

## INFLUENCE OF PHYSICAL ENVIRONMENT ON DINING EXPERIENCE AMONG RESTAURANTS IN TAGUM CITY

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### ABSTRACT

This study discussed the influence of Physical Environment on Dining Experience among Restaurants in Tagum City. Specifically, this study aimed to determine the significant relationship between the physical environment and the dining experience among restaurants in Tagum City and measure the level of Physical Environment in terms of: Facility Aesthetic, Ambiance, Lighting, Layout, Table Settings, and Service Staff. Along with the level of Dining Experience in terms of: Product, Service, Brand, Consumption, and Emotions. The total number of respondents involved in the online survey were 200 customers of Restaurants in Tagum City. This research uses a quantitative, descriptive research design. Mean, Pearson (r) and Multiple Regression Analysis was used as statistical tools for the data analysis. The result of the Physical Environment and Dining Experience are moderately evident among Restaurant in Tagum City. Moreover, there is a significant relationship between Physical Environments on Dining Experience. Lastly, the domains in Physical Environment which is the Facility Aesthetic, Lighting, Table Settings, and Service Staff, significantly influence the Dining Experience, while the Ambiance and Layout are those that have no significant influence according to the results.

**Keywords:** *BS Hospitality Management, physical environment, dining experience, regression analysis, Philippines.*

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## INTRODUCTION

Nowadays, customers are wiser to find a restaurant that offers a memorable experience in the menu and the physical environment they want to experience and satisfy. A new concept is to attract customers who enjoy dining out with a casual ambiance. Spear & Gregoire (2006). In addition, a pleasant environment (soothing music, dim lighting, a unique color scheme, pleasant ambient odors, a large layout, appealing table settings, and an attractive service crew) should determine overall customer satisfaction (Han & Ryu, 2009) (Kim & Moon 2009).

The physical environment significantly impacts consumer psychology, determining whether they are comfortable or happy with the environment. Customer reactions to the physical environment occur when customers spend moderate to extended periods immersed in a particular ambiance and when a service is consumed primarily for hedonic purposes (Ryu and Jang, 2007; Wakefield and Blodgett, 1994).

The main purpose of this study was to determine the level of influence of restaurant physical environment on the dining experience in Selected Food Establishment in Tagum City. The following objectives are:

1. To examine the level influence of Physical Environment
  - 1.1 Facility Aesthetic
  - 1.2 Ambiance
  - 1.3 Lighting
  - 1.4 Layout
  - 1.5 Table Settings
  - 1.6 Service Staff
  
2. To determine the level of dining experience.
  - 2.1 Product
  - 2.2 Service
  - 2.3 Brand

## 2.4. Consumption

## 2.5 Emotions

3. To determine the significant relationship between the level of the physical environment and dining experience among restaurants in Tagum City.

4. To determine which domains in the physical environment significantly influence the dining experience among restaurants in Tagum City.

The hypotheses of this study were tested at a 0.05 level of significance. There is no significant relationship between the physical environment and dining experience among restaurants in Tagum City. There is no domain in the physical environment that significantly influences the dining experience among restaurants in Tagum City

## **METHOD**

This section discussed the research design, research locale, population and sample, research instrument, data collection, and statistical tools.

### **Research Respondents**

This study focused on gathering data about the Influence of Restaurant Physical Environment on Dining Experience. The respondents of this study were the customers of the selected food establishment, with 200 respondents. The researchers set a basis for the evaluation of possible respondents.

Random sampling was used in the selection of the respondents. The researchers selected 50 respondents randomly per food establishment out of 200. Random sampling means the selection of samples randomly from a population without any specific condition.

## **Research Instrument/Material**

The instrument used in this study was adopted from Ryu and Jang's (Ryu and Jang 2008) DINESCAPE SCALE. Respondents score each DINESCAPE item on a 5-point liker scale (5= Very Satisfied, 1= Very Dissatisfied). The first set of questionnaires deals with Restaurant's Physical Environment in Tagum City with six (6) indicators: Facility Aesthetics, Ambiance, Lightning, Layout, Table setting, and Service staff. The instrument contents were presented to the group of experts for validation and gained an average of 3.5 or good

## **Research Design and Procedure**

This research study utilized the descriptive research design of quantitative type of research that aims to establish a cause-and-effect relationship between an independent variable and dependent variable (Thomas, 2020).

This study dealt with quantitative data based on a mentioned phenomenon. It gives an appropriate time and schedule in gathering the data design for the target respondents to answer the questions made by the researchers. The help of researchers collected the data made questionnaire. This study focused on determining the influence of Restaurants Physical Environment on Dining Experience among Restaurants in Tagum City

After the approval of the panel members, the researchers had undergone the following steps and procedures in gathering data for the study. The researchers asked permission by sending an email to the selected establishment. After seeking approval, the researchers surveyed the respondents. The questionnaires will be distributed online through Google forms survey as permission is granted.

Furthermore, the researchers have retrieved the survey questionnaires after the respondents have answered all the items. Finally, the researchers were tallied and tabulated all the data gathered from the respondents, subject to statistical analysis. The statistical result was analyzed and interpreted. The conclusion was drawn, and recommendations were formulated based on the study's findings.

The statistical tools that were used for data analysis and interpretations were the following:

*Mean.* This statistical tool was used to determine the level of Restaurant Physical Environment on Dining Experience. *Pearson (r).* This statistical tool was employed to determine the relationship between Restaurant Physical Environment and Dining Experience in the selected Food Establishment. *Multiple Regression Analysis.* This statistical tool was used to determine the influence of physical environment on dining experience among restaurants in Tagum City.

This study is specific to the context of the influence of Restaurants Physical Environment on the Dining Experience. The study will be conducted at the selected restaurants in Tagum City. The researchers made a questionnaire that was sent through Google forms. The scope and the sample will limit the possibility of the findings' general applicability.

## **RESULTS AND DISCUSSION**

Based on the customer's response according to the google form survey conducted by the researchers. The following was calculated and tabulated as a result: Level of Physical Environment among restaurants in Tagum City, Level of Dining Experience among the restaurant in Tagum City, and Significant Relationship between Physical Environment and Dining Experience.

## Level of Influence of Physical Environment among Restaurants in Tagum City

Shown in Table 1 is the mean score for the Physical Environment with an overall mean of 2.86, described as moderate. This means that the respondents' responses on Physical Environment knowledge are moderately evident among Tagum City Customers.

The cited overall mean score was the result gathered from the following computed mean scores from highest to lowest: 2.90 described as moderate for Table Settings with a standard deviation of 1.112; 2.87 described as moderate for Facility Aesthetic with a standard deviation of 1.106; 2.87 described as moderate for Layout with a standard deviation of 1.089; 2.86 described as moderate for Lighting with a standard deviation of 1.213; 2.86 described as moderate for Ambiance with a standard deviation of 1.099. This further implies that the influence of the physical environment among restaurants in Tagum city is evident.

Table 1. Level of Influence Physical Environment among restaurant in Tagum City

Indicators	Mean	SD	Descriptive Equivalent
Facility Aesthetic	2.87	1.106	Moderate
Ambiance	2.86	1.099	Moderate
Lighting	2.86	1.213	Moderate
Layout	2.87	1.089	Moderate
Table Setting	2.90	1.112	Moderate
Service Staff	2.82	1.173	Moderate
Overall	2.86	1.105	Moderate

As for Table Settings of Physical Environment with the mean score of 2.90 or moderate according to the respondent's responses. This means that the restaurant perceived a moderate result according to respondents' responses that the table settings have moderately decent seating arrangements, including tableware such as dining utensils, enabling customers to dine.

Meanwhile, Facility Aesthetic is the indicator with a mean score of 2.87. This means that the restaurant perceived a moderate result according to respondents' responses that the facility aesthetic has moderately attracted the customer to the restaurant's design and décor. While the Layout with a mean score of 2.87. This means that the restaurant perceived a moderate result according to respondents' responses that the layout has moderately spacious that customers make it easy for them to move around.

However, Lighting is the indicator with the fourth mean score of 2.86. This means that the restaurant perceived a moderate result according to respondents' responses that the lighting has moderately balanced the amount of light in each area so that the customer feels comfortable in their surroundings.

Furthermore, Ambiance is the indicator with a mean of 2.86, or moderate. This means that the restaurant perceived a moderate result according to respondents' responses that the ambiance is moderately enticing, clean, and gloomy atmosphere and mostly the restaurant's temperature, odor, and noise.

Lastly, Service Staff is the indicator with a mean of 2.82. This means that the restaurant perceived a moderate result according to respondents' responses that the service staff has moderately receptive to their customers; they work under pressure while maintaining a positive and pleasant demeanor and meeting customers' demands at many tables.

## Level of Dining Experience among Restaurants in Tagum City

Shown in Table 2 is the mean for the indicators in Dining Experience knowledge of respondents with an overall mean of 2.88 with an SD of 1.149 described as the moderate level. This means that the Dining Experience is moderately evident among Tagum City Customers.

The cited overall mean score was the result gathered from the following computed mean scores from highest to lowest: 2.90 described as moderate for Emotions with a standard deviation of 1.161; 2.89 described as moderate for Services with a standard deviation of 1.168; 2.89 described as moderate for Consumption with a standard deviation of 1.119; 2.88 described as moderate for Brand with a standard deviation of 1.165; 2.87 described as moderate for Product with a standard deviation of 1.213. Then, emotions of dining experience with the highest mean score of 2.90. This means that described moderate.

*Table 2. Level of Dining Experience among restaurants in Tagum City*

Indicators	Mean	SD	Descriptive Equivalent
Product	2.87	1.213	Moderate
Service	2.89	1.168	Moderate
Brand	2.88	1.165	Moderate
Consumption	2.89	1.119	Moderate
Emotions	2.90	1.161	Moderate
Overall	2.88	1.149	Moderate

This means that the level of customer experience in a restaurant is perceived as a moderate result according to respondents' responses that the restaurant pays attention to and meets the needs of their customers so that they will return.

Services of Dining Experience with the second highest mean of 2.89. This means that the level of customer experience in a restaurant is



perceived as a moderate result according to respondents' responses that they were very attentive to respond to the customer's needs and treat them with care and respect while providing an excellent meal. Consumption of Dining Experience is the third mean score of 2.89. This means that the level of customer experience in restaurants is perceived as a moderate result in respondents' responses that they satisfied the restaurant's food and service quality in all kinds of great products.

Brand of Dining Experience is the fourth mean score of 2.88. This means that the level of customer experience in a restaurant is perceived as a moderate result in respondents' responses that they meet the expectation of the customer looking for something specific in the restaurant. Product of Dining Experience is the last indicator with a mean score of 2.87. This means that the level of customer experience in a restaurant is perceived as a moderate result according to respondents' responses on what the menus indicate, including the variety of items, quality, and price.

### **Significance of the Relationship between Physical Environment and Dining Experience Among Restaurant in Tagum City**

This study aimed to determine the Influence of Physical Environment has a significant relationship on the Dining Experience among Restaurants in Tagum City. Pearson  $r$  was used to determine the correlation between the two variables. The computation results are shown in Table 3.

The result revealed that physical environment on dining experience yields a P-value of 0.000 and an R-value of 0.982. This leads to the decision that the null hypothesis, which stated no significant relationship between physical environments on dining experience among restaurants in Tagum City, is rejected. This further means that there is a relationship between two variables correlated. Therefore, the correlation result exemplifies that when

the level of the physical environment is moderately evident, the dining experience is also moderate.

Table 3. Significant Relation between Physical Environment on Dining Experience among Restaurant in Tagum City

Variables	Mean	SD	R-Value	P-Value	Decision
Physical Environment	2.86	1.105			
Dining Experience	2.88	1.149			
			0.982*	0.000	Ho is rejected

### Regression Analysis of the Influence of Physical Environment and Dining Experience Among Restaurant in Tagum City

Using the multiple regression analysis, the data revealed that the influence of physical environment on dining experience among restaurants in Tagum City has an F-value of 189.66 and a corresponding P-value of 0.000.

Data Shown in Table 4 are the regression coefficients to test the significant influence of the overall physical environment on dining experience among restaurants in Tagum City.

This means that Facility Aesthetic, Lighting, Table Settings, and Service Staff significantly influence the physical environment on the dining experience among restaurants in Tagum City. While the Ambiance and Layout did not significantly influence the physical environment. The R<sup>2</sup> value of 0.969 implies that 96.9% of the Dining Experience is influenced by the physical environment among restaurants in Tagum City, while the other factor influenced the remaining 3.1%. The indicator Facility Aesthetic has a beta of 0.091 and a corresponding p-value of 0.044, which means that Facility

Aesthetic has a significant relationship on Dining Experience among restaurants since the probability level is 0.000, which is less than the significance level at 0.05.

*Table 4. Regression Analysis on the Influence of Physical Environment on Dining Experience among Restaurant in Tagum City*

Physical Environment	Unstandardized Coefficients		Unstandardized Coefficients		P-value	Decision
	B	Std. Error	$\beta$	t		
Constant	-0.003	0.045				
Facility	0.094	0.046	0.091	2.025	0.044	Ho is rejected
Aesthetic						
Ambiance	0.035	0.051	0.033	0.689	0.492	Ho is not rejected
Lighting	0.154	0.054	0.163	2.842	0.005	Ho is rejected
Layout	0.099	0.061	0.094	1.61	0.109	Ho is not rejected
Table Settings	0.314	0.061	0.304	5.178	0.000	Ho is rejected
Service Staff	0.313	0.05	0.319	6.269	0.000	Ho is rejected
R-value: 0.984		R2 : 0.969				
F-value: 189.66		P-value : 0.000				

The indicator Ambiance has a beta of 0.033 and a corresponding p-value of 0.492, which means that the ambiance has no significant influence on Dining Experience among restaurants since the probability level is 0.000, which is greater than the level of significance at 0.05. The indicator Lighting has a beta of 0.163 and a corresponding p-value of 0.005, which means that lighting has a significant influence on Dining Experience among restaurants since the probability level is 0.000, which is less than the significance level at 0.05. The indicator Layout has a beta of 0.094 and a corresponding p-value of 0.109, which means that layout has no significant influence on Dining Experience among restaurants since

the probability level is 0.000, which is greater than the level of significance at 0.05.

The indicator Table Settings has a beta of 0.304 and a corresponding p-value of 0.000, which means that table settings significantly influence Dining Experience among restaurants since the probability level is 0.000, which is less than the level of significance at 0.05. The indicator Service Staff has a beta of 0.319 and a corresponding p-value of 0.000, which means that service staff has a significant relationship on Dining Experience among restaurants since the probability level is 0.000, which is less than the level of significance at 0.05. The Facility Aesthetic, Lighting, Table Settings, and Service Staff results of the Physical Environment significantly influence Dining Experience among restaurants in Tagum City since the decision is rejected. However, the Ambiance and Layout do not significantly influence the Dining Experience among restaurants in Tagum City since the decision is not rejected.

### **Level of Physical Environment among Restaurants in Tagum City**

The respondents' level on physical environment among restaurants in Tagum City is all moderate. This means that the Physical Environment is moderately evident among restaurants in Tagum City. In terms of facility aesthetic, which means they have an architectural and interior design and décor elements that enhance the beauty of the dining place; an ambiance that refers to the music, scent, and temperature; lighting that can affect the customer emotion; layout, which means the items are placed within the environment; table settings that can attract the customers and service staff refers to the service given by the employees to their customer. Tuzunkan & Albayrak (2016) stated that service people, facility aesthetics, layout, atmosphere, table layout, and lighting are all dimensions of the physical environment in restaurants. This conforms to Githiri (2017); Magnini & Parker (2009) that the physical environment in restaurants plays an important role in increasing financial

performance and the customer's intention to buy again, and customer satisfaction.

When it comes to table setting, who got the highest mean, this means that the restaurant has decent table arrangements with tableware such as dining utensils and serving and eating. Table setting should be an integral part of the ambiance to attract clients, and it should be constructed to project a prestigious image. It is important to know how to decorate the table and include the seating area because it is popular with the customer. Ryu, K. and Jang S. (2008b) the dining equipment dimension should be an especially important element in upscale restaurant design. Upscale restaurants should be designed to deliver a prestigious image to attract upper-class customers to their intended market.

Meanwhile, the Facility Aesthetic was moderate, and this means that the facility has an aesthetically compelling physical design and decor that attracts customers to linger longer in the restaurant. This finding is related to the theory of Ryu and Jang (2008), who viewed that dining area's architectural design, customer by the color scheme of the dining area and other aspects such as interior, walls including (designs, furniture, paintings, and decorations) it served to enhance dining experience in a customer.

While the Layout has a mean of 2.87, it is considered moderate. This means that the restaurant perceived a moderate result in accordance with respondents' responses that the layout has moderately given the spacious that customer makes it easy for them to move around. In line with Wakefield & Blodg's (1994) views, the service and facilities are designed to increase the level of excitement in their dining experience, such as restaurants that allow space for exploration and stimulation within the physical surroundings.

However, Lighting is the indicator with the fourth mean score of 2.86, or moderate, stating that the restaurant has a relaxing light and not harsh and bright to allow the customer to stay longer and

feel comfortable in the place. Knez & Kers (2000) cited that examined the influence of indoor lighting, gender, and age on mood and cognitive performance. It was found that indoor lighting was an effective source that may be one of the most salient physical stimuli in restaurants.

Furthermore, the Ambiance was moderate. This means that the restaurant has a pleasant ambiance where customers feel comfortable with the temperature, odor, and noise. In line with this concept, Kim and Moon (2009) discovered that ambient conditions have the strongest link to perceived service quality and the second strongest link to pleasure feelings. Also, it refers to previous studies of Magnini and Parker (2009) that atmospheric music can influence customers and relax mostly if they spend their time to experience a satisfaction.

Lastly, Service Staff was moderate in the physical environment. This means that the staff has the relationship to the customer to give the satisfactory needs and wants of a customer. As mentioned by Tombs & McColl-Kennedy (2003), the desired general solidity is linked to service staff, which might impact customers' cognitive responses and repurchase intentions.

### **Level of Dining Experience among Restaurants in Tagum City**

The level of dining experience among restaurants in Tagum City is moderate. This means that the Dining Experience are moderately evident among Tagum City Customers in terms of product which means that there is a moderate interaction between the inherent needs, values, and interests of the customer and the product's qualities; service that refers to the dimensions of the environment that produce experience; brand that could provide them with an unforgettable experience; consumption that encourages the consumer to consider the type of experience he or she will have after

using the product and emotion is defined as a mental state of readiness resulting from cognitive assessments of events or thoughts. When it comes to emotion, the highest mean score of 2.90 with moderate description, this means that the level of customer experience in a restaurant is perceived as a moderate result in accordance to respondent's responses that the emotions were moderately the reason why they visit again is they give all the attention and needs to them. These findings are congruent with Valenico's (2005) views that a positive product experience connects the customer to the brand and creates positive internal sensations that help the customer remember the brand.

On the other hand, Services is the indicator with the second highest mean of 2.89 or moderate. This means that the restaurant gives all its attention to the customer while they dine in. They want to care and respect while providing an excellent meal so that they come back to the restaurant repeatedly. The viewpoint of Baker et al. (1992) is somehow associated with these results. He stated that services foster customer-product contact; the physical environment, also known as clues or environmental dimensions, produces experience.

Meanwhile, Consumption is the indicator with the third mean score of 2.89. This means that the restaurant creates experiences that suit the customers' needs and the level of involvement offered by the restaurant. This result is associated with the work of Caru and Cova (2003), who emphasized that Consumption experiences are multifaceted, emphasizing not only utilitarian but also aesthetic qualities of the product aimed at providing emotional experiences.

In addition, Brand is the indicator with a mean score of 2.88. This means that it is important to them to easily identify the product of what they offer and the food they promote on the menu. This is congruent with the concept of Barkus et al. (2009) who explained that the brand's experience can be conceptualized as well as sensations, feelings, and thoughts and behavioral responses elicited

by brand-related stimuli found in the brand's design and identity, packaging, communications, and environments, which aid in the formation of a quality relationship and emotional association between the consumer and the brand, such as love/passion, self-connection, commitment, interdependence, and intimacy.

Finally, the Product is the indicator with the mean score of 2.87. This means that the product has good quality for what the menu said. Also, while serving the food to the customers, they ensure it is hot and fresh. This result is somehow connected to the opinion of Dhar and Wertenbroch (2000) which stated that when a consumer uses a product, she or he considers not only the utilitarian but also the hedonic benefits that the product can provide.

### **Correlation between Measures**

The present study reveals a significant relationship between the level of physical environment and dining experience among restaurants in Tagum City. This is confirmed by Dittmer, (2002) which emphasized that dining experience included a customer's judgment of their dining experience, which began with the overall restaurant's quality of the food and service and ended with the restaurant's physical environment. This result is also related to the proposition of Renagham L.M, (2000) who viewed that the mood of a customer, which is triggered Quality expectations are influenced by the physical environment and the creation of impressions about a specific consuming experience.

### **Regression Analysis of the Influence of Physical Environment and Dining Experience Among Restaurant in Tagum City**

The regression coefficient is to test the significant influence of the overall Physical environment on Dining Experience among restaurant in Tagum City. Using the Simple Linear Regression, the data reveal that the influence of physical environment towards dining



experience of restaurant in Tagum City has significant influence. This means that the physical environment significantly influence dining experience since the dining experience in Tagum City was influenced by the physical environment among restaurant in Tagum City and was influenced by other factors. The overall results of the physical environment predict customers dining experience among restaurant in Tagum City. Therefore, the significance level in the hypothesis of physical environment on dining experience among restaurant in Tagum City is rejected.

The physical environment significantly influence the dining experience among restaurant in Tagum City. As stated in the previous section of the study, the result of the computation on the significance of the relationship conformed to the two theories espoused in the study. It could be repeatedly mentioned in this section that the significant influence of independent variable on the dependent variable accentuates the veracity of two theories to wit: This is in line with the proposition of (Wall and Berry, 2007) which states that the physical environment contributes to the formation of customers' dining experiences at restaurants and has a beneficial influence on customer satisfaction.

This result also associated with the work of (Tuzunkan, 2016) who emphasized when clients spend moderate to long periods of time engaged in a particular physical environment and consume services primarily for pleasurable purposes, the physical environment elements are important, their psychology and behavior change. Their article also stated that the physical atmosphere could either boost or lessen client emotions, which might influence consumer satisfaction after a meal.

## **Conclusion**

Upon the analysis of the collected data, the acquired information was transformed into figures, which led to the conclusion. The level of Physical Environment in the restaurant in Tagum City was

moderate. The level of Dining Experience of restaurant in Tagum City was moderate for Product, moderate for Services, moderate for Brand, moderate for Consumption, moderate for emotions, and the overall mean was moderate on the level of Dining Experience among Restaurant in Tagum City.

This means that physical environment of restaurant was influence in Dining Experience among restaurant in Tagum City. The level of Physical Environment among restaurant Tagum City was moderate in Facility Aesthetic, moderate for Ambiance, moderate for Lighting, moderate for Layout, moderate for Table setting, moderate for Service staff, and the overall mean was moderate. The overall result revealed that the Physical Environment significantly influences dining experience among restaurants in Tagum City.

This is in line with the study of (Wall and Berry, 2007) which states that the physical environment contributes to the formation of customers' dining experiences at restaurants and has a beneficial influence on customer satisfaction.

## **Recommendation**

According to the findings, several restaurants in Tagum City not fully meet consumer satisfaction in terms of physical environment. The results indicated that the facility aesthetic was moderate and we the researchers encourage to the management to improve their facility design or search for a new trend that can catch the eye of customers. It is very important to have a comfortable environment to be able to customer not irritated in the area.

Moreover, since ambiance was moderate the researcher recommends to the management to enhance their way of cleaning to avoid bad odor and use air-condition for a relaxing atmosphere.

In addition, since the lighting was moderate the researcher recommends balancing the amount of light in each area and avoiding

harsh lighting because customer can feel uncomfortable in that part. By doing this, customer could spend their time to stay in the restaurant.

Meanwhile, since the layout was moderate the researcher recommends to the owner to expand the places where they put the machines or things use by the restaurant so that the customer make it easy to them to move around. It is important to have a spacious to avoid collision in the area.

On the other hand, since the table settings was moderate and we the researcher recommend to the management to enhance the proper arrangement of table, chairs and everything in the table such as dining utensils and tableware enable customer presentable to dine and it looks decent since it is restaurant.

Furthermore, since the service staff was moderate, we the researcher recommends to the management that may offer to have training for their staff to be able to improve their skills. By this, they can maintain offer a good service to the customers.

In level of dining experience, since the product was moderate, we the researchers recommend improving the menus they give on the customer and since it was all food make sure that the food, they offer is hot and fresh to be able the customer meet their cravings.

Meanwhile, since the service was moderate the researcher recommends to provide restaurant etiquette for the staff to be able they can communicate well to the customer. Also, manager must conduct a meeting monthly for evaluation of their staff to know if there are areas that could stand improvement.

On the other hand, since the brand was moderate the researcher recommends that management must improve the feature of their brand that can catch the eye of a customer so that it can

identify the customer to your restaurant. Since it is intangible marketing, it can promote goods and service of restaurant.

In addition, since the consumption was moderate, we the researcher recommend to the management to have a strategy to be able to satisfy the needs and wants of a customer. Also, strategy can help to increase a profit in the restaurant.

Furthermore, since the emotions was moderate, we the researcher recommend the management must facilitate team building communication because it can help them to understand what's really going in your restaurants, whether it has to do with customers, employees, or anything else. Moreover, when you are communicating well with your team, it's easier to get them to stick around.

Finally, this research will assist the restaurant in gaining more profit by fulfilling all of the customer's demands and desires. And customers can rest assured that their expectations will be met during their meal.

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