

THE IMPACT OF ATMOSPHERE ON CUSTOMER DINING SATISFACTION AND BEHAVIORAL INTENTION OF 5 RESTAURANTS IN MANADO**PENGARUH ATMOSFIR TERHADAP KEPUASAN MAKAN MALAM PELANGGAN DAN NIAT BERPERILAKU DARI 5 RESTORAN DI MANADO**

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Abstract: The development of the restaurant industry is one of the important sectors that influence the growth of national income. The digital era has influenced so many things including customer satisfaction and assessment on a restaurant. This study aims to find out how much the impact of restaurant atmosphere on customer satisfaction and behavioral intention in this digital era. Three dimensions of restaurant atmosphere used in this research, are: facility aesthetics, ambience condition and exterior design. This study employs path analysis, investigates the direct and indirect effects of restaurant atmosphere on customer satisfaction and behavioral intention with 100 customers as respondents of 5 restaurants in Manado. Results indicate that restaurant atmosphere has positive and significant influence toward customer satisfaction, but it has no direct influence toward behavioral intention. Customer dining satisfaction has positive and significant influence toward behavioral intention. Customer dining satisfaction play an important role as intervening variable. Restaurants have to pay more attention about their restaurant atmosphere to increase the customers satisfaction in order to create their behavioral intention.

Keywords: *restaurant atmosphere, facility aesthetics, ambience condition, exterior design, customer dining satisfaction, customer behavioral intention*

Abstrak: Perkembangan industri restoran masih menjadi salah satu faktor penting yang mempengaruhi pertumbuhan pemasukan nasional. Era digital telah mempengaruhi banyak hal termasuk kepuasan dan penilaian pelanggan terhadap sebuah restoran. Penelitian ini bertujuan untuk mencari tahu seberapa besar pengaruh atmosfir restoran dalam membangun kepuasan pelanggan dan niat berperilaku pelanggan pada era digital ini. Tiga dimensi dari atmosfir restoran yang digunakan adalah: estetika fasilitas, suasana, desain eksterior. Penelitian ini menggunakan analisa jalur yang mencari tahu pengaruh langsung dan tidak langsung dari pengaruh atmosfir di restoran terhadap kepuasan 100 pelanggan dan niat berperilaku pelanggan dari 5 restoran di manado. Hasil penelitian menunjukkan atmosfir di restoran berpengaruh positif dan signifikan terhadap kepuasan pelanggan, sementara tidak berpengaruh secara langsung pada niat berperilaku pelanggan. Kepuasan pelanggan sendiri berpengaruh positif dan signifikan terhadap niat berperilaku pengga. Kepuasan pelanggan memainkan peran penting sebagai variable intervening. Restoran harus semakin memperhatikan atmosfir di restoran untuk meningkatkan kepuasan pelanggan sehingga dapat menciptakan niat berperilaku pelanggan.

Kata kunci: *atmosfir restoran, estetika fasilitas, suasana, desain eksterior, kepuasan makan malam pelanggan, niat berperilaku pelanggan*

INTRODUCTION

Research Background

The number of restaurants in Indonesia increases along with the development of population, technology and people's lifestyle. Data from Agriculture and Agri-Food Canada through the Market Access Secretariat Global Analysis Report shows that sales value for food service markets in Indonesia in 2014 reached \$ 36.8 billion and it makes Indonesia the largest food service market among all countries in ASEAN. In order to maintain the existence of the business, customer satisfaction becomes an essential part in the restaurant industry especially in the marketing aspect because satisfaction can affect customer loyalty and behavioral intention (Ladhari et al, 2008; Heung and Gu, 2012).

This digital era has influenced so many things including customer satisfaction and assessment about a restaurant. Data from "Asosiasi Penyelenggara Jasa Internet Indonesia" (APJII) shows 64.8% of Indonesian population use smartphone to access internet and 56% of them use internet to access social media. Nowadays, people anywhere and anytime love to take pictures or videos then post it in their social media including when they are in the restaurant. Customers look more concerned about the atmosphere compare with the food in the restaurant. Restaurant atmospheric plays an important role in building customer satisfaction and intention. Nowadays, customers who come to restaurants are not only to eat but also to socialize, relax and entertain themselves (Robson, 2004 in Kuan Pei Hui, 2017). Restaurant Atmosphere can be measured by facility aesthetics, ambient factors, and exterior design of the restaurant (Heung and Gu, 2012; Han and Ryu, 2009). El'Carlota Grill and bar, Eat Boss, Se7en, Casa Bakudapa and O'Reillys are some of restaurants in Manado that opened in 2018 that really concern about the atmosphere of their restaurant. Researcher conduct analysis on how much the effect of restaurant atmosphere on customer dining satisfaction that can build their behavioral intention to revisit, spread positive word-of-mouth, willingness to pay more especially in this digital and modern era.

Research Objectives

To identify the influence of:

1. Facility aesthetics on customer dining satisfaction of 5 restaurants in Manado.
2. Ambience condition on customer dining satisfaction of 5 restaurants in Manado.
3. Exterior design on customer dining satisfaction of 5 restaurants in Manado.
4. Facility aesthetics on customer behavioral intention of 5 restaurants in Manado.
5. Ambient influence on behavioral intention of 5 restaurants in Manado.
6. Exterior design on customer behavioral intention of 5 restaurants in Manado.
7. Customer dining satisfaction on customer behavioral intention of 5 restaurants in Manado.

THEORETICAL REVIEW

Customer satisfaction

Satisfaction is the positive feeling gained from experience in previous transaction (Oliver, 1993 in Chang, 2000). Atmosphere can help to create the store image on customers' mind and store image can influence customer satisfaction (Siahu, Saerang, Tasik, 2017). Restaurant atmosphere that arranged according with a concept can create value in customers' perception. The concept will create a positive atmosphere that affects customer satisfaction (Miranda, 2005).

Behavioral Intention

Behavioral intention is customers' behavior who are loyal to a company and can make them want to give recommendation to others based on their experience with the company (Namkung and Jang, 2007). Behavioral intention determines the possibility of consumers to take some actions after their first transaction (Schiffman et al, 2008 in Purwianti and Tio, 2017).

Restaurant Atmosphere

Atmosphere is the design of the room that can be enjoyed and produce specific emotion that can encourage customer to purchase (Kotler, 1973 in Ha and Jang, 2010). Restaurant atmosphere consists of facility aesthetics, ambience and exterior design (Han and Ryu, 2009).

Facility Aesthetics

Facility aesthetics is a tangible part that can be evaluated by customers (Heung & Gu, 2012). Aesthetics can create a positive experience for customers and can increase customer behavioral intention that can add profits for the restaurant. Facility aesthetics can be measured with color of the room, wall decoration/ painting and pictures, table placement, plants and flowers and space and layout (Ryu and Jang, 2008; Heung and Gu, 2012)

Ambience Condition

One of an important part of the restaurant atmosphere is ambience (Ryu and Jang, 2008). This atmosphere can be felt from human senses and so can create customer assessment about whether it is good or bad ambience. Ambience divided into 5 indicators which are, lighting, temperature, odors/aroma, cleanliness and music.

Exterior design

Exterior design become a part of restaurant atmosphere (Han and Ryu, 2009). In order to create a positive image on customers' mind, exterior plays an important role. Storefront, marquee, entrance, parking area and building architecture are the elements of exterior design.

Previous Research

Park et al (2019) conducted study about the relationships between substantive and communicative servicescape, positive effect, satisfaction, and behavioral intentions in hotel setting. The result showed that communicative servicescape positively influence customers' positive effect, satisfaction, and increases behavioral intentions.

Githiri (2017) studied about the influence of physical environment on customers' satisfaction and return intention. Using path analysis the author then reveal that physical environment and customer satisfaction determine the customers' behavioral intention.

Heung and Gu (2012) examine the influence of restaurant atmosphere on the dining satisfaction and behavioral intention. The results show that facility aesthetics, ambience, spatial layout, employee and the view from the window have influence toward customer dining satisfaction and behavioral intention directly and indirectly.

Conceptual Framework

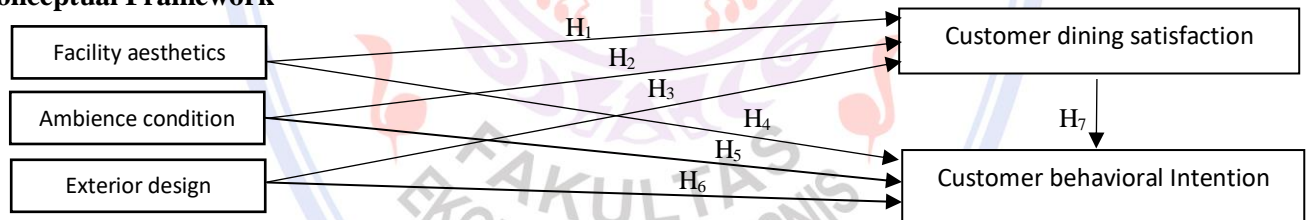


Figure 1. Conceptual Framework

Research Hypothesis

- H1: Facility aesthetic has positive impact on customer dining satisfaction
- H2: Ambient Condition has positive impact on customer dining satisfaction
- H3: Exterior design has positive impact on customer dining satisfaction
- H4: Facility aesthetic has positive impact on customer behavioral intention
- H5: Ambient condition has positive impact on customer behavioral intention
- H6: Exterior design has positive impact on customer behavioral intention
- H7: Customer dining satisfaction positively influences customer behavioral intention

RESEARCH METHOD

Research Approach

This study aims to investigate the role of atmosphere and its impact on people dining satisfaction and behavioral intention. In this research customer dining satisfaction plays as intervening variable. Researcher will investigate whether there is a direct or indirect effects of the restaurant atmosphere variable (facility aesthetics, ambient condition, exterior design) on behavioral intention (revisit intention, spread positive word of mouth,

positive electronic word of mouth, recommendation, willingness to stay and pay more), through customer dining satisfaction (Feeling Fulfillment, feeling Happy, feeling relax, feeling enjoy, feeling comfort) as a mediator variable. This research conducts using path analysis model.

Population, Sample, and Sampling Technique

The population in this research are customers of El' Carlota Grill and Bar, Se7en, Oreillys, Casa Bakudapa, Eatboss. The sample method used in this research is convenience sampling method. The questionnaires were distributed to 100 respondents.

Operational Definition of Research Variables

Table 1. Operational Definitions and Indicators

Variables Name	Operational Definitions	Indicators
Facility aesthetics (X1)	Facility aesthetic refers to The art value of the physical elements in the restaurant such as, the architectural design of the facility and other physical elements that can be evaluated by the customer.	1. Color 2. Table setting 3. Painting and pictures 4. Plants/flowers 5. Furniture
Ambient condition (X2)	Ambience is the intangible part of the restaurant atmosphere that can be felt directly from the customer's senses and create their perception about the restaurant	1. Temperature 2. Odors/ aroma 3. Cleanliness 4. Music 5. Lighting
Exterior Design (X3)	Exterior design is the outside look of the restaurant that can build the restaurant's image in the customer's mind.	1. Storefront 2. Marquee 3. Entrance 4. Parking area 5. Building Architecture
Customer dining satisfaction (Y)	The feeling of customer satisfaction is the result of a process of comparison between the performance of the restaurant and customer's expectations about the restaurant	1. Feeling Fulfillment 2. Feeling Happy 3. Feeling Relax 4. Feeling Enjoy 5. Feeling Comfort
Behavioral Intention (Z)	Behavioral intention, which is an aspect of loyalty, refers to a stated likelihood to engage in a behavior.	1. Revisit intention 2. Positive word of mouth 3. Positive E-WOM 4. Recommended friends 5. Willingness to stay and pay more

Source: Author's Note, 2019

Table 3 shows the general explanation about variables and indicators that used in this research. The variables are, facility aesthetic, ambience condition, exterior design, customer dining satisfaction and behavioral Intention.

Path Analysis

In order to analyze the direct and indirect influence between variables, researcher will use path analysis as a technical analysis. Structural equation can be used in this research as follows:

$$Y = p_1X_1 + p_2X_2 + p_3X_3 + \varepsilon_1 \text{ (Structural equation 1)}$$

$$Z = p_1X_1 + p_2X_2 + p_3X_3 + pY + \varepsilon_2 \text{ (Structural equation 2)}$$

X1= Facility aesthetics

X2= Ambient condition

X3= Exterior design

Y= Customer dining satisfaction

Z= Customer behavioral intention

ε = Error

Sobel test conducted to find out how much the indirect influence of X to Z by mediating variable Y. formula of sobel test as follow:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

Sab = Standard error of indirect effect

a = Coefficient regression of independent variables X toward intervening variable Y

b = Coefficient regression of independent variables Y toward intervening variable Z

sa = Standard error of a

sb = Standard error of b

In order to test if there is indirect influence of intervening variable therefore calculate t-value with formula as follow:

$$t = \frac{ab}{sab}$$

RESULT AND DISCUSSION

Result

The result of analysis can be shown on the following tables:

Result of Path Analysis

Table 2. Model Summary Substructure I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.547	3.938

a. Predictors: (Constant), Exterior design, Ambient condition, Facility aesthetics
b. Dependent Variable: Customer dining satisfaction

Source: Author's calculation (2019)

Table 2 shows the value of R square which is 0.561. It means that 56.1% variation in facility aesthetics, ambient condition (X2) and exterior design (X3) determine the variation in customer dining satisfaction (Y).

Table 3. ANOVA Substructure I

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1899.537	3	633.179	40.828	.000 ^a
Residual	1488.823	96	15.509		
Total	3388.360	99			

a. Predictors: (Constant), Exterior design, Ambient condition, Facility aesthetics

b. Dependent Variable: Customer dining satisfaction

Source: Author's calculation (2019)

The result shows F_c is grater than $F_{0.05}$ ($40.828 > 2.70$) and significant value $0.000 < 0.05$. It means, Facility Aesthetics, Ambient Condition and Exterior Design simultaneously influence Customer Dining Satisfaction and very significant.

Table 4. Coefficients Structural I

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.376	3.870		1.647	.103
Facility aesthetics	.241	.106	.217	2.269	.026
Ambient condition	.447	.107	.399	4.184	.000
Exterior design	.341	.111	.233	2.265	.026

a. Dependent Variable: Customer dining satisfaction

Source: Author's calculation (2019)

Table 3 shows that t_c of variable Facility Aesthetics is $2.269 > t_{0.05}$ which is 1.664 and the significant level is $0,26 < 0,05$ which means X1 has positive and significant influence on customer dining satisfaction. Meanwhile

the t_c of variable Ambient Condition which is $4.148 > t_{0.05}$ which is 1.664 and the significant level is $0.000 < 0.05$ which means X2 has positive and very significant influence on customer dining satisfaction. In table 3 also shows that the t_c of variable exterior design which is $2.265 > t_{0.05}$ which is 1.664 and significant level is $0,26 < 0,05$ which means X3 has positive and significant influence on customer dining satisfaction.

In order to find out the amount of standard error₁, the formula as below:

$$\begin{aligned}\varepsilon_1 &= \sqrt{1 - R^2} \\ &= \sqrt{1 - 0,561} \\ &= \sqrt{0,439} \\ &= 0.662\end{aligned}$$

Therefore, the structural equation for model regression substructure I:

$$Y = (0.217) X_1 + (0.399) X_2 + (0.233) X_3 + (0.662) \varepsilon_1$$

Regression Model for Substructural II

Table 5. Model Summary Substructure II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.683	.670	3.151

a. Predictors: (Constant), Customer dining satisfaction, Facility aesthetics, Ambient condition, Exterior design

Source: Author's calculation (2019)

Table 4 shows the number of R square which is 0.683. It means that 68.3% variation in Facility Aesthetics, Ambient Condition, Exterior Design and Customer Dining Satisfaction determine the variation in customer behavioral intention.

Table 6. ANOVA^b Substructure II

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2031.434	4	507.858	51.146	.000 ^a
Residual	943.316	95	9.930		
Total	2974.750	99			

a. Predictors: (Constant), Customer dining satisfaction, Facility aesthetics, Ambient condition, Exterior design

b. Dependent Variable: Behavioral intention

Source: Author's calculation (2019)

F_c is 51.146 with significant value at 0.000. The result shows that f_c is greater than $f_{0.05}$ which is (51.146 > 2.53) and significant value $0.000 < 0.05$. It means customer dining satisfaction, facility aesthetics, ambient condition, exterior design simultaneously influence behavioral intention.

Table 7. Coefficients^a Substructure II

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.952	3.140		-.303	.762
Facility aesthetics	.144	.087	.139	1.651	.102
Ambient condition	.090	.093	.086	.972	.333
Exterior design	.122	.124	.089	.986	.327
Customer dining satisfaction	.564	.082	.602	6.909	.000

a. Dependent Variable: Behavioral intention

Source: Author's calculation (2019)

The t_c of variable facility aesthetics which is $1.651 < t_{0.05}$ which is 1.664 and the significant level is $0.102 > 0.05$, ambient condition which is $0.972 < 1.664$ and significant level is $0.333 > 0.05$, exterior design which is $0.986 < 1.664$ and significant level is $0.327 > 0.05$. It means facility aesthetics, ambient condition, exterior design has no influence toward behavioral intention partially. But, table 5 also shows the t_c of variable customer dining

satisfaction which is $6.909 > 1.644$ with significant level is $0.000 < 0,05$ and it means customer dining satisfaction has positive and very significant influence toward behavioral intention.

In order to find out the amount of standard error₂, the formula as below:

$$\begin{aligned}\varepsilon_2 &= \sqrt{1 - R^2} \\ &= \sqrt{1 - 0.683} \\ &= \sqrt{0.317} \\ &= 0.563\end{aligned}$$

Therefore, the structural equation for model regression substructure II:

$$Z = (0.139) X_1 + (0.086) X_2 + (0.089) X_3 + (0.602) Y + (0.563) \varepsilon_2$$

Sobel Test

Sobel Test of Facility Aesthetics:

$$\begin{aligned}\text{Sab} &= \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} \\ &= \sqrt{(0.602)^2 (0.106)^2 + (0.217)^2 (0.082)^2 + (0.106)^2 (0.082)^2} \\ &= \sqrt{0.004466} \\ &= 0.06682513\end{aligned}$$

To find out the indirect influence by t-count:

$$\begin{aligned}t &= \frac{ab}{sab} \\ t &= \frac{0.217 \times 0.602}{0.06682513} \\ &= 1.96034036\end{aligned}$$

The amount of t_c is $1.96034036 > t_{0.05}$ which is 1.664. It means there is indirect influence of facility aesthetics toward behavioral intention. Therefore facility aesthetics indirectly influences behavioral intention by customer dining satisfaction as intervening variable.

Sobel Test of Ambient Condition:

$$\begin{aligned}\text{Sab} &= \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} \\ &= \sqrt{(0.602)^2 (0.107)^2 + (0.399)^2 (0.082)^2 + (0.107)^2 (0.082)^2} \\ &= \sqrt{0.005297} \\ &= 0.0727804919\end{aligned}$$

To find out the indirect influence by t-count:

$$\begin{aligned}t &= \frac{ab}{sab} \\ t &= \frac{0.399 \times 0.602}{0.0727804919} \\ &= 3.3003297609\end{aligned}$$

The amount of t_c is $3.3003297609 > t_{0.05}$ which is 1.664. It means there is indirect influence of ambient condition toward behavioral intention. Therefore ambient condition indirectly influences behavioral intention by customer dining satisfaction as intervening variable.

Sobel Test of Exterior Design:

$$\begin{aligned}\text{Sab} &= \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} \\ &= \sqrt{(0.602)^2 (0.11)^2 + (0.233)^2 (0.082)^2 + (0.151)^2 (0.082)^2} \\ &= \sqrt{0.004984} \\ &= 0.070597450\end{aligned}$$

To find out the indirect influence by t-count:

$$\begin{aligned}
 t &= \frac{ab}{sab} \\
 t &= \frac{0.233 \times 0.602}{0.07059745} \\
 &= 1.986842301
 \end{aligned}$$

The amount of t_c is $1.986842301 > t_{0,05}$ which is 1.664. It means there is indirect influence of exterior design toward behavioral intention. Therefore exterior design indirectly influences behavioral intention by customer dining satisfaction as intervening variable.

Discussion

The finding of this research shows that all variables influence customers' dining satisfaction and can create customers behavioral intention. When the value of restaurant atmosphere which are, facility aesthetics, ambience condition and exterior design increase then customer satisfaction in the restaurant also increase. This research is in line with the theory that states restaurant atmosphere in the restaurant that has a concept will add customer satisfaction and build their behavioral intention (Heung and Gu, 2012). The result reveal, facility aesthetics, ambience condition and exterior design does not have significant influence on customer behavioral intention. For the customers, if the restaurants provide facility aesthetics, ambient condition and exterior design not according with their needs and wants then, they will feel unsatisfied, and it will not encourage their behavioral intention. Sobel test showed that when the customers feel satisfied with the facility aesthetics, ambience condition and exterior design it will automatically encourage their behavioral intention such as a revisit intention, give recommendation, spread positive spread positive word of mouth, give positive online review and to stay and pay more.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

After examining the findings, the conclusions based on this research can be formulated as follows:

1. Facility aesthetic, ambience condition and exterior design has positive and significant impact on customer dining satisfaction.
2. Facility aesthetic, ambience condition and exterior design has no impact on customer behavioral intention directly.
3. Customer dining satisfaction has positive and very significant influences on customer behavioral intention.
4. Facility aesthetics, ambience condition and exterior design indirectly influence behavioral intention with customer dining satisfaction as intervening variable.

Recommendations

In general restaurants should be able to provide a modern restaurant atmosphere according to the trend. By improving and maintaining their restaurant atmosphere such as, facility aesthetics, ambience condition and exterior design they can increase customer satisfaction and customer behavioral intention in order to attract more customers especially young people in Manado.

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