

THE EFFECTS OF DINING ATMOSPHERICS ON BEHAVIORAL INTENTIOS THROUGH SERVICE QUALITY AND FOOD QUALITY IN GOJUMONG RESTAURANT SURABAYA

Shelli Rustam Moidady

Management Major/Faculty of Business and Economics
shellimoidady@yahoo.com

Fitri Novika Widjaja, S.Si., M.MT.

University of Surabaya
Fitri.novika@gmail.com

Dr. Dudi Anandya S.T., M.Si.

University of Surabaya
samkidud@gmail.com

Abstract

This study aims to know and analyze the influence of dinning atmospherics on behavioral intentions from mediation effect of service quality and food quality in Restaurant Gojumong Surabaya. The data source used in this study was primarily. The sampling technique is a non-probability sampling, specifically the convenience sampling. Level measurement used are interval level. This study was processed using Structural Equation Modeling (SEM), helped by AMOS 16 software. The results indicate that the atmospherics has a positive impact on service quality and food quality, service quality and food quality also has a positive influence on behavioral intentions, and atmospherics has a positive influence on behavioral intentions. Atmospherics also a positive influence on behavioral intentions through a mediation service quality and food quality. The role of service quality and food quality is a partial mediator.

Key Word : Atmospherics, Service Quality, Food Quality, Behavioral Intentions

BACKGROUND

The basic human needs must be fulfilled in order to maintain the continuity of life is food. Food is no longer as the biological needs of people, but has become a new lifestyle among the community. Food needs turning into the culinary industry that not only offers the taste of food but provide a method for people to get together and socialize with one another.

According to a survey from The Nielsen Company in 2009 stated that 44% of Indonesian people like to eat outside the home or in a restaurant. This activity is solely done not only to meet the need for food, but rather to socialize. Sectoral Development Index GDP Surabaya said that trade, hotels and restaurants always increase every year. This increase occurred in the restaurant in 2009 is worth 387.90, 443.29 in 2010, 510.15 in 2011, 567.57 in 2012, and 667.44 in 2013.

As many of new restaurants are appear, making competition in the restaurant industry is becoming increasingly crowded and certainly become more difficult to survive in this industry. Therefore, the restaurant industry employers are required to be more creative. With such demands, eventually many emerging restaurant that carries unique concept or theme specific. Unique concept or theme that tends to further highlight the dining atmospherics. According to Kotler (1973) in Jang et al. (2010) “Atmosphere is the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability.” Atmospherics have been regarded as an important subject in the management of restaurant services for the customer's emotional response, for environmental services related to their consumption behavior at the time of purchase (Donovan et al., 1994; Foxall and Greenley, 1999; Sharma and Stafford, 2000), so the variables used are dining atmospherics.

Atmospherics can be measured by three indicators according to Mattila and Wirtz (2001), Ryu and Jang (2007) in Ha and Jang (2012), (1) the interior design that describes the physical environment in a restaurant, (2) music that builds the ambience in a restaurant, and (3) layout such as the arrangement of the room in the restaurant.

Korean restaurant concept has been very widely circulated in Indonesia. Currently in the city of Surabaya has many emerging Korean cuisine restaurant. One restaurant that provides a menu of Korea in Surabaya is GOJUMONG Korean Traditional Grill. According to the theme 'traditional grill' restaurant GOJUMONG Surabaya providing a place for buyers to grill directly on the table customers. Besides this restaurant serves typical dishes of other Korean.

Zeithaml (1988) in Ha and Jang (2010) stated the quality of service is usually defined as an assessment of the overall customer service excellence or superiority. According to Stevens et al., (1995) in Ha and Jang (2012), service quality can be measured by three indicators, (1) Service Reliability is accuracy in serving food, (2) service responsiveness is the speed in serving food, and (3) service assurance is the ability to provide information precisely.

Definition of food quality according to Namkung and Jang (2007) food quality is a Necessary condition to satisfy the needs and expectation of the customer. Quality can be measured by four indicators according Kivela et al., (2000), Namkung and Jang (2007), Sulek and Hensley (2004) in Ha and Jang (2012), (1) Taste, (2) food portion is enough for satisfy customers, (3) the menu variaty, and (4) healthy food options are tasty and interesting.

Zeithaml and Bitner (1996, p.146) says Behavioral Intention willingness to define recommended the service to others and repurchase intent. According Evanschitzky et al., (2006) and Mattila (2001) in Ha and Jang (2012), behavioral intentions can be measured by three indicators, (1) Revisit Intention is the willingness to come back, (2) positive word of mouth is the willingness to inform experience positive to others, and (3) willingness to recommend the restaurant to others.

METODE PENELITIAN

The type of research is causal research. Data used in this study are primary data, that means the data obtained from respondents through questionnaires. Source of data in this study were respondents who had eaten at the restaurant GOJUMONG Surabaya in the last 6 months. The questionnaire distributed on atmospherics, service quality, food quality, and behavioral intentions in the restaurant GOJUMONG Surabaya and distributed to the respondents according to the required number and characteristics have been determined. The questionnaire is a close ended question. Scale of measurement in this study using interval and a numerical scale in which respondents provide an assessment on the question - the question that was measured in seven scale levels. Scale 1 through 7 show the assessment of the statement of the object under study, where the number 1 indicates that respondents strongly disagree with a given statement and scale 7 shows strongly agreed with the statement given.

The target population in this study were all people who live in Surabaya. Defined population characteristics are people who've been and bought food and drinks at the restaurant GOJUMONG Surabaya in the last 6 months, have an education last a minimum of SMA / SMK / equivalent. The sampling technique used in this study is a non - probability sampling due to the studied population can not be clearly identified with numbers. The type of sampling in this study is a convenience sampling is a sampling technique to determine the elements - elements of the easiest and fulfill specified criteria. Referring to Hair et al. (2010, p.661) the amount of sample in the SEM analysis techniques ranged from 100 - 400. Iacobucci (2010) suggest the amount of sample that provide appropriate solutions is 150. Thus, this study used 150 respondents and treated using SEM method with application named AMOS 16.

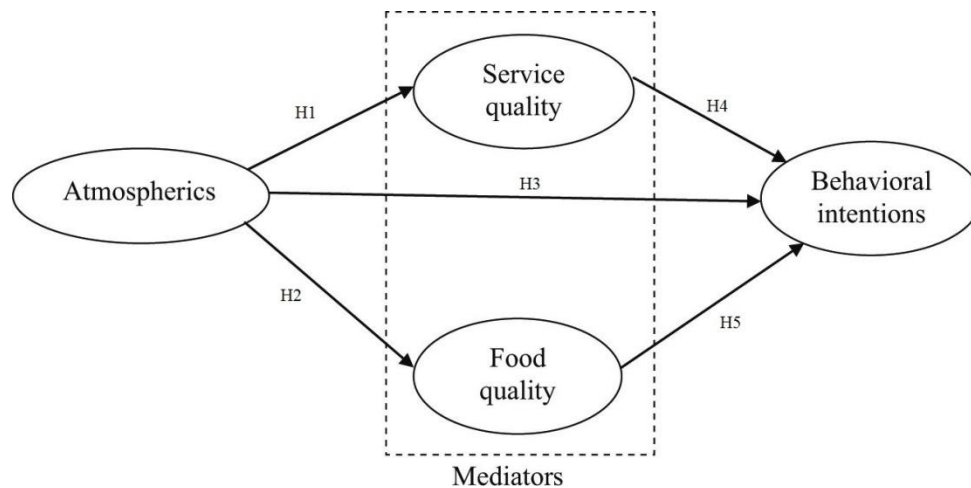


Figure 1.
Research Model

The hypothesis used in this study are :

H1. Perception of atmospherics positively influences perception of service quality in GOJUMONG Restaurant Surabaya.

H2. Perception of atmospherics positively influences perception of food quality in GOJUMONG Restaurant Surabaya.

H3. Perception of atmospherics positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.

H4. Service quality positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.

H5. Food quality positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.

H6. The relationship between perception of atmospherics and behavioral intentions is mediated by service quality in GOJUMONG Restaurant Surabaya.

H7. The relationship between perception of atmospherics and behavioral intentions is mediated by food quality in GOJUMONG Restaurant Surabaya.

RESULT AND DISCUSSION

Validity testing of the 30 questionnaires showed that the results statement for the four variables considered valid because the level of significance <0.05 . Reliability testing for all four variables can be said to be reliable because all Cronbach's alpha values of 0.7 or higher.

SEM method performed on the measurement model and the structural model. The model ensures that the measurement questionnaire / measuring tools / instruments used are

appropriate to the data that has been collected. Through the measurement model can be seen that each indicator of the variables studied have the standard loading values > 0.5 . It means that all indicators of the variables used in the study fulfilled the test of good validity. The structural model can be seen from the size of the critical ratio value, if the value of the critical ratio > 1.96 then the relationship is statistically significant.

Table 1
Estimate Value and Significance of Relationship between Variable and Indicators

Research Variable	Indicator	Standardized Loading Value (λ)	Critical Ratio	P-Value
Atmospherics	A1	0,741	10,778	***
	A2	0,728	10,265	***
	A3	0,913		
Service Quality	SQ1	0,761	9,314	***
	SQ2	0,742	8,902	***
	SQ3	0,786		
Food Quality	FQ1	0,766	10,522	***
	FQ2	0,830	12,228	***
	FQ3	0,874	13,169	***
	FQ4	0,834		
Behavioral Intentions	BI1	0,801	12,212	***
	BI2	0,900	12,532	***
	BI3	0,695		

Notes ***: $p < 0,1\%$ or $p < 0,001$

From Table 1, it can be seen that each indicator of the variables studied have the standard loading values > 0.5 . It means that all indicators of the variables used in the study has fulfilled the test of good validity. Besides using standarized value loading, validity can also be shown by calculating the AVE (Average Variance Extracted). Calculation AVE for each variable in the study as follows.

Table 2
Average Variance Extracted

Variable	$(\sum \text{std.loading})^2$	$\sum \text{error}$	Average Variance Extracted
Atmospherics	1,9126	1,0873	0,6375
Service Quality	1,7474	1,2525	0,5824
Food Qua;ity	2,7350	1,2649	0,6837
Behavioral Intentions	2,2085	0,7914	0,7361

Test the validity conservatively Average Variance Extracted require a minimum value of 0.5. In Table 2 it appears that all the variable already fulfilled good validity.

Based on Table 1 and Table 2 shown that all the indicators of each variable research already shows good convergent validity, so that it can be continued on the reliability of the examination.

Table 3
Variable Reliability

Variable	(\sum std.loading)	(\sum std.loading) ²	Σ error	Variable Reliability
Atmospherics	2,382	5,6739	1,0873	0,8391
Service Quality	2,289	5,2395	1,2525	0,8070
Food Quality	3,304	10,9164	1,2649	0,8961
Behavioral Intentions	2,571	6,61	0,7914	0,8930

According to Table 3 shows that all variables have the variable reliability values \geq 0.7. So it can be said that the entire variable of the research has been reliable.

Further, testing the hypothesis by using the structural model are performed 2 times. The first is the overall structural model test and the second is directly test between atmospherics on behavioral intentions. It is done to determine the mediating role of service quality and food quality on the relationship between atmospherics and behavioral intentions, whether the mediating role of service quality and food quality is a full or partial mediator.

Hypothesis testing is done by looking at the value of the critical ratio. The hypothesis of this research will be supported when the influence of a variable to other variables produce CR value $>$ 1.96 (with a significance level of 5%). While the estimate value at the output of the standardized regression weights are used to determine the direction and strength of the relationship if the hypothesized influence proved significant.

Tabel 4
A Summary of The Results of Hypothesis Testing

Hypothesis	Relationship Between Variable	Estimate Value	Critical Ratio	P-value	Notes
H1	A \rightarrow SQ	0,709	9,132	***	Signifikan
H2	A \rightarrow FQ	0,588	9,598	***	Signifikan
H3	A \rightarrow BI	0,277	2,062	0,039**	Signifikan
H4	SQ \rightarrow BI	0,247	1,991	0,047**	Signifikan
H5	FQ \rightarrow BI	0,390	3,458	***	Signifikan

Notes **: significant with p-value $<$ 0,5% or 0,005

***: significant with p-value $<$ 0,1% or 0,001

Through hypothesis testing in Table 4 is known that from the five research hypothesis has critical ratio value $>$ 1.96, so it can be said the five hypothesis is significant. The 3 hypotheses have p-value $<$ 0.001 or 0.1% and 2 hypotheses have p-value $<$ 0.005 and still significant.

Based on Table 4 it can be seen the relationship between atmospherics and service quality, the relationship between atmospherics and food quality, the relationship between atmospherics and behavioral intentions, the relationship between service quality and behavioral intentions, the relationship between food quality and behavioral intentions.

The variable relationship between atmospherics and service quality is 0.709 with critical ratio value 9.132. The variable relationship between atmospherics and food quality is 0.588 with critical ratio value 9.598. The variable relationship between atmospherics and behavioral intentions is 0.277 with critical ratio value 2.062. The variable relationship between service quality and behavioral intentions is 0.247 with critical ratio value 1.991. The variable relationship between food quality and behavioral intentions is 0.390 with critical ratio value 3.458. Thus, it can be interpreted that the variable atmospherics have significant effect and positively influences on the variable service quality, food quality and behavioral intentions in restaurants GOJUMONG Surabaya. Besides the variable service quality and food quality have significant effect and positively influences on the variable behavioral intentions in restaurant GOJUMONG Surabaya. This proves that the first to fifth hypothesis are accepted and similar with Ha and Jang's research (2012).

Table 5
A Summary of Direct Test Result Between Atmospherics to Behavioral Intentions

Relationship Between Variable	Nilai Estimate	Critical Ratio	P-value	Notes
A → BI	0,628	9,223	***	Signifikan

Notes ***: significant with p-value < 0,1% or 0,001

Referring to Table 4 which shows that atmospherics significant effect and positively influences on service quality and service quality significantly influence behavioral intentions. In addition Table 4 also shows that atmospherics significant effect and positively influences on food quality and food quality significantly influence behavioral intentions. According to Table 5 which shows that atmospherics direct effect on behavioral intentions with critical value ratio is 9.223 and has a P-value < 0.001 or 0.1% so it can be said to be significant. This suggests that the role of mediator variables that service quality and food quality is a partial mediator means that the mediator variable should not be there, because the atmospherics remained directly affect behavioral intentions. This proves that the sixth and seventh hypothesis are accepted and similar with Ha and Jang's research (2012).

Variable atmospherics proves an effect on behavioral intentions through direct effect and mediating effect based on the variable service quality. Atmospherics shown to affect service quality to estimate value is 0.709, and service quality proven to affect behavioral intentions to estimate value is 0.247. Thus, the amount of the effect of service quality through the mediation is $0.709 * 0.247 = 0.175$, while the amount of the direct effect is 0.277.

Variable atmospherics proves an effect on behavioral intentions through direct effect and mediating effect based on the variable food quality. Atmospherics shown to affect food quality to estimate value is 0.588, and food quality proven to affect behavioral intentions to

estimate value is 0.390. Thus, the amount of the effect of service quality through the mediation is $0.588 * 0.390 = 0.229$, while the amount of the direct effect is 0.277.

CONCLUSION DAN RECOMMENDATION

Here are the results of research and testing that has been performed by using SEM and AMOS 16 program, the explanation is as follows :

1. Perception of atmospherics significant and positively influences perception of service quality in GOJUMONG Restaurant Surabaya.
2. Perception of atmospherics significant and positively influences perception of food quality in GOJUMONG Restaurant Surabaya.
3. Perception of atmospherics significant and positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.
4. Service quality significant and positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.
5. Food quality significant and positively influences behavioral intentions in GOJUMONG Restaurant Surabaya.
6. Perception of atmospherics significant and positively influences on behavioral intentions through mediation by the service quality at the restaurant GOJUMONG Surabaya.
7. Perception of atmospherics significant and positively influences on behavioral intentions through mediation by the food quality at the restaurant GOJUMONG Surabaya.

There are limitations in this study resulted in suggestions or recommendations for future research is expected to complement the existing limitations of the current study. The recommendation addressed to the restaurant GOJUMONG. In addition, the recommendation is also intended to further research based on the limitations of this study. The proposed recommendations are as follows:

1. Recommendation for GOJUMONG Restaurant Surabaya

Based on this research, it is known that the first hypothesis showing the atmospherics of the relationship between service quality has the greatest value estimate. It means that the atmospherics has the strongest influence on service quality. It is also known to have a direct effect greater influence when compared to using mediation effect, which means that the variable atmospherics has more direct influence on behavioral intentions.

The restaurant's atmospherics may increase again GOJUMONG restaurant Surabaya to improve service quality, customer visits, recommend and spread the positive things about the restaurant GOJUMONG Surabaya to others. Improved atmospherics can be done by improving the design of the interior, such as by adjusting the atmosphere of the restaurant with certain events that are celebrated in the country of Korea such as the celebration of Chuseok (festival of the harvest season), Seol-nal (Lunar), hansik (early season planting), and Dano (summer festival) by designing the atmosphere, as well as the service to the customer in accordance with the event is happening.

It is also the restaurant GOJUMONG can provide live music, presents a special menu and provide cooking demonstrations Korean cuisine to its customers on a special day which can be adjusted to the specific event that is being celebrated in the country of Korea.

2. Recommendations for Further Research

This research was conducted at 1 Restaurant context only. Further research can be conducted on the context of different restaurants such as Cafe, Dining Room Restaurant, Specialty Restaurant, and can be applied in the context of the other restaurants.

This research was conducted only in one restaurant. Further research can be done on some restaurant that carries the same concept, so that research results can be generalized to other research.

This study is a replication of the research model of Ha and Jang (2012), which examines the influence of dining atmospherics on behavioral intentions mediated by service quality and food quality. In a subsequent study could develop this research model.

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