THE EFFECT OF ATMOSPHERICS ON BEHAVIORAL INTENTION AT KOREAN RESTAURANT IN SURABAYA

Riyantyari HayuPrameswari, Christina R. Honantha, Indri Hapsari
International Business Networking / Faculty of Business and Economics
riyantyarihp@yahoo.com

Abstract–*This study aims to observe the influences of atmospherics on behavioral intention, both directly and mediated through quality perception. Korean restaurant is used an object for ethnic restaurant observed in this study.A quantitative and causal type research is adopted for this study. Questionnaire used was adopted from Ha and Jang (2012) for offline survey. Purposive sampling method was used in this study. Sample consisted of 160 respondents, whose age is 18 years old or above and have eaten in Korean restaurant in Surabaya for at least three times in the past six months. Further data analysis was analyzed by SPSS 22.0 and AMOS 22.0.Result of this study found positive relationship between atmospherics on service quality. Atmospherics also positively influences food quality. Positive relationship was also found on the relationship of service quality on behavioral intention. Moreover, food quality also positively influences behavioral intention. Service quality was proven as mediator in the influences of atmospherics on behavioral intention. Additionally, food quality was also proven as mediator in the influences of atmospherics on behavioral intention. However, this study found atmospherics has no impact on behavioral intention.*

Keywords*: atmospherics, service quality, food quality, and behavioral intention.*

INTRODUCTION

Restaurant defined as a place for people to satisfy their hunger and receive proper services (Ha and Jang, 2012). Thus, restaurant has an important function for individuals and becomes inseparable with individual's need nowadays. Currently, as an effect of globalization, the amount of restaurant in Indonesia has rapidly increased, in which spread widely through 33 provinces of Indonesia. East Java, specifically, has been ranked as the 2nd province with the highest amount of restaurant industry. Currently, Surabaya has more than 1700 restaurants which registered as taxpayer.

According to Walker (2007) in Hanks, Line, and Kim (2017), restaurant segmented into five major categories; quick service, fast casual, family, casual, and fine dining. This study tried to focus on fast casual category, in specifically

ethnic restaurant. This study focused on Korean ethnic restaurant as an object, based on main consideration that Korean restaurants would be familiar with not only the taste, but also the atmosphere and considered critical for inducing satisfaction and behavioral intentions of customers (Ha and Jang, 2010). Moreover, there are a growing number of Korean restaurants in Surabaya, place where this study was conducted.

However, regardless the segmentation, each restaurant basically needs to be able to deliver values, in which able to distinguish the restaurant from others. Some restaurants might offer similar products, however, certain restaurants able to attract more customers' attention than the other restaurant, just because it offers more facilities, good atmosphere, and other attributes in which adjusting with the current customers' lifestyle.

Researchers have found that certain attributes of restaurants are rated more by customers. Specifically, in food industry the term DINESERV best described as certain factors affecting customers' perception about restaurant's quality (Kim, Ng, and Kim, 2009). DINESERV contained five factors, which are; food quality, atmosphere, service quality, convenience, and price and value.

Both atmospheric and perceived quality have long been studied independently of each other, thus found the correlation of each towards behavioral intention Jang and Namkung (2008) found that atmospherics and service functions, independently, reacted as the stimuli which influence positive emotion of customers. This study finally shows that atmospherics and service functions, independently, acted as the stimuli toward emotion of customers associated with behavioral intentions.

Ha and Jang (2012) study aimed to investigate the interplay among atmospherics and quality perception in service settings variables of customer behavioral intentions. Realizing its importance, this study then replicated Ha and Jang (2012) study, considering that previous study conducted by Ha and Jang (2012) located in United States of America which tend to have different results with Surabaya.

This study aimed to fill the gap of the lack of previous studies (Bitner, 1992; Mattila and Wirtz; 2001; Jang and Namkung, 2008) in observing the influences of atmospheric towards perceived quality and behavioral intentions. There are indeed some studies observed the influences between atmospherics and services functions toward behavioral intentions, however both atmospherics and services functions acted independently. Moreover, Couglan and Mullen (2013) confirmed that servicescape constructs positively influence behavioral intentions, through quality perception. However, there are only few future studies which specifically observe quality perception as mediating variables.

The main objective of this study is to analyze the influences of customers' perception regarding atmospherics within ethnic restaurant toward service quality and food quality, as well as analyze further about the extent of service quality and food quality as mediators between customers' perception regarding atmospherics and customers' behavioral intentions.

From the theoretical side, this study contributes to other researchers regarding the influences of customers' perception of restaurant atmospherics toward service quality and food quality, and finally its influences on customers' behavioral intentions.

Moreover, for the company point of view, this study provides better insight regarding the influences of atmospherics toward customers' behavioral intentions, through quality perception. Thus, this study could be used by restaurateurs as a base to achieve competitive advantage, considering the increasing level of competition between restaurants.

LITERATURE REVIEW

Atmospherics

The concept of physical environments (also known as "atmospherics" and "servicescape") was firstly introduced by Kotler (1973, p.48). Later, Chang, Cho, Turner, Gupta, and Watchravesringkan (2015) simplified the term of atmospherics directly correlated to physical attributes, which made customers response to more than just tangible products and services rendered, indeed place and atmosphere

contributed to decision making process (Kotler, 1973: p. 48) in (Ryu and Jang, 2008).

Generally, atmospheric dimensions are classified into three factors; ambient factor, aesthetic design factor and social factor (Baker and Parasuraman, 1994). Ambient described as nonvisual and background condition within store environment, design as a more visual nature than ambient, that might be functional and/or aesthetic (Marans and Spreckelmeyer, 1982) in (Baker and Parasuraman, 1994), while social factor defined as a factor which involves people within store's environment.

Some elements such as music, lighting, and smell (ambient factor), floor covering, wall covering, and color (design factor) and sales people (social factor) have been proven positively related toward store's characteristic, which shaped store's merchandise and service quality.

Specifically, in restaurant, atmosphere has been considered as one of the most important attributes in determining restaurant quality (Kim, Ng, and Kim 2009). Besides, certain atmospherics condition within restaurant also able to influences customers' positive and negative emotions (Jang, Liu, and Namkung 2010) and related to consumption behaviors (Ha and Jang, 2012).

A theoretical model was developed by Mehrabian and Russell (1974), studied the effects of store atmosphere towards shopping behavior, by using stimulusorganism-response (SOR) model. The SOR model suggested the effect of environment (S) on approach-avoidance behaviors (R) is mediated by the individual's emotional response (O) to the environment emphasizing the intervening role of emotional states affected by the environment station (Ha and Jang, 2012).

Service Quality

Perceived service quality is described as "customer's judgment about the superiority or excellence of a product while perceived value is the customer's overall assessment of the utility of a product based on perception of what is received and what is given" (Caruana et al., 2000). Specifically, service quality has been dichotomized into two forms; technical and functional. Thus, the

definition of service quality developed based on its forms (Grönross, 1983) in (Bell, Auh, and Smalley, 2005).

Further (Grönross, 1983) in (Bell, Auh, and Smalley, 2005) defined technical service quality as quality of service output and functional service quality as the interaction between service providers and customers and the way core services delivered. Both technical and functional elements will later contribute to customers' evaluation towards firm, thus became an important indicator of decision making and satisfactions.

For instance, Caruana et al. (2000) suggested that the effect of service quality mediated by value positively affected satisfaction of customers. On the other hand, service quality might also be functioned as competitive differentiation in manufacturing industry, whereas many of firms in manufacturing industry sold identical products (Parasuraman, Berry, and Zeithaml, 1988).

Specifically in restaurant, services highly depend on interactions between customers and service providers, which mostly happened during meal experience (Ha and Jang, 2012). The services experienced by customers will later shape the evaluation and judgment of customers. Previous study has revealed that certain attributes of service quality (e.g. low price, food quality, and value for money) positively affected satisfaction of customers (Chow, Lau, Lo, Sa, and Yun, 2007).

Moreover, Johns and Pine (2002) has linked restaurant attributes to behavioral intensions, shown in repeat custom. However, the attributes of restaurant might vary from one restaurant to another, thus, researchers conceptualized restaurant outcomes as service quality, as generalizable form for attributes exist (Johns and Pine, 2002).

Food Quality

Food has become the substantial elements of restaurant, thus will continuously give significant impact to restaurants experience of customers. Realizing the importance of food, restaurateurs today face the challenge to provide quality food, which is not only compelling for the customers, but also can be superior to business competitors (Jang and Namkung, 2008).

According to Chamhuri and Batt (2015), *"food quality is mainly related to; taste, freshness, nutritional value, and food safety"*. Thus, considering its

relation towards those variables, food quality has been classified as the substantial components for customers in determining restaurant and finally affecting customer loyalty (Ha and Jang, 2012).

A research conducted by Clark and Wood (1998) supported that food quality along with food variance rated as the highest factors affecting customer loyalty. Further, the research investigated that during different occasions (e.g. intimate dinner, birthday celebration, and business lunch), food type and food quality are the most cited variables for dining out in restaurants.

Beside frequently cited as determining factors, food quality has been claimed as determining factor of customer satisfaction and behavioral intensions (Kivela, Inbakaran, and Reece, 1999) as cited in (Jang and Namkung, 2008).

Specifically, Kivela*et al.* (1999) concluded that food quality as one of the food attributes, will eventually affect return patronage of customers. Supporting the hypotheses, Jang and Namkung (2008) observed the relation between food quality and behavioral intentions, which finally resulted on the conclusion that food quality influence positive behavioral intentions.

Behavioral Intentions

Behavioral intentions defined as potential behaviors of individual which triggered by service quality and satisfaction (Zeithaml, Berry, and Parasuraman, 1996) as cited in (Aliman and Mohamad, 2015). Further, Aliman and Mohamad (2015) suggested that behavioral intentions constitute three dimensions; word of mouth (WOM) communications, patronage intentions and complaining behavior.

Favorable behavioral intentions could be shown by several behaviors, for instance; willingness to pay more for premium products or recommending certain products or services to others.

Some researchers have confirmed that service quality is antecedent to behavioral intentions quality (Parasuraman, Zeithaml, and Berry; 1985; Zeithaml*et al.*, 1996). Specifically, Zeithaml*et al.* (1996) stated that customers who satisfied with certain store will tend to express certain behavior showing bond for the company (i.e. preference of certain store among others, increase volume of purchasing, agreeableness to pay premium product). Thus, it is

important for a store to properly measure behavioral intentions, as it will increase the probability of prediction of actual behavior (Aliman and Mohamad, 2013).

Therefore, in accordance with the stated literature review, this study proposes hypotheses as follow:

H1 : Perception of atmospherics positively influences perception of service quality.
H2 : Perception of atmospherics positively influences perception of food quality.
H3 : Perception of atmospherics positively influences behavioral intentions.
H4 : Service quality positively influences behavioral intentions.
H5 : Food quality positively influences behavioral intentions.
H6 : The relationship between perception of atmospherics and behavioral intentions is mediated by service quality.
H7 : The relationship between perception of atmospherics and behavioral intentions is mediated by food quality.

METHODOLOGY

This study examines the influence between independent variable, as well as its influence towards dependent variables. Specifically, this study will use quantitative approach to observe the causal relationship between exogenous variables (atmospherics) and endogenous variables (service quality, food quality, and behavioral intentions) within Korean restaurants. This study will also use quality perceptions as mediating variables between atmospherics and behavioral intentions.

This study use primary data as a data source, which obtained directly from structural questionnaires spread to people from the age ranked from 18 years and above, who have visited and eaten in Korean restaurants in Surabaya, at least three times in the past six months.

The population of this study would be all consumers who have eaten in Korean restaurants in Surabaya. However, due to the limit in term of time, this study uses number of Korean restaurants' customers as samples to represent the entire population. This study will adopt non-probability sampling technique. Specifically, this study will use purposive sampling method.

According to Hair, Anderson, Tatham, Black (1998: 604), the appropriate number of sample size is 10 respondents represented each parameter. Thus, as this

study uses 15 parameters, the number of sample size recommended is 15 x 10 = 150 respondents. However, this study chooses to use 160 respondents in order to obtain better result, with basic requirements, which are; (1) age within 18 years and above and (2) have visited Korean restaurants in Surabaya, at least three times in the past six months.

This study will use interval scale method. Specifically, this study will use itemized rating scales. Thus, for all variables; atmospherics, service quality, food quality, and behavioral intentions, the scales used to measure variables would be ranked through seven-point numerical scales (1 = strongly agree to 7 = strongly disagree). Specifically, the itemized rating scales used would be explained as follows;

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

This study will use multivariate analysis as a technique for data analysis. Specifically, this study will use Structural Equation Model (SEM) as multivariate technique. SEM is used due to its allowance to separate relationships for each set of dependent variables, as well as its ability to provide appropriate and efficient estimation (Hair, *et al.*, 1998: 17). SPSS statistic will be used to perform validity and reliability test.

For SEM analysis, this study conducted a confirmatory factor analysis, in order to see whether the model is suitable for further study, followed by the testing of the goodness fit indexes which include The Root Mean Square of Approximation (RMSEA), Tucker Lewis Index (TLI), Goodness of Fit Index (GFI), Comparative Fit Index (CFI) and The Minimum Sample Discrepancy Function which split Degree of Freedom (CMIN/DF). Furthermore, the value obtained from confirmatory factor analysis will be used to estimate construct reliability and variance extract in order to measure of the internal consistency of a construct indicator. Finally, structural model test was performed in order to be analyzed further for hypothesis testing.

In AMOS, to check the hypotheses of each parameter, researcher must first check the Critical Ratio (C.R.) and p-value. Critical Ratio (C.R.) represents the parameter estimate divided by its standard error (Byrne, 2010: 68). The C.R. value

would be significant or hypotheses will be supported if the test statistic is lower than 1, 96. Besides C.R., p-value also used to check the hypotheses. The p-value of the data must be less than 0, 05, thus categorized as significant or hypotheses categorized as supported.

RESEARCH RESULT

Table 1

Sample Description

Gender	Male	49	(30.6%)
	Female	111	(69.4%)
Age	18-25	133	(83.12%)
	26-35	10	(6.25%)
	36-45	6	(3.75%)
	>45	11	(6.88%)
Latest Education	High School Degree	120	(75.0%)
	Diploma Degree	4	(2.5%)
	Bachelor Degree	33	(20.6%)
	Master Degree	3	(1.9%)
Income	Rp. 2.500.000-Rp. 5.000.000	127	(79.4%)
	Rp. 5.000.001-Rp. 7.500.000	19	(11.9%)
	Rp. 7.500.001-Rp. 10.000.001	3	(1.9%)
	>Rp. 10.000.001	11	(6.9%)
Frequently Visited Korean Restaurant in Surabaya	Bonchon	5	(3.1%)
	Café Jalan Korea	24	(15.0%)
	Kimchi Go	52	(32.5%)
	Kogyo	1	(0.6%)
	Samwon House	1	(0.6%)
	Seoul City	77	(48.1%)
Most Favorite Healthy Food Offered	Bibimbap	58	(36.3%)
	Bulgogi	12	(7.5%)
	Tteokbokki	15	(9.4%)
	Chicken Cheese	1	(0.6%)
	House Special	2	(1.2%)
	Jajangmyeon	5	(3.1%)
	Kimbap	7	(4.4%)
	Kimchi	34	(21.3%)
	Ramyeon	21	(13.1%)
	Samyang	4	(2.5%)
	Sundubujjigae	1	(0.6%)

Source : data processed by SPSS 22.0 for Windows

The descriptive statistics of respondents arerepresentedin Table1 above. Table 1 depicts that the respondents comprise of 111 females (69.4%) and 49 males (30.6%). Number of respondents whose age within the range of 18-25 years old are 133 people (83.12%), range of 26-35 years old are 10 people (6.25%), range of 36-45 years old are 6 (3.75%), and beyond 45 years old are 11 people (6.88%).

Based on latest education of respondents, comprises of these categories; high school degree are 120 respondents (75. 0%), diploma degree are 4 respondents (2. 5%), bachelor degree are 33 respondents (20. 6%), and master degree are 3 respondents (1. 9%).

The income of respondents comprises of these categories; Rp. 2.500.000-Rp. 5.000.000 are 127 respondents (79. 4%), Rp. 5.000.001-Rp.7.500.000 are 19 respondents (11. 9%), Rp. 7.500.001-Rp.10.000.000 are 3 respondents (1. 9%), and >Rp.10.000.001 are 11 respondents (6. 9%).

Additionally, respondents of Korean restaurant in Surabaya mostly visited; Bonchon restaurant visited by 5 respondents (3.1%), Café Jalan Korea restaurant visited by 24 respondents (15.0%), Kimchi Go restaurant visited by 52 respondents (32.5%), Kogyo restaurant visited by 1 respondent (0.6%), Samwon House restaurant visited by 1 respondent (0.6%), and Seoul City restaurant visited by 77 respondents (48.1%).

For customers' most favorite healthy food menu, respondents' answers compriseof; Bibimbap chosen by 58 respondents (36.3%), Bulgogi chosen by 12 respondents (7.5%), Tteokbokki chosen by 15 respondents (9.4%), Chicken Cheese chosen by 1 respondent (0.6%), House Special chosen by 2 respondents (1.2%), Jajangmyeon chosen by 5 respondents (3.1%), Kimbap chosen by 7 respondents (4.4%), Kimchi chosen by 34 respondent (21.3%), Ramyeon chosen by 21 respondents (13.1%), Samyang chosen by 4 respondents (2.5%), and Sundubujjigae chosen by 1 respondent (0.6%).

Table 2

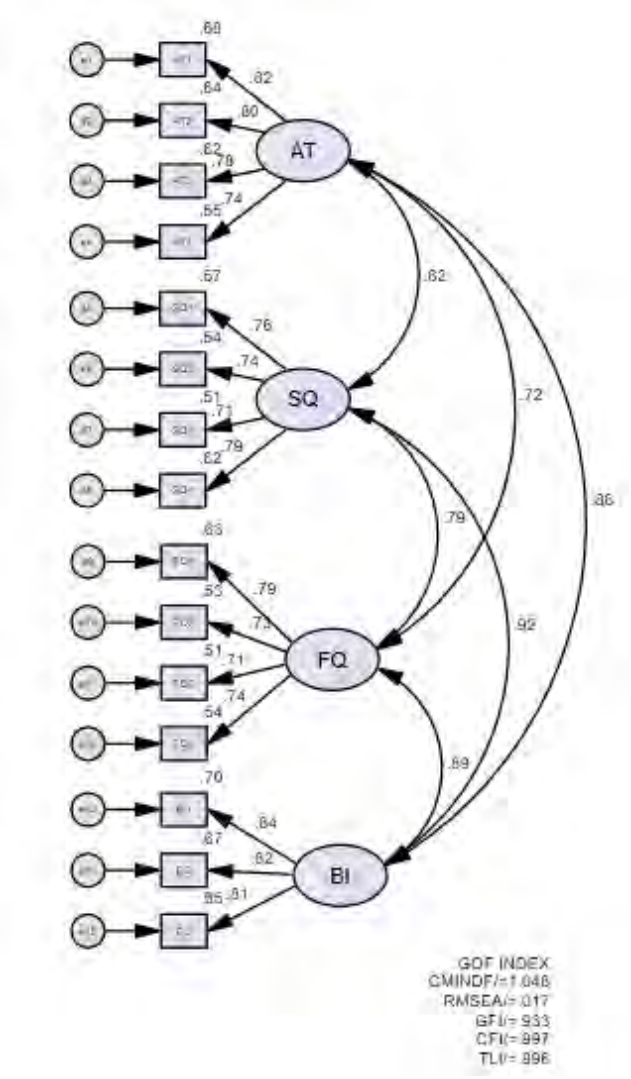
Constructs and the items

	Mean	St. Dev
Atmospherics		
AT1	4.513	1.274
AT2	4.488	1.264
AT3	4.494	1.303
AT4	4.475	1.283
Service Quality		
SQ1	4.806	1.190
SQ2	4.675	1.242
SQ3	4.619	1.154
SQ4	4.581	1.205
Food Quality		
FQ1	4.606	1.269
FQ2	4.675	1.252
FQ3	4.680	1.195
FQ4	4.581	1.221
Behavioral Intention		
BI1	4.625	1.263
BI2	4.619	1.293
BI3	4.631	1.262

Source : data processed by SPSS 22.0 for Windows

Table 2 as stated above shows the mean scores and standard deviations for each construct and its indicators. The mean scores and standard deviations of atmospherics scale items range from 4.475 to 4.513 and from 1.264 to 1.303.The mean scores and standard deviations of service quality scale items range from 4.581 to 4.806 and from 1.154 to 1.242. The mean scores and standard deviations of retailer food quality scale items range from 4.581 to 4.680 and from 1.195 to 1.269. The mean scores and standard deviations of behavioral intention scale items range from 4.619 to 4.631 and from 1.262 to 1.293.

Further, after mean and standard deviations value of each variable obtained, the overall confirmatory factor analysis was performed. The data analysis was processed by the help of AMOS 22.0 software. The figure of overall confirmatory analysis will be depicted as follows;



Source : data processed by AMOS 22.0

Figure 1

Overall Confirmatory Factor Analysis

The figure above shown that four variables measured are inter-correlated to each other. CFA structure as presented above comprises four variables measured in this study, which are; atmospherics (AT), service quality (SQ), food quality (FQ), and behavioral intention (BI). For AT, SQ, and FQ variables are measured with four indicators each, while BI variable is measured with three indicators. The recommended value of factor loading is above 0.5. Based on the figure presented, it shows that all of the indicators have the factor loading values above 0.5. Hence, based on the data, all of the indicators' factor loading are above 0.5. After factor loading was checked, a measurement fit was performed to check

whether the model is fit or not. The result of measurement fit presented by the table as follows;

Table 3

Measurement Fit Model Result

No	Fitness Test	Suitability Criteria	Result	Explanation
1	CMIN/DF	CMIN/DF <2,0 <3,0	1.048	Good Fit
2	RMSEA	RMSEA ≤ 0.08	0.017	Good Fit
3	GFI	0<GFI<1,0	0.933	Good Fit
4	CFI	TLI ≥ 0.95	0.997	Good Fit
5	TLI	CFI ≥ 0.95	0.996	Good Fit

Source : data processed by AMOS 22.0

The fitness tests being used in order to measure the model fit comprises of CMIN/DF, RMSEA, GFI, CFI, and TLI.According to the results above, all the measurements meet the required criteria, showing CMIN/DF, RMSEA, GFI, CFI, and TLI are in good fit. Further, the standardized regression weight value obtained from overall confirmatory analysis will be used to determine the construct reliability and variance extracted.

Reliability defined as the extent of variables' consistency towards what it is intended to measure. Thus, reliability test performed to determine the reliability of data obtained, especially regarding its consistency when the test was repeated twice or more. Hence, the higher the reliability value of an indicator indicated the higher consistency in measuring its construct indicator. In order to be able to do so, variance extracted and construct reliability are recommended measurements to assess the reliability testing.

The limit of the value used as the base of acceptable reliability level is 0.7, thus indicators which construct reliability value is 0.7 or more, could be processed further. However, the number should not be the absolute measure. Thus, additionally, the recommend value of variance extracted is above 0.5, in which the higher the value indicated that indicators have been well-represented its latent

constructs. The standardized loading and error used could be directly obtained from the result of AMOS program calculation. The construct reliability value will be depicted by the table as follows;

Table 4

Construct Reliability

Variables	∑Standard Loading	(∑Standard Loading)^2	∑Error	(∑Standard Loading)^2 + ∑Error	Construct Reliability
AT	3,154	9,948	1,510	11,457	0,868
SQ	2,993	8,958	1,758	10,716	0,836
FQ	2,971	8,827	1,790	10,616	0,831
BI	2,462	6,061	0,979	7.041	0,861

Source : data processed by Excel 2010

Table 5
Variance Extract

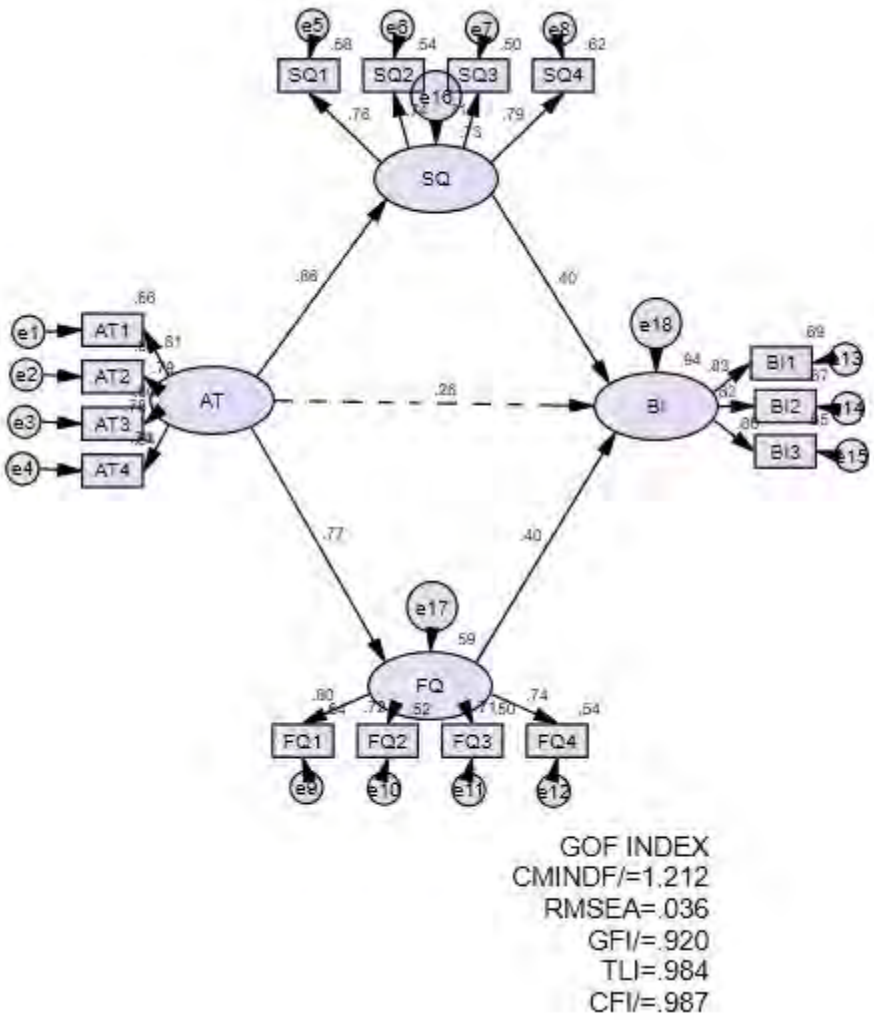
Variables	∑Standard Loading	∑Standard Loading^2	∑Error	∑Standard Loading^2 + ∑Error	Variance Extract
AT	3,154	2,490	1,510	4,0	0,623
SQ	2,993	2,242	1,758	4,0	0,561
FQ	2,971	2,210	1,790	4,0	0,553
BI	2,462	2,021	0,979	3,0	0,674

Source : data processed by Excel 2010

The minimum value needed for reliability testing is 0, 7. Thus, as depicted from table 18 above, the construct reliability of four variables used in this study are all above 0, 7. Therefore, concluded that four variables used in this study considered reliable. In addition, the recommend value for variance extracted is above 0, 5. Hence, by referring to table 20 as depicted above, all these four

variables have variance extracted value above 0, 5. Therefore, all variables used in this study considered valid.

The structural model used for this study was performed by processing the data through AMOS 22.0 software. The structural model in this study to relate all variables observed in this study, which are; atmospherics (AT), service quality (SQ), food quality (FQ), and behavioral intention (BI), needed to account for model Then, after the structural model was made a series of fitness test were done to check whether the structural model is fit or not. Further, the structural model will be depicted by the figure below;



Source : data processed by AMOS 22.0

Figure2

Structural Model

Figure 3 depicted the structural model of this study. This model is functioned to relate all variables observed which further needed to account for model. As mentioned in the early explanation, a series of fitness test was also conducted to check the fitness of structural model. The structural fit result model will be explained by the table as follows;

Table 6

Structural Fit Model Result

No	Fitness Test	Suitability Criteria	Result	Explanation
1	CMIN/DF	CMIN/DF <2,0 <3,0	1.212	Good Fit
2	RMSEA	RMSEA ≤ 0.08	0.036	Good Fit
3	GFI	0<GFI<1,0	0.920	Good Fit
4	TLI	TLI ≥ 0.95	0.984	Good Fit
5	CFI	CFI ≥ 0.95	0.987	Good Fit

Source : data processed by AMOS 22.0

The fitness tests being used in order to measure the model fit comprises of CMIN/DF, RMSEA, GFI, CFI, and TLI.According to the results above, all the measurements meet the required criteria, showing CMIN/DF, RMSEA, GFI, CFI, and TLI are in good fit. Further, the estimate value obtained from structural model will be used to determine hypotheses testing.

The hypotheses testing process for this study will be done through AMOS 22.0 software. Thus, in AMOS, to check the hypotheses of each parameter, researcher must first check the Critical Ratio (C.R.) and p-value. The C.R. value considered as significant or hypotheses is supported if the test statistic is lower than 1, 96. Moreover, p-value must be less than 0, 05, thus hypotheses could be categorized as significant or hypotheses accepted. The hypotheses testing result for exogenous variable towards endogenous variables will be further explained by the table below;

Table 7
Hypothesis Testing Result

	Path	Estimate	S.E.	C.R.	P	Significant
H1	SQ ← AT	0.819	0.101	8.077	***	Significant Hypothesis Supported
H2	FQ ← AT	0.728	0.101	7.207	***	Significant Hypothesis Supported
H3	BI ← AT	0.286	0.152	1.878	0.060	Not Significant
H4	BI ← SQ	0.468	0.151	3.102	0.002	Significant Hypothesis Supported
H5	BI ← FQ	0.467	0.112	4.165	***	Significant Hypothesis Supported
H6	SQ ← AT = 0.819	BI ← SQ = 0.468	SQ ← AT x BI←SQ 0.819 x 0.468 = 0.383			Significant Hypothesis Supported
H7	FQ ← AT = 0.728	BI ← FQ = 0.467	FQ ← AT x BI←FQ 0.728 x 0.467 = 0.340			Significant Hypothesis Supported

Source : data processed by AMOS 22.0

Based on the hypotheses testing done on Table 7 as stated above, out of 7 hypotheses tested, 6 hypotheses are supported, while the one hypothesisis rejected.

This research shows that perception of atmospherics has significant effect on perception of service quality. In this study, it was concluded that Korean restaurant has successfully offered good atmospherics, which represented by; design interior, music, layout, and facility aesthetics, and in turn generate to perception of service quality, specifically represented by the attributes; exact food

ordered, prompt and quick services, and ability of employees to answer questions properly.

This research shows that perception atmospherics has significant effect on perception of food quality.In this study, Korean restauranthas been considered to have successfully offered good atmospherics, which finally resulted to good perception of food quality made by customers, represented by the attributes; food taste, food portion, food variances, and healthy food menu offered.

This research indicates that perception of atmospherics has no significant effect on behavioral intention. Therefore, it can be said that the customers' perception of atmospherics of Korean restaurant does not necessarily result in behavioral intention. It can be inferred that it atmospherics alone may not be enough to be determinant factor of customers' behavioral intention. Instead, there are other variables needed to be taken as determinant factor for customers' behavioral intention.

This research indicates that service quality has significant effect on behavioral intention. Thus, by developing the service quality within Korean restaurant, which represented by; exact food ordered, prompt and quick services, and ability of employees to answer questions properly, will eventually generate to good behavioral intention of customers, in the extent of return patronage, willingness to recommend and willingness to spread positive word of mouth.

This research indicates that food quality has significant effect on behavioral intention. Korean restaurant, as an object, has been considered to have successfully developed food quality attribute, specifically represented by the attributes; food taste, food portion, food variances, and healthy food menu offered , which in line to good behavioral intention of customers, represented by return patronage, willingness to recommend and willingness to spread positive word of mouth.

This research shows that influences of perception of atmospherics on behavioral intentions is mediated by service quality.It inferred that service quality roles as a mediator. In the field of this study, atmospherics may not be sufficient to be the only predictor for behavioral intention, instead, when the influence of

atmospherics on behavioral intention is mediated with service quality, the influence is significant. The mediation value of service quality is 0.383.

This research shows that influences of perception of atmospherics on behavioral intentions is mediated by food quality.It inferred thatfood quality roles as a mediator. In the field of this study, atmospherics, as found on the hypothesis three, may not be sufficient to be the only predictor for behavioral intention, instead, when the influence of atmospherics on behavioral intention is mediated with food quality, the influence shows significant resultThe mediation value of food quality is 0.340.

CONCLUSION AND RECOMMENDATION

Based on the research result as stated, it can be concluded that from the main 7 (seven) hypotheses developed, 6 (six) of the hypotheses are proven, while the 1 (one) hypothesis is rejected. Specifically, the following explanations summarize hypotheses as presented in research result: 1) Perception of atmospherics positively influences perception of service quality of Korean restaurant customers in Surabaya. 2) Perception of atmospherics positively influences perception of food quality of Korean restaurant customers in Surabaya. 3) Perception of atmospherics has no significant influences on perception of behavioral intention of Korean restaurant customers in Surabaya. 4) Service quality positively influences perception of behavioral intention of Korean restaurant customers in Surabaya. 5) Food quality positively influences perception of behavioral intention of Korean restaurant customers in Surabaya. 6) Relationship between perception of atmospherics and behavioral intention of Korean restaurant customers in Surabaya is mediated by service quality. 7)Relationship between perception of atmospherics and behavioral intention of Korean restaurant customers in Surabaya is mediated by food quality.

Based on this study, there are some recommendation that can be given for the Korean restaurant as well as for future research. **First**suggested for Korean restaurant to improve the facility aesthetic within the restaurant, by the extent of creating facility aesthetic that more Korean alike, thus easily distinguished with western one, finally resulted on happiness of customers. By doing so, restaurateurs can also influences both service quality and food quality, as referring

to research model, atmospherics is a starting point to maintain the other dimensions, which finally lead to post consumption behavior.

Second, it is also suggested to improve the taste of foods served within the restaurant, by maintaining the taste regularly and doing survey to customers regarding taste customers preferred, so restaurateurs will be able to do adjustment and improvement.Additionally, , it is suggested for Korean restaurants to train employees more and educate them with sufficient knowledge regarding food served and things related to the restaurant, which will lead to satisfaction of customers, which in turn resulted to favorable post consumption behavior of customers. **Third**, is to balance service quality and food quality. This is suggested to prevent the gap between improvement of service quality and improvement of food quality, which probably resulted on negative influences of either food quality or service quality on behavioral intention. Negative influences of one of these variables might result to inability of quality perception to mediate the influences of atmospherics on behavioral intention.

During the research completion process, this study has several limitations, in which can be further improved for the future research. Several of the limitations include; 1) This study is conducted only in Surabaya, one of the cities in Indonesia. Future research can broaden the scope of the study, considering perception of customers might differ between places. 2) Future research could choose other ethnic restaurant as an object, because this research only limited on one ethnic restaurant type, Korean restaurant. Considering right now, there are already plenty of ethnic restaurants spread in Surabaya or other places where future research conducted. 3) This study used 160 respondents as sample. Future research suggested increasing number of sample, in order to get better result. 4) In this study, respondents are mainly students. Further research expected to distribute the questionnaires more heterogeneously, thus many kind of respondents will be gathered.

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