

Original Research Article
The Influence of Frontliner Friendliness, Food Quality and Dining Experience on Passenger Satisfaction at XYZ Cruise Line Restaurant

ABSTRACT

This study aims to determine several things, the first is the effect of frontliner friendliness on passenger satisfaction at the XYZ cruise line Restaurant, the second is the effect of food quality on passenger satisfaction at the XYZ cruise line Restaurant; third, the influence of the experience of enjoying food on passenger satisfaction at Restaurant XYZ cruise line; fourth, the influence of the frontliner's friendliness on the experience of enjoying food; fifth, the effect of food quality on the experience of enjoying food; sixth, the effect of frontliner friendliness on passenger satisfaction through the experience of enjoying food and seventh, the effect of food quality on passenger satisfaction at XYZ cruise line Restaurant through the experience of enjoying food as an intervening variable. This research method uses a descriptive quantitative method. The population is XYZ cruise line passengers with a sample of 54 people with the multiple regression analysis method. By applying the method above, the authors can conclude the positive influence of each variable on the other variables.

Keywords: Frontline employees, Food Quality, Dining Experience, Friendliness, Hospitality dimensions, Satisfaction

1. INTRODUCTION

XYZ cruise line is a subsidiary of XYZ Company (ship owner). The company was founded in 1996 as "Magical Cruise Company Ltd". XYZ Company also owns the private Bahamian island Castaway Cay (exclusive port of call - XYZ cruise line only) and the exclusive Cruise Terminal at Port Canaveral (Orlando Florida). XYZ cruise line are marketed as "family vacations" and feature unique and exclusive activities, such as costumed XYZ cruise line Characters, adults-only deck areas, special facilities for teens, children and babies, signature (trademarked) ship amenities and activities, and live themed entertainment. The first selling point that makes most consumers choose XYZ cruise line es in addition to service and entertainment is that soft drinks are not subject to additional fees such as soda, juice, tea and other soft drinks.

one area that greatly contributes to the overall rating value, one of which is the restaurant service area on the XYZ cruise line which is the author's research location where the author also works as a Restaurant Manager at the XYZ cruise line restaurant , overall the average service rating is three restaurants which include the value of hospitality, quality of food and the overall experience of enjoying food always gets a rating above standard, but in the last 3 months (last 15 voyages) at XYZ cruise line, the average value of hospitality, quality of food and overall experience of enjoying food has fluctuated where the three ratings are still below the target set by the company, the following is a table that describes the overall rating for hospitality, food quality and the experience of enjoying food in the last 15 voyages aboard

the XYZ cruise line **Several studies raise** customer satisfaction and the factors that influence customer satisfaction. Some of his research is described as follows. As previous research conducted by [1] showed that service and food quality have a positive and significant effect on customer satisfaction and loyalty, then [2] states that food quality is the most important factor for understanding consumer choice of a restaurant and satisfaction.

“Furthermore, recent studies consider food quality as the most significant dimension of restaurant service quality influencing customer selection processes and quality perceptions and show that food quality significantly influences customer perceived value” [3,4]. “Despite the importance and impact of food quality in determining customer restaurant choice, satisfaction, and behavioral intentions, a lack of previous research has investigated the effect of food quality on perceived value” [4].

Limited prior research findings reported in the marketing literature suggest food quality significantly influences the perceived value customers derive from a restaurant experience.

Several studies have noted the important role of **front-line** employees in improving the quality of service relationships. Apart from the food quality factor, previous research conducted by (Liu, 2019) explains that for **front-line** employees, the most common type of emotional display is friendliness, which represents a tactic that can increase individualization and move meetings from formal business transactions to personal interactions [5].

“Friendly behavior also creates opportunities for **front-line** employees to connect and build strong social interactions with customers, emphasize relational benefits, and satisfy customers' emotional needs. These social benefits can then create more satisfaction and commitment” [6].

The previous research from [7] in particular, has emphasized that “customers' dining needs are often associated with restaurant attributes, implying that attributes such as ambiance (decoration, lighting, physical features), food quality and service, location, type of cuisine, and attitude of service staff, provide many of the initial settings for shaping the individual experience of a meal”. Moreover, both [7] and [8] argue that “these attributes, collectively, give restaurants a special identity and character that directly or indirectly intervene in the act of eating and post-purchase behavior, i.e. returns or non-returns. This model assumes that customers make purchase decisions based on expectations, attitudes and intentions (interests, expectations relative to meal **opportunities**)”.

Therefore, the theory of confirmation/disconfirmation includes four components: 1 expectation, 2 perceived performance, 3 dissatisfaction, and 4 satisfaction. In the model, E and I measure the customer's PrDp (about the restaurant), and EM or perceived performance measures the customer's PoDp of the dining experience. Disconfirmation will occur if there is a difference, either positive or negative, between performance and expectations. If performance is deemed to meet expectations, a confirmation will be generated.

2. THEORETICAL REVIEW

Frontliner friendliness

According to [9] “Friendliness is a friendly display that is part of the interpersonal requirements for service encounters. Friendly interactions occur when employees are very friendly, warm, friendly, or kind when interacting with customers, outside of what is considered normal in a given context. Such behavior can help make a customer feel comfortable and at ease in **a** setting”. According to [10] “Friendliness of employees refers to the warmth and ability of employees' personal approaches, including cheerful attitudes and making customers feel welcome. Hospitality is increasingly considered an idiom for commercial relationships that emphasizes relational benefits; It is an old construction, but has acquired a new interpretation involving customer value in recent years”.

Apart from the theory above, “there are also other sources which state that employee friendliness refers to the warmth and ability of the contact staff's personal approach, including a cheerful attitude and making customers feel welcome. Hospitality is increasingly considered an idiom for commercial relationships that emphasizes relational benefits; it is an old construction, but has acquired a new interpretation as one of customer value in recent years” [11].

Food Quality

“Food quality is the most important factor for understanding consumer choice of a restaurant and satisfaction” [12]. Food quality has been described differently in the literature depending on the research objective. [13] compiled a definition of "food quality" from various researchers in his thesis "Food Quality from the Consumer's Perspective" in the British Food Journal. “In short, food quality is very subjective, depending on the point of view. Consumer-oriented food quality, according to the Grebitus summary, is a psychological concept, dealing with consumer acceptance and perception of food. Acceptance of food mainly depends on sensory (taste, taste, texture, color, appearance), safety and nutritional properties” [12]. These properties are determined not only by the initial quality of the food, but also by how the consumer handles the food, including storage and preparation.

Morris and Young summarize “the most common aspects of food quality: production methods, production sites, traceability, raw materials, safety, nutrition, sensual, functional, and biological attributes” [14]

“Items for food quality included taste, food portions, menu variety, and healthy food choices, which were adapted from other studies” [15].

Passenger Satisfaction

“Customer satisfaction usually comes from evaluating the overall service quality” [16]. “In addition, service quality not only affects customer satisfaction and also has an impact on the results of customer behavior” [17]. Restaurant quality is often a key factor in a customer's decision to select and recommend a restaurant.

“A number of studies support the view that restaurant quality is a key factor in customer satisfaction” [18]. [17]show that “this is true for casual dining restaurants”. In another study “on customer satisfaction with service in Korean restaurants, high quality service was found to have a positive influence on customer satisfaction” [19]. The study by [20] provides “further evidence of the positive relationship between restaurant quality and customer satisfaction”. This study expands on previous studies by testing whether customers who are happy with the overall quality of a restaurant will recommend the restaurant to their friends.

Framework

With the research concepts derived from friendliness, food quality, Dining Experience and passenger satisfaction, it was found that the four variables above are positively related to each other, thus we can conclude the framework as follows:

Research Hypothesis Model

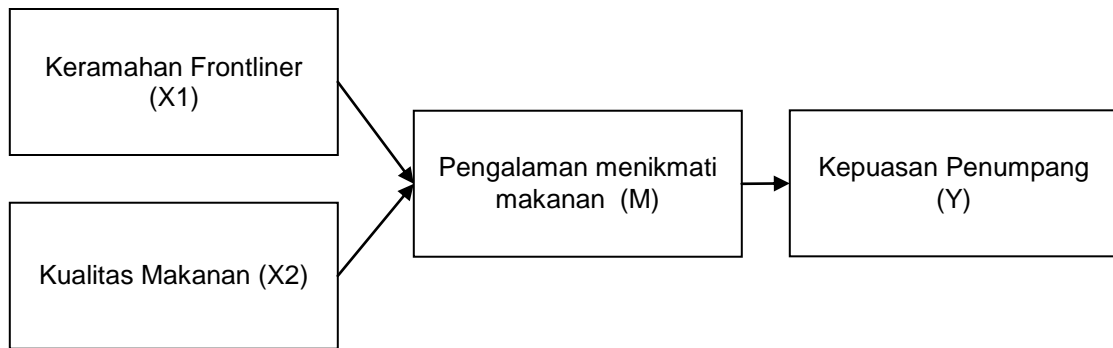


Fig 1 : Research Hypothesis Model

- H1. Frontliner friendliness is positively related to the experience of enjoying food/dining
 H2. Frontliner friendliness/staff behavior is positively related to passenger satisfaction
 H3. Food quality is positively related to the experience of enjoying food
 H4. Food quality is positively related to passenger satisfaction
 H6: The two dimensions of service quality, namely food quality and employee service quality, have a positive contribution to the experience of enjoying food.
 H7: Staff behavior/Friendliness has a positive relationship with food quality.

3. METHODOLOGY

This research method uses a causal associative method using a quantitative approach. The causal associative research method is research that is used to determine the effect between two or more variables that are causal in nature. The researcher carried out this series of processes starting from October 15 2022 to May 2023 at three XYZ cruise line namely **Rose Garden Restaurant**, **Royal Palace Restaurant** and **Animax Restaurant** at the following times:

1. Breakfast: 07.30 – 09.30
2. Lunch: 12.00 – 13.30
3. **Royal Palace** Tea: 15.00 – 16.00
4. Dinner: First seating: 17.45 – 20.00 and Second seating: 20.15 – 22.30

The population in this study were passengers on the XYZ cruise ship with 2,800 passengers. In this study, the authors used convenience sampling. This sampling technique is based on the population that is available and easily accessible to researchers [21]. In addition, the population in this study, namely XYZ cruise ship passengers, has a high level of privacy, so researchers took a sample of XYZ cruise ship passengers who were willing to be research respondents as many as 54 passengers.

“The analytical method used to answer the hypothesis is using multiple linear regression analysis. Regression analysis is used to measure the influence between the independent variables and the dependent variable. If there is only one independent variable and one dependent variable, then the regression is called simple linear regression” [22]. “Conversely, if there is more than one independent variable or dependent variable, it is called multiple linear regression. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to find out the direction and how much influence the independent variables have on the dependent variable” [23].

The following is the operationalization of the variables from this study:

Table 1 Definisi Operasional Variabel

No	Variables	Code	Dimensions
1.	Hospitality	X1	Funny Behaviors
			Informal Behaviors
			Conversation Behaviors
			Approachable behaviors
2.	Food Quality	X2	Food, Relating to Sensory Attributes (Taste, Nutritional Content, Menu Options, Food Condition, Food Aroma and Food Presentation)
			Service
			Physical Environment
3.	Dining Experience experience	Z	Food Quality (Presentation, variety, Healthiness, Taste, Freshness and Temperature of Food)
			Service Quality
			Convenience (Speed, Least Effort, Ease and Clarity, Efficiency, Accessibility)
			Atmosphere (Background music, decoration and layout, Interior environment)
4.	Satisfactions	Y	Food Quality (total food choices, special needs, cultural preferences food quality, Appearance, food flavor, quality of ingredients, and quality food)
			Food Variety
			Atmosphere
			Interaction (clean & tidy, friendly, easy to talk to, smile & greeting, and proper presentation)
			Price Fairness (reasonable price, acceptable food price and accepting price changes)

Sumber: Melanie F Bininsegnie, 2020

4 . RESULTS AND DISCUSSION

Classical Assumption Test Results

Multicollinearity Test

Multicollinearity test was conducted to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. Testing whether there is multicollinearity in the regression model can be seen by looking at the tolerance value and the VIF (Variance Inflation Factor) value. Commonly used values to indicate multicollinearity are tolerance values ≤ 0.10 or VIF values ≥ 10 . If the VIF value is not more than 10 and the tolerance value is not less than 0.1, then it can be said to be free from multicollinearity.

The following are the results of the multicollinearity test conducted on the research variables:

Table 2. Multicollinearity Test Results

Variable	tolerance	VIF	Information
Frontliner friendliness	0.792	1,262	Multicolonearity Free
Food Quality	0.788	1,269	Multicolonearity Free
Experience Enjoying Food	0.640	1,563	Multicolonearity Free

Source: Primary Data 2014

Based on the multicollinearity test conducted on the frontliner friendliness variable, food quality, experience of enjoying food and passenger satisfaction, the data obtained is as shown in the table above. The calculation results from SPSS show that there are no independent variables that have a tolerance value of less than 0.10, which means there is no correlation between the independent variables with a value of more than 95%. The results of calculating the Variance Inflation Factor (VIF) values also show that there are no independent variables that have a VIF value of more than 10. So, it can be concluded that there is no multicollinearity between independent variables in the regression model used in this study.

Heteroscedasticity Test

“The heteroscedasticity test was carried out to test whether there is an unequal variance from the residuals of one observation to another in the regression model. The regression model is said to be good if there is no homoscedasticity or heteroscedasticity occurs. Homoscedasticity, that is, if the variance from one observation residual to another is fixed. If different, it is called heteroscedasticity” [36].

The heteroscedasticity test was performed using the Spearman Rho correlation test. In the heteroscedasticity test of this method, to see whether there are symptoms of heteroscedasticity, all independent variables will be correlated with residual values. If the correlation value is significant above 0.05, then it can be said that there is no heteroscedasticity problem in the regression model. The results of the heteroscedasticity test can be seen in the table below:

Table 3. Heteroscedasticity Test Results

Variable	Sig	Information
Frontline friendliness	0.914	There is no heteroscedasticity
Food quality	0.944	There is no heteroscedasticity
Experience enjoying food	0.367	There is no heteroscedasticity

Source: Primary Data Processed

Based on the results of the heteroscedasticity test through the Spearman Rho correlation test, it can be seen that the significance value of each independent variable is above or higher than the significance value used, which is 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the independent variables used in this study.

Normality test

The normality test is used to test whether in the regression model, there is a normal distribution between the dependent variable and the independent variable. If the data distribution is normal or close to normal, it means that the regression model is good. The test to determine whether the data is normally distributed or not, uses non-parametric statistical tests. The non-parametric statistical test used is the One-Sample Kolmogorov-Smirnov test (1-Sample KS). If the results show a significant probability value above 0.05, then the variable is normally distributed. The result is as follows:

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			54
Normal Parameters, b	Means		.000
	std. Deviation		16,351
Most Extreme Differences	absolute		.200
	Positive		.200
	Negative		-.151
Kolmogorov-Smirnov Z			1.316
asymp. Sig. (2-tailed)			.063

Source: Primary Data Processed

From the SPSS output data above, it can be seen that the Asymp. Sig. (2-tailed) of 0.063 is greater than 0.05, so the data can be said to be normally distributed.

Hypothesis Test Results

The hypothesis is a temporary answer to the problems that are formulated and will be examined in research. Therefore, it is necessary to prove the truth of the hypothesis that has been formulated.

Testing the hypothesis in this study basically uses two basic techniques, namely simple regression analysis techniques and path analysis techniques which are the elaboration of multiple regression analysis. Simple regression analysis is used to test the hypothesis of the first, second, third, fourth and fifth hypotheses. Furthermore, the path analysis technique is used to test the sixth and seventh hypotheses.

To make it easier to do hypothesis testing calculations, the following terms/abbreviations are used:

KF = Frontliner Hospitality

KM = Food Quality

PMM = Experience Enjoying Food

KP = Passenger Satisfaction

An explanation of the results of testing the hypothesis in this study is as follows:

The results can be seen in the following table:

Table 5 Simple linear regression results of hypothesis 1

variable	R values and r^2		t value	p value	coefficient	Constant
	r	r^2				
KF -> PMM	0.4441	0.1972	3.5744	0.0008	0.4945	25.4345
KM -> PMM	0.4490	0.2016	3.6238	0.0007	0.6777	27,1982

KF KP	->	0.4982	0.2482	4.1434	0.0001	0.7895	52.3305
KM KP	->	0.7804	0.6091	3.2060	0.0023	0.6748	24.9783
PMM KP	->	0.728	0.530	7,622	0.0000	1.036	44,709
KF PMM	->	0.600	0.360	3,557	0.001	0.446	0.047

The influence of the frontliner's hospitality experience on the experience of enjoying food

Based on the results of testing the hypothesis above, it proves that there is a positive influence of frontliner friendliness on the experience of enjoying passenger meals, this is reinforced by the theory Notwithstanding the obvious variation in factors and their combinations suggested by these researchers, some authors [24] identified commonalities across these researchers' findings and showed that "food quality, physical environment quality and employee service quality (comprising fast-food restaurant service quality) are principal factors influencing a customer's choice of restaurant, dining experience and customer perceived value". And the explanatory quote from the theory below:

Recent studies of quick-casual and fine dining restaurants (Shahzadi, Hussain, Afzal, & Gilani, 2018) and fast food restaurants [24] suggest restaurant service quality comprises three critical factors namely food, physical environment and employee services. These three factors "are considered the attributes that customers use to evaluate perceived quality" [26] and which influence customer perceived value [27] of a restaurant dining experience. From the theory above it is explained that the quality of restaurant service consists of three important factors, namely food, physical environment and employee service. These three factors are "considered as attributes customers use to evaluate perceived quality" and which influence customers' perceived value of the restaurant dining experience. The explanation above is reinforced by previous research from [28] which states that the quality of the experience has a positive relationship with guest satisfaction:

In the context of a restaurant study, [28] claimed that "customer experience quality with service encounters in luxury hotels affects the satisfaction of customers. This study indicates that satisfied customers are those who have good experiences. Based on previous studies, this study proposes: H2. Experience quality has a positive significant effect on customer satisfaction".

Effect of food quality on the experience of enjoying food

Based on the results of testing the second hypothesis, it was found that there was a positive relationship to the two variables above. This is in accordance with the theory from previous research as explained below:

To the best of our knowledge there is a dearth of research that investigates the direct impact of food quality as a latent variable on perceived value. (La Barbera, Verneau, Amato, & Grunert, 2018) 'study appears to be the only empirical evidence indicating that food quality significantly affects perceived value.

The theory explains that there is a dearth of research investigating the direct impact of food quality as a latent variable on perceived value. (La Barbera et al., 2018) seems to be the only empirical evidence to suggest that food quality significantly affects perceived value.

The effect of frontliner friendliness on passenger satisfaction

In the third hypothesis it is stated that frontliner friendliness has a positive relationship with passenger satisfaction, the results of this hypothesis are strengthened by the similarity of the theory below:

“Quality alone is not the full measure of how restaurant guests or customers react to their servers' actions but a manner of delivering service that is specifically identifiable on some dimension other than quality is also an indicator of assessing the customer satisfaction in a particular restaurant context” [30]. For instance, service quality dimensions are significant predictors of customer satisfaction and loyalty, in this theory it is stated that the way of providing services that can be specifically identified on several dimensions other than quality is also an indicator for assessing customer satisfaction in the context of a particular restaurant, in this theory the similarities are found hypothesis with the results of the hypothesis of this study are as follows:

H4b: Customer satisfaction mediates the relationship between Service related attributes and behavioral intentions.

And the research theories above are reinforced by theories from previous studies as mentioned below, namely

Prior studies [30] pointed out that service quality has a direct impact on customer satisfaction, that service quality has a direct influence on guest satisfaction.

Previous research from [31] also has similarities with the hypothesis of this study as written below:

[31] described “empathy as the caring, individualized attention employees provide to customers. Empathy, the ability to infer another person's feelings and display compassion towards distress in others, is an important interpersonal skill. FLE with interpersonal competencies such as interactive communication and understanding are able to accurately infer customers' feelings, resulting in customer perceptions of high empathy service quality. Based on the above, the following hypothesis is proposed:

H 1. FLE interpersonal competencies are positively associated with the service quality dimensions of reliability (H1a), responsiveness (H1b), assurance (H1c), and empathy (H1d)”.

Effect of food quality on passenger satisfaction

In the fourth hypothesis it is found that food quality has a positive and significant effect on visitor satisfaction. The results of this hypothesis are strengthened by the similarity of the theory from (Slack et al., 2021) Despite the importance and impact of food quality on determining customer's restaurant choice, satisfaction and behavioral intentions, a paucity of prior research has investigated the effect of food quality on perceived value. Limited prior research findings reported in marketing literature suggest food quality significantly affected perceived value derived by customers from a restaurant experience. Based on the mentioned literature, it is postulated that: H2. Food quality has a significant positive influence on customer perceived value.

The theory above shows that food quality significantly influences the perceived value customers derive from the restaurant experience [27]. Based on the literature mentioned, it is postulated that: H2. Food quality has a significant positive effect on customer perceived value.

The influence of the experience of enjoying food on passenger satisfaction

In the fourth hypothesis it is found that food quality has a positive effect on food quality, this is in accordance with previous research as follows:

The research framework is based on the SERVQUAL instrument which was developed by [32]. Based on the expectancy confirmation theory [27], this instrument measures the expectations and perceptions of customers which in result builds customer satisfaction and loyalty. Following hypotheses are assumed on the basis of literature review;

H2: Perceived quality attributes ie, food quality attributes, service quality attributes, atmospheric quality attributes, and other attributes significantly effect on customer satisfaction.

From the explanation above it is stated that food quality significantly influences guest satisfaction

The experience of enjoying food mediates the influence of frontliner friendliness on passenger satisfaction

In the sixth hypothesis it can be said that the variable experience of enjoying food mediates the effect of frontliner friendliness on customer satisfaction. This hypothesis is in accordance with the theory below which has similarities in the research hypothesis

Restaurant service quality comprises three critical factors namely food, physical environment and employee services. These three factors “are considered the attributes that customers use to evaluate perceived quality” [33] and which influence customer perceived value of a restaurant dining experience. Existing literature also shows that restaurant service quality acts as a predictor of customer perceived value [33], service quality positively influences customer perceived value and the three factors consisting of fast-food restaurant service quality (food quality, physical environment quality and employee service quality) are significantly positively related to customer perceived value [24]. Thus, it can be hypothesized that:

“H1. Each of the three fast-food restaurant service quality dimensions (ie food quality, physical environment quality and employee service quality) has a compound effect and each dimension contributes to a significant positive influence on customer perceived value. It can be explained that the three factors consisting of fast food restaurant service quality (food quality, physical environment quality and employee service quality) are significantly positively related to customer perceived value” [24]. “Thus, it can be hypothesized that: H1. Each of the three dimensions of fast food restaurant service quality (ie food quality, physical environment quality and employee service quality) has a compounding effect and each dimension contributes to a significant positive influence on customer perceived value” [24].

The experience of enjoying food mediates the effect of food quality on customer satisfaction

And the proof of the results of the seventh hypothesis can be said that the variable experience of enjoying food mediates the influence of food quality variables on customer satisfaction. From this hypothesis it is found in common with the theory from studies [34] examining the relationship between the three determinants of quality dimensions (food, service, and physical environment), price, customer satisfaction, and behavioral intentions in fast food restaurant. Similarly, this study also seeks to understand the influence of three dimensions of food service quality (food, service, physical environment) on customer response in the restaurant industry.

Previous research from [34] strengthens the results of this research hypothesis which states that food quality, service quality and physical environment such as ambience etc. are part of the dining experience

The study of [34] noted that food quality, service quality and physical environment are dimensions of American dining experience in an upscale restaurant industry; also, (Kiatkawsin & Sutherland, 2020) in China, coffee shops indicated that physical surroundings, customers themselves, service providers, other customers and customer's companions are dimensions of dining experience quality. In the context of Indonesian casual dining restaurants, [13] explained that food quality, physical environment and service quality are dimensions of dining experience quality.

The theory from the previous research above has similarities with the previous research from Andersson and Mossberg, as described in

The conceptual study of [35] defined “five factors forming a customer's dining experience, namely, cuisine, restaurant interior, service, company and other guests”. This conceptual study was confirmed by the study of [34] who empirically found that “the American dining experience is formed through three main dimensions, namely, food quality, physical environment and service quality”.

5. CONCLUSION

it can be concluded from the results of this research that there is a positive influence from frontliner friendliness, food quality and the experience of enjoying a meal on passenger satisfaction, the relationship between these variables is correlated with each other so that if each variable can be mutually fulfilled then passenger satisfaction can be achieved, in this case when applied by for every restaurant waiter at XYZ Cruiseline, it can be ascertained that each rating from staff friendliness, food quality and passenger dining experience can be achieved according to the rating targeted by the company.

COMPETING INTERESTS:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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NO	VARIABLES	COD E	DIMENSIONS	COD E	INDICATORS	SOURCES:	QUESTIONNAIR E NUMBER
1.	HOSPITALITY	X1	FUNNY BEHAVIORS	X1.1	1. HUMOR DEFINES FLE TEMPERAMENT, WHICH ENCOURAGES LAUGHTER AND ENTERTAINMENT IN THE MEETING.	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (SODERLUND.ET.AL.2017)	1
				X1.2	2. HUMOROUS BEHAVIOR INDICATES AN FLE'S TENDENCY TO ELICIT LAUGHTER AND AMUSEMENT IN CONVERSATION	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020)	2
				X1.3	3. SEVERAL STUDIES IDENTIFY HUMOR AS AN IMPORTANT DETERMINANT OF CUSTOMER SERVICE EVALUATION, WHERE HUMOROUS FLE CAN IMPROVE CUSTOMER SATISFACTION	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (JACOBS ET.AL, 2001), (VAN DOLEN ET AL., 2008), (RYOO. 2005)	3
				X1.4	4. THE USE OF HUMOR ALSO EVOKES A PERSONAL TOUCH THAT MAKES CUSTOMERS FEEL	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (ANDRZEJEWSKI &	4

					SPECIAL	MOONEY. 2016), (GREMLER AND GWINNER, 2008), (WINSTED. 1999)	
			INFORMAL BEHAVIORS	X1.5	5. INFORMAL DEFINES THE CASUAL WAY FLES ACT OR SPEAK IN ESTABLISHING PERSONAL RELATIONSHIPS	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020)	5
				X1.6	6. INFORMALITY SEEMS TO BE INHERENT TO FLES' FRIENDLINESS, AND THESE INFORMAL BEHAVIORS, SUCH AS ADDRESSING CUSTOMERS BY THEIR FIRST NAMES AND INFLUENCE CUSTOMER SERVICE QUALITY PERCEPTION AND SATISFACTION.	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (GOODWIN DAN SMITH, 1990).	6
				X1.7	7. THE DESIRED LEVEL OF INFORMALITY SEEMS TO VARY WITH THE LEVEL OF PHYSICAL CONTACT DURING INTERACTIONS, FREQUENCY OF	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (GOODWIN DAN SMITH, 1990).	7

					SERVICE, AND SOCIAL STATUS		
				X1.8	8. CUSTOMERS EXPECT MORE INFORMALITY FROM WAITERS THAN FROM DOCTORS; IN SOME SERVICE CONTEXTS, HIGHER STATUS MAY INCREASE CUSTOMERS' DESIRE FOR FORMALITY OVER INFORMALITY	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (FURRER ET AL., 2000; WINSTED, 1999).	8
			CONVERSATION BEHAVIORS	X1.9	9. CONVERSATION DEFINES FLES MAKING SOCIAL TALK AND ASKING FOR UNIMPORTANT PERSONAL INFORMATION TO BUILD RAPPORT	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (JACOBS ET.AL, 2001),	9
				X1.10	10. CONVERSATIONAL BEHAVIOR FEATURES SOCIAL TALK AND QUESTIONS ABOUT UNIMPORTANT PERSONAL INFORMATION	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (JOARDERET AL., 2017)	10

			X1,11	<p>11. FLES MAY GO THE EXTRA MILE AND ASK CUSTOMERS FOR PERSONAL DETAILS ABOUT THEIR LIVES, MOVING THE BUSINESS RELATIONSHIP TO A PERSONAL LEVEL RATHER THAN FOCUSING STRICTLY ON THE PROVISION OF CORE SERVICES</p>	<p>(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (JACOBS ET.AL, 2001),</p>	11
			X1,12	<p>12. PREVIOUS LITERATURE GENERALLY SUPPORTS THE POSITIVE EFFECTS OF CONVERSATIONAL BEHAVIOR ON CUSTOMER SATISFACTION AND COMMITMENT, ALTHOUGH SOME STUDIES REPORT INSIGNIFICANT OR NEGATIVE ESPECIALLY IF THE BEHAVIOR APPEARS INTRUSIVE OR MAKES THE FLE APPEAR LESS</p>	<p>(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (JACOBS ET.AL, 2001), (MACINTOSH, 2009; WULF ET AL., 2001), (SURPRENANT DAN SOLOMON, 1987)</p>	12

					COMPETENT.		
			APPROACHABLE BEHAVIORS	X1.13	13. APPROACHABILITY DEFINES FLE'S EASE OF CONTACT THAT BRINGS WARMTH TO CUSTOMERS	(MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (ANDRZEJEWSKI & MOONEY. 2016), (GREMLER AND GWINNER, 2008),	13
				X1.14	14. SUGGEST THAT APPROACHABILITY IS A KEY DIMENSION OF FLE FRIENDLINESS, AS IT MAKES CUSTOMERS FEEL WELCOME.	(SHAW BROWN DAN SULZERAZAROFF. 1994) (MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020)	14
				X1.15	15. CHEERFUL BEHAVIOR, SMILES, AND GREETINGS FACILITATE UNUSUAL SERVICE ENCOUNTERS AND INTIMATE RELATIONSHIPS	(SHAW BROWN DAN SULZERAZAROFF. 1994) (MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (GABRIEL ET AL., 2015), (KEH ET AL., 2013).	15
				X1.16	16. EMPIRICAL STUDIES ON "SERVICE WITH A SMILE" ALSO SHOW THAT FLES' POSITIVE EMOTIONAL DISPLAYS INCREASE SATISFACTION AND	(SHAW BROWN DAN SULZERAZAROFF. 1994) (MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (GRANDEY ET AL., 2005A;	16

					TRUST.	HOUSTON ET AL., 2018)	
				X1.17	17. CONVERSATIONAL BEHAVIOR FEATURES SOCIAL TALK, AND QUESTIONS ABOUT UNIMPORTANT PERSONAL INFORMATION. FLES MAY GO THE EXTRA MILE AND ASK CUSTOMERS FOR PERSONAL DETAILS ABOUT THEIR LIVES, MOVING THE BUSINESS RELATIONSHIP TO A PERSONAL LEVEL RATHER THAN FOCUSING STRICTLY ON THE PROVISION OF CORE SERVICES	(SHAW BROWN DAN SULZERAZAROFF. 1994) (MELANIE F. BONINSEGNI. 2020), (OLIVIER FURRER. 2020), (ANNA S. MATTILA. 2020), (GRANDEY ET AL., 2005A; HOUSTON ET AL., 2018), (JOARDERET AL., 2017), (JACOBS ET AL., 2001).	17
2.	FOOD QUALITY	X2	FOOD, RELATING TO SENSORY ATTRIBUTES (TASTE, NUTRITIONAL CONTENT, MENU OPTIONS, FOOD CONDITION, FOOD AROMA AND FOOD	X2.1	1. FOOD QUALITY HAS THE GREATEST INFLUENCE ON RESTAURANT IMAGE	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	18

			PRESENTATION)				
				X2.2	2. FOOD QUALITY IS FOUND TO BE THE ONLY ONE POSITIVE ANTECEDENTS TOWARD THE VALUE FELT BY THE CONSUMERS	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	19
				X2.3	3. TO MEET OR EXCEED THE DEMANDING STANDARDS OF FOOD-SAVVY CUSTOMERS, RESTAURANTS MUST PROVIDE CUSTOMERS WITH A GOOD MIX OF FLAVOURS, MENU VARIETY, NUTRITIONAL VALUE, APPEAL IN PRESENTATION, FRESHNESS, AND AN ENTICING AROMA.	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	20
				X2.4	4. THE MAIN FOCUS OF RYU AND HAN'S (2010) STUDY WAS TO INVESTIGATE HOW CUSTOMERS' PERCEIVED FOOD SERVICE QUALITY	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	21

					AFFECTS THEIR LEVEL OF SATISFACTION AND HOW PERCEIVED PRICE ACTS AS A MODERATOR BETWEEN FOOD SERVICE QUALITY AND CUSTOMER SATISFACTION.		
				X2.5	5. THE QUALITY OF FOOD SERVICE PERCEIVED BY CUSTOMERS AFFECTS THE LEVEL OF SATISFACTION	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	22
				X2.6	6. THE FOOD QUALITY IS THE MAIN ANTECEDENT TO INCREASE SATISFACTIONS AND FAVORABLE BEHAVIORAL INTENTIONS THROUGH CUSTOMER PERCEIVED IMAGE AND VALUE.	(KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	23
			SERVICE	X2.7	7. SERVICE QUALITY (SQ) IS MEASURED USING FIVE ITEMS (E.G. "THE	(BRADY DAN CRONIN, 2001);, (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011),	24

					EMPLOYEE SERVED THE FOOD EXACTLY AS I ORDERED IT.") (BRADY DAN CRONIN, 2001; JANG DAN NAMKUNG, 2009	(HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	
			PHYSICAL ENVIRONMENT	X2.8	8. THE QUALITY OF THE PHYSICAL ENVIRONMENT IS MEASURED USING SIX ITEMS (E.G. "THE RESTAURANT HAS AN ATTRACTIVE INTERIOR DESIGN AND DECORATION)	(BRADY DAN CRONIN, 2001); (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011), (RYU DAN JANG, 2007, 2008)	25
				X2.9	9. RESTAURANT IMAGE ON THE THREE DIMENSIONS OF RESTAURANT SERVICE QUALITY IS ESTIMATED BY CONNECTING THE CAUSAL PATH FROM RESTAURANT IMAGE TO THE THREE COMPONENTS OF RESTAURANT SERVICE QUALITY (PHYSICAL ENVIRONMENT, FOOD, AND SERVICE).	(BRADY DAN CRONIN, 2001), (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	26

			X2.10	10. IN THE CONTEXT OF RESTAURANTS, THE PHYSICAL ENVIRONMENT, SUCH AS DÉCOR, AMBIENT CONDITIONS, AND SEATING COMFORT, PROVIDES FIRST-VISIT CUSTOMERS WITH CUES THAT PROVIDE THE NATURE OF THE EXPECTED SERVICE OFFERING AND THE CUSTOMER'S PERCEIVED VALUE (NGUYEN AND LEBLANC, 2002).	(NGUYEN DAN LEBLANC, 2002), (BRADY DAN CRONIN, 2001); (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011), (RYU DAN JANG, 2007, 2008)	27
			X2.11	11. HAN AND RYU (2009) CONFIRM A POSITIVE RELATIONSHIP BETWEEN THREE ELEMENTS OF A RESTAURANT'S PHYSICAL ENVIRONMENT (I.E. DE'COR AND ARTIFACTS, SPATIAL LAYOUT, AND AMBIENT CONDITIONS) AND CUSTOMERS'	(BRADY DAN CRONIN, 2001), (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011),	28

					PERCEIVED VALUE.		
				X2.12	12. LIU AND JANG (2009B) EXAMINE THE RELATIONSHIP BETWEEN DINING ATMOSPHERE, EMOTIONAL RESPONSE, CUSTOMER PERCEIVED VALUE, AND BEHAVIORAL INTENTION IN THE CONTEXT OF CHINESE RESTAURANTS. THE RESULTS SHOW THAT DINING ATMOSPHERE HAS A SIGNIFICANT EFFECT ON CUSTOMER PERCEIVED VALUE.	(BRADY DAN CRONIN, 2001), (ANG DAN NAMKUNG, 2009), (KISANG RYU. 2011), (HYE-RIN LEE. 2011), (WOO GON KIM. 2011), (LIU DAN JANG. 2009B)	29
3.	FOOD ENJOYMENT EXPERIENCE	Z	FOOD QUALITY (PRESENTATION, VARIETY, HEALTHINESS, TASTE, FRESHNESS AND TEMPERATURE OF FOOD)	Z1	1. DUE TO THE ONLY FOOD ASPECTS AND INTERACTION QUALITY, THE EXPERIENCE QUALITY DIMENSION HAS A SIGNIFICANT EFFECT ON CUSTOMER SATISFACTION	(NAMKUNG AND JANG, 2007; QIN AND PRYBUTOK, 2009; SEKARSARI ET AL., 2016), (ANANDA SABIL HUSSEIN. 2018)	30

			Z2	2. FOOD QUALITY IS CONSIDERED AN INFLUENTIAL ELEMENT IN CUSTOMER SATISFACTION LEVELS AND INTENTION TO PATRONIZE IN THE FUTURE (BIHAMTA ET AL., 2017; PERUTKOVA AND PARSA, 2010).	(BIHAMTA ET AL., 2017; PERUTKOVA DAN PARSA, 2010)	31
			Z3	3. RECENT RESEARCH ON FOOD QUALITY SHOWS THAT CONSUMERS ARE BECOMING MORE DEMANDING AS THEY HAVE HIGHER EXPECTATIONS FOR BETTER QUALITY AND FRESHER MEAT AND PRODUCE.	(CHAMHURI DAN BATT, 2015).	32
			Z4	4. PERCEIVED FOOD QUALITY IS A SUBJECTIVE JUDGMENT THAT DIFFERS FROM ONE PERSON TO	(OPHUIS DAN VAN TRIJP, 1995; CHAMHURI DAN BATT, 2015)	33

					ANOTHER		
				Z5	5. IN ITS EXAMINATION OF FOOD QUALITY, FOR EXAMPLE, FOOD PRESENTATION AND TASTE ARE CONSIDERED BY MANY STUDIES TO BE THE TWO MOST IMPORTANT CONTRIBUTORS TO CUSTOMER SATISFACTION (SORIANO, 2002; YANG AND MATTILA, 2012).	(MATTILA, 2001; RYU DAN LEE, 2017; SORIANO, 2002; YANG DAN MATTILA, 2012)	34
				Z6	6. IN ADDITION, NAMKUNG AND JANG (2007) CONSIDER THAT FOOD TEMPERATURE, HEALTHY CHOICES, FRESHNESS AS WELL AS FLAVOR ARE CONTRIBUTING FACTORS TO 2621 FAST FOOD RESTAURANTS THAT AFFECT CUSTOMERS' PERCEPTION OF	NAMKUNG DAN JANG (2007)	35

					FOOD QUALITY IN THE FOOD INDUSTRY.		
			SERVICE QUALITY	Z7	7. SERVICE QUALITY PLAYS AN IMPORTANT ROLE IN SHAPING A FAVORABLE IMAGE AMONG RESTAURANT CUSTOMERS AND THE OVERALL SUCCESS OF A FOOD SERVICE OUTLET.	(SCOTT RICHARDSON, 2020) MOHAMMED LEFRID. 2020)	36
				Z8	8. IN THEIR STUDY OF FINE DINING RESTAURANT CUSTOMERS, JUN ET AL. (2017) REPORT FOOD QUALITY AND SERVICE QUALITY AS THE TWO MAIN CONTRIBUTORS TO CUSTOMER SATISFACTION, LOYALTY AND INTENTION TO SPREAD POSITIVE WORD-OF-MOUTH.	(JUN ET AL. (2017)	37
			CONVENIENCE (SPEED, LEAST	Z9	9. PREVIOUS STUDIES HAVE ESTABLISHED	(BELLOTTI ET AL., 2015; MÖHLMANN, 2015;	38

			EFFORT, EASE AND CLARITY, EFFICIENCY, ACCESSIBILITY)		A STRONG RELATIONSHIP BETWEEN CONVENIENCE, SATISFACTION AND INTENTION TO ENGAGE IN FUTURE CONSUMPTION OF PRODUCTS AND SERVICES.	TUSSYADIAH, 2016)	
				Z10	10. CONVENIENCE HAS BEEN DEFINED AS THE EXTENT TO WHICH CONSUMERS ARE LIKELY TO SAVE TIME AND ENERGY WITH RESPECT TO PURCHASING FOOD PREDATION (HERTZ AND HALKIER, 2017; SCHOLLIERS, 2015).	(HERTZ DAN HALKIER, 2017; SCHOLLIERS, 2015).	39
				Z11	11. CONVENIENCE PLAYS A VERY IMPORTANT ROLE IN IMPROVING CUSTOMER PERCEPTIONS OF VALUE, SERVICE QUALITY AND OVERALL SATISFACTION	(GONG DAN YI, 2018).	40

					LEVELS (GONG AND YI, 2018).		
				Z12	12. CONVENIENCE HAS ALSO BEEN USED IN THE CONTEXT OF PROVIDING GOODS AND SERVICES WITH MINIMAL EFFORT OR RISK FROM AND TO CONSUMERS	(ADIELE DAN KENNETH-ADIELE, 2017).	41
				Z13	13. ALTHOUGH THIS DEFINITION HAS A SLIGHTLY DIFFERENT CONTEXT, RESEARCHERS DISCUSS THIS IN TERMS OF HOW MUCH TIME IT TAKES TO PREPARE A MEAL AT HOME AND CHOOSE TO SAVE TIME BY EATING AT A RESTAURANT (LIN ET AL., 2015; MEHMOOD AND NAJMI, 2017).	(LIN ET AL., 2015; MEHMOOD DAN NAJMI, 2017).	42
				Z14	14. WONG AND ZHAO (2016) CONCLUDED THAT CUSTOMERS' PERCEPTION OF THE	WONG DAN ZHAO (2016)	43

					CONVENIENCE DIMENSION IS AN IMPORTANT DETERMINANT OF THEIR SATISFACTION AND REPURCHASE INTENTION.	
			ATMOSPHERE (BACKGROUND MUSIC, DECORATION AND LAYOUT, INTERIOR ENVIRONMENT)	Z115	15. BITNER (1992) SUGGESTS THAT CUSTOMERS RESPOND IN A POSITIVE WAY TO SERVICES-CAPE ELEMENTS, SUCH AS AIR QUALITY, NOISE, ODORS, TEMPERATURE, MUSIC, DECOR, SIGNAGE, AND HOW FURNITURE IS ARRANGED WITHIN THE RESTAURANT. THEREFORE, THE PHYSICAL ENVIRONMENT, OR AMBIENCE, WITHIN A RESTAURANT HAS BEEN DETERMINED TO ENHANCE CONSUMERS' OVERALL DINING EXPERIENCE (HAN AND HYUN, 2017).	(BITNER 1992), (HAN DAN HYUN, 2017). 44

				Z16	16. AMBIANCE CHARACTERISTICS SUCH AS INTANGIBLE BACKGROUND MUSIC, AROMA AND TEMPERATURE TEND TO AFFECT THE NON-VISUAL SENSES, AND MAY HAVE A SUBCONSCIOUS EFFECT ON CUSTOMERS SIMILARLY, KONG AND MOHD JAMIL (2014) ATTRIBUTE CUSTOMER SATISFACTION TO FRANCHISE OUTLET LAYOUT, AIR QUALITY, MENU SELECTION AND LAYOUT.	(JANI DAN HAN, 2014), (WAKEFIELD DAN BLODGETT, 2016). (KONG DAN MOHD JAMIL 2014)	45
4.	SATISFACTIONS		FOOD QUALITY (TOTAL FOOD CHOICES, SPECIAL NEEDS, CULTURAL PREFERENCES FOOD QUALITY, APPEARANCE,	Y1	1. FOOD IS THE MOST SIGNIFICANT FACTOR AFFECTING CUSTOMER SATISFACTION, FOLLOWED BY PRICE, AMBIENCE AND SERVICE,	RAMANATHAN ET AL. (2016)	46

			FOOD FLAVOR, QUALITY OF INGREDIENTS, AND QUALITY FOOD		RESPECTIVELY.		
				Y2	2. FOOD QUALITY HAS A POSITIVE RELATIONSHIP WITH CONSUMER PATRONAGE AND WILLINGNESS TO PAY IN RESTAURANTS	(NJITE ET AL., 2015).	47
				Y3	3. FOOD QUALITY INCLUDES SEVERAL COMPLEX FACTORS SUCH AS PHYSICAL, COMPOSITIONAL AND MICROBIAL FEATURES, MODIFICATIONS CAUSED BY TECHNOLOGICAL PROCESSES OR STORAGE, NUTRITIONAL VALUE, AND SAFETY.	(TRIMIGNO ET AL., 2015).	48
				Y4	4. ACCORDING TO MICHAEL ET AL. (2015), CUSTOMERS	(MICHAEL ET AL. 2015)	49

					EAT FIRST WITH THEIR EYES, THEREFORE THE DINERS' EXPERIENCE OF THE SAME INGREDIENTS CAN BE SIGNIFICANTLY IMPROVED OR REDUCED BY SIMPLY CHANGING THE VISUAL LAYOUT OF THE FOOD ELEMENTS OF THE DISH.	
			Y5	5. THE MOST WIDELY RECOGNIZED MEASURES OF FOOD QUALITY ARE; FOOD FRESHNESS, PORTION SIZE, FOOD PRESENTATION, MENU VARIETY, FOOD TASTE AND FOOD TEMPERATURE.	(NAMKUNG AND JANG, 2007)	50
			Y6	6. FOOD PRESENTATION, TASTE, AND TEMPERATURE ARE SIGNIFICANT	(NAMKUNG AND JANG, 2007)	51

					<p>PREDICTORS OF CUSTOMER SATISFACTION WHILE FOOD PRESENTATION, TASTE AND HEALTHY CHOICES ARE SIGNIFICANT PREDICTORS OF BEHAVIORAL INTENTIONS.</p>	
				Y7	<p>7. IN ADDITION TO THESE SIX INDIVIDUAL ATTRIBUTES, 'FOOD SAFETY' IS ALSO AN IMPORTANT CUE FOR EVALUATING FOOD QUALITY AS CONSUMERS TEND TO HAVE MORE POSITIVE ATTITUDES AND THE HIGHEST LIKELIHOOD OF PAYING MORE FOR RESTAURANTS WITH HIGHER FOOD SAFETY STANDARDS.</p>	<p>(LIN DAN WU, 2016). 52</p>
				Y8	<p>8. MORRIS AND YOUNG SUMMARIZED THE MOST COMMON ASPECTS OF FOOD</p>	<p>(MORRIS & YOUNG, 2000, HLM. 105). 53</p>

					<p>QUALITY INTO: PRODUCTION METHOD, PRODUCTION SITE, TRACEABILITY, INGREDIENTS/CONT ENT, SAFETY, NUTRITION, SENSORY, FUNCTIONAL, AND BIOLOGICAL ATTRIBUTES.</p>		
				Y9	<p>9. IN CONTRAST, SULEK AND HENSLEY (2004) HIGHLIGHT FOOD QUALITY AS THE MOST IMPORTANT FACTOR INFLUENCING CUSTOMERS. IMPORTANTLY, THERE ARE MANY DIFFERENT WAYS TO CONCEPTUALIZE FOOD QUALITY, RANGING FROM TASTE AND PRICE TO VISUALS AND SAFETY.</p>	<p>(SULEK DAN HENSLEY. 2004), (NAMKUNG DAN JANG, 2007)</p>	54
			FOOD VARIETY	Y10	<p>10. FOOD QUALITY INCLUDES TASTE, MENU VARIETY,</p>	<p>(NAMKUNG DAN JANG, 2007).</p>	55

					AVAILABILITY OF HEALTHY OPTIONS, TEXTURE, APPEARANCE, ETC. (NAMKUNG AND JANG, 2007.)		
				Y11	11. SATISFACTION WITH FOOD PRICES; . SATISFACTION WITH STAFF SERVICE ATTITUDE; . SATISFACTION WITH FOOD QUALITY; . SATISFACTION WITH FOOD VARIETY; . SATISFACTION WITH COMFORT SATISFACTION WITH ENVIRONMENT; AND. SATISFACTION WITH SEAT AVAILABILITY.	(REULAND ET AL. 1985), (DAVIS 1991) (AGNES K.Y. LAW AND Y.V. HUI. 2003) DAN (WOO AND FOCK 1999), (XIANDE ZHAO, 2003)	56
				Y12	12. SATISFACTION WITH FOOD PRICES; . SATISFACTION WITH STAFF SERVICE ATTITUDE; . SATISFACTION WITH FOOD QUALITY; . SATISFACTION WITH FOOD VARIETY; . SATISFACTION WITH COMFORT SATISFACTION WITH	(REULAND ET AL. 1985), (DAVIS 1991) (AGNES K.Y. LAW AND Y.V. HUI. 2003) DAN (WOO AND FOCK 1999), (XIANDE ZHAO, 2003)	57

					ENVIRONMENT; AND. SATISFACTION WITH SEAT AVAILABILITY.		
				Y13	13. SATISFACTION WITH FOOD PRICES; . SATISFACTION WITH STAFF SERVICE ATTITUDE; . SATISFACTION WITH FOOD QUALITY; . SATISFACTION WITH FOOD VARIETY; . SATISFACTION WITH COMFORT SATISFACTION WITH ENVIRONMENT; AND. SATISFACTION WITH SEAT AVAILABILITY..	(REULAND ET AL. 1985), (DAVIS 1991) (AGNES K.Y. LAW AND Y.V. HUI. 2003) DAN (WOO AND FOCK 1999), (XIANDE ZHAO, 2003)	58
		ATMOSPHERE		Y14	14. THE PHYSICAL ENVIRONMENT, REFERRED TO AS "ATMOSPHERE," HAS BEEN CONSIDERED AN IMPORTANT SUBJECT IN RESTAURANT SERVICE MANAGEMENT BECAUSE CUSTOMERS' EMOTIONAL RESPONSES TO THE SERVICE	(DONOVAN ET AL., 1994); (FOXALL AND GREENLEY, 1999); (SHARMA AND STAFFORD, 2000).	59

					ENVIRONMENT ARE RELATED TO THEIR CONSUMPTION BEHAVIOR AT THE POINT OF PURCHASE.		
				Y15	15. AMBIENT FACTORS INCLUDE NOISE, AROMA, COLOR, AND MUSIC; DESIGN FACTORS INCLUDE LAYOUT, FURNITURE, AND WALL COMPOSITION; AND SOCIAL FACTORS INCLUDE TYPES OF CUSTOMERS, EMPLOYEE APPEARANCE, AND CROWDING.	(BAKER, 1986); (RYU DAN JANG, 2007). (JOOYEON HA. 2015), (SOOCHEONG (SHAWN) JANG. 2015)	60
				Y16	16. AMBIENT FACTORS INCLUDE NOISE, AROMA, COLOR, AND MUSIC; DESIGN FACTORS INCLUDE LAYOUT, FURNITURE, AND WALL COMPOSITION; AND SOCIAL FACTORS INCLUDE TYPES OF CUSTOMERS,	(BAKER, 1986); (RYU DAN JANG, 2007). (JOOYEON HA. 2015), (SOOCHEONG (SHAWN) JANG. 2015)	61

					EMPLOYEE APPEARANCE, AND CROWDING.		
				Y17	17. AMBIENT FACTORS INCLUDE NOISE, AROMA, COLOR, AND MUSIC; DESIGN FACTORS INCLUDE LAYOUT, FURNITURE, AND WALL COMPOSITION; AND SOCIAL FACTORS INCLUDE TYPES OF CUSTOMERS, EMPLOYEE APPEARANCE, AND CROWDING.	(BAKER, 1986); (RYU DAN JANG, 2007). (JOOYEON HA. 2015), (SOOCHEONG (SHAWN) JANG. 2015)	62
				Y18	18. AMBIENT FACTORS INCLUDE NOISE, AROMA, COLOR, AND MUSIC; DESIGN FACTORS INCLUDE LAYOUT, FURNITURE, AND WALL COMPOSITION; AND SOCIAL FACTORS INCLUDE TYPES OF CUSTOMERS, EMPLOYEE APPEARANCE, AND	(BAKER, 1986); (RYU DAN JANG, 2007). (JOOYEON HA. 2015), (SOOCHEONG (SHAWN) JANG. 2015)	63

					CROWDING.		
				Y19	19. AMBIENT FACTORS INCLUDE NOISE, AROMA, COLOR, AND MUSIC; DESIGN FACTORS INCLUDE LAYOUT, FURNITURE, AND WALL COMPOSITION; AND SOCIAL FACTORS INCLUDE TYPES OF CUSTOMERS, EMPLOYEE APPEARANCE, AND CROWDING.	(BAKER, 1986); (RYU DAN JANG, 2007). (JOOYEON HA. 2015), (SOOCHEONG (SHAWN) JANG. 2015)	64
			INTERACTION (CLEAN & TIDY, FRIENDLY, EASY TO TALK TO, SMILE & GREETING, AND PROPER PRESENTATION)	Y20	20. A WAY OF PROVIDING SERVICE THAT CAN BE SPECIFICALLY IDENTIFIED ON SEVERAL DIMENSIONS IN ADDITION TO QUALITY IS ALSO AN INDICATOR FOR ASSESSING CUSTOMER SATISFACTION IN THE CONTEXT OF A PARTICULAR RESTAURANT.	(GIEBELHAUSEN ET AL., 2016). (MARIAM SHAHZADI, SHAHAB ALAM MALIK, MANSOOR AHMAD, ASMA SHABBIR. 2018)	65

				Y21	21. IN PARTICULAR, DINESERV PAYS MORE ATTENTION TO TANGIBLE ASPECTS OF SERVICE QUALITY SUCH AS VISUAL APPEAL, COMFORT AND CLEANLINESS.	(WU DAN MOHI, 2015). (MARIAM SHAHZADI, SHAHAB ALAM MALIK, MANSOOR AHMAD, ASMA SHABBIR. 2018)	66
				Y22	22. PERCEIVED SERVICE QUALITY AFFECTS CUSTOMER SATISFACTION THROUGH POSITIVE AND NEGATIVE EMOTIONS	(LADHARI ET AL., 2008), (MARIAM SHAHZADI, SHAHAB ALAM MALIK, MANSOOR AHMAD, ASMA SHABBIR. 2018)	67
				Y23	23. A KEY DIMENSION IN INCREASING OR DECREASING CUSTOMER PERCEPTIONS OF SERVICE QUALITY RELATES TO THE CLIMATE OF EMPLOYEE ENGAGEMENT, A CONSTRUCT CONSISTING OF POWER, INFORMATION, REWARDS, AND KNOWLEDGE, AND DAMAGING	(MATHE DAN SLEVITCH, 2011), (MARIAM SHAHZADI, SHAHAB ALAM MALIK, MANSOOR AHMAD, ASMA SHABBIR. 2018)	68

					SUPERVISORS.		
				Y24	24. FLES SHOULD LISTEN TO CUSTOMERS, EXPRESS THEMSELVES CLEARLY, UNDERSTAND CUSTOMER NEEDS, AND EXPLAIN IDEAS AND ISSUES RELEVANT TO VARIOUS SERVICE CONTEXTS (ARTHUR AND BENNETT, 1995).	(ARTHUR DAN BENNETT, 1995). (MARIAM SHAHZADI, SHAHAB ALAM MALIK, MANSOOR AHMAD, ASMA SHABBIR. 2018)	69
			PRICE FAIRNESS (REASONABLE PRICE, ACCEPTABLE FOOD PRICE AND ACCEPTING PRICE CHANGES)	Y25	25. DUE TO THE INTANGIBLE CHARACTERISTICS OF SERVICES, CUSTOMERS IN A SERVICE CONTEXT TEND TO USE EXTRINSIC CUES, SUCH AS PRICE OR PHYSICAL FACILITIES, TO ASSESS SERVICE QUALITY.	(HARTLINE DAN JONES, 1996).	70
				Y26	26. PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ARE DIRECTLY	(HEUNG ET AL. 2000), (JAIN AND GUPTA 2004), (QIN AND PRYBUTOK 2009), DAN (KHAN ET AL.	71

					<p>RELATED TO 2013), CUSTOMER SATISFACTION; HOWEVER, COMPARING PRODUCT QUALITY AND PRICE, THE PERCEIVED SERVICE QUALITY FACTOR PLAYS THE MOST IMPORTANT ROLE ON OVERALL SATISFACTION.</p>	
			Y27	<p>27. CONSUMER SATISFACTION WITH THE DINING EXPERIENCE ALSO DEPENDS ON THE ATMOSPHERE: THAT IS, THE PHYSICAL ENVIRONMENT AND SERVICE. ATMOSPHERE HAS A STRONG IMPACT ON CONSUMER EMOTIONS, ATTITUDES AND BEHAVIOR. RYU AND JANG (2007) EXAMINED THE INFLUENCE OF ATMOSPHERIC VARIABLES ON BEHAVIORAL</p>	<p>(RIBEIRO-SORIANO, 2002), (RYU DAN JANG 2007), (KLASSEN ET AL., 2005), (YUKSEL DAN YUKSEL, 2002)</p>	72

					<p>INTENTIONS IN RESTAURANTS. OTHER ASPECTS, SUCH AS CONVENIENT LOCATION, PRICE AND VALUE FOR MONEY ARE ALSO FACTORS IN CUSTOMER SATISFACTION AND RETURN INTENTIONS.</p>	
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Sumber: *Melanie F Bininsegnie*.

TABLE 6 : THE NUMBER OF QUESTIONNAIRE WITH THE VARIABLES AND OTHER CHARACTERISTICS.

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