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The Effect of Quality Dimensions on Customer Perceived Value, Restaurant Image, Customer Satisfaction and Behavioral Intentions

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ABSTRACT

This study discusses the effect of quality dimensions on customer perceived value, restaurant image, customer satisfaction and behavioral intentions. The sample size was 185 customers of a Chinese restaurant in Surakarta, analyzed with the simple regression. The results shows that: first, Quality of physical environment and service quality has no influence on restaurant image and customer perceived value, while Food quality has a positive influence on restaurant image and customer perceived value. Second, simultaneously, Quality of physical environment, food quality, and service quality have no influence on restaurant image, but it do have positive influence on customer perceived value. Third, restaurant image has no influence on customer satisfaction, but it does have a positive influence on customer perceived value. Fourth, customer perceived value and halal/haram have positive influence on customer satisfaction. Fifth, Restaurant image and customer perceived value simultaneously have positive influence on customer satisfaction. Sixth, Customer satisfaction has a positive influence on behavioral intention

Keywords: *Quality of Physical Environment, Food Quality, Service Quality, Restaurant Image, and Customer Perceived Value, Customer Satisfaction, Halal or Haram, Behavioral Intentions.*

The definition of quality is hard to define universally, because the quality is a relative thing of a product or service. Juran (1989), defines quality as simple as 'fit for use'. This definition includes the product features that meet the needs of consumers and free of deficiencies. The development of industry in the world is marked by the emergence of increasingly rapid globalization. The era of globalization triggered growth especially in the economic sector that cannot be separated from the growth of industrial sectors such as the automotive industry, the housing industry, and service industries.

Fast food has a lot of interest in the public because these foods are considered suitable by the fast-paced modern times. "Fast food" it means serving food very fast, so people can eat while standing or walking. (www.who.com). Since 2005 the World Health Organization (WHO) and the Food and Agricultural Organization (FAO) stated the dangers of fast food that beside people can suffer overweight (obesity), fast food can cause coronary heart disease and high blood pressure. The statement that underlie the emergence of awareness of the importance of healthy food intake which then causes people to switch to home processed foods such example are Chinese restaurant, Korean, Japanese, and so on.

In particular, because the customer perceived value is quite well, hence the popularity of Chinese cuisine has increased. According to Liu and Jangin Ryu, et.al (2012), the number of Chinese restaurants in the United States even more than the entire combined fast-food restaurants nationally wide. Customers want not only taste delicious food, but also the atmosphere of the restaurant and outstanding service. Service quality and customer satisfaction determines the image restaurants in the future.

According to research conducted by Ryu, et.al (2012), the dimensions of quality as indicated by the quality of the physical environment, food, and the service is a significant determinant in the depiction of the restaurant. Besides the quality of the physical

environment and the food was a significant predictor of perceived customer value. Restaurant image also has a significant antecedent of customer perceived value. In addition, the results confirmed that the customer perceived value has a significant determinant of customer satisfaction.

Based on previous elaboration, this research focuses on customers who made a purchase in the Chinese food restaurant in Solo. The reason of using Chinese restaurant as the object is because most peoples of Solo has already quite familiar with Chinese food, which can be seen from the increasing number of Chinese food restaurant in Solo. With the majority of Solo people embrace the Islam religion, the views of the lawful or unlawful in culinary services can affect people's desire to consume a diet. Most of the people of Indonesia are reluctant to visit the Chinese restaurant because of unsure with its halal product. According to Gayatri and Chew (2013), the label whether a product is halal or haram can influence customer satisfaction. Omar et.al (2012) conducted research on the direct effect of halal products for Muslim consumers, found that whether or not a product halal affect purchase intention by the Muslim community. Based on these explanations, this paper focuses on the Effect of Quality Dimensions on Customer Perceived Value, Restaurant Image, Customer Satisfaction, and Behavioral Intentions. The research framework are shown in figure 1.
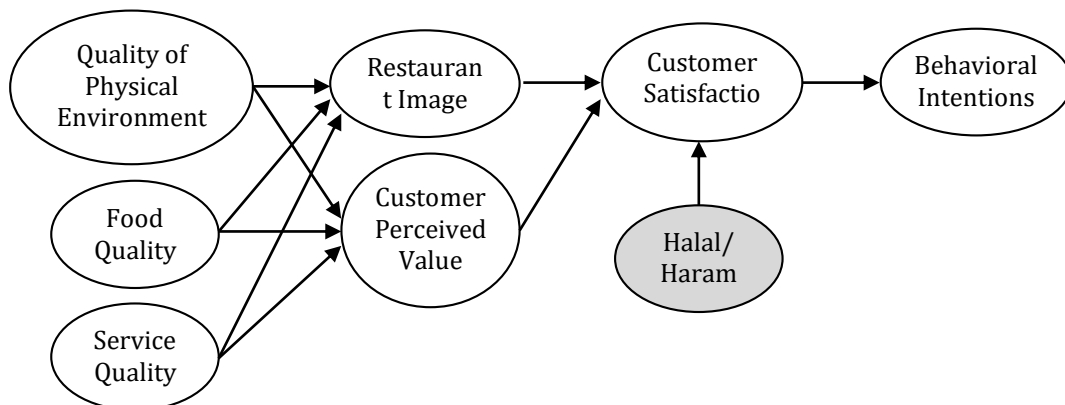

Figure 1. Research Framework
Source: Kisang Ryu (2011) With Modification Gayatri et al. (2013)

LITERATURE REVIEW

Quality Dimensions

Ryu, et al (2011) divides the quality dimension into three parts: physical environment quality, food quality, and service quality. Ryu split quality dimensions into three parts deepen the research by Namkung and Jang, 2009 (in Ryu, et. al, 2011) which uses three quality factors (food, atmosphere, and service) to measure the perception of quality in relation to the experience of visitors in the restaurant. Based on the foregoing, in this study, the quality (in this study, we call its dimension of quality), divided into three: food quality, service quality, and quality of physical environment.

Food Quality

Quality is not only in goods or in services, but the food quality was also considered important, especially at a restaurant services. Customers who come to the restaurant are not only wants to eat until full, but they also think about the quality of the food that they eat. According to Kotler (2012), the quality of products is characteristic of a product or service that bear on its ability to pledge or inserts to satisfy the needs of customers.

As economies develop and incomes increase, people not only demand higher levels of safety and quality in food but also express concerns about the environmental sustainability, the logical use of natural resources and the protection of farmers' and animals' health (Botonaki et.al).

Rijswijk et al. (2008) argued that perceptions of quality and safety are only two important determinants of food choice. In fact, perceptions of food quality and safety are likely to be influenced by such psychological and cultural factors rather than physiological product experiences alone.

Service Quality

The hardest part of a quality of service is highly influenced by the expectations of consumers. Consumer expectations can vary from one consumer to another consumer, even if the service provided is consistent. The quality can be seen as a disadvantage if consumers have expectations that are too high.

Service quality encounter, although subjective and difficult to measure because of the unique characteristics of hospitality services, has become a major area of attention to practitioners, managers and researchers, owing to its strong impact on business performance, lower costs, customer satisfaction, customer loyalty and profitability (Akroush et al., 2012).

According to Kotler (2012), service is any actor activity that can be offered by one party to the other, which is essentially intangible and does not result in any ownership. Production may be linked or not linked to a physical product. Service is a producer behavior in order to meet the needs and desires of consumers in order to achieve customer satisfaction in itself. Kotler also said that the behavior can occur during, before and after the transaction. In general, a high level of service will result in high satisfaction and repeat purchase more often.

Quality of physical environment

Comfort location is important in the field of marketing, when customers come to service providers, they expect a state that is easily available, easy to use, and supported by staff who patiently with customers. In a company engaged in providing services much specificity or uniqueness that sets it apart from competitors.

According to Ryu and Han (2011) components of the physical environment are: facility aesthetic, atmosphere, lighting, layout, table setting, and the service staff.

Customer perceived value

According to Kotler (2012) customer perceived value is the difference between total customer value and total customer cost. While the core of marketing is to create a better customer value than the value created by the competitors (Kotler, 2012). McDougall and Levesque (2000) stated value is the difference

between the benefits received and the costs incurred. Some indicators for measuring the perceived value of the variable: Sense of kinship, it has a special power, and brand has value added.

Restaurant Image

Kotler and Keller (2012) suggested the notion of the image as follows: "Image is the set of beliefs, ideas, and impressions that a person holds regarding an object. People's attitude and actions towards an object are highly conditioned by that object's image". It means that the image is composed of beliefs, ideas, and impressions held by a person against an object. Most of the attitudes and actions of an object are influenced by the image of an object.

Customer Satisfaction

According to Kotler and Keller (2012), satisfaction is one's feelings of pleasure or disappointment resulting from comparing the perceived product performance (or outcome) with their expectations. Allomaim et al. (2003) argued that without a quality management approach that guarantees quality from its systems, staff and suppliers, a business would not be able to deliver the appropriate level of service quality to satisfy its customers.

Behavioral Intention

Understanding of consumer behavior will facilitate management in an effort to develop products or services fit the needs and wants of consumers. According to Kotler and Keller (2012) "consumer behavior is the study of how individuals, groups and organizations selecting, buying, using and placing the goods, services, ideas or experiences to satisfy their wants and needs."

Halal/haram

Halal is something that is permissible according to Islamic teachings. So in essence the halal food and drinks is good food and drink are allowed to eat or drink it according to Islamic teachings, as told in the Quran and Hadith

(Ahmed Allan, 2008). The correct labelling on halal food is essential for consumers, because certain labels can often be misleading (HFA, 2002-2003). This is an issue not just for HM (Haram), but for food in general (Ahmed Allam, 2008).

RESEARCH METHODS

According to the goal, this study is a research hypothesis testing. The unit of analysis is the individual because each respondent answers represent his own opinion, which in this study is that customers who have made a purchase on a Chinese restaurant.

The sample size for this study was of 170, which are obtained from the number of constructs used in three variables, is a 34 construct, so 3x5 = 170. This quota in accordance with the statement of Roscoe (1975) (In Sekaran, 2006). Validity test using factor analysis was performed to determine how well a statement in questionnaire performs the function of measuring, while Reliability test was performed using the formula Croanbach's. The results show that all items are valid and reliable. Hypothesis testing is done by using regression analysis with t-test analysis. (Ghozali, 2006).

DATA ANALYSIS AND DISCUSSION

Effect of Quality of physical environment on Restaurant image.

Table 1. Regression Results of the effect Quality of physical environment on Restaurant image

Model	Unstd. B	t	Sig.
(Constant)	5.745	19.096	.000
Quality of Physical Environment	.036	.733	.465

Table 1 result shows that this study consistent with the findings of Rashid, et.al (2012), that the physical condition of the office environment has no effect on organizational

image. This study also consistent with results of Hu and Cyhntia (2006), that the interaction between environmental conditions and store the image is not significant.

Effect of Food quality on Restaurant Image

Table 2. Regression Result of Effect of Food quality on Restaurant Image

Model	Unstd. B	t	Sig.
(Constant)	5.079	14.782	.000
Food Quality	.145	2.585	.011

With the positive influence of food quality on restaurant image in this study, it is suggests that the restaurant image is supported by food quality. Therefore, company should give priority in this variable.

Effect of Service quality on Restaurant image

Table 3. Regression Result of the Effect of Service quality on Restaurant image

Model	Unstd. B	t	Sig.
(Constant)	5.610	13.402	.000
Service Quality	.055	.849	.397

This study has a consistent result with the findings of Pina, et.al (2006) that quality of service has no direct influence on corporate image. This study consistent with results by Yan, et.al (2011) that service quality which showed by clothing formality has no significant influence on perception of store image.

Effect of Quality of physical environment on Customer perceived value

Table 4. Regression Result of the Effect of Quality of physical environment on Customer perceived value

Model	Unstd. B	t	Sig.
(Constant)	6.108	17.342	.000
Quality of Physical Environment	-.054	-.937	.350

The results consistent with the findings of Kisang and Ryu (2012), that the quality of the physical environment has no influence on customer perceived value. This is also consistent with the results by Nasution and Felix (2008), that the physical environment of the learning environment has no significant influence on customer value.

Effect of Food quality on Customer perceived value

Table 5. Regression Result of the Effect of Food quality on Customer perceived value

Model	Unstd. B	t	Sig.
(Constant)	5.026	12.376	.000
Food Quality	.123	1.861	.064

The result show that there are other things that affect customer perceived value not only see in terms of food quality but maybe customer see the other variables or it could occur because of some construct of food quality that is not significant in influencing customer perceived value. Therefore, company should give priority in this variable.

Effect of Service quality on Customer perceived value

Table 6. Regression Result of the Effect of Service quality on Customer perceived value

Model	Unstd. B	t	Sig.
(Constant)	5.957	12.124	.000
Service Quality	-.028	-.362	.718

The results consistent with the findings by Kisang and Ryu (2012), that service quality has no positive influence on customer perceived value. This study also consistent with research conducted by Snoj, et.al (2004), founding that perceived quality on mobile service has a negative impact on the perceived value.

Effect of Restaurant Image on Customer perceived value

Table 7. Regression Result of the Effect of Restaurant Image on Customer perceived value

Model	Unstd. Coeff. B	t	Sig.
(Constant)	1.376	3.424	.001
Restaurant Image	.738	10.972	.000

With the result that there is a positive influence of restaurant image on customer perceived value in this study, it is suggests that the company should give priority in this variable.

Effect of Restaurant Image on Customer satisfaction

Table 10. Regression Result of the Effect of Restaurant Image on Customer satisfaction

Model	Unstd. Coeff. B	t	Sig.
(Constant)	5.361	11.014	.000
Restaurant Image	.124	1.519	.130

This result consistent with the findings by Kisang and Ryu (2012), that the restaurant image has no influence on customer satisfaction. This study also confirmed the results by Theodoridis and Kalliopi (2009) that store image attributes has no direct effect on customer satisfaction.

Effect of Customer perceived value on Customer satisfaction

Table 11. Regression Result of the Effect of Customer perceived value on Customer satisfaction

Model	Unstd. B	t	Sig.
(Constant)	5.028	12.650	.000
Customer Perceived Value	.185	2.703	.008

With the positive influence of customer perceived value on customer satisfaction in this study, suggesting the company should give priority in this variable.

Effect of Halal/Haram on Customer satisfaction

Table 13. Regression Result of the Effect of Halal/Haram on Customer satisfaction

Model	Unstd. Coeff. B	t	Sig.
(Constant)	4.977	13.604	.000
Halal/Haram	.180	3.075	.002

With the positive influence of halal/haram in this study, suggesting that company should give priority in providing halal product.

Effect of Customer satisfaction on Behavioral intentions

Table 13. Regression Result of the Effect of Customer satisfaction on Behavioral intentions

Model	Unstd. B	t	Sig.
(Constant)	4.499	12.527	.000
Customer Satisfaction	.241	4.097	.000

With the positive influence of Customer Satisfaction on Behavioral Intentions in this study, It is suggests that company should give priority in providing a satisfactory service for customer.

CONCLUSION AND RECOMMENDATION

From discussion above, it can be concluded as follows:
a. Quality of the physical environment and service quality does not have a positive effect on the restaurant image and customer perceived value.
b. Food quality has positive effect on the restaurant image and customer perceived value.

c. Quality of the physical environment, food quality, and service quality has no simultaneous effect on restaurant image.

d. Quality of the physical environment, food quality, and service quality has simultaneous effect on customer perceived value.

e. Restaurant image has a positive effect on customer perceived value, but has no effect on customer satisfaction.

f. Customer perceived value and halal/haram has a significant effect on customer satisfaction.

g. Restaurant image and customer perceived value simultaneously affect customer satisfaction.

h. Customer satisfaction has a positive influence on behavioral intentions.

This paper has a limitation that research issues disclosed only focuses on one Chinese restaurant in Surakarta, that could limited the study generalizability.

From the conclusions, there are some recommendations that can be given to the Chinese restaurant management:

a. Management should continue to improve customer perceived value, restaurant image, and halal/haram variable, as they have been proven important variables that influence customer satisfaction.

b. Management should continue to maintain and improve performance on food quality because this variable has been proven to have a positive effect on the restaurant image and customer perceived value. It is expected that the restaurant image and customer perceived value could continue to increase and bring a positive impact on the restaurant.

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