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THE EFFECT OF DINING ATMOSPHERICS TO PERCEIVED VALUE, CUSTOMER SATISFACTION, AND BEHAVIORAL INTENTION WITH DOUBLE DECKER RESTAURANT IN SOLO BARU AS RESEARCH OBJECT

Rizky Ayu Khoiriyana[1] and Wisnu Untoro[2]

[1,2] Magister Manajemen, Universitas Sebelas Maret

[1]Corresponding author: kiky.aquila@gmail.com

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ABSTRACT

The purpose this study is to examine the impact of Dining Atmospherics, Perceived Value, Customer Satisfaction, and Behavioral Intentions in Restaurant Double Decker at Solo Baru, Indonesia. We distribute questionnaires to 150 consumers of Restaurant Double Decker Solo Baru who visited more than three times. Using Structural Equation Model (SEM) assisted by AMOS application program, the results showed that Behavioral Intention have a significant positive influence on the dependent variable that is Atmospherics, and the dependent variable that is Atmospherics also have a significant positive effect on the mediating variable, Customer Satisfaction, and Perceived Value, then the Customer Satisfaction has a significant positive influence on independent variables of Behavioral Intention.

INTRODUCTION

Created physical environment deliberately (servicescape) has an important role in influencing consumer behavior in the service environment. Good servicescape arrangement will determine the business success which influences consumer behavior.

However, the importance of a particular servicescape dimension and customer perceptions about that dimension may differ across organizations which offering the services (Baker and Cameron, 1996). Hawkins and Mothersbaugh (2010) in Liu and Jang (2009) stated that *"Atmosphere is referred to as servicescape when describing a service business such as a hospital, bank, or restaurant"* (*Dining Atmospherics*).

Marketing practitioners and researchers showing a growing interest related to the influence of atmospherics on consumer behavior. Many studies have investigated the influence of atmospherics on perceived value, satisfaction, and behavioral intention on various aspects of service. The service provider has a job to manage evidence to manifest intangibles (Kotler, 2003). Physical evidence of a service can be seen in the building, interior design, equipment, employees uniform, signs, printed materials and visible instructions, the use of colors, scents, and sounds. All of that produces tangible evidence of a company's image and service quality. So, to create the experience, it is imperative for the service industry to create servicescape through unique, interesting, memorable, and fun physical evidence, so that it can be the driving factor for perceived value, customer satisfaction, and expected behavioral intention.

According to Babin and Attaway (2000), atmospheric factors can affect the subjective feelings customers experienced in the store, and it affects shopping value. Of course, it also applies to the physical environment or dining atmospheric. Baker *et al.* (2002) found a link between store design perceptions and perceptions about the price or money should be paid. Therefore, Ullakonoja (2011) says that the elements of store design affect the perception of customers about the price level imposed by the store. Ahtola (1985) found that it is about 50% of customers buy without a previous purchase plan, so with an easy atmospheric attraction for customers to stop by and enjoy the services provided by the restaurant. Customers who originally intended to travel only, without planning to make any purchase, were often attracted by the atmosphere of certain restaurants and wanted to try their food. From the interesting atmosphere and the impression of luxury, even before entering the restaurant, it could be the customer has estimated the price of food in the restaurant. Ahtola (1985) found that the reason for increasing the perceived value of a customer is the atmospheric store or restaurant.

It can be said that the atmosphere is one of the marketing strategies that influence consumer behavior. Some prior research argue that restaurant atmosphere has a significant influence on satisfaction and intentions of consumer behavior. The results of Qin and Prybutok (2009) show that customer satisfaction variables not only contribute significantly to perceived value but also to behavioral intention as a strategy to attract American consumers to visit Korean restaurants within the scope of dining atmospherics. The study of situational factors, i.e. physical or atmospheric environment variables, shows that the physical environment is proven to affect consumer purchasing decisions more strongly than the effect of the products offered. The current phenomenon of restaurants and cafes is not only visited by consumers to look for food or beverages only, but it is rather as a gathering place, business meetings, and at the same time can be a place for nostalgia with family, friends, and friends. Consumers looking for places interesting, quiet, and relaxing. Design interior of the restaurant strived as comfortable as possible to provide a memorable atmosphere for visitors.

The development of culinary business in Indonesia in recent years even more massive. In the culinary business, the taste should be delicious. However, it is not enough without creativity, product innovation, and marketing concepts that mature culinary business can be out of the tighter business competition.

Various restaurants with interesting concepts and ideas popping up nowadays, Double Decker is one of them. This restaurant introduces a casual dining venue that combines a 1950's American atmosphere with an iconic London Double Decker bus. In addition, everything is colorful with pop art design. Here we can find gimmick exciting properties, such as popcorn stall, retro gas station, toys to jukebox. This new restaurant is the first branch of the Double Decker Restaurant in Southeast Asia. The idea of this restaurant is to create a warm, pleasant and comfortable atmosphere combined with the presentation of quality food in a friendly environment, which is perfect for young families and their children. The uniqueness of dining atmospherics that Double Decker is trying to build is one of the competitive strategies that can differentiate with other restaurants.

The restaurant consists of 3 floors, the 1st floor featuring the cheerful feels, famous atmosphere of New York's Times Square. The main area is around the 50's performance stage. There is a big "Welcome to Fabulous 50's" sign. Every weekend night, the stage is filled with music performance or magic. Sometimes, the band is singing this music offers visitors to request songs to be sung. Beside seating around the stage, visitors can also choose a place laid out like a café terrace or a colorful gas station corner. The 2nd floor is designed typical of the 1950'an suburb, where guests can enjoy the atmosphere of the Double Decker London experience. Once up the stairs, we will find home-style seating in the American 50's era, complete with living room and dining room. There is a sofa and a television. The balcony part is bus-shaped. Inside the red bus there is a place to sit plus children's play mini-sized collage superheroes. And lastly, the third floor features a typical American food theme. The restaurant offers a variety of menu items, from American burgers, steaks and milkshakes, to Asian dishes and other Country specialties. There is also a variety of tasty snacks for dessert. Double Decker tries to spoil Western cuisine lovers by serving 95 percent of American menus. Only fried rice course Asian dishes offered to accommodate the typical culinary lovers of the country.

The uniqueness of dining atmospheric that Double Decker trying to build is one of the competitive strategies that can differentiate the restaurant from other restaurants. Most restaurants only focus on providing the best service to consumers, improving employee performance, which is solely aimed at increasing sales. However, it is rare for restaurants that feature a unique physical environment with a unique and attractive interior design, which can be a topic of conversation among consumers. Setting dining atmospheric designed in such a way by the management of course has a specific purpose. The management is certainly aware of the role of atmospheric dining.

A number of studies have shown that there is a positive impact of servicescape to consumer behavior after using services. The research of servicescape is not the first study, so this research is done by studying the researches on servicescape that have been developed previously. In some studies, the term servicescape is often referred to by other terms of physical surrounding, atmospherics, dinescape.

Some research relevant to this research will be used as reference. The first reference is a study written by Liu and Jang (2009), entitled "The Effects of Dining Atmospherics: An Extended Mehrabian Russell Model". The focus of this research is to build a conceptual model to find out whether there is an influence by the atmosphere of the restaurant on emotional response, perceived value and consumer behavior (intentional intention) in ethnic restaurants, especially Chinese restaurants. The atmospheric dimensions found in this study are interior design, ambience, spatial layout, and human elements. Behavioral intention consists of repurchase, recommendation and positive WOM.

This study use questionnaire as an instrument of data collection. Questionnaires are distributed to 400 respondents, and only 348 respondents are valid. Data are collected from 3 middle-level Chinese restaurants in the western part of the United States, with data analysis using Structural Equation Modeling (SEM). The results of this study reveal that the restaurant atmosphere significantly affects the behavioral intention of consumers through positive emotions, negative emotions, and perceived value.

The second reference is a study written by Qin and Prybutok (2009), entitled "Service Quality, customer satisfaction, and behavioral intentions in fast-food restaurants". The focus of this research is to build a conceptual model to determine of any influence of service quality, food quality, perceived value, and customer satisfaction on consumer behavior (behavioral intention) in fast-food restaurants in the USA. The results of this study found that service quality significantly affects behavioral intention and is an important variable that affects customer satisfaction. Then the hypothesis in this study are as follows:

H1: Dining Atmospherics have a significant and positive effect on Customer Satisfaction.
H2: Customer Satisfaction has a significant and positive effect on Behavioral Intention.
H3: Dining Atmospherics has a significant and positive effect on Perceived Value.
H4: Perceived Value has a significant and positive effect on Customer Satisfaction.

RESEARCH METHOD

This research type is causal which the conclusive type, the aims is to explain the relationship between variables that are divided into independent variables as causal variables and dependent variables as variables that result from a phenomenon. So, this study is expected to be used as a consideration that provides understanding, explanation and prediction of a phenomenon.

This research is a cross sectional study whose test rests on data occurring at one point in time, so that the constructed research model is not designed to capture changes that occur due to time shifts. This phenomenon may have an impact on the inability of the model to use as a predictor if the basic assumption changes with time shift. In this study, data collection techniques were surveys conducted by distributing questionnaires on respondents. This technique is deemed relevant to provide support for confirmatory concept testing because the data could be support or rejection of the hypothesis that has been formulated.

Operational definitions in this research are as follows:

According to Bitner and Mary (1992) Dining Atmospherics is an environment intentionally created or designed by organization which provide the products in the form of services as physical evidence of products in the form of services. Perceived Value is a whole consumer assessment of the product benefits based on what they receive and what they provide. Customer Satisfaction is an overall post-purchase evaluation comparing product performance with purchasing expectations which obtain a positive perception more than customer expectations. According to Zeithami *et al*., (1996) Behavioral Intention is consumers desire to behave in a certain way to own, discard, or use products or services.

The theoretical framework, described as follows:

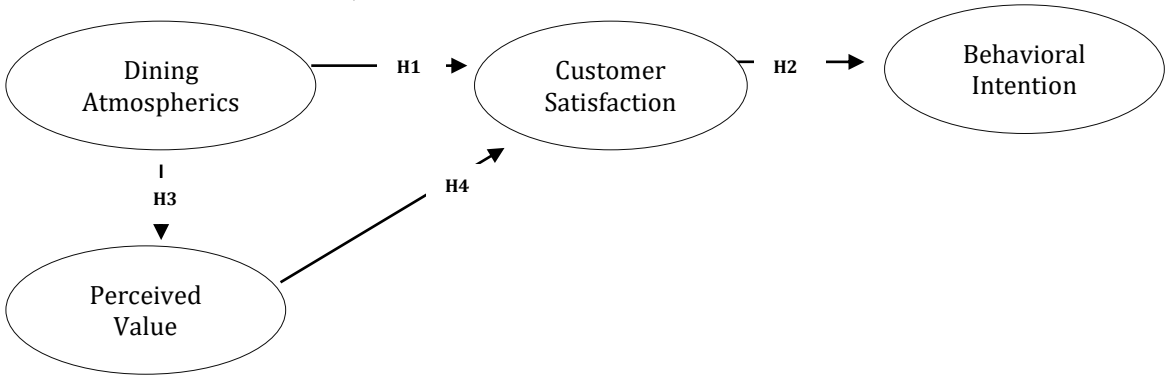

Figure 1. The theoretical framework

Source: Liu and Jang (2009); Qin and Prybutok (2009)

Descriptive Analysis

Descriptive Analysis in this study has aims to identify the demographic profile of respondents who became samples in the study and describe the characteristics of respondents based on gender, education, employment, income level, the amount of expenditure, the last time visited and their visit motivation.

Statistics Test

Statistics Test is a test that begins with validity and reliability test in the study. It aims to secure that the data obtained have the criteria for eligibility to be tested using any statistical method. Thus, the result could describe a measured business phenomenon.

Validity test

The validity test has aimed to find out how accurately a test performs for its measuring function. If the validity of a measuring function is higher, then the measurement of the target is also higher (Sekaran, 2003). For acquire validity of the questionnaire, the point effort is on the achievement of content validity.

This validity shows the differences were obtained with instrument measurement reflect the real difference respondents that surveyed.

Validity test used in this research is Structural Equation Model (SEM), support with the application program AMOS. According to Hair *et al.* (1998), the factor loading should be ± 0:30. General guidelines for the analysis of the factors is the value of lambda or factor loading ≥ 0:40 (Ferdinand, 2005). Based on these guidelines, investigators established a significant factor loading value is ≥ 0:40

Reliability Test

Reliability has the aim to know the internal consistency of the indices in a variable. Reliability is an index that indicates a measurement instrument is reliable or dependable and the results remain consistent when measured twice or more against the same phenomenon. The reliability level criteria of a test are as follows (Sekaran, 2003):

1) 0.8 - 1.0 = good reliability
2) 0.6 - 0.799 = reliability is acceptable
3) <0.6 = lack reliability

The reliability measure for this research instruments is conducted by Structural Equation Model (SEM), which supported by the application program AMOS.

Structural Equation Model (SEM)

This study used Structural Equation Model (SEM), which supported the application program AMOS. Structural Equation Model aims to estimate separate multiple regression equations, but each has a simultaneous or concurrent relationship. In this analysis, it is possible to have some dependent variables, and this variable is possible to be an independent variable for other dependent variables.

In principle, the structural model aims to examine the causal relationship between variables so that if one variable changed, then the other variable is also changed. In this study, the data were processed using Analysis of Moment Structure or AMOS version 6.0. SEM analysis enables to calculate estimation for a set equation of simultaneous regression, multiple and related. Characteristics for application this model are: (1) to estimate relationship of multiple dependent that mutually related, (2) able to bring up concepts that were not observed in relationship and in determine error measurement in process estimates, and (3) able to accommodate a set relationship between independent variable with dependent variable and reveal latent variable (Hair et al., 1998).

1) Assumptions Evaluation Structural Equation Model (SEM)

a) Sample Sufficiency Assumption

Samples that must be fulfilled in this SEM model at least amount 5 times from the number of parameters to be estimated. However, if the sample size is too much and not allowed to do sampling entirely, then researcher will use the recommendation to use a maximum likelihood estimation to take sampling between 100-200 samples (Ferdinand, 2005).

b) Assumption of Normality

In SEM especially when estimated with the maximum likelihood technique requires assumption of normality in the data fulfilled. To test the assumption of normality when it is used the value of z statistics for skewness and kurtosis. Curran *et al*., in Ghozali and Fuad (2005)divide the data distribution into 3 parts, namely:

1) Normal if the skewness value is less than 2 and the kurtosis value is less than 7.
2) Moderately non-normal, ie the amount of abnormal data is moderate. Skewness value between 2 to 3 and kurtosis value between 7 to 21.
3) Extremely non-normal is that abnormal data distribution is very large where the skewness value above 3 and kurtosis value above 21.

c) Outlier Assumptions

Outlier is an observation or data which has unique characteristics that look so different from other observations and appeared in the form of extreme good value for a single variable or combination of variables (Hair et al., 1998). Outliers can be evaluated with Mahalanobis distance value with the degree of freedom number is amount to variables used in the study at the level of $p < 0.001$. In this case, the variable meant is the number of measurement items in the model. In multivariate analysis, statistical outliers can be tested by Chi-Square (x^2) Against Mahalanobis distance squared value at a significance

level of 0.001 with a degree of freedom some constructs used in the study (Hair et al., 1998).

2) Evaluation Criteria Goodness of fit

After the measurement model test is done, the next step is a goodness of fit test that measures the degree of conformity between the model hypothesized by the data presented. This test is based on the following criteria:

a) Chi-Square (X^2)

Chi-Square analysis purpose is to test whether a model fits to the data. Chi-Square are very sensitive for too small or too large sample. Therefore, this test needs to be supplemented by other tests. Chi-Square value is a measure about the poor fit of a model (Ghozali, 2005). The recommended acceptance significance level is when $p \geq 0.05$ (Hair et al., 1998), which means that the actual input matrix with the predicted one was not statistically different.

b) The Root Mean Square Error of Approximation (RMSEA)

RMSEA is a measure which try to improve statistical tendency Chi-Square model with a large number of samples. Acceptable RMSEA values between 0.05 and 0.08 (Ghozali, 2008). Meanwhile, according to Hair *et al*. (1998) the RMSEA value less than or equal to 0.08 (RMSEA ≤ 0.08), is a good index to accept the suitability of a model.

c) Normed Chi-Square (CMIN / DF)

Normed C Hi- Square is a measure that obtained from Chi-square value divided by the degree of freedom. According to Hair *et al.*, (1998), the recommended value for accepting a model's suitability if a CMIN / DF value is less than or equal to 2.0 / 3.0 (CMIN / DF ≤ 2.0 / 3.0).

d) The goodness of Fit Index (GFI)

This index illustrates about the overall suitability of the model, which is calculated from the quadratic residuals of the predicted model compared with the actual data. A value closer to 1 indicates the model tested had a good fit Hair *et al.*, (1998). Although there are no threshold levels that definitely accept the absolute terms, the value of GFI greater than or equal to 0.90 (GFI ≥ 0.090), so it can be said well.

e) Adjusted Goodness of Fit Index (AGFI)

This index is the development from GFI, which is adjusted GFI index with the ratio from the degree of freedom model proposed by the degree of freedom from null models. According to Hair *et al.*, (1998), the index value has suitability acceptance of a recommended model if the value of AGFI ≥ 0.90. If the index value is approaching 1, then the model has better suitability.

f) Tucker Lewis Index (TLI)

TLI is an incremental fit index which compares null models tested with the model. Hair *et al.*, (1998) recommends that a good TLI value is TLI ≥ 0.90.

g) Comparative Fit Index (CFI)

CFI is an incremental suitability index, which also compares models tested with null models. CFI values ranging from 0-1, if values close to 1 indicate then the model tested has good suitability. Recommended acceptance value if CFI> 0.90 (Ferdinand, 2005). TLI and CFI index is highly recommended to use because these indices relatively insensitive to sample size and less influenced by the model complexity (Hulland et.al.; Tanaka, 1993 in Ferdinand, 2005).

h) Normed Fit Index (NFI)

NFI is a measure of comparison between the proposed model and the null models. NFI value will vary from 0 (no fit at all) to 1.0 (perfect fit). The recommended value if NFI ≥ 0.90 (Ghozali, 2008).
The indices used for test the feasibility of a model summarized in table 1.

Table 1. The Goodness of Fit Model Indicator

Fit Indices	**Cut Off Value**
$x^2 x^2$chi square	Near 0
$x^2 x^2$significance probability	≥ 0.05
GFI	≥ 0.90
RMSEA	< 0.08
AGFI	≥ 0.90
TLI	≥ 0.90
CFI	≥ 0.90
NFI	≥ 0.90
CMIN/DF	≤ 2

RESULTS AND DISCUSSION

The results of this study include the sample adequacy test, normality test, Outliers and Goodness-of-Fit Test. The results of this study, are as follows:

Sample Adequacy Test

The sample is part that representing the population, sample in this study is Double Decker Restaurant customers who have visited more than three times. 150 respondents were taken as the sample because it is due to this amount fulfill the requirements and procedures of Maximum Likelihood Estimation (Hair et al., 1998).

Normality test

Normality test results used in this study can be seen in the critical ratio (cr) skewness and critical ratio (cr) kurtosis. Univariate normality if the critical ratio value (cr) skewness is below 2.58. While multivariate normality can be seen if the value of critical ratio (cr) kurtosis below 7.
Based on the result from the test that has been done, then output data obtained in this study for normality test as in Table 2.

Table 2. Normality Test Results

Variable	min	Max	Skew	c.r.	kurtosis	c.r.
bi3	3.000	5.000	-.158	-.790	-.949	-2.373
bi2	3.000	5.000	-.080	-.400	-.516	-1.291
bi1	3.000	5.000	-.102	-.511	-.584	-1.460
s1	3.000	5.000	-.214	-1.072	-.876	-2.189
s2	3.000	5.000	-.245	-1.223	-.744	-1.860
s3	3.000	5.000	-.126	-.629	-.682	-1.706
s4	3.000	5.000	-.207	-1.035	-.941	-2.353
pv1	3.000	5.000	-.324	-1.622	-.659	-1.646
pv2	3.000	5.000	-.403	-2.013	-.713	-1.784
pv3	3.000	5.000	-.278	-1.389	-.698	-1.745
pv4	3.000	5.000	-.011	-.053	-.174	-.434
h1	2.000	5.000	-.300	-1.502	-.003	-.008
h2	2.000	5.000	-.294	-1.471	-.138	-.344
h3	2.000	5.000	-.259	-1.297	.079	.198
sl1	3.000	5.000	-.304	-1.522	-.770	-1.924
sl2	3.000	5.000	-.191	-.953	-.769	-1.923
sl3	3.000	5.000	-.500	-2.499	-.943	-2.357
a1	3.000	5.000	-.077	-.385	-.874	-2.185
a2	3.000	5.000	-.150	-.752	-.735	-1.838
a3	3.000	5.000	-.139	-.694	-.874	-2.185
a4	3.000	5.000	.047	.235	-.789	-1.971
id3	3.000	5.000	-.062	-.312	-.784	-1.961
id2	2.000	5.000	-.259	-1.293	-.259	-.647
id1	3.000	5.000	-.105	-.526	-.497	-1.244
Multivariate					32.606	5.652

The data show univariate all items that have no (cr) skewness value less than 2.58 and some value (cr) kurtosis is not above seven so it can be said multivariate data is normally distributed.

Outliers test

Tests for multivariate outliers done using Mahalanobis distance criteria at the level of p <0.001. Mahalanobis distance was evaluated using χ^2 on degrees of freedom of number of indicator variables used in the study (Ferdinand, 2005). Table 3 below presents the results of the evaluation Mahalanobis distance.

Table 3. *Outliers Test* Results

Observation number	Mahalanobis d-squared	p1	p2
131	49.863	.001	.198
39	48.639	.002	.040
4	45.068	.006	.056
31	44.665	.006	.016
47	41.807	.014	.055
116	38.625	.030	.293
34	38.617	.030	.165
123	37.906	.035	.165
100	37.694	.037	.109
80	37.109	.043	.110

Outlier test results indicate that there are no outliers because no value that exceeds 51.178 Mahalanobis distance. Therefore, the sample used in this study remains 150 samples.

The goodness of Fit Models Test

The test used SEM analysis shows an index to measure the level of conformity between model and data that presented. The goodness of fit conformity measurement required before the test the hypothesis. The results goodness of fit test in this research can be seen in Table 4.

Table 4. *Goodness-of-Fit Model* Result

Index	Cut off Value	Model Result	Information
X^2 *Chi-Square*	Expected small	278,284	Expected small
Significance Probabilitas	≥ 0.05	0,065	Fit
GFI	≥ 0.90	0,869	Marginal
RMSEA	< 0.08	0,031	Fit
AGFI	≥ 0.90	0,839	Marginal
TLI	≥ 0.90	0,974	Fit
CFI	≥ 0.90	0,977	Fit
NFI	≥ 0.90	0,841	Marginal
CMIN/DF	≤ 2	1,141	Fit

The result of SEM analysis on the research model shows that only RMSEA, TLI, CFI and CMIN / DF criteria in this research model show a good level of conformity. While GFI, AGFI, and NFI show a marginal level of conformity. Overall goodness of fit measurements indicates that the model proposed in this study can be accepted. Here is the structural model used.

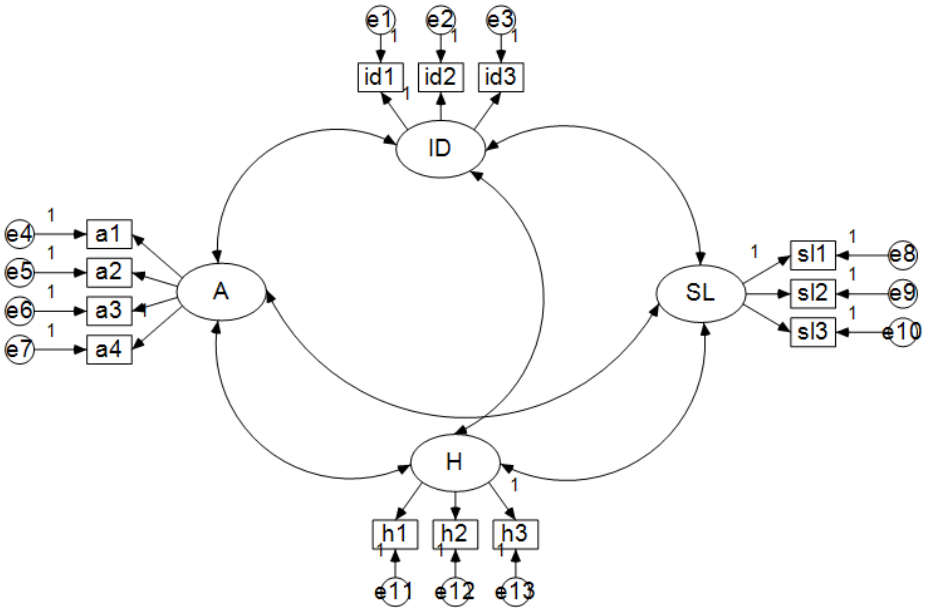

Figure 2. The structural model

Hypothesis testing

After the criteria of goodness of fit already meet the criteria, then the next stage is done hypothesis test shown by the value of regression weight. Based on the research that has done with 150 samples, Table 5 below are the results of *regression weight* in this study:

Table 5. *Regression* Results *Weight*

			Estimate	S.E.	C.R.	P	Label
Perceived Value	<---	Servicescape	.486	.179	2.713	.007	par_20
Satisfaction	<---	Perceived Value	.340	.153	2.228	.026	par_21
Satisfaction	<---	Servicescape	.745	.269	2.768	.006	par_22
Interior Design	<---	Servicescape	1.000				
Human Elements	<---	Servicescape	.458	.203	2.253	.024	par_1
Ambience	<---	Servicescape	.557	.183	3.044	.002	par_2
Spatial Layout	<---	Servicescape	.561	.247	2.271	.023	par_3
Behavioral Intention	<---	Satisfaction	.213	.077	2.753	.006	par_24

According to the table above 4.12, from now on will be described the results of each test hypotheses. In this study, there were four hypotheses such as the relationship between the dining atmospherics with customer satisfaction, customer satisfaction with behavioral intention, dining atmospherics with perceived value and perceived value to customer satisfaction. These following describes each of the hypothesized relationships:

1. The influence of Dining Atmospherics on Customer Satisfaction

Regression test result between dining atmospherics and customer satisfaction indicate that dining atmospherics have positive and significant effect to customer satisfaction (β = 0,745; S. E = 0,269; C.R = 2,768). This can be interpreted that the greater dining atmospherics Double Decker restaurant will be the greater the customer satisfaction of Double Decker restaurant. The results obtained from this study *indicate that dining atmospherics and customer satisfaction tend to have a relationship*, so H1 is accepted.

The phenomenon that occurs in this study supports previous research that dining atmospherics have a positive effect on customer satisfaction. The atmosphere influences consumer satisfaction. Although the study is in different contexts, the results provide the fact that the influence of dining atmospherics on customer satisfaction is likely to have a positive effect.

The results of the positive and significant effects derived from this study can be used as a basis for improving the marketing strategy forward by Double Decker restaurants. To create customer satisfaction, Double Decker restaurant can provide a good service, willing to help customers, and pay attention to the appearance of physical facilities, equipment, and personnel of the company.

2. Influence Customer satisfaction on Behavioral Intention

The result of regression test between customer satisfaction and behavioral intention indicates that customer satisfaction has positive and significant effect to consumer trust (β = 0,213; S. E = 0,077; C.R = 2,753). This can be interpreted that the higher customer satisfaction in Double Decker restaurant will be the greater the behavioral intention of Double Decker restaurant. The results obtained from this study indicate that service quality and consumer confidence tend to have a relationship, so H2 is accepted.

The results of the positive and significant effects derived from this study can be used as a basis for improving the marketing strategy forward by Double Decker restaurants. To create customer satisfaction, Double Decker restaurant can provide good service, and provide good facilities to improve behavioral intention.

3. The influence of Atmospherics on Perceived Value

The result of regression test between dining atmospherics and perceived value indicated that dining atmospherics had positive and significant effect on perceived value (β = 0,486; S. E = 0,179; C.R = 2,713). This can be interpreted that the greater dining atmospherics in Double Decker restaurant will be the greater the perceived value of Double Decker restaurant. The results obtained from this study indicate that dining atmospherics and perceived values tend to have a relationship so that H3 is accepted.

The phenomenon that occurs in this study supports previous research conducted by Baker *et al.*, (2002), the results show that dining atmospherics proved to have a positive effect on consumer perceptions about store merchandise products. Although the context of this study is different, but the results provide the fact that the influence of dining atmospherics on perceived values tends to have a positive effect.

The results of the positive and significant effects derived from this study can be used as a basis for improving the marketing strategy forward by Double Decker restaurants. To create perceived value, the Double Decker restaurant can improve existing facilities within it and increase the space capacity necessary to create better dining atmospherics.

4. The influence of Perceived Value on Customer Satisfaction

Regression test result between perceived value and customer satisfaction indicate that perceived value have positive and significant effect to customer satisfaction (β = 0,340; S. E = 0,153; C.R = 2,228). This can be interpreted that the higher perceived value in Double Decker restaurant will be the greater the customer satisfaction of Double

Decker restaurant. The results obtained from this study indicate that perceived value and customer satisfaction tend to have a relationship, so H4 is accepted.

The phenomenon that occurred in this study supports previous research conducted by Qin and Prybutok, (2009). The results of this study show a positive impact and significant perceived value to customer satisfaction. Although the context of this study is different, but the results provide the fact that the effect of perceived value on customer satisfaction tend to have a positive influence.

The results of the positive and significant effects derived from this study can be used as a basis for improving the marketing strategy forward by Double Decker restaurants. To create perceived value, Double Decker restaurant can add a variant of food menu that has been owned because the good perceived value will be able to increase customer satisfaction also.

CONCLUSION

The mediation test results indicate from comparing several models of research showed that most of the research model represents the data in this study which is partially mediated models. The next step is tested the hypothesis, and it is showed that there is a positive and significant relationship between variables in nine interaction relationships. Relationships between variables in question are (1) dining atmospherics with customer satisfaction, (2) customer satisfaction with behavioral intention, (3) dining atmospherics with perceived value, (4) perceived value to customer satisfaction.

Based on the results of this study, it can be concluded that the variables dining atmospherics, perceived value and customer satisfaction affect the behavioral intention of attitudes that are implemented on New Solo Double Decker restaurant. It could suggest Double Decker Restaurant Solo Baru to observe about how to increase service value, increase customer satisfaction, creating dining atmospherics in the consumer's minds and build consumer confidence so then affect to the behavioral intention. It is necessary to give stimulus to consumers that will influence behavioral intention of the company.

Dining atmospherics can be improved through increasing the dimensions of dining atmospherics. Stimulus suggested to improve the dining atmospherics include: improving the interior design by adding more interior and unique furniture to attract consumers then visit Double Decker restaurant. Another suggestion for Double Decker is to improve the ambience by giving good lighting, it will give a warm impression and present musical harmonies to increase comforts of the existing space in Double Decker Restaurant Solo Baru. Further improve the spatial layout by give the distance between each other seats so that the privacy of eating among consumers is awake, then increasing the human element by observing employees' appearance who neat, development physically companies facilities (buildings, parking areas, waiting rooms, buses and others).

Regarding improving the perceived value, the company can make efforts by consistently providing good service to consumers so that it will give a good impression in the consumer's minds and improve the good image of the company, add more variants menu, and keep the foods quality taste that available The Double Decker restaurant.

Further, to improve customer satisfaction (customer satisfaction) stimulus that suggested such as improve the quality of service, improve service of employees, improve the performance of the company, improve comfort for consumers while visiting the restaurant, and provide good services and physical facilities, so it will make consumer

satisfied to the company. Behavioral intention itself can be built by the company with providing stimuli such as the capability to give good service quality, ability to get good performance, capabilities and their ability to provide convenience to consumers while using services of the company. Behavioral Intention can also be built from impression consumer of physical facilities of the company are provided to serve consumers.

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