

BAB V

PENUTUP

Pada bab ini, peneliti akan menarik kesimpulan dari hasil penelitian yang telah dilakukan. Selain itu, peneliti akan menyampaikan implikasi manajerial, keterbatasan penelitian serta saran bagi penelitian selanjutnya.

5.1 Kesimpulan

Berdasarkan hasil analisis data yang diperoleh dalam penelitian ini dan telah di jelaskan pada bab sebelumnya, maka kesimpulan yang diperoleh sebagai berikut:

1. Mayoritas responden yang pernah berkunjung dan mengkonsumsi secara langsung di Fore Coffee adalah perempuan dengan usia rata-rata 21 – 30 tahun.
2. Mayoritas responden yang pernah berkunjung dan mengkonsumsi secara langsung di Fore Coffee adalah pelajar atau mahasiswa dengan rata-rata pendapatan \leq Rp. 2.000.000 perbulan.
3. Kualitas makanan tidak berpengaruh secara signifikan terhadap kepuasan keseluruhan (*overall satisfaction*).
4. Kualitas makanan tidak berpengaruh secara signifikan terhadap niat perilaku.
5. Kualitas pelayanan tidak berpengaruh secara signifikan terhadap kepuasan keseluruhan (*overall satisfaction*).
6. Kualitas pelayanan berpengaruh secara positif dan signifikan terhadap niat perilaku.

7. Kenyamanan (*convenience*) berpengaruh secara positif dan signifikan terhadap kepuasan keseluruhan (*overall satisfaction*).
8. Kenyamanan (*convenience*) berpengaruh secara positif dan signifikan terhadap niat perilaku.
9. Suasana (*atmospherics*) berpengaruh secara positif dan signifikan terhadap kepuasan keseluruhan (*overall satisfaction*).
10. Suasana (*atmospherics*) berpengaruh secara positif dan signifikan terhadap niat perilaku.
11. Kepuasan keseluruhan (*overall satisfaction*) berpengaruh secara positif dan signifikan terhadap niat perilaku.
12. Kepuasan keseluruhan (*overall satisfaction*) tidak memberikan efek mediasi antara pengaruh kualitas makanan terhadap niat perilaku (*no-effect non mediation*).
13. Kepuasan keseluruhan (*overall satisfaction*) tidak memberikan efek mediasi antara pengaruh kualitas layanan terhadap niat perilaku (*direct-only non mediation*).
14. Kepuasan keseluruhan (*overall satisfaction*) memediasi pengaruh kenyamanan (*convenience*) terhadap niat perilaku (*complementary mediation*).
15. Kepuasan keseluruhan (*overall satisfaction*) memediasi pengaruh suasana (*atmospherics*) terhadap niat perilaku (*complementary mediation*).

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang dilakukan, diharapkan dapat menjadi sumber informasi bagi Fore Coffee dan dapat dijadikan sebagai bahan pertimbangan untuk mengevaluasi terkait dengan variabel-variabel yang diteliti. Maka implikasi manajerial yang dapat diberikan berdasarkan penelitian yang dilakukan adalah pada variabel kenyamanan (*convenience*) memiliki nilai *beta* yang paling tinggi diantara variabel independen lainnya yang secara bersamaan menguji pengaruh terhadap variabel dependen kepuasan keseluruhan (*overall satisfaction*) dan niat perilaku. Hal ini menunjukkan bahwa kenyamanan (*convenience*) merupakan salah satu diantara variabel independen lainnya yang memiliki peran penting dalam menciptakan kepuasan pelanggan secara keseluruhan dan menimbulkan niat perilaku yang positif. Dalam hal ini, pelanggan merasa nyaman berada di Fore Coffee tanpa perlu mengeluarkan waktu dan usaha yang banyak. Hal ini dikarenakan Fore Coffee dapat membantu pelanggan untuk mudah menyimpulkan apa yang akan dibeli, pelayanan di Fore Coffee yang mudah didapatkan serta mudah untuk memperoleh informasi yang tersedia di Fore Coffee tanpa perlu mengeluarkan usaha yang banyak.

Dari sisi kualitas makanan dan minuman di Fore Coffee harus lebih ditingkatkan lagi dan harus selalu menggunakan bahan baku yang segar. Selain itu, Fore Coffee juga menambah pilihan menu yang sehat dan lebih memperkenalkan pilihan menu sehat yang sudah ada, karena kualitas makanan bukan hanya dilihat dari tampilan yang menarik dan rasa yang enak melainkan harus dilihat dari sisi kesehatannya. Kualitas layanan di Fore Coffee juga harus ditingkatkan lagi karena

memiliki peran yang penting untuk menciptakan kepuasan pelanggan secara keseluruhan dan niat perilaku yang positif.

Pada penelitian ini juga menemukan bahwa kenyamanan (*convenience*), suasana (*atmospherics*) memiliki pengaruh terhadap kepuasan keseluruhan (*overall satisfaction*) dan niat perilaku. Dengan demikian, pihak Fore Coffee harus tetap menjaga dan meningkatkan kualitasnya agar tetap sesuai dengan harapan pelanggan dan menjadi bahan pertimbangan terhadap kepuasan yang dirasakan secara keseluruhan dan menimbulkan niat perilaku pelanggan untuk mengunjungi kembali dan mengatakan hal-hal positif terkait Fore Coffee kepada orang lain.

5.3 Kelemahan Penelitian

Berdasarkan hasil penelitian yang telah dilakukan, keterbatasan penelitian yang ada dalam penelitian ini yaitu:

1. *Outlet* Fore Coffee antara satu dengan lainnya cenderung memiliki kapasitas yang berbeda. Misalnya, terdapat cabang Fore Coffee di mall yang memiliki keterbatasan dalam luas *outlet*-nya dan juga terdapat Fore Coffee yang terletak di jalan protokol sehingga memiliki kapasitas yang lebih besar. Hal ini menyebabkan konsumen memiliki persepsi yang cenderung beragam tergantung pada Fore Coffee yang mereka kunjungi.
2. Fore Coffee lebih dikenal dengan minumannya, bukan dengan makanannya. Sedangkan pada penelitian ini, indikator kuesioner pada variabel kualitas makanan menyertakan makanan dan minuman secara bersamaan. Hal ini menyebabkan responden bingung untuk menyimpulkan jawaban kuesioner

karena responden bisa saja pernah membeli minuman di Fore Coffee namun belum pernah membeli makanan di Fore Coffee.

5.4 Saran Penelitian Ke Depan

Berdasarkan hasil penelitian yang telah dilakukan serta keterbatasan yang ada pada penelitian ini, maka saran yang diberikan kepada peneliti berikutnya yaitu:

1. Peneliti lebih berfokus pada Fore Coffee yang memiliki luas yang kurang lebih sama. Dalam hal ini peneliti lebih berfokus pada *outlet* yang berada di luar mall karena memiliki luas yang berbeda jika dibandingkan dengan *outlet* yang ada di mall.
2. Peneliti selanjutnya dapat berfokus pada salah satu saja antara kualitas minuman atau makanannya. Misalnya, peneliti lebih berfokus meneliti terkait kualitas minuman yang ada di Fore Coffee karena Fore Coffee lebih dikenal dengan minumannya bukan makanannya. Sehingga, hasil yang diperoleh lebih akurat.

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LAMPIRAN

Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner

Kepada Yth

Bapak / Ibu / Saudara/i Responden

Di tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Cristina

NPM : 190325027

Program Studi : Manajemen

Fakultas : Bisnis dan Ekonomika

Universitas : Atma Jaya Yogyakarta

Judul Penelitian : Pengaruh *Dining Experience* Terhadap Kepuasan Keseluruhan (*Overall Satisfaction*) dan Niat Perilaku Pelanggan Pada Fore Coffee. (<https://bit.ly/SkripsiForeCoffee>)

Dengan ini, saya memohon kesediaan Bapak/ Ibu/ Saudara/i untuk berkenan membantu mengisi kuesioner yang merupakan bahan untuk penelitian skripsi Saya, dengan judul "**Pengaruh *Dining Experience* Terhadap Kepuasan Keseluruhan (*Overall Satisfaction*) Niat Perilaku Pelanggan Pada Fore Coffee**" sebagai salah satu persyaratan kelulusan sarjana (S1). Seluruh informasi yang diberikan oleh responden pada kuesioner ini hanya digunakan untuk kepentingan penelitian dan tidak akan disalahgunakan.

Demikian surat permohonan ini Saya buat, besar harapan Saya agar Bapak/ Ibu/ Saudara/i berkenan untuk membantu Saya. Atas perhatian dan partisipasi Bapak/ Ibu/ Saudara/i Saya ucapkan terima kasih.

Yogyakarta, 28 April 2023

Hormat Saya,



Cristina

Lampiran 2 Pertanyaan Kuesioner

A. Pertanyaan Filter

1. Apakah Anda mengetahui Fore Coffee?
 - Ya
 - Tidak
2. Apakah Anda pernah berkunjung 1 kali dalam 1 tahun terakhir ke Fore Coffee?
 - Ya
 - Tidak
3. Apakah Anda pernah melakukan pembelian minimal 1 kali dalam 1 tahun terakhir di Fore Coffee?
 - Ya
 - Tidak
4. Apakah Anda pernah makan atau minum secara langsung di Fore Coffee minimal 1 kali dalam 1 tahun terakhir?
 - Ya
 - Tidak

B. Pertanyaan Demografi Responden

1. Jenis Kelamin
 - Laki-laki

- Perempuan

2. Usia

- ≤ 20 th
- 21 - 30 th
- 31 - 40 th
- ≥ 41 th

3. Pekerjaan

- Pelajar / Mahasiswa
- Pegawai Negeri Sipil
- Pegawai Swasta
- Pengusaha / Wiraswasta
- Lain-lain

4. Pendapatan atau uang saku perbulan

- \leq Rp. 2.000.000
- Rp. 2.000.001 - Rp. 4.000.000
- Rp. 4.000.001 - Rp. 6.000.000
- Rp. 6.000.001 - Rp. 8.000.000
- \geq Rp. 8.000.001



C. Kualitas Makanan

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
KM1	Presentasi makanan dan minuman di Fore Coffee menarik secara visual					
KM2	Fore Coffee menawarkan menu yang bervariasi					
KM3	Fore Coffee menawarkan pilihan makanan dan minuman yang sehat					
KM4	Fore Coffee menyajikan makanan dan minuman dengan rasa yang lezat dan enak					
KM5	Fore Coffee menyajikan makanan dan minuman dengan bahan baku yang segar					
KM6	Fore Coffee menyajikan makanan dan minuman pada suhu yang sesuai					

D. Kualitas Pelayanan

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
KP1	Fore Coffee menyajikan makanan dan minuman persis seperti yang Saya pesan					
KP2	Fore Coffee menyediakan layanan yang tepat dan cepat					
KP3	Fore Coffee memiliki karyawan yang dapat menjawab pertanyaan Saya dengan baik					

E. Kenyamanan (*Convenience*)

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
K1	Saya bisa menemukan lokasi Fore Coffee dengan cepat					
K2	Saya bisa menyelesaikan pembelian dengan cepat di Fore Coffee					
K3	Fore Coffee dapat menyelesaikan masalah Saya dengan cepat					
K4	Saya tidak perlu mengalami kerepotan untuk membayar layanan di Fore Coffee					
K5	Mudah bagi Saya untuk mendapatkan layanan tambahan (membantu membersihkan meja atau mengantar makanan) di Fore Coffee					
K6	Mudah untuk memutuskan apa yang ingin saya beli di Fore Coffee					
K7	Mudah untuk mendapatkan informasi mengenai layanan yang tersedia di Fore Coffee					
K8	Mudah untuk mendapatkan pelayanan dari staff (<i>waiters</i>) di Fore Coffee					
K9	Mudah bagi Saya untuk menyimpulkan apa yang akan Saya beli di Fore Coffee					
K10	Layanan di Fore Coffee mudah didapatkan					
K11	Pelayan di Fore Coffee membantu Saya untuk menyelesaikan					

	permasalahan yang Saya hadapi					
K12	Saya membutuhkan waktu singkat untuk mendapatkan informasi yang tersedia di Fore Coffee					
K13	Saya tidak membutuhkan banyak waktu untuk mendapatkan layanan di Fore Coffee					
K14	Waktu yang dibutuhkan untuk menerima layanan di Fore Coffee sudah tepat					
K15	Saya bisa mendapatkan layanan dari Fore Coffee dengan usaha yang sedikit					

F. Suasana (*Atmospherics*)

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
S1	Desain interior di Fore Coffee menyenangkan bagi Saya					
S2	Musik di Fore Coffee menghibur Saya					
S3	Fore Coffee membangun suasana hati menjadi senang					
S4	<i>Layout</i> dan fasilitas di Fore Coffee menyenangkan dan unik bagi Saya					

G. Kepuasan Keseluruhan (*Overall Satisfaction*)

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
KK1	Saya senang dengan pengalaman					

	bersantap (<i>dining experience</i>) di Fore Coffee					
KK2	Saya puas dengan pengalaman bersantap (<i>dining experience</i>) di Fore Coffee					
KK3	Secara keseluruhan, pengalaman bersantap (<i>dining experience</i>) di Fore Coffee memuaskan					

H. Niat Perilaku

Indikator	Pertanyaan	Skala				
		STS	TS	N	S	SS
NP1	Saya akan mengunjungi kembali Fore Coffee di masa depan					
NP2	Saya akan merekomendasikan Fore Coffee kepada orang lain					
NP3	Saya akan mengatakan hal-hal yang positif tentang Fore Coffee					

Lampiran 3 Kuesioner Daring

Pengaruh *Dining Experience* terhadap Niat Perilaku Pelanggan: Kasus Pada Fore Coffee

Hallo semua responden yang saya hormati,

Terimakasih atas waktu yang sudah diluangkan untuk mengisi kuesioner ini. Bantuan dari saudara/i sekalian dalam mengisi kuesioner ini akan sangat membantu dalam penyelesaian skripsi saya. Sebelumnya, perkenalkan nama saya Cristina, mahasiswi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk menyelesaikan skripsi saya yang berjudul "Pengaruh *Dining Experience* Terhadap Niat Perilaku Pelanggan : Kasus Pada Fore Coffee".

Sebelumnya berikut adalah kriteria yang harus dipenuhi untuk dapat mengisi kuesioner ini, yakni :

1. Responden yang sudah pernah berkunjung di Fore Coffee
2. Responden yang sudah pernah membeli Fore Coffee
3. Responden yang sudah makan atau minum secara langsung di Fore Coffee minimal 1 kali dalam 1 tahun terakhir

Saya berharap saudara/i dapat mengisi kuesioner ini dengan jujur karena jawaban dari saudara/i akan sangat membantu bagi penyelesaian skripsi saya.

Kerahasiaan identitas saudara/i akan dijaga pula kerahasiannya.

Terimakasih atas bantuannya !

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda mengetahui Fore Coffee? *

- Ya
- Tidak

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* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda pernah berkunjung 1 kali dalam 1 tahun terakhir ke Fore Coffee? *

- Ya
- Tidak

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* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda pernah melakukan pembelian minimal 1 kali dalam 1 tahun terakhir * di Fore Coffee?

- Ya
 Tidak

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* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda pernah makan atau minum secara langsung di Fore Coffee minimal * 1 kali dalam 1 tahun terakhir?

- Ya
 Tidak

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* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Demografi Responden

Jenis Kelamin *

- Laki-laki
- Perempuan

Usia *

- ≤ 20 th
- 21 - 30 th
- 31 - 40 th
- ≥ 41 th

Pekerjaan *

- Pelajar / Mahasiswa
- Pegawai Negeri Sipil
- Pegawai Swasta
- Pengusaha / Wiraswasta
- Lain-lain

Pendapatan atau uang saku perbulan *

- ≤ Rp. 2.000.000
- Rp. 2.000.001 - Rp. 4.000.000
- Rp. 4.000.001 - Rp. 6.000.000
- Rp. 6.000.001 - Rp. 8.000.000
- ≥ Rp. 8.000.001

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Kualitas Makanan

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Presentasi makanan dan minuman di Fore Coffee menarik secara visual *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee menawarkan menu yang bervariasi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee menawarkan pilihan makanan dan minuman yang sehat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee menyajikan makanan dan minuman dengan rasa yang lezat dan enak *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee menyajikan makanan dan minuman dengan bahan baku yang segar *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee menyajikan makanan dan minuman pada suhu yang sesuai *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Kualitas Layanan

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Fore Coffee menyajikan makanan dan minuman persis seperti yang Saya pesan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Fore Coffee menyediakan layanan yang tepat dan cepat *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Fore Coffee memiliki karyawan yang dapat menjawab pertanyaan Saya dengan baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Kenyamanan (*Convenience*)

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Saya bisa menemukan lokasi Fore Coffee dengan cepat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya bisa menyelesaikan pembelian dengan cepat di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee dapat menyelesaikan masalah Saya dengan cepat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya tidak perlu mengalami kerepotan untuk membayar layanan di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mudah bagi Saya untuk mendapatkan layanan tambahan (membantu membersihkan meja atau mengantar makanan) di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mudah untuk memutuskan apa yang ingin saya beli di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mudah untuk mendapatkan informasi mengenai layanan yang tersedia di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mudah untuk mendapatkan pelayanan dari staff (*waiters*) di Fore Coffee *

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* Menunjukkan pertanyaan yang wajib diisi

Kenyamanan (*Convenience*)

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Mudah bagi Saya untuk menyimpulkan apa yang akan Saya beli di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Layanan di Fore Coffee mudah didapatkan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Pelayan di Fore Coffee membantu Saya untuk menyelesaikan permasalahan yang Saya hadapi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya membutuhkan waktu singkat untuk mendapatkan informasi yang tersedia di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya tidak membutuhkan banyak waktu untuk mendapatkan layanan di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Waktu yang dibutuhkan untuk menerima layanan di Fore Coffee sudah tepat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya bisa mendapatkan layanan dari Fore Coffee dengan usaha yang sedikit *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Suasana (*Atmospherics*)

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Desain interior di Fore Coffee menyenangkan bagi Saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Musik di Fore Coffee menghibur Saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Fore Coffee membangun suasana hati menjadi senang *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Layout dan fasilitas di Fore Coffee menyenangkan dan unik bagi Saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Kepuasan Keseluruhan (*Overall Satisfaction*)

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Saya senang dengan pengalaman bersantap (*dining experience*) di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya puas dengan pengalaman bersantap (*dining experience*) di Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Secara keseluruhan, pengalaman bersantap (*dining experience*) di Fore Coffee memuaskan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Niat Perilaku Pelanggan

Responden dimohon menjawab pertanyaan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban diklasifikasikan menjadi beberapa pilihan, yaitu:
Poin 1: Sangat Tidak Setuju (STS)
Poin 2: Tidak Setuju (TS)
Poin 3: Netral (N)
Poin 4: Setuju (S)
Poin 5: Sangat Setuju (SS)

Saya akan mengunjungi kembali Fore Coffee di masa depan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan merekomendasikan Fore Coffee kepada orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan mengatakan hal-hal yang positif tentang Fore Coffee *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Tidak dibagikan

Terima Kasih !

Jawaban Saudara/i sangat berarti bagi saya.

God Bless You

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Lampiran 4 Jurnal Indikator Kuesioner

Variabel	Indikator	Referensi
Kualitas Makanan	<ol style="list-style-type: none"> 1. <i>Food presentation is visually attractive</i> 2. <i>The restaurant offers a variety of menu items</i> 3. <i>The restaurant offers healthy options</i> 4. <i>The restaurants serves tasty food and flavorful</i> 5. <i>The restaurant offers fresh food</i> 6. <i>Food is served at the appropriate temperature</i> 	Nor Azureen et al. (2016)
Kualitas Pelayanan	<ol style="list-style-type: none"> 1. <i>The Korean restaurant serves food exactly as I ordered it</i> 2. <i>The Korean restaurant provides prompt and quick service</i> 3. <i>The Korean restaurant has employees who can answer my questions well</i> 	Ha dan Jang (2010)
Kenyamanan (Convenience)	<ol style="list-style-type: none"> 3. <i>I was able to get the services provider's location quickly</i> 4. <i>I was able to complete my purchase quickly</i> 5. <i>The service provider resolved my problem quickly</i> 6. <i>I did not have to make much of an effort to pay for the service</i> 7. <i>It took little effort to arrange follow-up service</i> 8. <i>Making up my mind about what I wanted to buy was easy</i> 9. <i>It was easy to get the information I needed to decide which service provider to use</i> 10. <i>It was easy to contact the service provider</i> 11. <i>They made it easy for me to conclude my purchase</i> 12. <i>The service was easy to use</i> 13. <i>The service provider made it easy for me to resolve my problem</i> 	Berry et al. (2002)

	<p>14. <i>I took minimal time to get the information needed to choose a service provider</i></p> <p>15. <i>I did not take much time to reach the service provider</i></p> <p>16. <i>The time required to receive the benefits of the services was appropriate</i></p> <p>17. <i>I was able to get the benefits of the services with minimal effort</i></p>	
Suasana (<i>Atmospherics</i>)	<p>1. <i>Interior design of the Korean restaurant made me feel Korean cultur</i></p> <p>2. <i>Korean Music played in the restaurant entertained me</i></p> <p>3. <i>Mood of the Korean restaurant was great</i></p> <p>4. <i>Layout and facilities aesthetics of the Korean restaurant were fun and unique to me</i></p>	Ha dan Jang (2010)
Kepuasan Keseluruhan (<i>Overall Satisfaction</i>)	<p>1. <i>I was happy with the dining experience in the Korean restaurant</i></p> <p>2. <i>I was contented with the dining experience in the korean restaurant</i></p> <p>3. <i>Overall, I was satisfied with the dining experience in the Korean restaurant</i></p>	Ha dan Jang (2010)
Niat Perilaku	<p>1. <i>I would like to come back to this restaurant in the future</i></p> <p>2. <i>I would recommend this restaurant to my friends or others</i></p> <p>3. <i>I would say positive things about this restaurant to others</i></p>	Jang dan Namkung (2009)

Lampiran 5 Hasil Pengisian Responden

Timestamp	Apakah Anda mengetahui Fore Coffee?	Apakah Anda pernah berkunjung 1 kali dalam 1 tahun terakhir ke Fore Coffee?	Apakah Anda pernah melakukan pembelian minimal 1 kali dalam 1 tahun terakhir di Fore Coffee?	Apakah Anda pernah makan atau minum secara langsung di Fore Coffee minimal 1 kali dalam 1 tahun terakhir?	Jenis Kelamin	Usia	Pekerjaan	Pendapatan atau uang saku perbulan
4/29/2023 14:33:34	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
4/29/2023 19:31:02	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≥ Rp. 8.000.001
4/30/2023 16:07:46	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 6.000.001 - Rp. 8.000.000
4/30/2023 16:11:55	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 16:19:41	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 16:29:29	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 16:31:07	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
4/30/2023 16:59:18	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000

4/30/2023 17:08:38	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 17:09:18	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 17:29:13	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 6.000.001 - Rp. 8.000.000
4/30/2023 18:05:57	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≥ Rp. 8.000.001
4/30/2023 18:41:04	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 18:55:39	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 20:56:16	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 21:11:54	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 21:12:13	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
4/30/2023 21:12:17	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 21:31:06	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
4/30/2023 22:25:23	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/1/2023 8:10:39	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000

5/1/2023 13:32:22	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	\geq Rp. 8.000.001
5/1/2023 13:43:45	Ya	Ya	Ya	Ya	Laki-laki	\leq 20 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/1/2023 14:35:18	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/1/2023 14:36:00	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/1/2023 16:59:42	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/1/2023 22:47:06	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/1/2023 22:56:33	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/3/2023 15:23:29	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/3/2023 15:28:19	Ya	Ya	Ya	Ya	Perempuan	\leq 20 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/4/2023 17:32:44	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/4/2023 17:43:30	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/4/2023 18:11:09	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000
5/4/2023 18:12:55	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	\leq Rp. 2.000.000

5/4/2023 18:53:14	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/4/2023 19:36:04	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/4/2023 23:26:59	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/4/2023 23:28:23	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 13:33:43	Ya	Ya	Ya	Ya	Perempuan	≥ 41 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000
5/5/2023 14:26:44	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 14:39:09	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 14:47:01	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 15:01:55	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 15:16:42	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 15:29:16	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 15:59:36	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 16:07:24	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000

5/5/2023 17:04:36	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 17:05:08	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 17:06:39	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 17:24:47	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 17:56:42	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/5/2023 18:22:17	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000
5/5/2023 18:36:02	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 18:54:29	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/5/2023 19:00:46	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/5/2023 23:27:00	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/6/2023 7:54:41	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Lain-lain	≤ Rp. 2.000.000
5/6/2023 9:28:24	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000

5/6/2023 9:36:44	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000
5/6/2023 13:44:03	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 13:46:22	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 13:55:20	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/6/2023 14:06:02	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/6/2023 14:13:43	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 14:23:12	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 14:29:28	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/6/2023 14:45:25	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 15:20:48	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 15:51:02	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	≥ Rp. 8.000.001
5/6/2023 16:27:33	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000

5/6/2023 16:29:28	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 17:07:22	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Lain-lain	≥ Rp. 8.000.001
5/6/2023 17:27:44	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 18:40:33	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pegawai Negeri Sipil	Rp. 2.000.001 - Rp. 4.000.000
5/6/2023 19:04:50	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/6/2023 19:13:49	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/6/2023 20:05:39	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/6/2023 21:07:35	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000
5/6/2023 21:25:25	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Lain-lain	≤ Rp. 2.000.000
5/7/2023 6:06:43	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Negeri Sipil	Rp. 2.000.001 - Rp. 4.000.000
5/7/2023 8:24:56	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Lain-lain	≤ Rp. 2.000.000
5/7/2023 9:20:44	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000

5/7/2023 16:48:31	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/8/2023 4:01:33	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/9/2023 0:15:37	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/9/2023 0:35:52	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/9/2023 0:39:42	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/10/2023 11:22:25	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/10/2023 14:07:20	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/10/2023 14:10:57	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/10/2023 14:38:10	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/10/2023 15:17:10	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/10/2023 15:23:09	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	≤ Rp. 2.000.000
5/10/2023 15:41:08	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pegawai Swasta	Rp. 6.000.001 - Rp. 8.000.000
5/10/2023 16:36:02	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000

5/10/2023 16:54:33	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pengusaha / Wiraswasta	≥ Rp. 8.000.001
5/10/2023 22:08:03	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/11/2023 16:24:01	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/12/2023 13:24:09	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/12/2023 14:20:30	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Lain-lain	Rp. 2.000.001 - Rp. 4.000.000
5/12/2023 16:04:18	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/12/2023 16:24:28	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	≥ Rp. 8.000.001
5/12/2023 16:25:06	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/12/2023 16:26:14	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/12/2023 17:40:52	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/12/2023 18:47:07	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pengusaha / Wiraswasta	Rp. 4.000.001 - Rp. 6.000.000
5/12/2023 18:49:05	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000

5/12/2023 19:59:13	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/12/2023 20:10:01	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	≤ Rp. 2.000.000
5/12/2023 21:48:50	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/12/2023 22:25:56	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/12/2023 22:43:26	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/13/2023 8:01:43	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/13/2023 8:19:55	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/13/2023 8:50:42	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/13/2023 13:01:41	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/13/2023 13:21:52	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/13/2023 13:22:06	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/13/2023 15:22:54	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Lain-lain	Rp. 4.000.001 - Rp. 6.000.000

5/13/2023 16:12:39	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/13/2023 16:34:46	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Lain-lain	≤ Rp. 2.000.000
5/13/2023 16:37:37	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Lain-lain	≤ Rp. 2.000.000
5/13/2023 17:40:01	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/13/2023 20:02:53	Ya	Ya	Ya	Ya	Laki-laki	≥ 41 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/14/2023 21:05:45	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/14/2023 21:08:10	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/16/2023 8:04:11	Ya	Ya	Ya	Ya	Perempuan	≥ 41 th	Pengusaha / Wiraswasta	Rp. 6.000.001 - Rp. 8.000.000
5/16/2023 11:07:24	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/16/2023 14:21:14	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/16/2023 14:22:38	Ya	Ya	Ya	Ya	Perempuan	≥ 41 th	Lain-lain	≤ Rp. 2.000.000
5/16/2023 15:50:25	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/16/2023 17:44:05	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Lain-lain	Rp. 2.000.001 - Rp. 4.000.000

5/16/2023 17:49:08	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Lain-lain	≤ Rp. 2.000.000
5/16/2023 22:17:03	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 9:36:02	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pengusaha / Wiraswasta	Rp. 4.000.001 - Rp. 6.000.000
5/17/2023 9:42:56	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/17/2023 13:40:21	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/17/2023 13:51:14	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/17/2023 13:58:21	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Lain-lain	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 14:09:34	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 14:26:23	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Lain-lain	≤ Rp. 2.000.000
5/17/2023 14:31:40	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/17/2023 14:36:00	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/17/2023 14:55:16	Ya	Ya	Ya	Ya	Perempuan	≥ 41 th	Lain-lain	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 15:31:30	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000

5/17/2023 18:42:55	Ya	Ya	Ya	Ya	Laki-laki	≥ 41 th	Pengusaha / Wiraswasta	≥ Rp. 8.000.001
5/17/2023 19:05:32	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 19:47:30	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Negeri Sipil	Rp. 2.000.001 - Rp. 4.000.000
5/17/2023 21:36:30	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 6.000.001 - Rp. 8.000.000
5/18/2023 0:03:56	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Lain-lain	Rp. 4.000.001 - Rp. 6.000.000
5/18/2023 0:45:54	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	≥ Rp. 8.000.001
5/18/2023 12:55:42	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/18/2023 15:33:56	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 19:12:09	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pengusaha / Wiraswasta	≤ Rp. 2.000.000
5/18/2023 19:18:51	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 19:24:33	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000

5/18/2023 19:32:51	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 19:37:13	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 19:37:32	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≥ Rp. 8.000.001
5/18/2023 19:43:09	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	≤ Rp. 2.000.000
5/18/2023 19:47:30	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	Rp. 4.000.001 - Rp. 6.000.000
5/18/2023 20:49:42	Ya	Ya	Ya	Ya	Perempuan	≥ 41 th	Lain-lain	Rp. 2.000.001 - Rp. 4.000.000
5/18/2023 20:58:06	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 20:58:16	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 21:01:27	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 21:03:36	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pegawai Swasta	Rp. 4.000.001 - Rp. 6.000.000
5/18/2023 21:11:13	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 21:27:34	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000
5/18/2023 22:06:35	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000

5/18/2023 22:07:00	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pengusaha / Wiraswasta	≥ Rp. 8.000.001
5/18/2023 22:14:34	Ya	Ya	Ya	Ya	Laki-laki	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/18/2023 23:45:40	Ya	Ya	Ya	Ya	Perempuan	31 - 40 th	Pegawai Swasta	≥ Rp. 8.000.001
5/18/2023 23:48:04	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	≥ Rp. 8.000.001
5/18/2023 23:57:19	Ya	Ya	Ya	Ya	Laki-laki	31 - 40 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/19/2023 0:08:38	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pengusaha / Wiraswasta	Rp. 2.000.001 - Rp. 4.000.000
5/19/2023 0:14:18	Ya	Ya	Ya	Ya	Laki-laki	21 - 30 th	Pegawai Swasta	Rp. 2.000.001 - Rp. 4.000.000
5/19/2023 10:43:33	Ya	Ya	Ya	Ya	Perempuan	≤ 20 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/19/2023 16:02:05	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/19/2023 17:11:17	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	≤ Rp. 2.000.000
5/19/2023 18:47:51	Ya	Ya	Ya	Ya	Perempuan	21 - 30 th	Pelajar / Mahasiswa	Rp. 2.000.001 - Rp. 4.000.000

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K 9	K1 0	K1 1	K1 2	K1 3	K1 4	K1 5	S 1	S 2	S 3	S 4	KK 1	KK 2	KK 3	NP 1	NP 2	NP 3
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Lampiran 6 Hasil Olah Data SPSS

A. Uji Validitas dan Reliabilitas Variabel Kualitas Makanan

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.894	6

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KM1	21.8287	8.765	.656	.462	.881
KM2	21.7403	8.560	.686	.489	.876
KM3	22.0442	8.031	.664	.464	.883
KM4	21.6851	8.439	.740	.637	.868
KM5	21.7790	8.229	.778	.627	.862
KM6	21.8066	8.312	.760	.634	.865

B. Uji Validitas dan Reliabilitas Variabel Kualitas Pelayanan

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.828	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	8.7624	1.693	.717	.528	.732
KP2	8.8343	1.706	.630	.397	.815
KP3	8.8011	1.549	.711	.524	.734

C. Uji Validitas dan Reliabilitas Variabel Kenyamanan (*Convenience*)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.956	.956	15

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
K1	61.2818	59.548	.670	.516	.955
K2	61.3094	60.270	.723	.592	.953
K3	61.4696	57.206	.803	.706	.952
K4	61.2541	59.713	.763	.649	.953
K5	61.3315	58.912	.764	.653	.952

K6	61.2818	60.459	.677	.551	.954
K7	61.3094	58.982	.754	.623	.953
K8	61.2873	59.173	.802	.688	.952
K9	61.3646	58.655	.788	.685	.952
K10	61.2652	60.340	.708	.573	.954
K11	61.4530	58.238	.759	.653	.953
K12	61.3315	58.990	.738	.611	.953
K13	61.2928	58.419	.816	.755	.951
K14	61.2983	59.144	.774	.660	.952
K15	61.3702	58.757	.743	.634	.953

D. Uji Validitas dan Reliabilitas Variabel Suasana (*Atmospherics*)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.882	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
S1	13.1381	3.753	.697	.524	.866
S2	13.2210	3.529	.762	.620	.842
S3	13.1878	3.709	.766	.603	.841
S4	13.1602	3.513	.754	.600	.845

E. Uji Validitas dan Reliabilitas Variabel Kepuasan Keseluruhan (*Overall Satisfaction*)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.859	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KK1	8.9061	1.452	.759	.578	.778
KK2	8.7901	1.711	.737	.547	.795
KK3	8.8011	1.771	.708	.501	.823

F. Uji Validitas dan Reliabilitas Variabel Niat Perilaku

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.856	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NP1	8.8674	1.516	.763	.583	.763
NP2	8.8785	1.507	.726	.537	.800
NP3	8.9282	1.667	.696	.489	.827

G. Uji Regresi Linear Berganda I

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Suasana, KepuasanPelayanan, KepuasanMakanan, Kenyamanan	.	Enter
a. Dependent Variable: KepuasanKeseluruhan			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.760	.755	.30688
a. Predictors: (Constant), Suasana, KualitasPelayanan, KualitasMakanan, Kenyamanan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.516	4	13.129	139.412	.000 ^b
	Residual	16.575	176	.094		
	Total	69.090	180			
a. Dependent Variable: KepuasanKeseluruhan						
b. Predictors: (Constant), Suasana, KualitasPelayanan, KualitasMakanan, Kenyamanan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.009	.190		.049	.961
	Suasana	.121	.077	.112	1.567	.119
	KualitasPelayanan	.014	.075	.014	.854	.854
	KualitasMakanan	.578	.105	.511	5.506	.000
	Kenyamanan	.293	.061	.295	4.815	.000
a. Dependent Variable: KepuasanKeseluruhan						

H. Uji Regresi Linear Berganda II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Suasana, KepuasanPelayanan, KepuasanMakanan, Kenyamanan ^b	.	Enter
a. Dependent Variable: NiatPerilaku			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.756	.751	.30130
a. Predictors: (Constant), Suasana, KualitasPelayanan, KualitasMakanan, Kenyamanan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.627	4	12.407	136.666	.000 ^b
	Residual	15.978	176	.091		
	Total	65.605	180			
a. Dependent Variable: NiatPerilaku						
b. Predictors: (Constant), Suasana, KualitasPelayanan, KualitasMakanan, Kenyamanan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.203	.186		1.087	.279
	Suasana	-.036	.076	-.034	-.478	.633
	KualitasPelayanan	.179	.074	.183	2.432	.016
	KualitasMakanan	.545	.103	.495	5.287	.000
	Kenyamanan	.279	.060	.288	4.666	.000
c. Dependent Variable: NiatPerilaku						

I. Uji Regresi Linear Sederhana

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KepuasanKeseluruhan ^b	.	Enter
a. Dependent Variable: NiatPerilaku			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876 ^a	.768	.766	.29191
a. Predictors: (Constant), KepuasanKeseluruhan				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.352	1	50.352	590.910	.000 ^b
	Residual	15.253	179	.085		
	Total	65.605	180			
a. Dependent Variable: NiatPerilaku						
b. Predictors: (Constant), KepuasanKeseluruhan						

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.676	.157		4.314	.000
	KepuasanKeseluruhan	.854	.035	.876	24.309	.000
a. Dependent Variable: NiatPerilaku						

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Dining at gas stations: an analysis of nonconventional fast-food outlets from a consumer behavior perspective

An analysis of consumer behavior

4347

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Abstract

Purpose – The objective of this paper is to investigate the effect of the dining experience elements at gas stations foodservice outlets: (1) food quality, (2) service quality, (3) convenience and (4) atmospherics on customers' overall satisfaction and behavioral intention. This study also examines the mediating effect of overall satisfaction on dining experience elements and behavioral intention.

Design/methodology/approach – This paper applies a quantitative approach, using partial least square-structural equation modeling for analysis. Survey data were collected online from 231 participants in the United States.

Findings – Convenience and food quality are strong predictors of gas station food purchasing overall satisfaction and behavioral intention. Meanwhile, service quality and atmospherics were not statistically significant.

Research limitations/implications – This study's survey was conducted online. Participants reflected on their dining experience at gas station dining outlets in the prior week.

Practical implications – This study contributes to the existing foodservice literature by exploring dining at gas stations. It also provides a new insight into the importance of convenience in influencing overall satisfaction and behavior intention in a gas station foodservice setting.

Social implications – This study helps with the understanding of consumer behavior and expectations of a fast-food setting. This study helps with enhancing convenience in order to improve the customers' experience and reduce their daily stress relating to wait time for purchasing fast-food meals.

Originality/value – This is the first study to examine consumer experience at a gas station food service setting.

Key words Gas stations, Fast-food, Customer satisfaction, Behavioral intention, Convenience

Paper type Research paper

1. Introduction

Hospitality was one of the most hard-hit industries globally, resulting in an extensive loss of revenue and rise in unemployment due to coronavirus disease 2019 (COVID-19)-related restrictions and lockdowns (Dube *et al.*, 2020; Kim *et al.*, 2020). Unhappily, the foodservice sector was not immune to the crippling economic effect of COVID-19. A study by Yang *et al.* (2020) confirmed a negative correlation between the increase in daily new COVID-19 cases and the daily demand for restaurant services. Similarly, the analysis conducted of data from Open Table by Dube *et al.* (2020) concluded that, compared to 2019 data, restaurants in 2020 witnessed a decline of 80–90% in sit-in dining business due to COVID-19. Unfortunately, fine dining, casual dining, sports bars and buffet-style restaurants continued to operate at

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10–20% of their capacity throughout 2020 and most of 2021 (Dube *et al.*, 2020); in many cases, these foodservice businesses were either forced to close their doors or limit their seating capacity. On the other hand, gas station convenience stores, including gas station foodservice outlets (GSFOs), were considered by the US federal and state government as essential businesses (Conroy, 2020).

The ability to quickly adjust to new food safety and sanitation guidelines and the resilience of GSFO operators boosted consumer confidence and captured a larger market share. Moreover, fast-food providers, including GSFOs, found innovative ways to rebound from the effect of COVID-19 through maximizing their use of drive-thru, curbside pickup and home delivery services. For instance, adopting new technologies allowed customers to safely and securely place their food orders, make payments and track their order deliveries online, which helped these foodservice providers maximize their opportunities to generate more revenue (Abdelrassoul and Kozmal, 2020; Nicola, 2020).

In recent years, gas station chains in the US, such as Wawa and Speedway, have designated new spaces for food preparation and renovated attractive dining spaces in order to enhance their convenience and catering to the hectic lifestyle of many Americans (Richardson *et al.*, 2019). In this paper, GSFOs are considered as nonconventional fast-food outlets when compared to conventional fast-food restaurants, such as McDonald's, Burger King and others. Conventional fast-food restaurants have built their brand names and reputation over a long period of time when compared to GSFOs; for instance, White Castle was founded in 1921, McDonald's in the 1940s, KFC in 1952 and Wendy's in 1969 (Fast Food Restaurant, 2021; Wilson, 2021).

GSFOs are nonconventional due to the presence of a fast-food restaurant inside a gas station convenience store, which is a new phenomenon in the US that does not exist in many other countries. The combination of both elements, gas station convenience store and fast-food outlet, creates a new genre within the fast-food industry. As gas station outlets began to offer a variety of freshly prepared dishes in the past decade, the number of dining options has increased for customers who are seeking a fast-food meal. In recent months, COVID-19 intensified demand for gas station food; consequently, food sales at GSFOs increased by 52% (ASD Mark Week, 2021). As a result, the competition has intensified within the fast-food sector and dining at gas stations, as a new phenomenon, has become a real threat to conventional fast-food restaurants, such as McDonald's, Burger King and Wendy's. This threat is the outcome of gas stations cannibalizing fast-food meal sales from conventional fast-food outlets and generating more revenue for gas station firms that normally did not specialize in fast-food meals. Therefore, as more foodservice outlets become available and new trends in fast-food meal concepts arise, ready-to-eat food purchasing has gone beyond convenience.

Gas stations are entering the foodservice segment due to the increase of consumer spending on fast-food meals in the US over the years. Recently, quick-service restaurant (QSR) sales jumped from \$273bn in 2015 to \$299.6bn in 2018 (Statistica, 2019). As the consumer demand for a variety of dining options increases, so does the competition among fast-food providers. Consequently, new fast-food concepts have been introduced into the foodservice market as foodservice operators continue to struggle with attracting and retaining their market share (Shepherd and Ahmed, 2000; Mathe-Soulek *et al.*, 2015). Therefore, conventional fast-food restaurants' managers must improve their customers' dining experience elements to sustain their market share, increase customer satisfaction, encourage customer intention to revisit in the future and to remain in business (Bagozzi, 1995; Han and Hyun, 2017; Namin, 2017).

Prior research has investigated the effect of customer experience on overall satisfaction, as well as behavioral intention (Fornell *et al.*, 1996; Richardson *et al.*, 2019). Features such as food quality, service quality, convenience and atmospherics have been found to impact customer

satisfaction. However, there is a lack of research on dining experience elements at unconventional foodservice outlets, such as gas stations. Due to the dynamic nature of the foodservice industry, the changing customer demographics and priorities, as well as the new trend of gas station foodservice in the US, this study attempted to investigate the following problem statement: Do customers' perceptions of their dining experience elements, overall satisfaction and behavioral intention at gas stations (Wawa and Speedway) differ from other styles of foodservice, especially conventional fast-food restaurants? Hence, the objective of this study was to investigate the influence of dining experience elements at gas stations on customer satisfaction and behavioral intention to return and recommend to others. Also, the current research addresses whether overall satisfaction mediates the relationship between dining experience attributes and customers' behavioral intention. Accordingly, dining at gas stations calls for a thorough investigation in order to answer these questions:

- (1) To what extent are patrons' overall satisfaction and behavioral intention affected by food quality, convenience, service quality and atmospherics within gas station foodservice settings?
- (2) Does overall satisfaction mediate the relationship between the dining experience elements and patrons' behavioral intention at gas station foodservice settings?

This research was conducted with customers who had recently purchased their meals at a gas station; they were surveyed via an online questionnaire. Gas station customers were asked about their perceptions of food quality, service quality, convenience and atmospherics, as well as their overall satisfaction and behavioral intention. Of the surveys submitted, 231 useable responses were considered for this study and were analyzed using a variety of statistical techniques. This study's results emphasized the crucial role of food quality and convenience in improving customers' overall satisfaction and behavioral intention at gas stations. Based on the findings of this paper, the authors present valuable recommendations to both GSFOs and conventional fast-food restaurant operators on how to improve their overall profitability and their customers' overall satisfaction and behavioral intention.

2. Theoretical background and hypothesis development

2.1 Behavioral intention

In a foodservice context, behavioral intention refers to the customers' willingness to become a repeat customer at foodservice facilities (Bujisic *et al.*, 2014). Lower prices at fast-food restaurants encourage value-driven customers' future purchases. Mathe-Soulek *et al.* (2015) found that customers of QSRs have higher chances of returning and recommending QSRs to others due to lower check average spending. As it costs less to purchase quick-service meals at GSFOs than at other types of restaurants, many customers would prefer to make their purchases at these outlets during their routine drive.

Ajzen and Fishbein (1992) connect satisfaction to behavioral intention using the theory of reasoned action. As consumers develop emotional associations with products and services, these emotional associations affect behavioral intentions. The level of emotional satisfaction foodservice customers feel toward a particular dining experience influences their behavioral intentions toward a particular establishment. Consequently, previous studies identified customer satisfaction as a strong predictor of behavioral intention to purchase and recommend to others (Kim and Kim, 2009; Kong and Mohd Jamil, 2014; Oliver, 1996; Quintal and Polczynski, 2010).

2.2 Fast-food dining experience elements

2.2.1 *Food quality.* Food quality has been extensively studied in casual and fine dining restaurants. Recently, scholars have become increasingly interested in examining food

quality in the QSR segment (Bihamta *et al.*, 2017; Harrington *et al.*, 2017). Food quality is a subjective measurement from consumers – and thus can vary from individual to individual (Ophuis and Van Trijp, 1996; Chamhuri and Batt, 2015) – with many components, including taste, dish presentation, food temperature, healthy options and freshness (Namkung and Jang, 2007). As of late, health and freshness have also become greater concerns for customers' diet. For example, Savelli *et al.* (2017) studied college students' perceptions of food quality and found that besides the importance of knowing menu ingredients, participants were increasingly interested in knowing the origin of the food they consume. Similarly, Chamhuri and Batt (2015) found that nowadays customers are expecting a higher quality freshness of the food they consume at foodservice outlets.

Food quality is a critical element of customers' dining experiences and is correlated to customer satisfaction and intention to revisit and recommend to others (Bihamta *et al.*, 2017; Ha and Jang, 2010; Mathe-Soukek *et al.*, 2015; Namin, 2017). This study sought to test the effect of gas stations' dining experience elements on customers' overall satisfaction and behavioral intention. Food quality is fundamentally important to improving overall satisfaction as well as creating psychological stimulation and desire to taste similar dishes in the future. Bujisic *et al.* (2014), Li and Petrick (2010) and Muskat *et al.* (2019) found significant relationships between dining experience elements, customers' level of overall satisfaction and customers' intentions to revisit a restaurant and recommend it to others. Therefore, these hypotheses were examined:

H1. Food quality at GSFOs positively influences patrons' overall satisfaction.

H2. Food quality at GSFOs positively influences patrons' behavioral intention.

2.2.2 Service quality. Zeithaml (1988) defined service quality as the "customer's judgement about a product's overall excellence or superiority" (p. 3). Liu and Tse (2018) found a positive correlation linking service efficiency to overall satisfaction among fast-food restaurant consumers. Prior studies highlighted the importance of service quality, alongside food quality, in improving overall satisfaction and intention to revisit these restaurants (Johns and Pine, 2002; Jun *et al.*, 2017; Liu and Tse, 2018; Nguyen *et al.*, 2018; Namkung and Jang, 2007; Ölüyer, 1996; Soñano, 2002). Furthermore, service quality has been identified as a key component to the overall success of foodservice outlets. Barnes (2016a, b) argued that foodservice managers who prioritize service quality and customer delight have a competitive edge over their competition and tend to witness an increase in their customers' spending.

The importance of service quality in a foodservice setting cannot be disregarded due to its impact on patron's overall assessment of their service encounter (Ihtiyar *et al.*, 2018; Richardson *et al.*, 2019). Accordingly, this study proposes the hypotheses below regarding service quality at gas station dining outlets:

H3. Service quality at GSFOs positively influences patrons' overall satisfaction.

H4. Service quality at GSFOs positively influences patrons' behavioral intention.

2.2.3 Convenience. Convenience, according to Adiele and Kenneth-Adiele (2017), is offering goods or services while requiring minimal effort or risk on behalf of the customer. For instance, service convenience was referred to as how service providers assist their customers to achieve their objectives in a short period of time while applying minimal effort (Chang *et al.*, 2010). Similarly, Scholliers (2015) as well as Hertz and Halkier (2017) concluded that convenience represents the degree to which customers can save time and energy when purchasing their meals at a fast-food dining outlet. Other research conducted by Lin *et al.* (2015) as well as Mehmood and Najmi (2017) expressed that customers value purchasing fast-food meals due to convenience as they compare the money spent eating at a restaurant to the value of time spent preparing meals at home.

Various studies established a direct link among convenience, satisfaction and the customers' behavioral intention, such as future purchasing of goods and products or consumption of services (Bellotti *et al.*, 2015; Mohlmann, 2015; Tussyadiah, 2016; Wong and Zhao, 2016). Accordingly, this study posits that convenience is vital in improving the customers' dining experience at GSFOs:

H5. Convenience at GSFOs positively influences patrons' overall satisfaction.

H6. Convenience at GSFOs positively influences patrons' behavioral intention.

2.2.4 Atmospherics. Atmospheric elements include both the service design as well as the ambiance within a foodservice outlet. These include the quality of air, odors, lighting, temperature, reduced noise, quality of furniture, décor and background music in addition to the visibility of signage within an establishment (Bitner, 1992) – factors that have been found to impact customers' overall dining experiences (Han and Hyun, 2017). Jani and Han (2014) as well as Wakefield and Blodgett (1996) found that nonvisual elements of atmospherics, including background music, scent and temperature, may have a subconscious effect on customers.

Chang *et al.* (2015) as well as Ha and Jang (2010) found that atmospherics are just as critical as service quality and food quality in shaping the customers' opinion of their dining experience as well as their behavioral intention. Barnes *et al.* (2016a, b), Carmy (2014), as well as Swinberghe and Wooldridge (2014) found a substantial connection between atmospherics and overall customer satisfaction. More specifically, Kong and Mohd Jamil (2014) found a significant association between satisfaction and a restaurant's air quality, service design and menu selection. Similarly, Hyun *et al.* (2018) expressed that the atmospherics, including the aesthetics of a facility, help create feelings of enjoyment and enhance the customers' level of satisfaction and loyalty. Ali *et al.* (2016) found that atmospherics, in addition to influencing future purchasing decisions and intentions to revisit, also influence customers' likelihood to recommend to others. In relation to dining at fast-food restaurants, Bujisic *et al.* (2014) concluded that ambience quality had a positive relationship with customer behavioral intentions in QSRs. Due to the role of atmospherics in enhancing customers' dining experience, this study proposed the following hypotheses:

H7. Atmospherics at GSFOs positively influence patrons' overall satisfaction.

H8. Atmospherics at GSFOs positively influence patrons' behavioral intention.

2.3 Customer overall satisfaction

Previous studies concluded that patrons' satisfaction with their overall experience is mostly influenced by their dining experience, such as physical environment, service quality, food quality and convenience (Han and Hyun, 2017; Richardson *et al.*, 2019). Customer satisfaction is a predictor of customers' behavioral intention and the firm's success (Han and Hyun, 2017). Customer satisfaction has been explained as a subjective measure collected from the customers' comparisons of their pre-conceived expectations – which are derived from previous experiences or imagination – and the actual dining experience (Hunt, 1977; Oliver, 1996). Customer satisfaction is an important measure of the success of a firm as previous studies have linked this measure to customers' behavioral intention and share recommendations to others (Chen and Bowen, 2001; Tussyadiah, 2016). In addition, factors such as overall satisfaction and behavioral intention among customers are important to a firm's profitability since the cost of attracting new customers is as much as five times the cost of retaining existing customers. Thus, the following hypothesis was explored:

H9. Overall satisfaction at GSFOs positively influences patrons' behavioral intention.

In addition to examining the effect of gas stations' dining experience elements on customers' overall satisfaction and behavioral intention, this research aimed to investigate whether overall satisfaction mediates the relationship between dining experience elements and behavioral intention at these GSFOs. Hence, this study presents the following hypotheses:

- H10.* Overall satisfaction mediates the effect of GSFOs food quality on patrons' behavioral intention.
- H11.* Overall satisfaction mediates the effect of GSFOs service quality on patrons' behavioral intention.
- H12.* Overall satisfaction mediates the effect of GSFOs convenience on patrons' behavioral intention.
- H13.* Overall satisfaction mediates the effect of GSFOs atmospherics on patrons' behavioral intention.

Based on the review of the existing literature, as well as the objectives outlined in this study, a conceptual framework was introduced to present the link among gas station dining experience elements (service quality, food quality, convenience and atmospherics), overall satisfaction and behavioral intention among customers who purchase food from gas station outlets (see Figure 1).

3. Methodology

3.1 Measurement scales

First, the survey began with the purpose of the study; it also provided a definition of GSFOs and provided examples of gas station brands in the Southeastern region of the US, such as Wawa, Love's, Pilot or Speedway. The study's survey started with two screening questions; participants were asked about their age and whether they purchased food from specific GSFOs (Wawa, Speedway or RaceTrac) within the previous week. Second, the background section of the questionnaire asked participants questions regarding their demographic information. Third, participants were asked to answer questions regarding their experiences

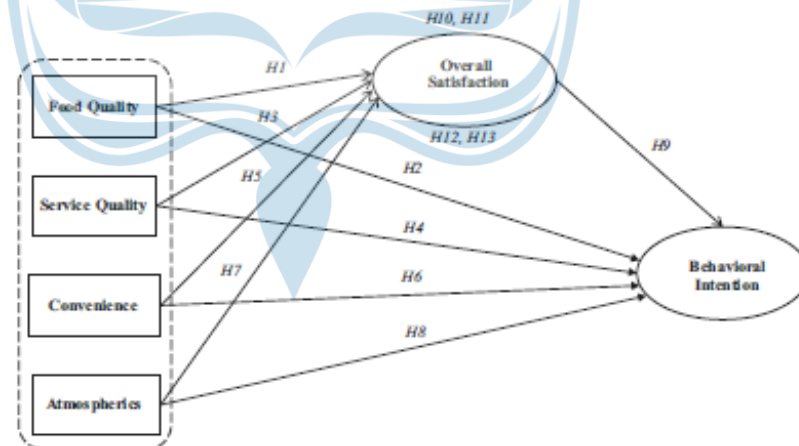


Figure 1.
Proposed conceptual
framework

of the dining elements of the visited GSFOs as well as their overall satisfaction and behavioral intention. To test the hypotheses proposed in this study, participants were asked to indicate their responses based on a 7-point Likert scale (1 = *extremely disagree* and 7 = *extremely agree*).

The survey questions were derived from the existing literature. Overall satisfaction was evaluated using a three-item scale from [Ha and Jang \(2010\)](#). In accordance with previous research, food quality was operationalized by a six-item scale from [Kivela et al. \(2000\)](#) confirmed by [Ha and Jang \(2010\)](#) as well as [Namkung and Jang \(2007\)](#). Service quality was measured with a two-item scale from [Parasuraman et al. \(1991\)](#). Atmospheric elements were operationalized through adapting a three-item scale from [Baker's \(1986\)](#) scale of atmospherics. Convenience was evaluated using a five-item scale from [Berry et al. \(2002\)](#). Finally, behavioral intention was evaluated using a two-item scale from [Ha and Jang \(2010\)](#).

To establish validity of the measures utilized in this inquiry's survey, face and content validity were confirmed by restaurant managers and professors with expertise in food and beverage research. Also, the reliability of the survey measures was inspected by conducting a Cronbach's alpha test of reliability on preliminary data, which were collected as part of a pilot study on a group of hospitality students at a university in the Southeastern region in the US. Once the results from the Cronbach's alpha were determined to be acceptable and after making minor modifications to the survey questions based on the feedback received from both the experts and participants of the pilot study, the survey was distributed online through [Qualtrics.com](#).

3.2 Sampling

The main goal of this inquiry was to investigate the effect of the dining experience element at GSFOs on consumers' overall satisfaction and behavioral intention. Since fast-food meals are considered both affordable and accessible to many consumers in many parts of the world, this inquiry defined the population of interest for this study's survey as individuals who are 18 years of age and older who purchased fast-food meals from Wawa, Speedway or RaceTrac within the previous week. These three gas stations are growing in number within the Southeastern region of the US and are known for their quick-service menu offerings. Thus, to fulfill the research objectives, the sample included only customers who purchased quick-service meals from these GSFOs within the prior week in the Southeastern region of the US. This specific region was chosen for several reasons: the Southeastern states are known for being more diverse and attracting more national and international tourists in comparison to many other parts of the country. Furthermore, the residence population of several metropolitan cities in this area is growing and, in many cases, very transient. Accordingly, the Southeastern region in the US is deemed to be appropriate for conducting this research survey.

The sample size was estimated using a statistical G*Power analysis. While some argue that a ratio of 20 observations to each parameter should be used to determine a sample size pertaining to a structural equation modeling (SEM) model ([Kline, 2015](#)), other researchers agree that a sample size of 300 is too large for an SEM model ([Comrey and Lee, 2013](#); [Tabachnick and Fidell, 2013](#)). It is also worth mentioning that [Field \(2013\)](#) referred to a sample size of 30 observations and above to be large enough for statistical analysis. Accordingly, a sample of 250 participants was deemed as sufficient to attain the objectives of this study.

Due to the large size of the population of interest, its diverse demographic characteristics and the location being scattered over a vast geographical area, random sampling was determined to be impractical for the purpose of this research. Hence, participants in this study were recruited online through a professional third party. Self-selected sampling was adopted in this study to get individuals from various states, diverse backgrounds and different social

groups to participate in this study. Prior research indicated that recruiting participants through online research companies, such as Mechanical Turk, is very useful for reaching a large and diverse pool of participants (Stritch *et al.*, 2017). Offering an insignificant monetary incentive is expected in online surveys in order to encourage qualified individuals to join this survey and to reduce nonresponse rates (Fowler, 2013). For this research survey, the individuals needed to meet the age requirement to qualify. In addition, to become part of this study, individuals were expected to confirm purchasing their meal from a GSFO one week before filling out the questionnaire. This last requirement was chosen to avoid memory recall errors as Bell *et al.* (2019) stated that the recall period for food consumption is seven days.

3.3 Data analysis

The proposed framework was tested following a two-step process in order to assess both the measurement model as well as the structural models. Hence, partial least squares-structural equation modeling (PLS-SEM) was deployed in order to evaluate the measurement model (i.e. the latent variables [LVs] and their related observable items) as well as the structural model (i.e. the relationship among LVs) (Ali *et al.*, 2018; Hair *et al.*, 2017).

4. Results

4.1 Sample characteristics

A total of 250 participants and 231 surveys were employed for the final data analysis after removing 19 cases due to missing values or incomplete responses. Table 1 illustrates the sample profile for the survey, including, gender, age, ethnicity, education and household income. The results indicated that female respondents accounted for 61% of the participants while 39% of the sample were male. The most prevalent age group of respondents was 26–35 years old (39%). The majority of the respondents were White (72%). Also, most respondents had a household income under \$50,000 (55.4%). Most of the respondents held an undergraduate degree (35%). Furthermore, 66% of respondents purchased their meals during the lunch period. It is common that the fast-food sector, including GSFOs, experiences busier lunch periods in comparison to breakfast or dinner meal periods; this is due to more individuals being away from home, either at work or on the road (Table 1).

4.2 Assessment of measurement model

This study's proposed model contains three reflective constructs – service quality, overall satisfaction and behavioral intention – as well as three formative constructs – food quality, atmospherics and convenience. The authors tested the outer loadings, composite reliability (CR) and average variance extracted (AVE) to check for reliability as well as convergent validity issues. In addition, the authors examined discriminant validity for reflective constructs. Hence, reliability and convergent validity were tested by examining the factor loadings, CR and AVE (Ali *et al.*, 2018; Chin, 2010; Hair *et al.*, 2017; Richardson *et al.*, 2019).

Table 2 displays the outcomes of the measurement model assessment for all outer loadings, which Hair *et al.* (2017) advised to exceed 0.5. In addition, the results of this study indicated that the CR values exceeded 0.7 as suggested by Hair *et al.* (2017). Meanwhile, AVE, which explains the overall amount of variance in the indicators accounted for by the latent construct, was within a range of 0.76–0.888, which was also above the value of 0.5 as suggested by Hair *et al.* (2017). Thus, this study's results demonstrate acceptable levels of reliability and convergent validity for all reflective constructs.

To evaluate discriminant validity, which assesses the distinction between constructs, several criteria were used. Table 3 illustrates the outcome of Fornell–Larcker criterion assessment; accordingly, the square roots of the AVEs for the constructs along the diagonal

Characteristics	Frequency	Percentage (%)
<i>Gender</i>		
Male	90	39.0
Female	141	61.0
<i>Age</i>		
18–25 years	52	22.5
26–35 years	90	39.0
36–45 years	52	22.5
46–55 years	23	10.0
56–65 years	12	5.2
Above 65 years	2	0.9
<i>Race</i>		
Asian	31	13.4
Black	17	7.4
Hispanic	11	4.8
White	166	71.9
Two or more races	2	0.9
Other	4	1.7
<i>Education</i>		
Some high school	4	1.7
High school/general educational development	13	7.8
Some college	83	35.9
Undergraduate degree	80	34.6
Graduate degree	46	19.9
<i>Household income before tax</i>		
Under \$50K	128	55.4
\$50–74,999K	57	24.7
\$75–99,999K	28	12.1
\$100–125K	14	6.1
Over \$125K	4	1.7
<i>Type of meal purchased</i>		
Breakfast	49	21.2
Lunch	153	66.2
Dinner	29	12.6

Note(s): *N* = 231

An analysis of
consumer
behavior

4355

Table 1.
Profile of respondents

exceeded the correlations among the constructs. To confirm the discriminant validity, the value of the heterotrait-monotrait ratio of correlations (HTMT) for all constructs in the model is expected to have a value under 0.9 or 0.85 for more conservative results (Henseler *et al.*, 2015). Table 4 illustrates HTMT values for all constructs, which are below 0.865. Hence, utilizing both Fornell–Larcker criterion and HTMT value of 0.85 in the measurement model help establish discriminant validity.

To evaluate three formative constructs, the variance inflation factor (VIF) is displayed in Table 2, which highlights that each of the items associated with formative constructs had an acceptable VIF lower than 5 and that the outer weights of most of them were significant. Apart from a few insignificant outer weights, the results showed the significant outer loadings. Thus, all items of formative constructs could be retained.

4.3 Assessment of structural model

Results of the analysis showed an R^2 of 0.53 for overall satisfaction and 0.61 for behavioral intention, which can be considered high in social sciences research (Hair *et al.*, 2017). Thus,

BFJ 123,12	Construct/Associated items	Mean	Standard deviation
4356	<i>Food quality (F_QUAL)</i>		
	Food presentation	5.11	1.412
	Food variety	4.41	1.563
	Food healthiness	5.33	1.153
	Food taste	4.79	1.404
	Food freshness	5.53	1.072
	Food temperature	5.30	1.254
	<i>Service quality (S_QUAL)</i>		
	Received service	4.52	1.376
	Service design	4.64	0.943
	<i>Convenience (CONV)</i>		
	Quickness	5.61	1.09
	Least effort	5.45	1.171
	Ease and clarity	5.48	1.25
	Efficiency	5.72	1.076
	Accessibility	5.44	1.221
	<i>Atmospherics (ATMOS)</i>		
	Background music	4.23	1.361
	Décor and layout	4.64	1.414
	Interior environment	5.63	1.129
	<i>Overall satisfaction (O_SAT)</i>		
Experience satisfaction	5.52	1.142	
Experience pleasantness	5.61	0.954	
<i>Behavioral intention (BEH_INTENT)</i>			
Return	5.13	1.397	
Recommend	4.08	1.339	

Table 2.
Descriptive analysis

dining experience elements (food quality, service quality, convenience and atmospherics) accounted for 53% of the total proportion in GSFO patrons' overall satisfaction. Meanwhile, 61% of the total proportion in patrons' behavioral intention was predicted by these dining experience elements and overall satisfaction. Furthermore, **H1** proposed a significant positive effect of GSFO food quality on patrons' overall satisfaction ($\beta = 0.416; \rho < 0.01$); the result implies that when GSFO patrons perceive food quality favorably, they tend to express a high level of overall satisfaction. **H2** predicted a significant positive effect of GSFO food quality on patrons' behavioral intention ($\beta = 0.383; \rho < 0.01$); when perceived favorably, GSFO food quality is a strong predictor of patrons' behavioral intention. **H3** predicted a significant positive relationship between GSFO service quality on patrons' overall satisfaction; the results ($\beta = 0.116; \rho > 0.05$) suggested a positive (but not significant) effect of service quality at GSFOs on patrons' overall satisfaction. Similarly, **H4** predicted a significant positive effect of GSFO service quality on patrons' behavioral intention ($\beta = 0.095; \rho > 0.05$); however, the results provided no support for this hypothesis. **H5** proposed a significant positive effect of GSFO convenience on patrons' overall satisfaction ($\beta = 0.228; \rho < 0.01$); therefore, convenience plays an important role in increasing patron's overall satisfaction. **H6** predicted a significant positive effect of GSFO convenience on patrons' behavioral intention ($\beta = 0.234; \rho < 0.01$); thus, GSFOs' convenience is a strong predictor of patrons' behavioral intention. **H7** proposed a significant positive effect of GSFO atmospherics on patrons' overall satisfaction ($\beta = 0.106; \rho > 0.05$), but the effect was not statistically significant. Likewise, **H8** predicted a

Constructs and items	Outer loadings	Outer weight	VIF	AVE	CR	Cronbach's alpha
<i>Food quality (F_QUAL)</i>						
Food presentation		0.112	1.892			
Food variety		0.219	2.364			
Food healthiness		0.136	1.948			
Food taste		0.392	1.860			
Food freshness		0.087	2.310			
Food temperature		0.278	2.565			
<i>Service quality (S_QUAL)</i>						
Received service	0.907			0.769	0.870	0.704
Service design	0.847					
<i>Convenience (CONV)</i>						
Quickness		-0.050	1.918			
Least effort		0.230	2.248			
Ease and clarity		0.316	1.835			
Efficiency		0.304	1.646			
Accessibility		0.417	1.892			
<i>Atmospherics (ATMOS)</i>						
Background music		0.035	1.866			
Décor and layout		0.297	2.215			
Interior environment		0.776	1.541			
<i>Overall satisfaction (O_SAT)</i>						
Experience satisfaction	0.955			0.917	0.956	0.909
Experience pleasantness	0.960					
<i>Behavioral intention (BEH_INTENT)</i>						
Return				0.788	0.870	0.731
Recommend				0.885		

Table 3. Assessment of measurement model

Construct	Atmospherics	Convenience	Food quality	Behavioral intention	Overall satisfaction
Behavioral intention	0.522	0.586	<i>0.724</i>		
Overall satisfaction	0.500	0.536	0.682	<i>0.632</i>	
Service quality	0.615	0.457	0.737	0.623	<i>0.592</i>

Note(s): The square root of AVEs are shown diagonally in italic

Table 4. Discriminant validity (Fornell-Larcker criterion)

significant positive effect of GSFO atmospherics on patrons' behavioral intention ($\beta = 0.085$; $\rho > 0.05$); the results provided no support for effect of atmospherics on behavioral intention. H9 predicted a significant positive effect of overall satisfaction on patrons' behavioral intention ($\beta = 0.147$; $\rho < 0.05$); accordingly, when patrons are pleased with their GSFO dining experience elements and express a positive level of overall satisfaction they tend express their positive behavioral intentions.

H10, H11, H12 and H13 addressed the mediating effect of overall satisfaction on the relationship between food quality, service quality, convenience and atmospherics on patrons' behavioral intention, respectively. The results provided support for partial mediation of

overall satisfaction on the relationship between food quality and behavioral intention ($\beta = 0.06; p < 0.05$) as well as the relationship between convenience and behavioral intention ($\beta = 0.03; p < 0.05$). Finally, this inquiry's results did not provide support for the mediating effect of overall satisfaction on the relationship between service quality and behavioral intention ($\beta = 0.02; p > 0.05$) nor the relationship between atmospherics quality and behavioral intention ($\beta = 0.02; p > 0.05$). Table 2 illustrates the results of the structural model assessment using SmartPLS (see Figure 2) (see Table 5 and 6).

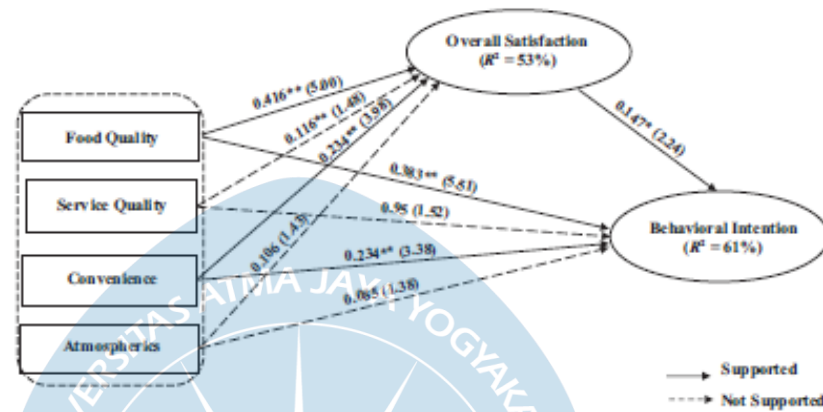


Figure 2. Structural model

Note(s): * $P < 0.05$, ** $P < 0.01$

Table 5. Discriminant validity (HTMT85 criterion)

Construct	Behavioral intention	Overall satisfaction	Service quality
Behavioral intention	0.775		
Overall satisfaction		0.727	
Service quality			0.727

Table 6. Results of hypothesis testing

Hypothesis	Relationship	Path coefficient	t-value	95% CI	Supported
H1	F_QUAL → O_SAT	0.416	5.003	[0.275, 0.544]	Yes
H2	F_QUAL → BEH_INT	0.383	5.510	[0.252, 0.485]	Yes
H3	S_QUAL → O_SAT	0.116	1.480	[-0.002, 0.257]	No
H4	S_QUAL → BEH_INT	0.095	1.516	[-0.005, 0.201]	No
H5	CONV → O_SAT	0.228	3.984	[0.133, 0.319]	Yes
H6	CONV → F_INTENT	0.234	3.377	[0.124, 0.351]	Yes
H7	ATMO → O_SAT	0.106	1.435	[-0.013, 0.233]	No
H8	ATMOS → BEH_INT	0.085	1.382	[-0.020, 0.180]	No
H9	O_SAT → BEH_INT	0.147	2.235	[0.046, 0.262]	Yes
H10	F_QUAL → O_SAT → BEH_INT	0.06	1.900	[0.018, 0.126]	Yes
H11	S_QUAL → O_SAT → BEH_INT	0.02	1.165	[0.001, 0.057]	No
H12	CONV → O_SAT → BEH_INT	0.03	1.894	[0.011, 0.072]	Yes
H13	ATMOS → O_STA → BEH_INT	0.02	1.297	[0.002, 0.047]	No

5. Conclusion and implications

This study aimed to identify the important dining experience elements affecting customers' overall satisfaction and behavioral intention at gas station dining outlets. Due to convenience, food offerings, and the increasing number of new foodservice providers, some US consumers have recently shifted to purchasing fast-food meals from gas stations instead of conventional fast-food restaurants. Becoming a significant player in the fast-food segment, gas station food offerings represent a threat to the conventional fast-food restaurant's market share. The outcome of this study adds to the foodservice literature and provides beneficial findings to foodservice operators. Furthermore, this study explains customers' expectations of food quality, service quality, convenience and atmospherics in order to improve their overall satisfaction and behavioral intention while dining at GSFOs.

Food quality and convenience were the two most important factors for GSFOs affecting customers' overall satisfaction and behavioral intention. This study's results confirm the findings of previous studies on the effect of food quality and convenience on improving customers' overall satisfaction in foodservice (Richardson *et al.*, 2019). The significance of food quality in this study matches recent trends highlighted by Savelli *et al.* (2017) as well as Chamhuri and Batt (2015) on the importance of fresh food and ingredients to many customers. Furthermore, prior research concluded that foodservice customers have become more knowledgeable of food ingredients as well as place and methods of production (Savelli *et al.*, 2017). Due to the proximity of gas stations to customers' driving routes, the significance of convenience is evident as many participants made their dining choice because of traveling, either on a routine commute or a longer road trip. Undoubtedly, convenience is very critical in fast-food dining. When foodservice customers make their purchases at gas stations with little or no effort (Adele and Kermeth-Adele, 2017), their dining experiences are characterized by better value, positive service quality and a greater level of overall satisfaction (Gong and Yi, 2018). Therefore, focusing on food quality and convenience provides direction for foodservice operators when developing new strategies in order to protect their market share and remain competitive in the long run.

This study revealed that service quality was not statistically significant in influencing overall satisfaction and behavioral intention at GSFOs. In contrast, Liu and Tee (2018) concluded that service promptness (an important aspect of service quality) was a major factor influencing customers' satisfaction at fast-food restaurants. However, dining at gas station outlets relies on self-service and thus creates lower expectations for the quality of service. For instance, customer interaction with gas station employees is minimal because patrons place their meal orders at self-service kiosks and mainly interact with employees at the check-out counters. In other words, service promptness is less important in the gas station dining experience. As a result of this brief customer-employee interaction at gas station outlets, service quality plays an insignificant role in influencing customers' dining experiences and by extension their overall satisfaction or intention to return.

The previous foodservice literature confirmed a correlation between atmospherics and satisfaction as well as behavioral intention in fine dining and casual dining; atmospherics have a significant influence on behavioral intention, in line with Bujisic *et al.* (2014) and Richardson *et al.*'s (2019) findings. However, this research did not find a statistically significant influence of atmospherics on overall satisfaction nor on behavioral intention at gas station outlets. The low importance of atmospherics at GSFOs is possibly linked to customers spending less time in these outlets. Also, customers who are in a hurry are more likely to order their meals to-go instead of dining at GSFOs. Consequently, atmospherics may have a lesser effect on their overall satisfaction and behavioral intention.

The results of this research support and further extend foodservice findings of previous studies (Han and Back, 2007; Kim and Kim, 2009; Kong and Mohd Jamil, 2014; Oliver, 1996; Quintal and Polczynski, 2010). Other important findings are illustrated in the outcome of H10

and H12, which were tested in this study. As anticipated, overall satisfaction was found to have a mediating effect on the relationship between food quality, convenience and behavioral intention. Meanwhile, the mediating effect of overall satisfaction on the relationships between service quality, atmospherics and behavioral intention was not statistically significant.

This research has contributed to the body of knowledge in the industry and to foodservice managerial implications by identifying which dining experience elements have the most influence on customer's expectations at GSFOs. As a result, this research concluded that food quality and convenience are strong predictors of overall satisfaction and behavioral intention among gas station foodservice customers. Simultaneously, this research concluded that atmospherics and service quality were not statistically significant. Even though participants in this study emphasized the importance of food quality and convenience over atmospherics and service quality, it is likely that all of the dining experience elements still play a role in improving customers' overall satisfaction; however, more research on GSFOs would be needed to confirm this. Even though service quality and atmospherics were not statistically significant in this study, providing less than average customer service, having rude employees or inappropriate atmospherics would likely offend these customers and influence their attitude toward overall satisfaction and behavioral intention in other areas of their dining experience.

5.1 Theoretical contribution

This study has several theoretical contributions. First, it closes the gap from lack of research on GSFOs. Second, it highlights the important function of specific dining experience elements at a GSFO setting. Finally, it highlights the mediating effect of overall satisfaction on elements of the dining experience and the customers' behavioral intention. Findings of this study indicated that certain dimensions of gas station dining experience, such as food quality and convenience, are the strongest predictors of overall satisfaction and behavioral intention to revisit and recommend. This study adds to the body of knowledge by exploring dining at gas station outlets as a new niche within the fast-food restaurant sector. In addition, this study highlights the important function of convenience, which was previously excluded in the conventional foodservice literature, in predicting overall satisfaction and selection of nonconventional foodservice outlets (Chang and Polonsky, 2012; Kaura *et al.*, 2015; Richardson *et al.*, 2019).

Consistent with previous restaurant dining studies, food quality and convenience are demonstrated to be critical determinants of customer satisfaction and behavioral intentions in this type of foodservice outlet. Therefore, this study makes unique contributions to the current body of knowledge in two ways. While no prior research was dedicated to addressing customer behavior at gas station outlets, the results from this study contribute to closing the gap in the literature on this segment within the fast-food industry. Therefore, the results of this study conclude that food quality, service quality and convenience affect customer satisfaction. However, the author found that atmospheric elements, by themselves, did not have a direct relationship with levels of satisfaction. In addition, this study provides valuable information toward the mediating role of customer satisfaction on the relationship of these dining experience dimensions and the customers' future intent to repatronize the restaurant and to recommend to others.

5.2 Managerial implications

This study contributes to the body of foodservice research by exploring dining at gas station outlets as an emerging trend. It has also determined the levels of importance of dining experience elements; food quality is the most significant element followed by convenience. To improve the customers' overall satisfaction and encourage future visits, foodservice

managers should consider creative ways to make GSFOs more appealing. On the other hand, managers of conventional fast-food outlets need to find a solution to the threat of GSFOs and become even more appealing than GSFOs in order to win their lost customers back. Finally, both GSFOs and conventional fast-food outlet managers need to find their unique target market niche to differentiate themselves from each other.

While managers should consider all dining experience elements to ensure maximum satisfaction of their customers, GSFOs can appeal to their customer base by paying more attention to food quality trends, such as low-calorie and freshly made dishes as well as healthier food options in general. In addition, GSFOs could appeal to their customers' desire for convenience through providing drive-through, service at the gas pump, an app for ordering ahead of time and more creative ways that get service to customers as quickly and accurately as possible. Meanwhile, foodservice providers in the fast-food industry will need to compete with GSFOs by also focusing on food quality and convenience. Furthermore, the fast-food outlets could differentiate themselves from GSFOs through capitalizing on certain service quality factors, such as emphasizing employee friendliness, delivering food to the customers' seating, simplifying their menu displays and reducing wait time. In addition, ethnic fast-food operators could improve the theming of their restaurants, atmospherics and food quality to differentiate themselves from gas station dining options.

By the very nature of fast-food restaurants, convenience is an essential factor for influencing customer satisfaction. Gas station customers prefer their experience to be simple and expedient; therefore, ease of ordering from the menu should be considered. Additionally, location and accessibility of the restaurant is an important factor in the decision-making process, authenticating the study by Park (2004) on fast-food Korean restaurants. When compared to food quality and convenience, this research demonstrated that service quality and atmospherics have minimal influence on overall satisfaction and behavioral intention among gas station foodservice customers. Therefore, gas station foodservice operators who invest in food quality and convenience could potentially improve the financial performance of their firms and increase their customers' loyalty. Since food quality and convenience are a direct predictor to measure customers' overall satisfaction and behavioral intention, foodservice management should focus on ways to improve these dining experience elements in the day-to-day operation of their businesses. They should also continue to seek feedback on food quality in order to implement new operational procedures and improve their customers' dining experiences. Despite the fact that GSFO customers have dining elements they prioritize, hospitality managers at gas station outlets should not underestimate the value of striking a balance between the dining experience elements. Therefore, foodservice managers should keep atmospherics and service design in consideration as critical components of their customers' overall satisfaction assessment.

5.3 Limitations

The current study had several limitations that should be considered in future studies. First, this study's survey was conducted online. Participants reflected on their dining experience at gas station dining outlets within the previous week; there is a chance that the participants might not recall the events properly or exaggerate them in their evaluations. To improve this study, a future survey should be conducted immediately after customers leave a GSFO. Another limitation of this study is that its results mostly captured the experiences of low- to mid-level household income individuals, as 55% of the participants made less than US\$50,000 (Table 1). Therefore, it is recommended to test the moderation effect of other variables – such as race, gender, age, household income, type of trip (a routine or long-distance trip), location of the foodservice outlet and customers' residence (urban, rural or suburban) – to better capture the interaction between the constructs introduced in this study.

5.4 Future research

Future research should also consider comparing customer satisfaction and perceptions of food quality and convenience in comparison to conventional fast-food outlets. Differences among customers should also be taken into consideration, such as commuting locally versus traveling, gender differences and more because convenience, quality and variety could influence diverse consumers' dining choices in different ways. Moreover, future research should also compare GSFO customers' intention to purchase their meals at other types of foodservice outlets, such as ethnic fast-food restaurants, food trucks and home delivery. Overall, customers' desire for healthier food and more variety have led to the creation of new restaurant concepts and new places for offering healthy food; therefore, the trend of purchasing meals at convenience foodservice stores will continue to grow and gain more popularity, especially among customers who highly value their time and the convenience of food offerings.

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