

## IMPACT OF ATMOSPHERE ON SATISFACTION AND THE BEHAVIOR INTENTION IN RESTO LA RUCOLA MEDITERRANEAN

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### *Abstract*

*This study aims to identify and analyze the influence factors of dining atmosphere of a restaurant towards satisfaction and behavioral intention. This study uses object restaurant which has a Mediterranean theme in the city of Surabaya. The data used in this study are primary data obtained by questionnaire distributed to 150 respondents who have bought and dine in the Mediterranean restaurant. The analysis used in this study is a simple linear regression analysis and multiple linear analysis. The sampling technique of this research is convenience sampling. The results showed that there is an effect of a restaurant's dining atmosphere towards satisfaction and behavioral intention. Variables of dining satisfaction affect the intention of behavior as well. In this study multiple linear regression tests were carried out for the four atmosphere dimensions of restaurants. It was found that the dimensions of facility aesthetics of restaurant's atmosphere did not significantly influence dining satisfaction and behavioral intention.*

**Keywords:** *restaurants' atmosphere, dining satisfaction, behavioral intention.*

### *Abstract*

*Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor pengaruh suasana makan restoran terhadap kepuasan dan niat perilaku. Penelitian ini menggunakan objek restoran yang bertema Mediterania di kota Surabaya. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan kuesioner yang dibagikan kepada 150 responden yang telah membeli dan makan di restoran Mediterania. Analisis yang digunakan dalam penelitian ini adalah analisis regresi linier sederhana dan analisis linear berganda. Teknik pengambilan sampel dalam penelitian ini adalah convenience sampling. Hasil penelitian menunjukkan bahwa ada pengaruh suasana makan restoran terhadap kepuasan dan niat perilaku. Variabel kepuasan makan mempengaruhi niat perilaku juga. Dalam penelitian ini beberapa uji regresi linier dilakukan untuk empat dimensi atmosfer restoran. Ditemukan bahwa dimensi estetika fasilitas atmosfer restoran tidak secara signifikan mempengaruhi kepuasan makan dan niat perilaku.*

**Keywords:** *suasana restoran, kepuasan, niat perilaku.*

JEL: M31

## **1. Research Background**

Along with the development in urban areas, many new businesses popping up. This year the number of restaurants from various classes grew 15% together with the acceleration of infrastructure development in East Java, especially in the city of Surabaya ([www.rimanews.com](http://www.rimanews.com)). Currently in the city of Surabaya there are 500-600 middle-class restaurants and there are also 2,000 medium-sized culinary businesses, the number of businesses in the culinary field shows prospects in the culinary business (<http://joss.today/read/>). Surabaya has a business opportunity with a broad market share in the culinary field ([www.wirabisnis.com](http://www.wirabisnis.com)). The culinary business becomes interesting to cultivate since it is not only promising but also continuing to grow. The activity of eating outside home for most people in the city of Surabaya becomes an urban lifestyle due to busy life of couples who both are career-makers make many urban people lazy to cook their own food; such that it is more practical buying prepared food. Co-founder of Qraved.com, Steven Kim, said that eating outside the house is not solely for meeting basic needs but also for socializing activities with family, partners and work relations. The lifestyle of urban communities that raises many businesses, especially the culinary field, is growing fast everywhere to compete for profits ([www.ayopreneur.com](http://www.ayopreneur.com)). The restaurants in Surabaya began to grow with a variety of distinctive settings, as well as the culture carried by each restaurant. Along with the development of existing restaurants, they can be classified into several types of restaurants including fast-food restaurants, family restaurants, ethnic restaurants, specialty restaurants, and others.

Kotler (1973: 48) states the recognition of people in purchasing, decision making, responding to more than just real products or services offered is crucial. This understanding explains that in facing competition in the business world today, especially the service industry needs to increase attention not only to prices and goods itself, but also to pleasant services, and attractive atmosphere for shopping (Baker 1986, Baker et al. 1992, Dawson et al. 1990, Sherman et al. 1997, Sherman and Smith 1986, Tai and Fung 1997 in Heung and Gu 2012). Bitner (1992) in Heung and Gu (2012) revealed spatial aesthetics, or "atmospheres" even more important. Service providers strive to ensure that every detail of the atmospheres contributes to overall visitor satisfaction.

One type of restaurant in Surabaya today is a specialty restaurant. Specialty restaurant is a restaurant whose atmosphere and decor are all adapted to the types of food served or theme. These restaurants provide European, Chinese, Japanese, Indian cuisine and so on. The service is a bit more based on the practices of the country of origin of the special food (Marsum 2000: 7-11).

In the city of Surabaya there are many foreign workers or expatriates. The presence of various restaurants that provide Italian menus is mutually optimistic that they are competing to gain market share among foreign workers who live in the city of Surabaya. Not only expatriates are interested in Italian food restaurants, but also residents of Surabaya who love Italian cuisine.

Some special restaurants that carry Italian cuisine are La Rucola Mediterranean Restaurant, Domicile Kitchen & Lounge, Mediterraneo, De Soematra 1910, Casa Fontana, and Tune Resto & Wine Bar. According to Tripadvisor, the La Rucola Mediterranean Restaurant ranks top of the category of Italian food that must be visited in Surabaya.

La Rucola Mediterranean Restaurant was established on May 15, 2007 and is owned by PT Pandu Lestari Abadi Surabaya. La Rucola Mediterranean Restaurant is located at Dr. Soetomo 51, Surabaya. La Rucola Mediterranean Restaurant has a seating capacity of 160 guests. La Rucola Mediterranean restaurant is able to compete even though there are many new Italian restaurant emerging. La Rucola Mediterranean Restaurant is an icon in the culinary of Surabaya and East Java, with the best authentic concept ([www.larucola.asia](http://www.larucola.asia).)

Visitors of La Rucola Mediterranean Restaurant based on a review on Tripadvisor

perceives that the interior and exterior are fun, unique and interesting with an atmosphere of Italian nuance, good food according to the high price offered, variety of menu, comfortable. Visitors are also happy with service of international restaurants. Based on the review of 278 people gave an assessment of La Rucola Mediterranean Restaurant, as many as 100 people gave extraordinary responses, 128 people said very good, and 31 people considered on average (Premier). The description above is supported by Table 2 which shows that La Rucola Mediterranean Restaurant has good respondent responses with an average value of 4,3.

Research by Heung and Gu (2012) shows that atmospheric restaurants have a significant influence on dining satisfaction and behavioral intention of visitors. The visitor's behavioral intention means that visitors will visit again and spread positive word of mouth (WOM) and the willingness of visitors to pay more than they should to get the benefits received. The object of this research was taken at a restaurant in Hong Kong which is on both sides of Victoria Harbor. Heung and Gu (2012) found predictor of dining satisfaction and behavioral intention for restaurants. This study aims to examine predictors of dining satisfaction and behavioral intention for restaurants through the atmospheric restaurant and motivation for dining satisfaction over the intentions of behavior. This research is expected to contribute information and be taken into consideration in formulating a strategy that supports the satisfaction and intention of visitors to restaurant-specific restaurants. Predictors of dining satisfaction and behavioral Intention for restaurants. This study aims to examine predictors of satisfaction on food served and behavioral intention for restaurants through the atmospheric restaurant and the influence of dining satisfaction on behavioral intentions. This research is expected to be able to contribute information and be taken into consideration in formulating a strategy that is able to create dining satisfaction and visitor behavioral intentions in restaurants, especially restaurant with specialties.

### **1.1 Atmospheric Restaurant**

Kotler (1973) explains that atmosphere is defined as a design environment or condition that aims to create or strengthen the tendency of visitors to buy a product. Kotler (1973) further emphasized that atmosphere can be a marketing tool to encourage positive behavior in consumption situations where products or services are consumed. In Cox & Brittain (2000: 203) defines store atmosphere as the dominant effects associated with the five senses that can be created through store design, physical characteristics and activities of merchandise. A store is not only judged by the goods sold and the price but also from the atmosphere and comfort created by the owner of the business entity.

Donovan et al., (1994); Foxall and Greenley (1999); Sharma and Stafford (2000) in Ha and Jang (2012), atmosphere has been regarded as an important subject in restaurant service management because it can affect visitors when shopping, chatting with other people, and while eating in restaurants. The emotional response of visitors to environmental services relates to the consumption behavior of visitors at the time of transaction.

Ryu and Jang (2007) stated that atmospheres are divided into three aspects, namely: Ambience, Design, Social. Ambient factors include noise, aroma (color), color, and music (music); design factors including the layout, furnishing, and wall composition; and social factors including the type of visitor, employee appearance and level of crowd.

Ryu and Jang (2007) state that positive perceptions of atmospherics can produce more positive emotions, which leads to positive beliefs about the services or products of a company. Atmospheric restaurants are café atmosphere through visual, arrangement, light, music and aroma that can create a comfortable buying environment that can affect the perceptions and emotions of consumers to make purchases (Levy and Weitz 2001, in Lily et.al.)

### **1.2 Dining Satisfaction**

Kotler and Armstrong (2012: 150) state that satisfaction is a feeling of pleasure or

disappointment from someone that results from comparing the performance of a product that is felt (or results) with expectations. Buyers form expectations from the results of past buying experiences, friends, and promises and information from marketers and competitor.

According to Zeithaml and Bitner (2000: 75) the definition of satisfaction is the response or response of consumers regarding fulfillment of needs. Satisfaction is an assessment of the features or features of a product or service, or the product itself, which provides a level of pleasure for visitors related to meeting the consumption needs of visitors.

Kotler (2006) says visitor satisfaction is the level of perception obtained after visitors compare the performance that has been received with expectations. Visitor satisfaction also includes dining satisfaction when in a restaurant. Satisfaction of visitor dining is important because dining satisfaction is also a product and service that can meet the needs and expectations of visitors. Dining satisfaction for restaurant visitors is an assessment of the products and services provided by the restaurant so that visitors can get dining satisfaction as they expect.

Liu and Jang (2009) attribute measurements on meal satisfaction can be through: (1) I am satisfied with this restaurant, which refers to the statement that someone is satisfied both about service and food in the restaurant; (2) I am pleased to have visited this restaurant, which refers to the statement that someone was happy to be able to visit the restaurant.

### **1.3 Behavioral Intention**

Mowen (2002), behavioral intention is defined as the desire of visitors to behave according to certain ways in order to have, dispose of, use products or services. So visitors can form a desire to find information, tell others about their experiences with a product, buy a particular product or service, or dispose of a product in a certain way. Zeithaml and Bitner (1996: 146) say that behavioral intention is the intention to recommend services to others and the intention to repurchase.

Visitor satisfaction and behavioral intentions are different, because the results of visitor satisfaction will encourage visitors to use a special brand that will benefit. Liu and Jang (2009) provide measurements for behavioral intentions through 3 dimensions, namely: (1) Repeat patronage, i.e. indication of the visitor's desire to recommend and the intensity of the purchase of visitors to make a repeat purchase; (2) Recommendation, which is to tell someone that something can be trusted; (3) Favorable word - of - mouth, namely the communication process in the form of giving recommendations both individually and in groups to a product or service that aims to provide information personally.

Ladhrari et al., (2008) stated that visitor satisfaction with restaurant services was determined by food quality, food cost/value, and how the service was delivered. Although all determinants of visitor satisfaction deserve attention such as atmospheres, unwittingly perceived music, background, color scheme, and the like can be the main determinant of post-consumption satisfaction in situations without disconfirmation (the difference between expectations and performance), which is an ordinary consumption experience (Wirtz and Batenson, 1999) of visitors at the restaurant.

Creativity in structuring and designing space in a restaurant, structuring the light that is not too excessive, presents a view or an interesting view for visitors. Waiters are quick to respond to the needs of visitors so they don't make visitors wait too long which will result in loss of dining satisfaction. Restaurants that also have facilities such as comfortable room temperature, and additional music that makes visitors comfortable or other things that can create a warm atmosphere so that it has added value in dining satisfaction for visitors and in accordance with visitor expectations and can make visitors satisfied (Kotler, 2000).

Chang (2000) in Heung and Gu (2012). in the study of the impact of atmospheres on visitor satisfaction in the arena of college sports, shows a direct and positive relationship between them, i.e., atmospheres and satisfaction. Atmospheres discussed in the first section of

the literature as atmospheric restaurants are an integral part of a restaurant's offerings. It is reasonable to hypothesize that atmosphere has a significant impact on the perception of the overall quality of restaurants, which in turn affects the satisfaction of visitors in the restaurant industry. Based on the description above, a hypothesis 1 can be formed, namely: H1: Allegedly atmospheric restaurants have an influence on food satisfaction.

Chang (2000); Donovan and Rossiter (1982); Wakefield and Blodgett (1996) in Heung and Gu (2012) reveal that the process of shopping and repurchasing is also considered as approaching behavior in services. Liu and Jang (2009) stated that the influence of atmospheric restaurant on behavioral intentions is mediated by emotions and values perceived by visitors. Dube et al., (1994) and Soriano (2002) suggest that the atmosphere / condition has a significant impact on the visitor's intention to return.

Rusdian (1999) states that store atmosphere strategy is a strategy involving various store attributes to attract visitor purchasing decisions. This opinion is supported by the opinion that store atmosphere can affect the positive emotional state of visitors and that situation can cause purchases to occur. A positive emotional state will make two dominant feelings namely feeling happy and rousing desire (Sutisna and Pawitra: 2001)

Schlosser (1998) says that consumers often value a store on its first impression seen from the store's atmosphere, whether in the form of layout, lighting, music, store color, and layout. And this is often the reason why visitors have an interest or not in making a purchase or eating at the restaurant.

Greenberg et al., (1988) said that a store that has an atmosphere, such as a store that has a "personality" and can use the atmosphere as a communication tool for a store to consumers. A store that has a "personality" tends to be chosen by consumers, this is in accordance with the theory of affective behavior and human behavior (Kotler, 2005). In the theory it is said that behavior arises as a result of affective (feelings) that are owned by consumers. Referring to the theory, if the consumer has a good affective towards the product or service, there is a possibility that consumers make purchases on the product. Based on these explanations, store atmosphere which is here referred to as atmospheric restaurant can affect the intention of visitors' buying behavior. Heung and Gu (2012) found that atmospheric restaurants have a positive influence on visitor buying behavior intentions. The intention of repurchase behavior can be seen in the form of intention to return to visit, word-of-mouth, and willingness to pay more. Based on the description above, a hypothesis 2 can be formed, namely: it is assumed that atmospheric restaurants have an influence on behavior intentions

Visitor satisfaction plays an important role in restaurant management and marketing with reasons such as satisfaction can directly affect visitor loyalty, business entity profits, and word of mouth communication. (Dube et al., 1994; Ladhrari et al., 2008; Soriano 2002 in Heung and Gu, 2012). Han et al. (2009) examined the relationship between emotion, consumption, visitor satisfaction, and intention to return to the restaurant, the findings obtained that the intention of guests to come back to review is a positive influence of satisfaction.

Ehigie (2006) found that perceptions of service quality and visitor satisfaction were significant predictors of visitor loyalty, where visitor satisfaction contributed greatly to visitor behavior intentions. Visitor satisfaction becomes influential on visitor loyalty that can be able to recommend to relatives and others.

Ha and Jang (2012) say food quality and food variation are factors that influence visitor loyalty in behavioral intentions such as repeat patronage. Visitors who come back can occur because visitors are satisfied with what he thinks of being accepted. Meal satisfaction which means dining satisfaction can occur due to the quality of food that is in accordance with the variety of foods desired by visitors, thus giving rise to good behavior intention by spreading positive word of mouth. Ha and Jang (2012) confirm the positive and direct relationship between eat satisfaction and visitor behavior intention (behavior intention) such as repurchase and word of mouth. Based on the description above, hypothesis 3 is assumed that dining

satisfaction has an effect on behavioral intention

## 2 Research Method

The type of research used is causal research with the main objective is to examine the causality relationships among variables studied (Malhotra, 2007: 85). In this study, there is one independent variable, namely, *atmospheric restaurant*, that is a café or atmospheric restaurant of *La Rucola Mediterranean Restaurant* Surabaya through visual, arrangement, light, music and aroma that can create a comfortable buying environment that can affect the perceptions and emotions of consumers to make purchases. *Atmospheric restaurant* measurements include: *Spatial layout & employee factors* which are the arrangement of furniture and equipment in the dining area, and the appearance and number of servants; *Ambience* which includes the background of music, aroma in the dining room, lighting, and room temperature of the restaurant; *Facility aesthetics* which covers interior design and decoration; *View from the window* which is a view from the restaurant window.

There are two dependent variables in this study, namely *dining satisfaction* and *behavioral intention*. *Dining satisfaction* is the extent to which the assumption of the performance of a product can meet visitor expectations. *Dining satisfaction* is measured through indicators of visitor satisfaction and feeling happy after visiting. The second dependent variable is *behavioral intention*, namely the willingness (intention) to recommend to others and the willingness (intention) to make a repeat purchase. *Behavior intention* can be measure through indicators of willingness to return or visit, willingness to recommend to others and the willingness to spread positive things to others.

The level or scale used in this study is interval level, namely the measurement level which has the clear same distance and difference on the scale. The type of measurement scale used is the Likert scale (statement 5 points agree-disagree). Answers with greater value than considerations are better than those given and vice versa.

The target population in this study was visitors to *La Rucola Mediterranean Restaurant* Surabaya. The population characteristics determined were respondents who had bought and dine at *La Rucola Mediterranean Restaurant* Surabaya in the past 6 months, residing in Surabaya, male and female, age (minimum 18 years), and education high school as minimum. By considering the characteristics that have been determined in this question, respondents can answer questions well and clearly. According to Hair, Bush, Ortinau (2003: 361) regarding the number of visitors used in a test is as many as 150 people to 200 people. The sample determined in this study was 150 people. The sampling technique used is *non-probability sampling*, which is a sampling technique that provides equal opportunities for each member of the population selected as a sample and the respondents chosen must have the ability to understand the questionnaire given. This technique was chosen because the opportunities that are not the same for each member chosen are sampled. While for convenience sampling is the technique of taking selected samples from members whose data is easily obtained, faster, and accurate.

## 3 Result and Discussion

The results of the profile of samples show there were 84 people or 56.0% of respondents were male and as many as 66 people or 44.0% of respondents were female. The majority of respondents were less than 21 years old with a percentage of 49.3%. The next most are those aged 21-30 years with a percentage of 48.0%. For respondents aged 31-40 years and ages 41-50 years only have a percentage of 1.3%. The most recent education of the respondents was high school/vocational school, with a percentage of 50.7%. The second most is undergraduate (S1), which is a percentage of 47.3%. The third most is the Diploma with a percentage of 2.0%. Most respondents' income is less than Rp. 2,000,000, - with a percentage of 50.7% or as many as 76 people, the second most is Rp. 2,000,000 - Rp. 5,000,000 - 42.7% or

as many as 64 people, the third most is with an income of Rp. 5,000,000 - Rp. 10,000,000 - for 6.7% or as many as 10 people. The majority of the work of most respondents is students with a percentage of 50.7% or as many as 76 people, the second most are in the field of administration / management of 44.7% or as many as 67 people, the third most are Entrepreneurs at 2.7% or as many as 4 people, most fourth is the service sector of 2.0% or as many as 3 people.

Table 3 shows the results of reliability test. *Atmospheric restaurant, dining satisfaction* and *behavioral intention* have *Cronbach alpha* > 0.60. Tables 4.5 and 6 show that all statement items on *atmospheric restaurant*' variables, dining satisfaction and behavioral intention have significance values of Pearson correlation smaller than 0,05, such that it can be stated that variable behavioral intention is valid and can be used for further analysis.

This classic Assumption Test was conducted to see the influence of the four atmospheric restaurant's dimensions on the variables of *dining satisfaction* and *behavioral intention*. In the normality test, the significance value of the Kolmogorov Smirnov test is obtained at 0,275 (I-Regression of *dining satisfaction*) and 0,719 (Regression II-*behavioral intention*) where the value is greater than 0,05, so it can be concluded that the residuals of both regression models are normally distributed. The Multi-co-linearity test shows the existence of a perfect linear relationship between independent variables in the regression model. A good regression model does not show any symptoms of multi-co-linearity. If the VIF value is < 10 (less than 10), the regression model is free from multi-co-linearity. The results show that the independent variable VIF values in both regression models are less than 10, so it can be concluded that there is no multi-co-linearity in the two regression models in this study.

The Heteroscedasticity test shows the inequality of variance from the residuals on an observation to another observation. A good regression model shows no symptoms of heteroscedasticity. Detection of the presence or absence of heteroscedasticity is done by the Glejser test, which is the regression between the independent variables and the absolute residual regression model. If the Glejser test produces a significance above 0,05 ( $\alpha = 5\%$ ), it can be concluded that in the regression model there is no heteroscedasticity. It is known that the significance value of the Glejser test produced by each independent variable in both regressions is greater than 0.05, so it is concluded that heteroscedasticity does not occur in the regression model or in other words the assumption of non-heteroscedasticity has been fulfilled. In the Autocorrelation test which shows the correlation between the residuals using the Durbin-Watson test. The state of non-autocorrelation will be fulfilled if the *Durbin Watson* value produced is between intervals up to 4-du. *Durbin Watson's* value from regression I is 1,985 where this value is located in the interval criteria (du) to (4-du) with  $n = 150$  and the number of independent variables 4 ( $k = 4$ ), so it can be concluded that there is no autocorrelation in regression model I. The value of *Durbin Watson* from regression II is 2,183 where this value is located in the interval criteria du) up to (4-du) with  $n = 150$  and the number of independent variables 4 ( $k = 4$ ), so it can be concluded that there is no autocorrelation in the regression model II.

In this study an analysis was carried out on 2 multiple linear regression models and 3 simple linear regression models. The results of regression analysis are as follows:

Multiple linear regression for the factors forming *atmospheric restaurants* for *dining satisfaction*. Regression Model 1:  $S = a + b (F1) + b (F2) + b (F3) + b (F4)$ . Based on Table 7, the results of the t test, it is known that the significance value of t generated in each factor is smaller than 0,5, so it can be concluded that partially each factor namely *Spatial Layout & Employee Factors, Ambience* and *View from The Window* has a significant effect towards Dining. Only *Facility Aesthetics* has no significant effect on *dining satisfaction* from visitors of *La Rucola Mediterranean Restaurant* Surabaya.

Multiple linear regression for the forming factors of atmospheric restaurants towards behavioral intention. Regression model II:  $BI = + b (F1) + b (F2) + b (F3) + b (F4)$ . Based on Table 8 the results of the t test, it is known that the significance value of t generated in each

factor is smaller than 0,05, so that it can be concluded that partially each factor namely *Spatial Layout & Employee Factors*, *Ambience*, and *View From The Window* has a significant effect towards the behavioral intention of visitors to *La Rucola Mediterranean Restaurant Surabaya*. Except *Facility Aesthetics* which has no significant effect on the *behavioral intention* of visitors of *La Rucola Mediterranean Restaurant Surabaya*.

Simple Linear Regression for *atmospheric restaurants* for *dining satisfaction*. Regression model 1:  $S = a + b1 RA$ . Based on Table 9, it is known that the R-Square value is 0,579. This shows that *atmospheric restaurants* that include *Spatial Layout & Employee factors*, *Ambience*, *Facilities Aesthetic*, and *View From The Window* can affect the *dining satisfaction* of visitors of *La Rucola Mediterranean Restaurant Surabaya* by 57,9%. The significance value of the F test obtained is 0.000 (smaller than 0,05) indicating that the regression model is said to be fit with the data. Based on the results of the t test, it is known that the significance value of the *atmospheric restaurant* variable is 0,000 (smaller than 0,05) so that it can be concluded that *atmospheric restaurants* have a significant effect on *dining satisfaction* of visitors of *La Rucola Mediterranean Restaurant Surabaya*. Based on these results, the research hypothesis H1 is acceptable.

Simple linear regression of *atmospheric restaurants* towards *behavioral intention*. Regression model 2:  $BI = a + b1 RA$ . Table 10 shows that the R-Square value is 0,66, so it can be said that *atmospheric restaurants* affect the *behavioral intention* of visitors of *La Rucola Mediterranean Restaurant Surabaya* by 56,6%. The F test value obtained is 0.000 (smaller than 0,05) indicating that the regression model is said to be fit with the data. The significance value of the Atmospheric restaurant variable is 0,000 (smaller than 0,05) so that it can be concluded that Atmospheric restaurants have a significant effect on the behavior of visitors of *La Rucola Mediterranean Restaurant Surabaya*. These results support the research H2 hypothesis.

Regression of food satisfaction with *behavioral intention*. Regression model 3:  $BI = a + b1 S$ . Based on Table 11, it can be seen that the R-Square value is 0,625, this indicates that visitor satisfaction can affect the *behavior intention* in *La Rucola Mediterranean Restaurant Surabaya* by 62,5%. The significance value of the F test obtained is 0.000 (smaller than 0,05) indicating that the regression model is said to be fit with the data. Significance value t variable of meal satisfaction of 0,000 (smaller than 0,05) so that it can be concluded that dining satisfaction has a significant effect on the intention of behavioral intention of visitors of *La Rucola Mediterranean Restaurant Surabaya*. These results support the H3 hypothesis of the study.

The results of the analysis above show that *facility aesthetics* does not have a significant effect on the *dining satisfaction* variable, supported by statements from some respondents who also revealed that *facility aesthetics* at *La Rucola Mediterranean Restaurant Surabaya* is not good with those who say music tends to be too loud to disturb visitors' comfort. and there are those who say that table arrangement is less neat, it tends to be when the *restaurant* is crowded, so when visitors sit at the table, what is seen is a perfunctory table, and also the furniture in the restaurant is usually not too good.

The results of table 9 analysis show that the significance value generated in the *atmospheric restaurant* variable is smaller than 0,05 so that it can be concluded that the overall factors are *Spatial layout & Employee factor*, *Ambience*, *Facility Aesthetics*, and *View from the window* has a significant effect to the *satisfaction of dining* from visitors of *La Rucola Mediterranean Restaurant Surabaya*. The results of this study support the results of the research of Heung and Gu (2012) where *atmospheric restaurants* have a significant influence on visitor satisfaction. Wakefield and Blodgett (1996) suggested that the accessibility effects of layout, aesthetics of facilities, electronic equipment, comfort of seating, and cleanliness significantly affected visitor satisfaction in service. Heung and Gu (2012) also stated that the view from the restaurant window also had a large contribution to the satisfaction of diners. The view from the restaurant window is also an integral part of the atmosphere that visitors enjoy

the restaurant.

The results showed also that the value of each dimension of the *atmospheric variable* of the restaurant towards *behavioral intention* has a sig. value t smaller than 0,05 except the *facility aesthetics* dimension is 0.88 against the *behavioral intention* variable. From the results of the atmospheric variable dimensions of restaurants on behavioral intention, it can be seen that facility aesthetics does not have a significant effect on the atmospheric variable of the restaurant towards *behavioral intentions*. The analysis find that facility aesthetics does not have a significant effect on the meal satisfaction variable is supported by statements from several respondents who also revealed that *facility aesthetics* at *La Rucola Mediterranean Restaurant Surabaya* is not good with the presence of music that tends to be too loud to disturb visitors' comfort, and those who said that the table arrangement was less tidy when the restaurant was crowded, so when visitors sat at the table, what was seen was a perfunctory table, and also the furniture in the restaurant was not too good because it was too long or poorly maintained. Atmospheric restaurants have a significant effect on the *behavioral intention* of visitors to *La Rucola Mediterranean Restaurant Surabaya*. The results of this study support the results of the research of Heung and Gu (2012) where atmospheric restaurants have a significant influence on *behavioral intentions* (*return intention, word of mouth, and willingness to pay more*).

#### 4 Conclusion

Positive behavior on visitors of La Rucola Mediterranean Restaurant Surabaya which includes return visits, willingness to recommend to relatives and friends, and the tendency of people to pay more. If visitors are satisfied with the services and products provided by La Rucola Mediterranean Restaurant Surabaya, the increasing atmospheric restaurant includes a variety of interior designs, lighting, room temperature, odorless smells, furnishing arrangements, appearance and sufficient number of servants in serving visitors and the view from the window will get better.

The results of the analysis showed that visitor satisfaction had a significant effect on behavioral intention on visitors of La Rucola Mediterranean Restaurant Surabaya. The results of this study support the research of Heung and Gu (2012) where atmospheric restaurants have a significant influence on behavioral intentions. Han et al., (2009) stated that the intention of the visitors to return is a positive function of satisfaction, so that the higher the level of satisfaction of visitors, the higher the visitors' intention in making a return visit. For La Rucola Mediterranean Restaurant Surabaya, visitors' positive behavior which includes the visitor's intention to make a return visit is a recommendation from another person, so the level of visitor satisfaction can increase due to being satisfied with the products and services obtained. In future studies it is recommended to test models for different types of restaurants such as for fast-food restaurants. This is interesting because the concept of fast-food restaurant leads to the speed and utility value of the product. Further research can also be added to visiting motivation variables. Restaurants can be interpreted as interesting culinary attractions to visit.

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**Appendix**

**Table 1. Rating of Specialty Italian Restaurant Italian Worth to Visit in Surabaya**

| Restaurant Name                           | Ranks |
|---|-------|
| <i>La Rucola Mediterranean Restaurant</i> | 7     |
| <i>Domicile Kitchen &amp; Lounge</i>      | 25    |
| <i>Mediterraneo</i>                       | 33    |
| <i>De Soematra 1910</i>                   | 44    |
| <i>Casa Fontana</i>                       | 59    |
| <i>Tune Resto &amp; Wine Bar</i>          | 70    |

Data source: [www.tripadvisor.co.id](http://www.tripadvisor.co.id), 2016 (partially processed)

**Table 2. Rating of Visitors Assessment towards Specialty Italian Restaurant Italian in Surabaya**

| Restaurant Name                           | Food | Service | Ambience | Average |
|---|------|---------|----------|---------|
| <i>La Rucola Mediterranean Restaurant</i> | 4,5  | 4       | 4,5      | 4,3     |
| <i>Domicile Kitchen &amp; Lounge</i>      | 4    | 3,5     | 4        | 3,8     |
| <i>Mediterraneo</i>                       | 4    | 4       | 4,5      | 4,1     |
| <i>De Soematra 1910</i>                   | 4,5  | 3,5     | 4        | 4       |
| <i>Casa Fontana</i>                       | 4    | 4,5     | 4        | 4,1     |
| <i>Tune Resto &amp; Wine Bar</i>          | 4,5  | 4       | 4        | 4,1     |

Processed data : [www.tripadvisor.co.id](http://www.tripadvisor.co.id), 2016 (partially processed)

**Table 3. Reliability of Test Result**

| No | Variabel                    | value Cronbach Alpha | Remarks  |
|----|-----------------------------|----------------------|----------|
| 1. | <i>Atmospheric restoran</i> | .943                 | Reliable |
| 2. | <i>Kepuasan makan</i>       | .850                 | Reliable |
| 3. | <i>Niat perilaku</i>        | .888                 | Reliable |

Source: processed data (2016)

**Table 4a. Validity Test Result of Atmospheric Restaurants**

| No  | Statement                                 | Pearson Correlation | Sig. | Remarks |
|---|---|---------------------|------|---------|
| <i>Spatial Layout &amp; Employee Factors (F1) Dimension</i> |   |                     |      |         |
| 1.  | Seats arrangement                         | .810**              | .000 | Valid   |
| 2.  | Tables and chairs arrangement             | .783**              | .000 | Valid   |
| 3.  | Dining tables arrangement                 | .751**              | .000 | Valid   |
| 4.  | Waiters/employees dress neatly            | .815**              | .000 | Valid   |
| 5.  | Waiters/employees dress well attractively | .599**              | .000 | Valid   |
| 6.  | Number of waitress /employees             | .728**              | .000 | Valid   |
| <i>Ambience (F2) Dimension</i>                              |   |                     |      |         |
| 1.  | Plants ornament                           | .756**              | .000 | Valid   |
| 2.  | Attractive paintings                      | .640**              | .000 | Valid   |
| 3.  | Room Temperature                          | .837**              | .000 | Valid   |
| 4.  | Room aroma                                | .687**              | .000 | Valid   |
| 5.  | Lightings                                 | .757**              | .000 | Valid   |

Source: Processed data (2016)

**Table 4b. Validity Test Result of Atmospheric Restaurants**

| No   | Statement   | Pearson Correlation | Sig. | Remarks |
|--|---|---------------------|------|---------|
| <i>Facility Aesthetics (F3) Dimension</i>  |   |                     |      |         |
| 1.   | Interior design                                       | .784**              | .000 | Valid   |
| 2.   | Furniture   | .670**              | .000 | Valid   |
| 3.   | Tables arrangement                                    | .747**              | .000 | Valid   |
| 4.   | Music   | .696**              | .000 | Valid   |
| <i>View from the window (F4) Dimension</i> |   |                     |      |         |
| 1.   | Views from <i>La Rucola's</i> windows                 | .687**              | .000 | Valid   |
| 2.   | Views from <i>La Rucola's</i> windows are comfortable | .604**              | .000 | Valid   |

Source: Processed data (2016)

**Table 5. Validity Test Result of Dining Satisfaction**

| No | Statement                      | Pearson Correlation | Sig. | Remark |
|----|--------------------------------|---------------------|------|--------|
| 1. | Satisfy with services provided | .928**              | .000 | Valid  |
| 2. | Feeling happy after visit      | .937**              | .000 | Valid  |

Sumber: Data diolah (2016)

**Table 6. Validity Test Result of Behavioral Intention**

| No | Statment  | Pearson Correlation | Sig. | Remark |
|----|---|---------------------|------|--------|
| 1. | Willingness to re-visit                                 | .932**              | .000 | Valid  |
| 2. | Willingness to recommend to others                      | .904**              | .000 | Valid  |
| 3. | Willingness to spread positive message (worth-of-mouth) | .874**              | .000 | Valid  |

Source: Processed data (2016)

**Table 7. Regression Result on Atmospheric Restaurant towards Dining Satisfaction**

| Model                         | B      | Std.error | Beta  | T     | Sig.t |
|-------------------------------|--------|-----------|-------|-------|-------|
| Constants                     | 0.383  | 0.262     |       | 1.463 | 0.146 |
| F1                            | 0.271  | 0.091     | 0.265 | 2.986 | 0.003 |
| F2                            | 0.391  | 0.096     | 0.356 | 4.091 | 0.000 |
| F3                            | 0.014  | 0.090     | 0.013 | 0.151 | 0.880 |
| F4                            | 0.241  | 0.073     | 0.243 | 3.287 | 0.001 |
| <i>R- Square</i>              | 0.600  |           |       |       |       |
| F                             | 54.286 |           |       |       |       |
| Sig F                         | 0.000  |           |       |       |       |
| <i>Y= Dining Satisfaction</i> |        |           |       |       |       |

Source: Processed data (2016)

**Table 8. Regression Result on Atmospheric Restaurant towards Behavioral Intention**

| Model                          | B      | Std.error | Beta  | T     | Sig. t |
|--------------------------------|--------|-----------|-------|-------|--------|
| Constant                       | 1.149  | 0.219     |       | 5.246 | 0.000  |
| F1                             | 0.187  | 0.076     | 0.221 | 2.462 | 0.015  |
| F2                             | 0.392  | 0.080     | 0.433 | 4.913 | 0.000  |
| F3                             | 0.011  | 0.076     | 0.013 | 0.145 | 0.885  |
| F4                             | 0.158  | 0.061     | 0.193 | 2.572 | 0.011  |
| <i>R-Square</i>                | 0.588  |           |       |       |        |
| F                              | 51.777 |           |       |       |        |
| Sig F                          | 0.000  |           |       |       |        |
| <i>Y= Behavioral Intention</i> |        |           |       |       |        |

Source: Processed data (2016)

**Table 9. Regression Result of Atmospheric Restaurant towards Dining Satisfaction**

| Model                          | B       | Std. Error | Beta  | T      | Sig. t |
|--------------------------------|---------|------------|-------|--------|--------|
| Constant                       | 0.441   | 0.261      |       | 1.689  | 0.093  |
| RA                             | 0.902   | 0.063      | 0.761 | 14.278 | 0.000  |
| <i>R-square</i>                | 0.579   |            |       |        |        |
| F                              | 203.853 |            |       |        |        |
| Sig. F                         | 0.000   |            |       |        |        |
| <i>Y : Dining Satisfaction</i> |         |            |       |        |        |

Source: Processed data (2016)

**Table 10. Regression Result on Atmospheric restaurant towards Behavioral Intention**

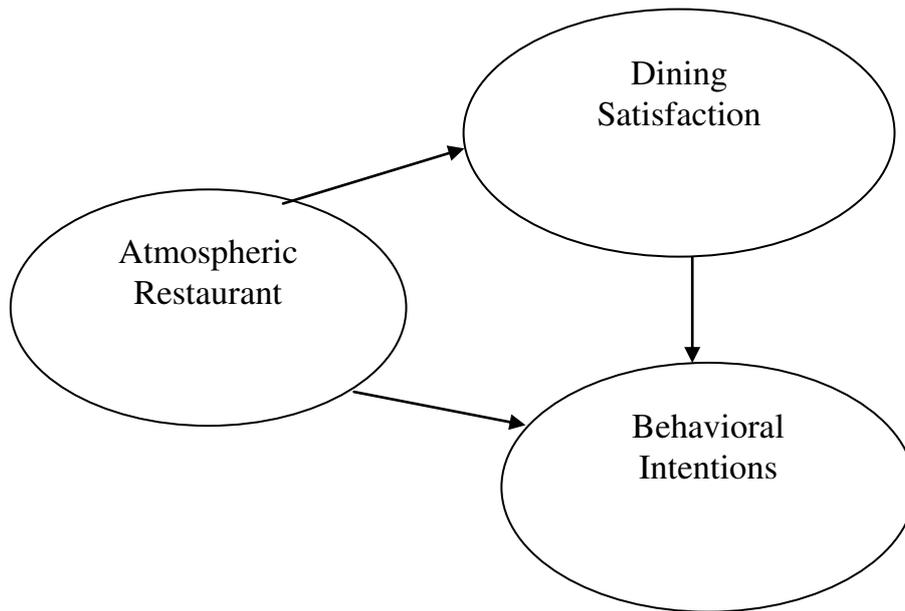
| Model                           | B       | Std. Error | Beta  | T      | Sig. t |
|---------------------------------|---------|------------|-------|--------|--------|
| Constant                        | 1.204   | 0.218      |       | 5.511  | 0.000  |
| RA                              | 0.734   | 0.053      | 0.752 | 13.891 | 0.000  |
| R-Square                        | 0.566   |            |       |        |        |
| F                               | 192.964 |            |       |        |        |
| Sig. F                          | 0.000   |            |       |        |        |
| <i>Y : Behavioral Intention</i> |         |            |       |        |        |

Source: Processed data (2016)

**Table 11. Regression Result on Dining Satisfaction towards Behavioral Intention**

| Model                           | B       | Std. Error | Beta  | T      | Sig. t |
|---------------------------------|---------|------------|-------|--------|--------|
| Constant                        | 1.517   | 0.714      |       | 8.739  | 0.000  |
| S                               | 0.651   | 0.041      | 0.791 | 15.708 | 0.000  |
| <i>R-Square</i>                 | 0.625   |            |       |        |        |
| F                               | 246.735 |            |       |        |        |
| Sig. F                          | 0.000   |            |       |        |        |
| <i>Y : Behavioral Intention</i> |         |            |       |        |        |

Source: Processed data (2016)



**Figure 1. Research Model**

Source: Heung dan Gu (2012)