-laki	22	Strata 1	Work day	Sendiri	Tidak
65	Laki-laki	22	Strata 1	Work day	Teman	Tidak
66	Perempuan	22	Strata 1	Work day	Teman	Tidak

67	Laki-laki	21	Strata 1	Work day	Teman	Tidak
68	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
69	Perempuan	20	Strata 1	Work day	Teman	Tidak
70	Perempuan	21	Strata 1	Work day	Teman	Tidak
71	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
72	Laki-laki	18	SMA / SMK / Sederajat	Work day	Teman	Tidak
73	Perempuan	20	Strata 1	Work day	Teman	Ya
74	Laki-laki	21	Strata 1	Weekend	Keluarga	Tidak
75	Perempuan	17	SMA / SMK / Sederajat	Work day	Pacar	Ya
76	Perempuan	22	Strata 1	Work day	Teman	Tidak
77	Laki-laki	21	Strata 1	Work day	Teman	Ya
78	Laki-laki	22	Strata 1	Work day	Sendiri	Tidak
79	Perempuan	23	Strata 1	Work day	Teman	Tidak
80	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Ya
81	Laki-laki	22	Strata 1	Work day	Teman	Tidak
82	Laki-laki	21	Strata 1	Work day	Keluarga	Tidak
83	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
84	Perempuan	19	Strata 1	Weekend	Pacar	Ya
85	Laki-laki	17	SMA / SMK / Sederajat	Work day	Teman	Ya
86	Laki-laki	19	Strata 1	Weekend	Keluarga	Ya
87	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak

88	Laki-laki	22	Strata 1	Weekend	Teman	Tidak
89	Perempuan	18	SMA / SMK / Sederajat	Work day	Teman	Ya
90	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
91	Laki-laki	23	Strata 1	Work day	Teman	Tidak
92	Perempuan	22	Strata 1	Work day	Teman	Tidak
93	Laki-laki	17	SMA / SMK / Sederajat	Hari libur selain weekend	Keluarga	Tidak
94	Laki-laki	22	Strata 1	Work day	Teman	Tidak
95	Laki-laki	24	Strata 1	Work day	Keluarga	Ya
96	Perempuan	21	Strata 1	Work day	Teman	Ya
97	Perempuan	21	Strata 1	Hari libur selain weekend	Teman	Ya
98	Laki-laki	17	SMA / SMK / Sederajat	Hari libur selain weekend	Teman	Ya
99	Perempuan	19	Strata 1	Work day	Teman	Tidak
100	Perempuan	21	Strata 1	Work day	Teman	Tidak
101	Perempuan	21	Strata 1	Work day	Teman	Ya
102	Perempuan	17	SMA / SMK / Sederajat	Hari libur selain weekend	Teman	Tidak
103	Perempuan	24	Strata 1	Work day	Teman	Tidak
104	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
105	Perempuan	23	Strata 1	Weekend	Teman	Ya
106	Laki-laki	24	Strata 1	Work day	Teman	Tidak
107	Perempuan	23	Strata 1	Work day	Teman	Ya
108	Perempuan	23	Strata 1	Work day	Teman	Tidak

109	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Ya
110	Perempuan	22	Strata 1	Weekend	Teman	Ya
111	Perempuan	20	Strata 1	Hari libur selain weekend	Teman	Tidak
112	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
113	Laki-laki	18	SMA / SMK / Sederajat	Hari libur selain weekend	Keluarga	Tidak
114	Perempuan	18	SMA / SMK / Sederajat	Weekend	Teman	Ya
115	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Ya
116	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
117	Laki-laki	22	Strata 1	Weekend	Teman	Ya
118	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
119	Perempuan	23	Strata 1	Work day	Teman	Ya
120	Laki-laki	21	Strata 1	Work day	Teman	Ya
121	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Ya
122	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Ya
123	Laki-laki	23	Strata 1	Weekend	Teman	Tidak
124	Perempuan	21	Strata 1	Work day	Teman	Tidak
125	Laki-laki	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
126	Perempuan	22	Strata 1	Work day	Teman	Tidak
127	Perempuan	18	SMA / SMK / Sederajat	Work day	Teman	Ya

128	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Ya
129	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
130	Laki-laki	21	Strata 1	Work day	Teman	Ya
131	Perempuan	23	Strata 1	Weekend	Keluarga	Ya
132	Laki-laki	22	Strata 1	Work day	Teman	Ya
133	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Ya
134	Perempuan	22	Strata 1	Work day	Teman	Ya
135	Perempuan	21	Strata 1	Work day	Teman	Tidak
136	Laki-laki	18	SMA / SMK / Sederajat	Work day	Keluarga	Tidak
137	Perempuan	21	Strata 1	Work day	Teman	Ya
138	Perempuan	17	SMA / SMK / Sederajat	Work day	Teman	Tidak
139	Laki-laki	22	Strata 1	Work day	Teman	Tidak
140	Perempuan	22	Strata 1	Weekend	Keluarga	Ya
141	Perempuan	21	Strata 1	Weekend	Keluarga	Ya
142	Laki-laki	21	Strata 1	Work day	Teman	Ya
143	Perempuan	20	Strata 1	Work day	Teman	Tidak
144	Laki-laki	18	SMA / SMK / Sederajat	Weekend	Teman dan keluarga	Tidak
145	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
146	Laki-laki	20	Strata 1	Weekend	Teman	Tidak
147	Perempuan	19	Strata 1	Hari libur selain weekend	Teman	Tidak
148	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak

149	Laki-laki	17	SMA / SMK / Sederajat	Hari libur selain weekend	Keluarga	Ya
150	Perempuan	22	Strata 1	Work day	Teman	Tidak
151	Laki-laki	22	Strata 1	Weekend	Teman	Tidak
152	Laki-laki	18	SMA / SMK / Sederajat	Work day	Teman	Ya
153	Perempuan	22	Strata 1	Work day	Teman	Ya
154	Perempuan	22	Strata 1	Work day	Teman	Tidak
155	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
156	Laki-laki	22	Strata 1	Hari libur selain weekend	Teman	Tidak
157	Laki-laki	17	SMA / SMK / Sederajat	Weekend	Teman	Tidak
158	Perempuan	17	SMA / SMK / Sederajat	Weekend	Teman	Ya
159	Laki-laki	17	SMA / SMK / Sederajat	Work day	Keluarga	Tidak
160	Perempuan	18	SMA / SMK / Sederajat	Weekend	Teman	Ya
161	Laki-laki	20	Strata 1	Weekend	Teman	Tidak

LAMPIRAN III
DATA KUESIONER

No	A1	A2	A3	KI1	KI2	KI3	KI4	CM1	CM2	CM3	H1	H2	H3	H4	K1	K2	K3	K4	K5	RI1	RI2
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122	3	3	5	4	4	4	4	4	5	5	4	4	4	4	3	3	3	3	4	4	3
123	4	4	4	5	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3
124	4	4	5	4	4	4	4	3	5	5	4	4	4	4	5	5	4	5	5	5	5

125	4	3	2	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	3
126	3	3	4	4	4	4	3	3	3	3	3	3	3	3	2	3	3	2	3	2
127	2	2	4	5	5	3	3	3	5	5	5	4	5	5	3	4	4	5	5	5
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139	4	4	4	5	3	4	3	4	3	4	4	4	4	4	3	3	4	4	3	3
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141	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	2
142	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
143	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
144	4	4	5	4	5	5	4	5	5	5	4	5	4	5	4	5	5	5	5	5
145	3	3	3	3	3	3	3	4	3	3	2	2	3	2	2	3	3	2	2	2
146	4	4	4	3	3	3	3	4	4	5	3	3	3	3	3	4	3	4	4	5
147	1	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	2	2	1	1
148	5	4	5	4	4	3	3	5	5	5	4	4	4	5	4	4	4	4	5	4
149	4	4	5	3	4	4	3	4	5	5	3	4	4	3	3	4	4	3	4	4

150	4	4	5	5	5	5	4	4	5	5	4	4	4	4	3	5	4	3	4	5	3
151	3	3	4	3	3	3	3	3	3	4	3	3	3	3	2	3	3	2	3	2	2
152	4	5	4	4	5	5	4	5	5	5	4	4	4	5	4	4	4	3	5	4	4
153	5	4	5	4	4	5	3	4	4	5	4	4	5	4	4	4	4	3	4	5	4
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155	5	4	4	4	4	4	4	5	4	5	4	5	5	4	4	5	4	4	5	5	4
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161	4	4	4	3	3	3	3	4	4	5	3	3	3	3	3	4	3	4	4	5	5

LAMPIRAN IV
VALIDITAS DAN RELIABILITAS
DENGAN SPSS

Validitas 37 Responden

1. Atmosfer

Correlations

		A1	A2	A3	Atmosfer	
A1	Pearson Correlation	1	.659(**)	.444(**)	.844(**)	> 0,3246
	Sig. (2-tailed)		.000	.006	.000	
	N	37	37	37	37	
A2	Pearson Correlation	.659(**)	1	.349(*)	.810(**)	> 0,3246
	Sig. (2-tailed)	.000		.034	.000	
	N	37	37	37	37	
A3	Pearson Correlation	.444(**)	.349(*)	1	.771(**)	> 0,3246
	Sig. (2-tailed)	.006	.034		.000	
	N	37	37	37	37	
Atmosfer	Pearson Correlation	.844(**)	.810(**)	.771(**)	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	37	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

2. Kualitas Interaksi

Correlations

		KI1	KI2	KI3	KI4	Kualitas_Interaksi	
KI1	Pearson Correlation	1	.459(**)	.285	.655(**)	.773(**)	> 0,3246
	Sig. (2-tailed)		.004	.088	.000	.000	
	N	37	37	37	37	37	
KI2	Pearson Correlation	.459(**)	1	.592(**)	.281	.771(**)	> 0,3246
	Sig. (2-tailed)	.004		.000	.092	.000	
	N	37	37	37	37	37	
KI3	Pearson Correlation	.285	.592(**)	1	.439(**)	.767(**)	> 0,3246
	Sig. (2-tailed)	.088	.000		.007	.000	
	N	37	37	37	37	37	
KI4	Pearson Correlation	.655(**)	.281	.439(**)	1	.756(**)	> 0,3246
	Sig. (2-tailed)	.000	.092	.007		.000	
	N	37	37	37	37	37	
Kualitas_Interaksi	Pearson Correlation	.773(**)	.771(**)	.767(**)	.756(**)	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	37	37	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

3. Citra Merek

Correlations

		CM1	CM2	CM3	Citra_Merek	
CM1	Pearson Correlation	1	.483(**)	.544(**)	.801(**)	> 0,3246
	Sig. (2-tailed)		.002	.001	.000	
	N	37	37	37	37	
CM2	Pearson Correlation	.483(**)	1	.477(**)	.833(**)	> 0,3246
	Sig. (2-tailed)	.002		.003	.000	
	N	37	37	37	37	
CM3	Pearson Correlation	.544(**)	.477(**)	1	.813(**)	> 0,3246
	Sig. (2-tailed)	.001	.003		.000	
	N	37	37	37	37	
Citra_Merek	Pearson Correlation	.801(**)	.833(**)	.813(**)	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	37	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

4. Harga

Correlations

		H1	H2	H3	H4	Harga	
H1	Pearson Correlation	1	.729(**)	.444(**)	.454(**)	.809(**)	> 0,3246
	Sig. (2-tailed)		.000	.006	.005	.000	
	N	37	37	37	37	37	
H2	Pearson Correlation	.729(**)	1	.706(**)	.555(**)	.911(**)	> 0,3246
	Sig. (2-tailed)	.000		.000	.000	.000	
	N	37	37	37	37	37	
H3	Pearson Correlation	.444(**)	.706(**)	1	.514(**)	.808(**)	> 0,3246
	Sig. (2-tailed)	.006	.000		.001	.000	
	N	37	37	37	37	37	
H4	Pearson Correlation	.454(**)	.555(**)	.514(**)	1	.758(**)	> 0,3246
	Sig. (2-tailed)	.005	.000	.001		.000	
	N	37	37	37	37	37	
Harga	Pearson Correlation	.809(**)	.911(**)	.808(**)	.758(**)	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	37	37	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

5. Kepuasan

Correlations

		K1	K2	K3	K4	K5	Kepuasan	
K1	Pearson Correlation	1	.307	.314	.677(**)	.506(**)	.769(**)	> 0,3246
	Sig. (2-tailed)		.065	.059	.000	.001	.000	
	N	37	37	37	37	37	37	
K2	Pearson Correlation	.307	1	.619(**)	.280	.303	.670(**)	> 0,3246
	Sig. (2-tailed)	.065		.000	.093	.069	.000	
	N	37	37	37	37	37	37	
K3	Pearson Correlation	.314	.619(**)	1	.417(*)	.424(**)	.756(**)	> 0,3246
	Sig. (2-tailed)	.059	.000		.010	.009	.000	
	N	37	37	37	37	37	37	
K4	Pearson Correlation	.677(**)	.280	.417(*)	1	.429(**)	.763(**)	> 0,3246
	Sig. (2-tailed)	.000	.093	.010		.008	.000	
	N	37	37	37	37	37	37	
K5	Pearson Correlation	.506(**)	.303	.424(**)	.429(**)	1	.722(**)	> 0,3246
	Sig. (2-tailed)	.001	.069	.009	.008		.000	
	N	37	37	37	37	37	37	
Kepuasan	Pearson Correlation	.769(**)	.670(**)	.756(**)	.763(**)	.722(**)	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	37	37	37	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

6. Niat Berkunjung Kembali

Correlations

		RI1	RI2	Revisit_Intention	
RI1	Pearson Correlation	1	.571(**)	.851(**)	> 0,3246
	Sig. (2-tailed)		.000	.000	
	N	37	37	37	
RI2	Pearson Correlation	.571(**)	1	.917(**)	> 0,3246
	Sig. (2-tailed)	.000		.000	
	N	37	37	37	
Revisit_Intention	Pearson Correlation	.851(**)	.917(**)	1	
	Sig. (2-tailed)	.000	.000		
	N	37	37	37	

** Correlation is significant at the 0.01 level (2-tailed).

Reliabilitas 37 Responden

1. Atmosfer

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.724	.738	3	>0,70

2. Kualitas Interaksi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.765	.767	4	>0,70

3. Citra Merek

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.741	.751	3	>0,70

4. Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.839	.840	4	>0,70

5. Kepuasan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.789	.789	5	>0,70

6. Niat untuk Berkunjung Kembali

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.710	.727	2	>0,70

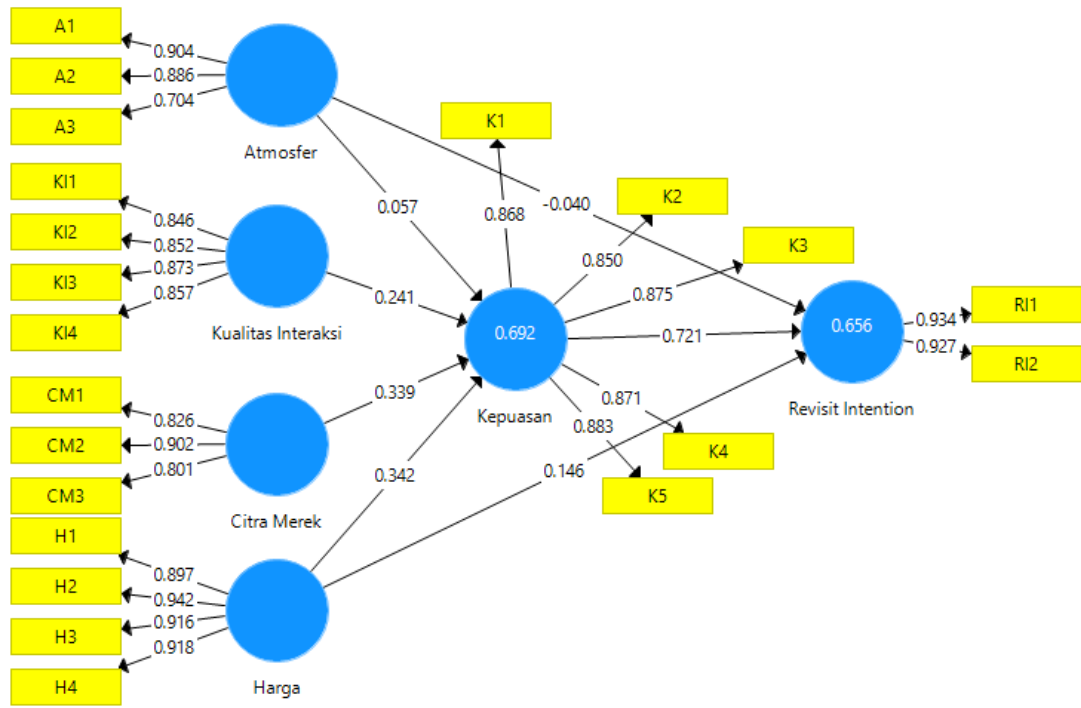
7. Semua Variabel

Reliability Statistics

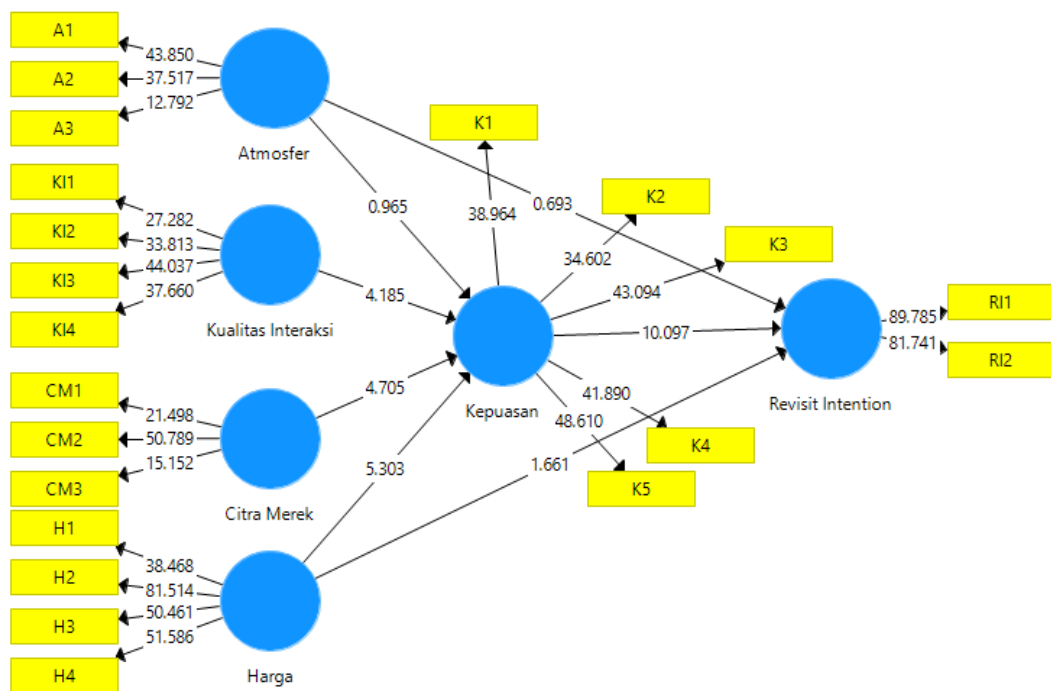
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.883	.906	27	>0,70

LAMPIRAN V
HASIL ANALISIS PLS

1. Diagram Path Algorithm



2. Diagram Path Bootstrapping



3. Outer Loadings

	Atmosfer	Citra Merek	Harga	Kepuasan	Kualitas Interaksi	Niat Berkunjung Kembali
A1	0.904					
A2	0.886					
A3	0.704					
CM1		0.826				
CM2		0.902				
CM3		0.801				
H1			0.897			
H2			0.942			
H3			0.916			
H4			0.918			
K1				0.868		
K2				0.850		
K3				0.875		
K4				0.871		
K5				0.883		
KI1					0.846	
KI2					0.852	
KI3					0.873	
KI4					0.857	
RI1						0.934
RI2						0.927

4. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Atmosfer	0.778	0.793	0.873	0.699
Citra Merek	0.797	0.806	0.881	0.713
Harga	0.938	0.939	0.956	0.843
Kepuasan	0.919	0.921	0.939	0.756
Kualitas Interaksi	0.880	0.882	0.917	0.735
Niat Berkunjung Kembali	0.845	0.846	0.928	0.866

5. Cross Loadings

	Atmosfer	Citra Merek	Harga	Kepuasan	Kualitas Interaksi	Niat Berkunjung Kembali
A1	0.904	0.593	0.498	0.535	0.472	0.420
A2	0.886	0.599	0.450	0.505	0.494	0.383
A3	0.704	0.438	0.370	0.434	0.377	0.354
CM1	0.658	0.826	0.466	0.610	0.509	0.450
CM2	0.573	0.902	0.567	0.656	0.543	0.539
CM3	0.414	0.801	0.497	0.546	0.340	0.542
H1	0.463	0.553	0.897	0.658	0.580	0.586
H2	0.521	0.548	0.942	0.687	0.581	0.615
H3	0.470	0.566	0.916	0.678	0.634	0.616
H4	0.489	0.556	0.918	0.665	0.553	0.577
K1	0.498	0.575	0.624	0.868	0.484	0.730
K2	0.536	0.619	0.608	0.850	0.703	0.640
K3	0.568	0.607	0.594	0.875	0.700	0.620
K4	0.434	0.585	0.657	0.871	0.527	0.752
K5	0.535	0.727	0.694	0.883	0.551	0.747
KI1	0.407	0.416	0.565	0.526	0.846	0.399
KI2	0.512	0.533	0.546	0.576	0.852	0.441
KI3	0.453	0.486	0.539	0.604	0.873	0.434
KI4	0.469	0.466	0.546	0.616	0.857	0.445
RI1	0.429	0.587	0.637	0.760	0.501	0.934
RI2	0.433	0.534	0.575	0.736	0.433	0.927

6. Fornell Larcker Criterium

	Atmosfer	Citra Merek	Harga	Kepuasan	Kualitas Interaksi	Niat Berkunjung Kembali
Atmosfer	0.836					
Citra Merek	0.655	0.844				
Harga	0.529	0.605	0.918			
Kepuasan	0.590	0.718	0.732	0.870		
Kualitas Interaksi	0.538	0.556	0.640	0.679	0.857	
Niat Berkunjung Kembali	0.463	0.603	0.652	0.804	0.502	0.931

7. R-Square

	R Square	R Square Adjusted
Kepuasan	0.692	0.684
Niat Berkunjung Kembali	0.656	0.650

8. Path Coefficient Bootstrapping

1) Signifikansi 5%

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Atmosfer -> Kepuasan	0.057	0.058	0.059	0.980	0.164
Atmosfer -> Niat Berkunjung Kembali	-0.040	-0.036	0.058	0.684	0.247
Citra Merek -> Kepuasan	0.339	0.339	0.068	4.992	0.000
Harga -> Kepuasan	0.342	0.341	0.062	5.502	0.000
Harga -> Niat Berkunjung Kembali	0.146	0.141	0.088	1.664	0.048
Kepuasan -> Niat Berkunjung Kembali	0.721	0.720	0.072	10.009	0.000
Kualitas Interaksi -> Kepuasan	0.241	0.242	0.055	4.348	0.000

2) Signifikansi 10%

Mean, STDEV, T-Values, P-Values

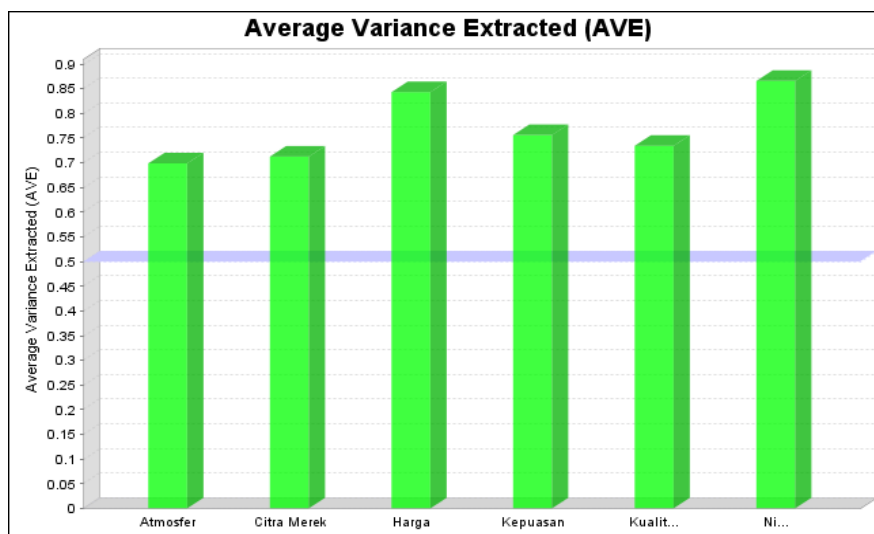
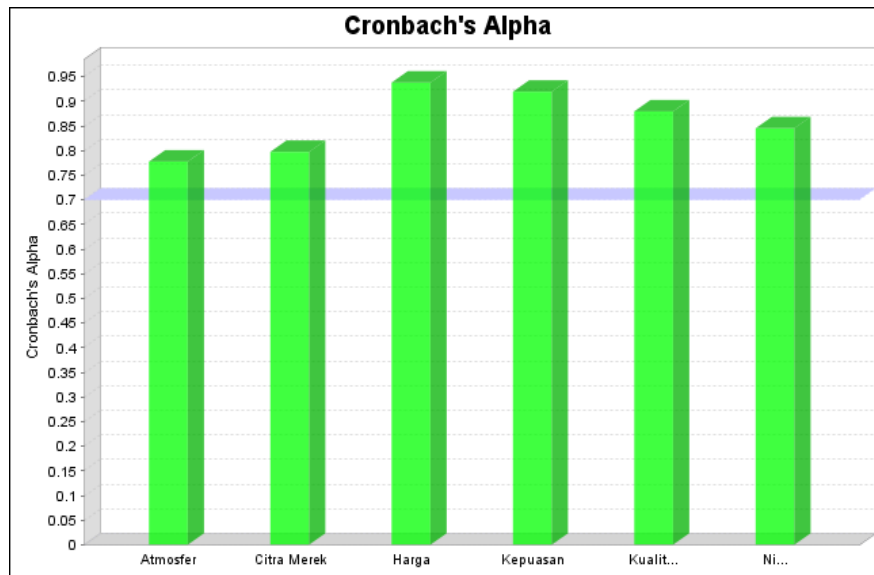
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Atmosfer -> Kepuasan	0.057	0.058	0.059	0.972	0.166
Atmosfer -> Niat Berkunjung Kembali	-0.040	-0.034	0.059	0.679	0.249
Citra Merek -> Kepuasan	0.339	0.341	0.069	4.899	0.000
Harga -> Kepuasan	0.342	0.341	0.064	5.373	0.000
Harga -> Niat Berkunjung Kembali	0.146	0.143	0.085	1.718	0.043
Kepuasan -> Niat Berkunjung Kembali	0.721	0.719	0.067	10.700	0.000
Kualitas Interaksi -> Kepuasan	0.241	0.240	0.057	4.254	0.000

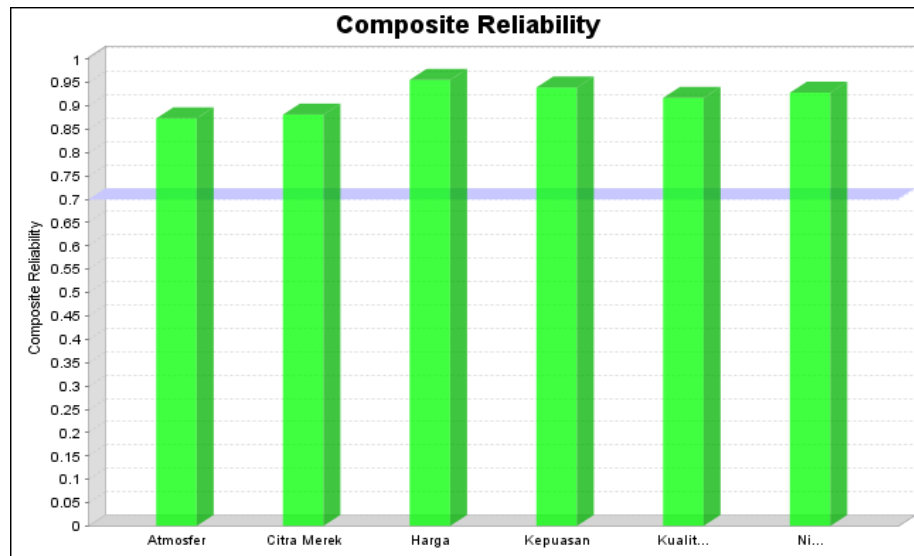
9. Total Indirect Effect

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Atmosfer -> Kepuasan					
Atmosfer -> Niat Berkunjung Kembali	0.041	0.042	0.043	0.974	0.165
Citra Merek -> Kepuasan					
Citra Merek -> Niat Berkunjung Kembali	0.245	0.244	0.055	4.484	0.000
Harga -> Kepuasan					
Harga -> Niat Berkunjung Kembali	0.247	0.245	0.053	4.680	0.000
Kepuasan -> Niat Berkunjung Kembali					
Kualitas Interaksi -> Kepuasan					
Kualitas Interaksi -> Niat Berkunjung Kembali	0.174	0.174	0.041	4.212	0.000

10. Diagram





LAMPIRAN VI
JURNAL ACUAN



Marketing Intelligence & Planning

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Veljko Marinkovic, Vladimir Senic, Danijela Ivkov, Darko Dimitrovski, Marija Bjelic,

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The antecedents of satisfaction and revisit intentions for full-service restaurants

Full-service
restaurants

311

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Abstract

Purpose – The purpose of this paper is to identify the antecedents of satisfaction and revisit intentions for full-service restaurants. The economic crisis is known to have had a deep impact on consumer behavior with regards to restaurants and this study is primarily focussed on exploring the effects on the traditional antecedents of satisfaction and revisit intentions as full-time restaurants attempt to reposition their offer.

Design/methodology/approach – The study involved 218 respondents who were guests of full-service restaurants. In terms of statistical analyses, confirmative factor analysis was used to test the suitability of the proposed model for measuring satisfaction and revisit intentions, while structural equation modeling was employed to analyze the relationship among variables of the conceptualized model.

Findings – The results confirmed the significant impact of atmosphere and quality of interaction on guest satisfaction. It was interesting to notice that perceived price has no statistically significant impact on guest satisfaction. In addition, satisfaction, along with atmosphere and perceived price emerged as a significant trigger of revisit intentions. While measuring impact of atmosphere and perceived price on revisit intentions, both direct and indirect effects were measured.

Originality/value – This study emphasizes in particular, the significance of revisit intention as an important behavioral reaction and reveals its antecedents. In a limited number of studies, models for understanding triggers of revisit intention were developed as separate variables, rather than as components of behavioral reactions. In that context, the tested model identifies causal relationships between latent variables. Restaurants involved in the survey are full-service restaurants dealing with the changing behavior of guests who are heavily impacted by the economic crisis. Guests show a tendency to reduce their visits to restaurants in these circumstances, forcing restaurants to reformulate their service offering in order to align with changing customers' needs.

Keywords Satisfaction, Restaurants, Atmosphere, Perceived price, Quality of interactions, Revisit intentions

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Introduction

The restaurant business is dependent on many factors that are constantly shifting in response to economic and social changes. Essentially, restaurants are mainly focussed on providing a dining experience that is considerably reliant on the mutual interaction of tangible and intangible elements, which in turn form a guest's future attitude towards a given restaurant. Particularly, service experience in restaurants is based on interpersonal encounters between guests and restaurant staff and each such encounter has the capacity to impact the patron's overall impression of the restaurant.

Evidently, guests make the choice of which restaurant to visit depending on a number of different factors. Campbell-Smith (1967) was one of the pioneers in defining a model of dining experience that explains the key elements of the restaurant service offering. These elements have since been classified into categories based on significance: food and beverage, service, hygiene, value for money and ambiance (Cousins *et al.*, 2002). If we exclude food and beverage, which comprise the essence of the restaurant offer, services provided to guests are of invaluable importance in creating guest satisfaction with a given restaurant. Services offered by a restaurant can fall under a rather complex mix of categories that in addition to a high standard of food and service, are concerned with atmosphere and professionalism of staff towards guests. The quality of restaurant service is usually compared to food quality attributes, quality of atmosphere and service quality. Over time, authors including Kotler (1973) have added physical setting as a significant component in creating the guest's overall impression of services rendered.

In general terms, research on restaurants has traditionally been conducted from the perspective of the restaurants as service providers. However, in order to improve awareness of restaurant services it is necessary to view the entire process from the guest's perspective (Andersson and Mossberg, 2004; Warde and Martens, 2000). According to Ashton *et al.* (2010), restaurants have been experiencing the greatest decline in their business in the last two decades, suggesting that managers must make necessary adjustments to adapt successfully. As a consequence of the economic burden, motives for visiting restaurants have been shifting in developing countries. Since a modest standard of living does not allow for frequent visits to restaurants, guests associate the need to go to a restaurant with the desire to go out and be entertained. In the restaurant business, guests not only value the quality of food, but also the interaction with staff during the dining experience, which renders quality as one of the key elements of satisfaction and behavioral intentions. In their work, Ryu and Jang (2007a) have outlined that the combined effects of multiple atmospheric variables impact behavioral intention in restaurants. The results obtained suggested that ambiance (music, aroma and temperature) has an important impact on a guest's emotional response that shapes their behavioral intentions after the meal.

There are different motivations for going to restaurants: social interaction, time-saving, atmosphere and taste. A restaurant is a place where excitement, satisfaction and a feeling of personal well-being are experienced (Finkelstein, 1989) and not only a place where the need for nourishment is satisfied. From the hospitality sector's perspective, customers not only desire a particular quality of food, but also psychological satisfaction through emotional and social interaction during the dining experience (Lashley, 2008; Levy, 2010). Hence, the elements other than food which are of importance to the guest, and which trigger satisfaction and revisit intention in restaurants, must be identified.

The aim of this study is to identify triggers of satisfaction and revisit intentions among guests of a restaurant. The study contributes to existing literature, due to the

fact that customer attitudes were examined in relation to different elements of a restaurant's service offering that were not primarily oriented towards food, but rather towards atmosphere and different aspects of creating a pleasant ambiance. The emerging trends in the market environment, primarily the result of the negative impact of the economic crisis, are characterized by the decrease in the number of visitors, as well as, by the shift in restaurants' strategies to offer additional elements of entertainment. Therefore, it is important to identify the factors which facilitate satisfaction and increase a guest's intention to continue with visiting restaurants in the future.

Service quality in restaurants

The concept of service quality in restaurants has evolved over the years and it is often defined as the overall difference between guest expectation and perceptions of service experience (Parasuraman *et al.*, 1988; Grönroos, 1990). Additionally, the notion of expected service quality is related to customer satisfaction with the obtained service (Bitner and Hubbert, 1994; Oh, 2000; Oliver, 1997; Thuy, 2011; Rust and Oliver, 1994). As is the case in most service-oriented businesses, the importance of the experience of quality is also recognized as paramount in restaurants (McCullough, 2000; Oh, 2000). Indeed, the relationship between service quality and satisfaction, as well as the methods used to measure it, were the main focus of studies completed in literature dealing with hospitality (Parasuraman *et al.*, 1988; Knutson *et al.*, 1991; Bitner, 1992; Ryu and Jang, 2008).

Recent research suggests that numerous factors have an impact on a customer's evaluation of a restaurant's service quality. This is reflected in the fact that there are a number of different models used to measure it including LODGSERV (Knutson *et al.*, 1991), DINESERV (Stevens *et al.* 1995), HOLSERV (Mei *et al.* 1999), TANGSERV (Raajpoot, 2002) and DINESCAPE (Ryu and Jang, 2008), with DINESERV and DINESCAPE. Certainly, in the majority of the models mentioned, factors including price (Han and Ryu, 2009), atmosphere (Ryu and Jang, 2007a, b), food quality (Sulek and Hensley, 2004) and physical surrounding (Dulen, 1999; Susskind and Chan, 2000) are often seen as the most prominent. Recent studies conclude that food, physical surrounding and service rendered by employees should be seen as vital components that directly influence the guest's perception of quality delivered by a restaurant (Chow *et al.*, 2007; Jang and Namkung, 2009; Namkung and Jang, 2008; Ryu and Han, 2010). Nevertheless, it should be kept in mind that personal attitudes toward quality can play a significant role when perceiving quality in all service-related businesses (Marinkovic *et al.*, 2013) including restaurants.

Atmosphere has a significant role in restaurant service as it fosters a strong sensational and emotional impact on the setting in which the service is provided and is also connected to purchasing habits on a particular purchase place (Foxall and Greenley, 1999; Sharma and Stafford, 2000). Atmosphere as a quality component includes the perception of space that can convey a sense of intimacy and comfort (Ching, 1996). The design of the interior affects the length of the stay in a restaurant and has an impact on the satisfaction obtained from the service (Wakefield and Blodgett, 1996; Andrus, 1986). Sulek and Hensley (2004) found that atmosphere has a significant influence on the customer's overall dining satisfaction. Ladhari *et al.* (2008) concluded that the atmosphere of a restaurant influenced customer satisfaction through both positive and negative emotions. Color is as an important visual stimulation that provokes emotional reaction, as well as music that as a background,

can provide a sense of pleasure in a restaurant setting. Theoretical and empirical proof suggests that atmosphere experienced through positive emotions stimulates purchasing behavior. Furthermore, physical setting represents a very important factor. Namely, guests make initial contact with a restaurant through its physical setting and its immediate surroundings – for example, parking lots, the appearance of the exterior and restaurant accessibility. Only then, does the guest gets acquainted with the restaurant interior and its layout, which can additionally improve the sense of enjoyment and satisfaction with the restaurant and even impact the productivity of the employees (Ryu and Jang, 2008).

Furthermore, in a study undertaken by Ekinci *et al.* (2008) and Ladhari *et al.* (2008) the quality of interaction surfaced as important triggers of satisfaction. Results of previous studies confirm that a high level of service quality generated an increase in customer satisfaction (Cronin *et al.*, 2000; Brady and Robertson, 2001; Yang *et al.*, 2009). Zeithaml *et al.* (1996) also stress that perceived service quality is one of the key factors of customer satisfaction. From the perspective of the restaurant trade, it is important to determine which particular elements of their service offer stand alone as the most significant triggers of satisfaction. Previous empirical evidence has indicated that the performance of service staff (Kim and Cha, 2002; Zeithaml *et al.*, 1996) and physical environment (Ryu *et al.*, 2008; Ryu and Jang, 2007a, 2008) has a significant impact on satisfaction.

On the other hand, price as a factor of restaurant service is a two-dimensional factor and is objectively seen as having two elements – a monetary price and subjectively, as an experienced or non-monetary price (Han and Ryu, 2009). The first element relates to the actual price that is set for the service, while the other represents the subjective experience of the service and its value. As Zeithaml (1988) noted, the price consists of everything that a consumer must forgo in order to obtain product or service. Therefore, the price of restaurant services is of great importance, since it has the capacity to either attract guests or discourage them, particularly when the price is seen as determinant of quality (Lewis and Shoemaker, 1997). Perceived fairness of price is found to be positively related to customer satisfaction and loyalty (Bei and Chiao, 2001), whereas perceived unfairness of price can lead to immediate negative attitudinal and behavioral responses such as dissatisfaction, complaints and the switching to other providers (Xia *et al.*, 2004). Some previous studies in the restaurant field (Jani and Han, 2011; Iglesias and Guillén, 2004) did not find any significant impact of perceived price on guest satisfaction. Thus, based on these findings, the following hypotheses were developed:

- H1. Atmosphere has significant impact on satisfaction.
- H2. Quality of interaction has significant impact on satisfaction.
- H3. Price has significant impact on satisfaction.

In addition to word-of-mouth, revisit intention is commonly mentioned in literature as a significant behavioral intention (Han and Ryu, 2006; Han and Kim, 2009; Jani and Han, 2011). In the context of restaurants, behavioral intentions can be described as the expressed willingness to engage in repeat patronage of the restaurant and share positive comments about the restaurant with family, friends and others in the future (Ryu *et al.*, 2010). Essentially, revisit is related to the decision of customers to continue engagement with the service provider in the future (Hume *et al.*, 2007).

A favorable revisit intention certainly represents one of the key managerial objectives. In fact, revisit intention is one of the key components of loyalty. Customers that are prepared to visit the restaurant again, as well as to share positive word-of-mouth, represent a crucial source of generating long-term profitability.

For most guests, the key element of a restaurant is food quality (Sulek and Hensley, 2004; Namkung and Jang, 2007), however, some studies indicate that restaurants can use entertainment in order to strengthen positive feeling, likelihood of a repeat visit and a guest's concept of perceived value (Hyun *et al.*, 2011; Jensen and Hansen, 2007). It has been documented that entertainment can have a positive effect on emotions and attitudes of patrons (Hyun *et al.*, 2011). Through entertainment, restaurants can stimulate hedonistic and pleasant emotions that can improve interaction with employees and other guests (Hemmington, 2007; Levy, 2010). Lashley *et al.* (2005) stressed the importance of balancing material (quality of food) and psychological (emotional) needs of guests during the dining experience.

The results of Ekinici *et al.* (2008) study revealed that a pleasant atmosphere and tidy interior are important antecedents of revisit intentions. Ryu and Jang, (2007a) findings supported that ambience affected customers' post-dining behavioral intentions.

Perceived price fairness could be another factor that influences customer satisfaction and behavioral intentions (Andaleeb and Conway, 2006). Namkung and Jang (2010) determined positive impact of customer perceptions of price fairness on behavioral intentions. Perceived fairness of price is found to be positively related to loyalty (Bei and Chiao, 2001), but perceived unfairness of price have negative behavioral responses (Xia *et al.*, 2004). Along those lines, we propose following hypotheses:

H4. Atmosphere has significant impact on revisit intention.

H5. Price has significant impact on revisit intention.

Customer satisfaction and revisit intention

Satisfaction is the feeling that occurs in a customer upon completing a purchase, in the phase following the acquisition of a service (Senić and Marinković, 2013). Customer satisfaction represents a function of expectations and perceived product or service attributes. It is actually an emotional reaction that is manifested in situations when perceived performance of a product or service exceeds expectations (Oliver, 1981). Perceived product or service performance and the customer's view of the product or service quality compared to that of competitors and the attained level of fulfilling customer expectations are just some of the factors that influence satisfaction (Maričić, 2011). Satisfaction depends on cognitive, as well as, on affective reactions to service encounters (Edvardsson, 2005).

In modern marketing literature, two distinct types of satisfaction can be found: first, satisfaction based on transaction and second, overall satisfaction (Johnson and Fornell, 1991). The first type of satisfaction emerges when a customer judges the product or service based on experience gained in one particular purchase, whereas overall satisfaction, is based on the total customer experience that has formed as a result of previously made purchases (Jones and Suh, 2000). Activities directed towards creating satisfied customers represent an important component of any company's marketing strategy.

The concept of satisfaction, in particular the examination of its impact on customer loyalty, increasingly draws the attention of authors in the domain of services marketing (Eggert and Ulaga, 2002; Tam, 2012; Gaur *et al.*, 2011). Previous studies (Ekinci *et al.*, 2008; Ha and Jang, 2010; Ryu *et al.*, 2010, 2012) identify satisfaction as an important antecedent of revisit intentions. Results of numerous studies have confirmed a positive and direct link between customer satisfaction and behavioral intentions (repurchase and word-of-mouth) (Han and Ryu, 2009; Namkung and Jang, 2007; Marinković and Senić, 2012). A recent study conducted by Quintal and Polczynski (2010) confirmed the significant impact of satisfaction on revisit intentions. Having this in mind we propose the following hypothesis:

H6. Customer satisfaction has significant impact on revisit intention.

The suggested research model is shown in Figure 1. The model consists of five variables: atmosphere, quality of interaction, price, satisfaction and revisit intentions. These hypotheses are frequently used in the domain of restaurant research, but in this case they are utilized in the context of the economic burden of guests, which adds a new dimension for consideration. The economic crisis in developing countries could had an adverse effect on the restaurant sector due to the high probability of a reduction in restaurant visits. Declining restaurant visits further encourage managers to include elements of atmosphere and going out along with elements of food. The assumption is made that despite the new circumstantial factors, satisfaction and revisit intentions will remain unchanged.

Methodology

Measures

The study was completed with the aim to identify the key triggers of satisfaction and revisit intentions in the restaurant sector. The questionnaire included statements which measured atmosphere, quality of interaction, price, satisfaction and revisit intentions. Statements were chosen by reviewing relevant literature. Atmosphere was measured through five statements based on the studies of Ryu *et al.* (2012) and Jeong and Jang (2011), which were additionally adjusted for the purposes of this study. Quality of interaction was measured through four statements adopted from Ryu *et al.* (2012) and Jani and Han (2011). The three statements used to measure perceived price were conceptualized based on statements used by Jani and Han (2011) and Johnson *et al.* (2001), which were also adjusted in this instance. The two statements used to measure satisfaction were taken and then adapted from the Norwegian Customer

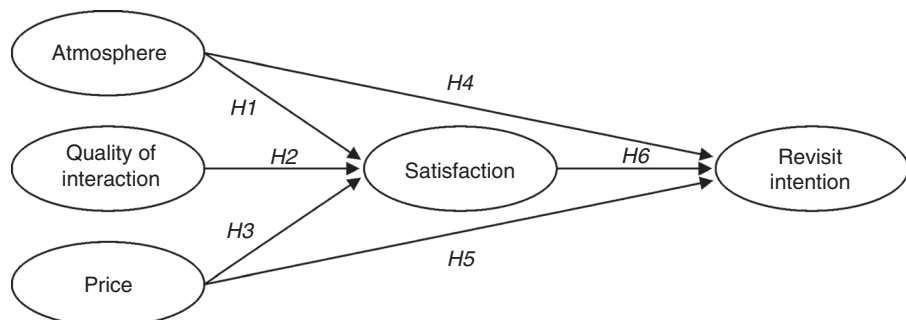


Figure 1.
Conceptual model

Satisfaction Barometer (performance vs the customer's ideal service provider in the category; performance that falls short of or exceeds expectations), while the statement "I consider that I made a good decision to visit a given restaurant." was adopted from Dagger and O'Brien's (2010) study. The two statements through which revisit intentions were measured ("In the future I plan to visit again a given restaurant."; "In the future, a given restaurant will be my first choice.") were adopted from Kim and Lee (2011) and from Gaur *et al.* (2011). All statements were measured through the Likert seven-point scale (1 – I completely disagree; 7 – I completely agree).

Procedure

The survey was based on a sample of 218 respondents who were guests in four restaurants in the city of Kragujevac, Serbia. Kragujevac is an appropriate setting since a great number of restaurants operating in the region have decided to reposition themselves in the mind of consumers as places of great entertainment and atmosphere in the afternoon and evening hours, often including live local music, with the aim to provide Bohemian flavor. The result of this intention has been that the actual offer of these restaurants is no longer based solely on serving food, but on providing a pleasant ambiance that encourages guests to spend more time in the restaurant with friends without feeling an obligation to dine there. Therefore restaurant managers have made the conscious decision to attempt to direct guest expenditure towards the purchase of beverages, rather than ordering meals – which tend to be more expensive. This approach could succeed in filling capacity in the restaurant that would normally have stayed unused if patronage implied a food purchase, given that most people, due to limited discretionary income, prefer to eat at home in an attempt to reduce their expenditure on food.

With the prior agreement of managers of the given restaurants, interviewers distributed questionnaires to guests only after they had paid the bill. All respondents that agreed to participate in the survey completed them once they had left the premises, in order to provide them with enough time to consider their responses. It was agreed that the interviewers contact respondents and collect the questionnaires after three days. From a total of 250 respondents, 228 returned the questionnaire to the interviewers. After the returned questionnaires were examined, ten were excluded from further analysis, due to the fact that they were not adequately filled in.

In order to design a clear and concise questionnaire, several university professors were invited to participate in a focus group exercise. For the purpose of easier handling, the questionnaire consisted of two printed sides on the same sheet of paper. Upon drafting the questions, the survey was pre-tested on a small sample of 20 students. The results of this pre-testing revealed that the statements in the questionnaire were clear and easy to understand and there was no need to make any additional modifications to the survey.

Data analysis was conducted through the Statistical Package for Social Sciences (version 12.0) and AMOS (version 18.0). In terms of statistical analyses, correlation analysis, confirmative factor analysis (CFA) and structural equation modeling (SEM) were used. The adequacy of the designed model was assessed through CFA. The overall model fit was examined through the usage of a χ^2 . In addition, a variety of fit statistics were applied to assess the fit of the model (the comparative fit index (CFI); the goodness of fit index (GFI); the Tucker-Lewis index (TLI); the root mean square error of approximation (RMSEA)). Finally, through the utilization of SEM relationships among variables of the newly formed model were analyzed.

Results

Descriptive information gathered from the sample revealed that there was almost an even split of male/female respondents – 49.1 percent female to 50.9 percent male. The greatest portion of respondents were 32-38 years of age (40.8 percent) and between 21-31 years of age (33.9 percent). Respondents between the ages of 39-45 years represent 14.2 percent of the sample, while the remaining 11.1 percent of respondents were older than 45 years. If the level of education is analyzed, it can be seen that 29.4 percent of respondents had completed high school, 23.9 percent possess an associate's degree, while the remainder (46.8 percent) were educated to bachelor degree level. In addition, the sample included respondents of different professional/occupational backgrounds, such as, managers (16.5 percent), professors, physicians, and engineers (15.6 percent), clerks (34.4 percent), workers (8.7 percent), vendors (4.6 percent), other occupations (8.7 percent), students (9.2 percent) and retired individuals (2.3 percent).

Prior to implementing SEM, through CFA the suitability of the overall model fit was determined. Upon commencement, five statements from the further analysis which had low item-to-total correlations were excluded. By virtue of this method, the final model obtained an adequate fit. The value $\chi^2/df = 2.97$ is within the acceptable interval of 2-5 (Marsh and Hocevar, 1988). The values of other fit indices that were used comply with the necessary basic criteria: CFI = 0.95 > 0.90; GFI = 0.91 > 0.90; TLI = 0.93 > 0.90 (Byrne, 1998); RMSEA = 0.09 < 0.10 (Steiger, 1990). All confirmative factor loadings are > 0.7.

The average variance extracted (AVE) of all latent variables ranges from 0.71 to 0.85. The condition of convergent validity was met by the fact that the AVE of all constructions was greater than the minimal threshold of 0.5 (Fornell and Larcker, 1981). Through comparison of AVE and squared correlations between constructs, discriminant validity was also analyzed.

Given that the value of AVE for each individual construct is greater than the squared correlations between the given construct and other constructs, discriminatory validity was assured for model variables. Composite reliabilities (CR) of all variables were > 0.8. Table I illustrates the correlation coefficients between model variables, AVEs, CR, Cronbach's α -coefficients values and fit indices. As can be seen in the table, Cronbach's α -values of all constructions were greater than the minimal threshold of 0.7, which indicates an acceptable level of reliability (Nunnally, 1978). The results obtained confirm a high level of internal consistency of used statements for measuring every latent variable.

Quality of interaction Atmosphere Price Satisfaction Revisit intention

Quality of interaction	1.00				
Atmosphere	0.53*	1.00			
Price	0.33**	0.20*	1.00		
Satisfaction	0.68**	0.58**	0.28**	1.00	
Revisit intention	0.60*	0.61*	0.36**	0.72**	1.00
AVE	0.73	0.71	0.85	0.73	0.79
CR	0.89	0.88	0.92	0.84	0.88
Cronbach's α	0.91	0.88	0.92	0.83	0.88
Fit indices: $\chi^2 = 130.55$; $df = 44$; $\chi^2/df = 2.97$; CFI = 0.95; GFI = 0.91; TLI = 0.93; RMSEA = 0.09					

Note: **, *Correlation significant at 0.01 and 0.05 levels, respectively

Table I.
Construct inter-correlation matrix, AVE, CR, Cronbach's α and fit indices

Through the employment of SEM the relationship between model variables was examined. Out of six tested relations, five relations were confirmed statistically significant influences (Table II). First, atmosphere and quality of interaction have surfaced as significant antecedents of satisfaction, confirming *H1* and *H2*. However, it is noticeable that the quality of interaction has emerged as the single most important trigger of satisfaction in the restaurant business. The outcome suggests that the restaurant personnel need to work on improving hospitality, responsiveness, staff professionalism and empathy toward guests in order to achieve higher levels of guest satisfaction. Also, the results imply that a pleasant atmosphere in a restaurant creates a sense of satisfaction for guests. However, no significant impact of perceived prices on guest satisfaction can be determined, therefore, *H3* is rejected. The findings clearly indicate that immediately after a visit to a restaurant, for a good part, guest satisfaction is generated by a pleasant atmosphere in a restaurant and through positive interaction with the restaurant's staff. Interestingly, price itself did not represent a significant factor in creating satisfaction. In addition, satisfaction has appeared as a very important antecedent of revisit intention. The results show that guest satisfaction represents a patron's readiness to visit the restaurant in the future, thus confirming *H6*.

While analyzing the impacts of atmosphere and perceived price on revisit intention, direct and indirect effects were also estimated. Both factors have statistically significant direct effects on revisit intention and as a result, *H4* and *H5* were both confirmed. In this case, atmosphere emerges as the factor that has a stronger impact in comparison to perceived price. Evidently, an aesthetically pleasing interior and décor as well as a pleasant atmosphere are important elements in influencing a guest's decision to make a repeat visit.

Such an outcome suggests that in the new market conditions, driven by the current economic crisis, a pleasant atmosphere can significantly help restaurants to position themselves as places that are not only offering food, but also as places that can provide a pleasant atmosphere, thus stimulating customers to repeat their patronage in the future, particularly in the late afternoon and evening hours. Yet, given the limited budget of visitors, a restaurant should offer better prices in order to additionally stimulate repeat visits. In the case of atmosphere, a significant indirect impact on revisit intention via satisfaction was confirmed (effect = 0.157, $p < 0.05$), although no significant indirect effect of perceived price on revisit intention was identified (effect = 0.031, $p > 0.05$).

Conclusion and implications

Summary of the study

The scope of the study was to identify the key triggers of satisfaction and revisit intention in restaurants. In the study a model was offered that defined relationships

Parameter	Estimates	Critical ratio	<i>P</i> <	Standardised estimates
Quality of interaction → satisfaction	0.472	5.724	0.001	0.512
Atmosphere → satisfaction	0.365	3.827	0.001	0.296
Price → satisfaction	0.043	0.894	ns	0.059
Satisfaction → revisit intention	0.645	6.567	0.001	0.531
Atmosphere → revisit intention	0.406	3.547	0.001	0.271
Price → revisit intention	0.134	2.726	0.01	0.152

Table II.
Structural parameter estimates

between three components of restaurant service offer (quality of interaction, atmosphere and perceived price), satisfaction and revisit intention. In comparison to other numerous studies that mainly examined factors that imply behavioral intentions, it was decided that the focus would be on revisit intentions as the ultimate variable of the conceptualized model. The results of this study suggest that revisit intention is a behavioral aspect of dining out that warrants further exploration, due to the fact that it represents a key component of loyalty and future cooperation. The findings of the empirical study confirm the significant impact of quality of interaction and atmosphere on guest satisfaction. In addition, atmosphere, perceived prices and satisfaction represent important antecedents of revisit intentions. The conducted study also identifies theoretical and practical implications. The results shed light on the relationship between different variables that represent important components of long-term relationships with customers.

Theoretical implications

It is interesting to note that the quality of interaction and atmosphere surfaced as important triggers of satisfaction. Results correspond with findings of the study completed by Ekinci *et al.* (2008). These authors outlined the significant impact of two quality dimensions (physical quality and staff behavior) on guest satisfaction. Unlike in the cases of atmosphere and quality of interaction, the study did not find any significant impact of perceived price on guest satisfaction. Similar results were obtained in previous studies in the restaurant field (Jani and Han, 2011; Iglesias and Guillén, 2004). Evidently, the treatment of guests by restaurant staff, as well as the ambiance and restaurant décor, represent very important elements of the restaurant business. Guests praise these elements more than the price of food. Guests will be satisfied with the overall experience if the restaurant provides a pleasant atmosphere with responsive and attentive staff. Certainly, to a great extent, the interior itself amplifies positive emotions and feeling among guests, who are in turn willing to pay a higher price if the restaurant has met or exceeded their expectations in relation to these elements.

A pleasant atmosphere and clean interior are important antecedents of revisit intentions. In this case the results obtained reinforce/compliment the findings of Ekinci *et al.* (2008). In consideration of price impact on revisit intentions, the results of the study correspond with the results obtained by Namkung and Jang (2010) to a certain degree. They established the positive impact of customer perceptions of price fairness on behavioral intentions. In their case, the behavioral intentions variable included three items: guest willingness to visit the same restaurant in the future; willingness to recommend the restaurant to friends; willingness to speak positively about the restaurant to others. It is interesting to note that perceived price, which did not appear as a significant factor in creating satisfaction, has an important impact on revisit intentions. There is an impression that for guests in order to achieve satisfaction, it is quite important that a restaurant has a pleasant ambiance and cordial staff. However, in the immediate future, when guests consider revisiting a given restaurant, their personal concept of perceived price will influence their choice whether consciously or subconsciously. For that very reason, significant impact can be assigned to food and beverage prices offered in a given restaurant on the guest's final decision whether to revisit a restaurant or not. Finally, satisfaction has emerged as an important antecedent of revisit intentions. Similar outcomes were confirmed in previous studies (Ekinci *et al.*, 2008; Ha and Jang, 2010; Ryu *et al.*, 2010, 2012).

Managerial implications

Increased competitiveness, industry maturity and the unpredictable nature of the business environment are just some of the challenges that restaurants face on a daily basis (Chathotha *et al.*, 2006). In the times of the economic crisis, competition becomes even more pronounced forcing restaurant to look for alternative ways to draw the guest's attention. In many instances, slight repositioning such as improving the overall restaurant atmosphere, may potentially lead to substantial and tangible results. In fact, the findings of this study emphasize that the significance of price in creating guest satisfaction is lower in comparison to interaction elements and atmosphere. Nevertheless, restaurant management cannot underestimate the fact that price significantly affects revisit intention. Due to this, the importance of price must not be overlooked when formulating strategies for improving satisfaction and creating long-term relationships with customers. Restaurants should strive to provide excellent service that will generate guest satisfaction. Through this means, more realistic foundations for nurturing long-term relationships with guests can be established. It is important that restaurant management sets active partnerships based on cooperation with their guests. Namely, guest's suggestions can contribute to developing new business ideas and concepts, hence improving service quality, satisfaction and revisit intention among guests. The results imply that restaurant management should pay particular attention to guest satisfaction because it directly affects revisit intention. Measuring guest satisfaction has become imperative to successfully compete in the contemporary restaurant business. In order to manage satisfaction successfully it is necessary to first measure it.

As atmosphere has an impact on satisfaction and repeated visits, it is desirable to reposition the restaurant offer more toward its ambience and to the creation of a pleasant and entertaining dining atmosphere. Nowadays, in the era of economic crisis, experience that exclusively depends on food is maybe not enough to attract and keep restaurant customers. Considering that the economic crisis results in lower levels of spending, visitors see a restaurant as a place that should satisfy the need for entertainment as a component as well. Such a view suggests that restaurant managers should make an effort to create a high-quality dining environment and emphasize the importance of atmosphere and entertainment to allow for the current economic conditions and emerging changes in the restaurant market. From a managerial point of view, the results of this study will help restaurant managers to better understand the important role of an attractive atmosphere as a marketing tool in order to retain and satisfy customers.

Limitations and future research

The research has several limitations. It would be useful for future research models to include a larger number of variables. In this context, restaurant image, expectations and efficient complaint handling could prove worthy variables to investigate. In addition, it would be useful to include attitudinal and behavioral loyalty into the model and examine their antecedents in more detail. Furthermore, as Yang (2011) suggests, merely satisfying customers is not sufficient and all types of businesses – including restaurants – should strive to exceed their customers' expectations if they aim to achieve long-term success. Hence, future studies could explore which factors increase customer satisfaction to these levels, rather than just solely examining factors that lead to guest satisfaction with a restaurant. The study included only full-service restaurants. Within the study, no comparison between service offer

elements of full-service restaurants and pizza restaurants was performed. These establishments are also considerably popular in the region. Future studies could also investigate differences in means between various groups of respondents (e.g. first time visitors vs repeat custom). Finally, as de Rezende and de Avelar (2012) suggested in their study, individual levels of cultural capital (e.g. degree of education) significantly affect how frequently people are willing to eat out, hence affecting their repurchase intentions. This implies that differences among respondents with different demographic backgrounds are also significant and should be examined in more detail.

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