

# Predictors of Customer Satisfaction and Behavioral Intention of Themed Restaurants in Manila, Philippines

Asia Pacific Journal  
of Management and  
Sustainable Development  
Vol. 9 No. 2, 15-24  
October 2021, Part 1  
ISSN 2782-8557 (Print)

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*Date Received: September 9, 2021; Date Revised: October 4, 2021*

**Abstract** – *The study examined the customers' assessment of five dimensions of dining experience and its impact on disconfirmation and behavioral intention in themed restaurants. The participants in the study were chosen through a random sampling method in themed restaurants in Manila. A self-administered survey questionnaire consisting of 71 indicators was used to measure the perception of respondents in their dining experience. Structural Equation Modeling was used to measure the goodness of fit of the hypothesized model and the relationship of experiential dining dimensions: food quality, service quality, physical environment, price fairness and social interaction in customer satisfaction and customer loyalty through a mediating role of disconfirmation pleasure and arousal response. Overall, this paper showed that all five dimensions of experiential dining (food quality, service quality, physical environment, price fairness and social interaction) have strong impact on customers' experience. This study made an important contribution toward understanding the formation of customer satisfaction and customer loyalty in the themed restaurant industry. Findings revealed that experiential dining dimensions simultaneously affect how customers perceived their dining experience and findings shows that these attributes collectively influence customers' perception of restaurant quality. The study also confirmed a strong relationship of disconfirmation with customer satisfaction and loyalty.*

**Keywords** – *customer behavior, customer satisfaction, customer loyalty, themed restaurant*

## INTRODUCTION

Growth of Restaurant industry has increased significantly over the past decades. Consumers are increasingly leveling up their expectations for a more entertaining atmosphere towards a complete dining experience. Because of such demand, innovative restaurant concepts emerged offering food and beverage service with new entertaining experience. The sprung of different restaurant concepts and themes paved the way in the so-called themed restaurant industry. To this date, concrete definition of theme restaurant has yet to be established. Thus, literature suggests definition from previous researches; Theme restaurants were designed to provide customers with not only a meal, but also an entertaining experience [1]. Usually emphasizing fun and fantasy, glamour and romance and usually revolves around movies, characters, celebrities, sports, fantasies and wild imaginations. With this, Themed restaurant is defined as restaurants that serve food & beverage with emphasis on the conceptual design influencing atmospherics, ambiance, food presentation and service

that generally reflects a unique recognition value and entertaining experience.

Consciously and subconsciously customers take time to observe their physical surrounding and this determine a large impact on how customers view their overall experience during their visit. Previous studies have shown that customer satisfaction influence word of mouth promotion that precedes repeat patronage and customer loyalty [2]. Identifying various attributes that influence customer satisfaction and customer loyalty can be used as predictors of restaurants' profitability. However, several studies investigating multiple attributes of restaurant service quality were conducted. These studies primarily focus on the subset of a collective aspect of restaurant service. Surprisingly, literature examining the influence of multiple dimensions of restaurant service linking to customer satisfaction and loyalty are limited.

Different researches from local and international body made an emphasis on the role of food quality as a significant predictor of quality experience of any restaurant service and therefore, contributes to customer satisfaction and repeat

purchase intention [3]-[8]. A couple of other measurement model was also used in different study understanding the role of service quality on customer satisfaction and behavioral intention. SERVQUAL model has been widely adopted by researchers in measuring service quality. many researchers have criticized the model because original authors were not able to structure the model in measuring restaurant service industry. Because of the shortcoming of SERVQUAL model, DINESERV was introduced. Numerous researches have supported the relationship of positive perceived quality of service to customer satisfaction and behavioral intention [9]-[12].

Dinescape scale was postulated to influence the customer behavior and perceived satisfaction. In which, overall physical environment such as facility aesthetics, ambiance, lighting, layout and service staff are significant determinants of perceived quality of dining experience in the restaurant industry [13]. Price has been undoubtedly considered a predictor of customer satisfaction because of its influence in the value of diner's expectation, prior experience and comparative price selection in their restaurant visit. Perceived price fairness revealed to elicit customer reaction based on the quality of their consumption experience and service [14]-[15].

Social Interactions are inevitably part of consumption and service experience, especially in restaurant service setting. This can be explained in the delivery of service in which customers directly and indirectly interact with the employees and other diners. These interactions can influence perceived quality as they are co-creators of their restaurant experience. Social interactions occur through verbal and non-verbal communication that may create reaction and disruption in their dining experience. This phenomenon receives less attention in investigating the role of these attributes in restaurant service experience [16]. Social connection and interaction may greatly influence the customer perceived experience by acting as strangers, as friends and as quasi-friends [16]-[17]. Prior research using TANGSERV and DinEx model were also used to assess multidimensional attributes of customer expectations and behavioral intentions [18]-[20]. However, these studies lack of one or two attributes to measure the overall dining experience.

Despite the importance of studying multiple attributes of restaurant quality dimension, there is surprisingly lack of empirical research assessing the role of these dimensions collectively – food quality, service quality, physical environment, pricing and

social interaction – in the overall customer experience and their disconfirmation in assessing customer satisfaction and customer loyalty. Thus, the goal of this research is to determine the predictors of dining experience using multiple dimension model in themed restaurants in Manila.

## **OBJECTIVES OF THE STUDY**

In the light of the above discussion, this paper aims to assess the dimensions of experiential dining framework such as food quality, service quality, physical environment, price fairness and social interaction in the service delivery system of themed restaurants in Manila. Consequently, this study aims to (1) To measure the effects of the ExpiDine service quality dimensions on behavioral intention and customer satisfaction and loyalty in themed restaurants; (2) to verify the factors that contributes to customer satisfaction and loyalty in terms of: food quality, service quality, physical environment, price fairness and social interaction. (3) To further analyze the influence of the framework in understanding the customers behavior towards customers' satisfaction and loyalty. Lastly, propose a multidimensional framework using structural equation modeling to determine the overall dining experience based on the ExpiDine framework.

## **MATERIALS AND METHODS**

### **Participant of the study**

Using a random sampling technique, A minimum of 252 responses with a moderate effect size of 0.25 and margin of error of 0.05 to produce power of 0.95 was set. A total of three hundred (300) respondents were included in the study which yields a power of 0.9781 using computed value in G\*Power version 3.1.9.7.

### **Data Gathering Instrument**

Self-administered survey questionnaire was used to collect the responses in this current study. The survey instrument consisted a list of the 71 experiential dining attributes constructed from the literature review which included five multidimensional constructs: (1) food quality, (2) service quality, (3) physical environment, (4) price fairness and (5) social interaction. Second section using constructs related to customer perceived experience of disconfirmation pleasure and arousal response were also included in the instrument [21]. Third section of the survey included statements related to customer satisfaction and loyalty

were adapted from the literature. Respondents were asked to rate the performance of the themed restaurant based on the indicators of restaurant service. Restaurant customers completed the standard demographic profile information such as age, gender, educational level, income level and dining patronage whether they are first time or repeat customer. Test of reliability and internal consistency of the of the proposed framework was conducted using a reliability analysis (Cronbach’s alpha). A total of 71 instruments were measured. The result of the reliability test determined the consistency of all variables’ wherein conservative criterion should be equal to or greater than 0.7. Items that do not significantly contribute to the reliability and have lower reliability were eliminated.

**Data Collection**

A self-administered survey was provided by the researcher to the restaurant diners whereby the interval set for randomization was every after 3-diner interval. G\*Power software was used to determine the sample size needed in the study. The researcher secured anonymity and confidentiality of the respondents since identities are not vital. Three selected themed restaurants were included in the study all which provided the permission to conduct the survey to random customers. Themed restaurants surveyed were open daily from Monday to Sunday for breakfast, lunch and dinner. Data collection was conducted during two consecutive weeks from Monday to Sunday in the last week of April to first week of May.

Customers included in the study were current diners of the restaurants. Before the conduct of study, customers were provided an informed consent and instructed to complete the questionnaire right after finishing their meal. Themed restaurant included in the study were chosen based on perceived food quality, seating capacity, customer turnover, novelty and entertainment. Other primary considerations were level of service and facility aesthetics

**Data Analysis**

A confirmatory factor analysis was rendered to determine the overall fit of the measurement model. The hypothesized model of Experiential dining (ExpiDine) was pilot tested to 30 individuals who are not included in the survey proper to measure the reliability and the consistency of the construct using a reliability analysis (Cronbach’s alpha). Below is the result of the Cronbach’s Alpha:

Table A. Cronbach’s Alpha Result

Indicators	Cronbach’s Alpha	Interpretation
Food quality	0.816	Good
Service quality	0.887	Good
Physical environment	0.936	Excellent
Price fairness	0.734	Acceptable
Social interaction	0.831	Good
Experiential dining	0.962	Excellent
Pleasure response	0.934	Excellent
Arousal response	0.895	Good
Disconfirmation	0.957	Excellent
Customer satisfaction	0.935	Excellent
Customer loyalty	0.925	Excellent
Behavioral intention	0.953	Excellent
Overall instrument	0.975	Excellent

Rules of thumb: “> 0.90- Excellent; > 0.80 – Good; > 0.70 – Acceptable; > 0.60 – Questionable; > 0.50 – Poor; < 0.50 – Unacceptable [22].

A variety of fit indexes were also tested such as Chi-square, relative chi-square and Root Mean Square Error Approximation (RMSEA). Structural Equation model was conducted using AMOS software version 22 package to determine the overall fit of the construct and its effect on different attributes of ExpiDine restaurant service quality on disconfirmation linking to customer satisfaction and loyalty

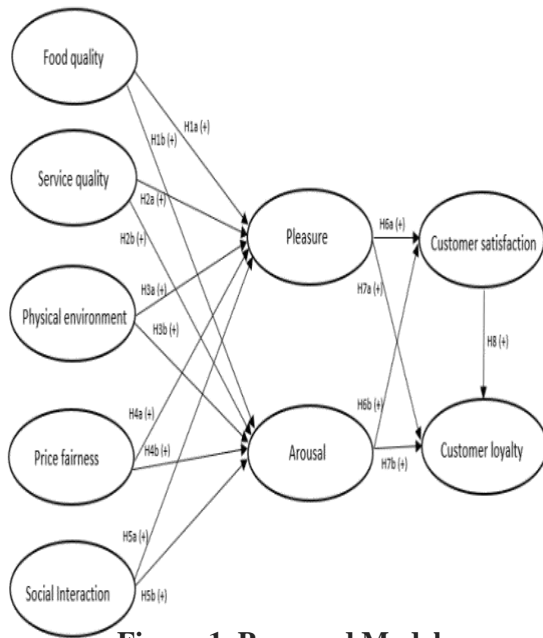


Figure 1. Proposed Model

**RESULTS AND DISCUSSION**

**Table 1. Profile of restaurant customers**

	N	%
<b>Gender</b>		
Male	107	35.67%
Female	184	61.33%
Undisclosed	9	3.00%
<b>Age</b>		
18-20	134	44.67%
21-27	134	44.67%
28-35	23	7.67%
36-43	4	1.33%
44-51	5	1.67%
52 or more		
<b>Educational Level</b>		
Highschool degree	78	26%
Bachelor's degree	196	65%
Master's degree	13	4%
Doctorate	5	2%
Undisclosed	8	3%
<b>Gross Monthly Income</b>		
Below 30,000	161	54%
30,001 - 40,000	26	9%
40,001 - 50,000	12	4%
50,001 - 60,000	7	2%
60,001 - 70,000	3	1%
Above 70,000	17	6%
Undisclosed	74	25%
<b>Patronage</b>		
First time	102	34%
Repeat	198	66%

It can be gleaned from Table 1, that among the 300 respondents, majority are Women (63.23%). Females are also confirmed through previous researches that they are aesthetic and emotional and consumers. Thus, in this study, females were being motivated to eat outside more for a moment of distraction, sociality, adventure and entertainment, and these are the characteristics being offered by themed restaurants. Most of the customer of the themed restaurants are at young age and can be classified in the generation Z (15-20) and millennial (21-34). Most of the respondents were college graduate, with 67.12%. With the respondents' educational attainment, it is expected that large number of the respondent's gross monthly income falls on the lowest bracket – below 30,000 (71.24%). Finally, all respondents were at the restaurant having their meal (100%) Furthermore, 66% of the customers were repeat patrons of the themed restaurants. The study also presented that Millennials are the most avid out of home diners.

**Table 2: Assessment of Food Quality dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. Food served by restaurant is always hot/fresh	5.22	1.139	SA
2. The food is served at the appropriate quality	5.41	1.150	SA
3. The food is tasty	5.49	0.991	SA
4. The food presentation is visually appealing	5.60	1.092	A
5. The restaurant offers a variety of menu items	5.48	1.112	SA
<b>Overall Food quality</b>	<b>5.44</b>	<b>0.879</b>	<b>SA</b>

*Legend: 1.00-1.86 Extremely Disagree; 1.86-2.71 Strongly Disagree; 2.71-3.57 Disagree; 3.57-4.43 Neutral; 4.43-5.29 Agree; 5.29-6.14 Strongly Agree; 6.14-7.00 Extremely Agree*

Based from the result of Table 2, diners' assessment of food quality experience in themed restaurants indicated that mean scores for individual variables associated with food quality were consistently above 5.29 for the four statements. Overall, it appeared that respondents perceived food quality as important attributes on their assessment of dining experience. Findings suggested that a restaurant firm should always pay importance to the quality of food as factor that links to positive perceived quality of dining experience in themed restaurant. Furthermore, the findings demonstrated that indicators of food quality are the primary considerations of customers in choosing a restaurant. Restaurants should pay more attention to the indicators of food quality which are characterized with the taste, presentation of food, variety, healthy options, freshness, and temperature.

Among indicators of service quality, indicated in table 3, serving customer's food exactly as it was ordered (5.67) got the highest rank followed by employees are knowledgeable about the food and services (5.63) and providing accurate bills to customers with 5.49 mean and a verbal interpretation of strongly agree. This means that serving complete food as ordered is one of the key factors that diners are concerned about. Overall weighted mean of the service quality dimension further revealed that customers perceived service quality as important attributes in assessing their dining experience. Customers' perception of service quality is measured by offering convenience, assurance, reliability, empathy and responsiveness and revealed to be an important part of their overall perception of dining experience. This indicated that majority of the customers' value service quality and it revealed to be important part of their overall perception of their dining experience.

**Table 3. Assessment of Service Quality dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. Provide accurate bills to customers	5.49	1.165	SA
2. Serve customers in the time promised	5.41	1.121	SA
3. Serve customer's food exactly as it was ordered	5.67	1.102	SA
4. Employees are knowledgeable about the food and services	5.63	1.069	SA
5. Staff anticipates customer needs	5.17	1.208	A
6. Consistently courteous with customers	5.48	1.118	SA
7. Give customers personal attention	5.23	1.135	A
8. Understand customer's specific needs and wants	5.31	1.102	SA
9. Restaurant service is quick & prompt	5.13	1.113	A
10. Staff handles customer's requests/ special requests very well	5.22	1.08	A
11. Restaurant is good in resolving guest complaints and compensating for the inconveniences	5.08	1.036	A
12. Restaurant provides necessary facilities and arrangement for disabled guests and infants	4.96	1.21	A
13. Restaurant provides convenient seats while waiting to be seated	5.15	1.169	A
<b>Overall Service Quality</b>	<b>5.30</b>	<b>0.0874</b>	<b>SA</b>

Legend: 1.00-1.86 Extremely Disagree; 1.86-2.71 Strongly Disagree; 2.71-3.57 Disagree; 3.57-4.43 Neutral; 4.43-5.29 Agree; 5.29-6.14 Strongly Agree; 6.14-7.00 Extremely Agree

Table 4 presents the Assessment of Physical Environment dimensions in Themed Restaurants in Manila. It shows that the physical environment indicators revealed strongly agree response from the assessment of diners reflecting a weighted mean above 5.29. This means that majority of the respondents perceived that facility aesthetics and designs strongly contributes to the quality of dining experience in themed restaurants.

Furthermore, the result reflected that physical environment has an impact on the level of overall satisfaction and subsequent behavioral intention of diners in themed restaurant. Lately, restaurants were improving their façade, layout and ambiance that gave more than just ordinary restaurant serving food and beverages and providing free Wi-Fi. Restaurants were becoming more into giving a pleasing in the eye design décor and concepts that gives rise to the development of themed restaurants.

**Table 4. Assessment of Physical Environment dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. Dining areas are thoroughly clean	5.4	1.09	SA
2. Carpeting / flooring makes me feel comfortable	5.25	1.171	A
3. Ceiling decor is attractive	5.38	1.091	SA
4. Wall decor is visually appealing	5.52	1.052	SA
5. Paintings / pictures are attractive	5.43	1.088	SA
6. Plants / flowers make me feel happy	5.19	1.168	A
7. Restroom smells fresh and clean	5.08	1.26	A
8. One (common) restroom for Gents/ Ladies doesn't make me feel comfortable	4.94	1.42	A
9. Design & décor of dining area suits the restaurant's theme	5.56	1.19	SA
10. Colors used create a warm and comfortable atmosphere	5.64	1.137	SA
11. Lighting creates a warm and comfortable atmosphere	5.68	1.07	SA
12. Lighting makes me feel welcome	5.63	1.078	SA
13. Background music is pleasing and relaxes me	5.19	1.279	A
14. Temperature is comfortable	5.23	1.219	A
15. Aroma is enticing	5.02	1.293	A
16. Seating arrangement gives me enough space	5.1	1.262	A
17. Restaurant seats are comfortable	5.21	1.21	A
18. Menu is visually attractive	5.2	1.144	A
19. The table setting is visually attractive	4.93	1.229	A
20. Tableware contributes to the overall theme	5.06	1.171	A
21. Staffs are neatly looking and well groomed	5.29	1.058	SA
22. An adequate number of employees make me feel cared for.	5.28	1.145	A
<b>Overall Physical environment</b>	<b>5.29</b>	<b>0.836</b>	<b>SA</b>

Legend: 1.00-1.86 Extremely Disagree; 1.86-2.71 Strongly Disagree; 2.71-3.57 Disagree; 3.57-4.43 Neutral; 4.43-5.29 Agree; 5.29-6.14 Strongly Agree; 6.14-7.00 Extremely Agree

The table 5 indicated the respondents' perception of the price fairness. The respondents agree that the restaurant offers the best possible price that meets their needs (5.07). They also agree that the restaurant offers menu items that have good value for money (5.14) and that the food are priced reasonably (5.08). It was also understood by the respondents that the food is more expensive due to the service charge (5.06) imposed as mandated by the law. All in all, the respondents' see the price as fair (5.09). The result of the study presented that price fairness is a determining attribute to assess customer's perception on their dining experience.

**Table 5: Assessment of Price Fairness dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. This restaurant offers the best possible price plan that meets my needs	5.07	1.127	A
2. Service charge makes food price expensive	5.06	1.233	A
3. Restaurant offers menu good value for money	5.14	1.052	A
4. Reasonable price items	5.08	1.131	A
Overall Price fairness	5.09	0.91635	A

The result indicated that customers seek reasonable pricing on their dining experience thus, the effect of consumers' willingness to buy implies that restaurant should not only avoid exploiting their customers by high pricing their menu but should also consider the potential feelings of customer in their perceived expectation on the value they get from restaurant service. Assuring fair pricing strategy by providing added value in food and restaurant service can enhance perceptions of price fairness further contributing to positive perceived experience.

**Table 6. Assessment of Social Interaction dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. It is always a good experience to be greeted by service staff.	5.47	1.101	SA
2. Limited interaction with service staff makes me feel comfortable	5.09	1.184	A
3. Hospitable interaction with service staff make me feel happy	5.5	1.085	SA
4. The personality and behavior of the staff contributes to the quality of my experience	5.58	1.07	SA
5. I want to be in control over the service process (where I want to be seated etc.	5.44	1.101	SA
6. My experience is pleasant because of who I am with	5.67	1.071	SA
7. The mood of my companion and me affects the quality of experience	5.65	1.057	SA
8. Hearing other customers feedback affects the quality of my experience	5.42	1.218	SA
9. Annoying and disturbing behavior of other customers make me feel uncomfortable. (Shrieking baby, ranting guest, any commotion)	5.32	1.244	SA
10. Eating out at a restaurant is expected to be a pleasurable social interaction experience	5.63	1.067	SA
Overall Social Interaction	5.47	0.829	SA

In table 6, findings of the study indicated that all variables measuring the perception of respondents in social interaction are dependably above 5.29 suggesting Strongly Agree on their responses. Overall indicators of social interaction have weighted mean of 5.47. This indicates that there is a significant conception of social interaction attributes in assessing quality of dining experience. This means that interaction in a form of verbal and nonverbal connection between customers-employee and other diners can influence the quality of experience of diners. Another key finding in the study is the lowest perception item which is Limited interaction with service staff makes me feel comfortable with weighted mean score 5.09. This means that diners like to have interaction with the restaurant staff that contributes to the quality of their dining experience. The results presented that social interaction was significant attribute to assess customer's perception on their dining experience. It is imperative for service organizations to know the role of social interaction between employee-customer, customer-customer and customer to employee in different stages of service experience as this simultaneously affects customers perceived experience in the physical environment of the restaurant.

**Table 7. Assessment of Disconfirmation (Pleasure and Arousal) dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
<i>Dining in this restaurant makes me....</i>			
1. feel happy	5.47	1.029	SA
2. feel pleased	5.39	1.071	SA
3. feel cheerful	5.41	1.009	SA
4. feel delighted	5.41	1.037	SA
Overall Pleasure	5.42	0.975	SA
1. feel entertained	5.44	1.072	SA
2. feel excited	5.34	1.119	SA
3. feel surprised	5.2	1.147	A
4. feel awake	5.2	1.175	A
Overall Arousal	5.29	1.014	SA

Legend: 1.00-1.86 Extremely Disagree; 1.86-2.71 Strongly Disagree; 2.71-3.57 Disagree; 3.57-4.43 Neutral; 4.43-5.29 Agree; 5.29-6.14 Strongly Agree; 6.14-7.00 Extremely Agree

In terms of customers' perception on disconfirmation on their pleasure and arousal response in which all respondents perceived variables were reliably above 5.29 Mean score suggesting Strongly Agree with overall weighted mean of 5.42 and 5.29 respectively. Therefore, the result indicated that

affective evaluation of customers assessing how happy, pleased, cheerful and delighted they are in their dining experience further determining the likelihood of customers to be satisfied in their dining experience. It was view that customers assess their dining experience through their emotions and cognitive response and if emotions and cognitive response confirms positive perceived quality of experience customers are likely to be satisfied and return in the restaurant.

In other words, providing delightful experience and excitement in their dining experience can elicit customer satisfaction and loyalty. Results further reveal that disconfirmation pleasure and arousal response amplify the likelihood of customers to comeback and provide positive recommendation to the restaurant. Furthermore, this means that positive perceived quality of experience can reinforce the connection between customer satisfaction and customer loyalty.

**Table 8. Assessment of Customer Satisfaction and Loyalty dimensions in Themed Restaurants in Manila**

Indicators	WM	SD	VI
1. I am pleased that I have visited this restaurant	5.4	1.161	SA
2. I really enjoyed myself at this restaurant	5.44	1.087	SA
3. Considering all my experiences in this restaurant, my decision to visit it was a nice one	5.48	1.085	SA
4. The food quality and services of this restaurant fulfill my expectations	5.27	1.074	A
Overall, I am satisfied about this restaurant	5.42	1.097	SA
Overall Customer satisfaction	5.4	0.997	SA
1. I would like to come back to this restaurant in the future.	5.49	1.098	SA
2. I would recommend this restaurant to my friends or others.	5.47	1.094	SA
3. I would like to stay longer than I planned at this restaurant.	5.3	1.135	SA
4. I am willing to spend more than I planned at this restaurant.	5.09	1.213	A
Overall Customer loyalty	5.34	1.034	SA

Legend: 1.00-1.86 Extremely Disagree; 1.86-2.71 Strongly Disagree; 2.71-3.57 Disagree; 3.57-4.43 Neutral; 4.43-5.29 Agree; 5.29-6.14 Strongly Agree; 6.14-7.00 Extremely Agree

From Table 8, customers' assessment of satisfaction and loyalty reveals that overall mean score of all indicators were consistently above 5.29 Mean score that suggested strongly agreed in their perceived customer satisfaction and loyalty. These findings

showed that respondents' perception on their dining experience in themed restaurant is very satisfactory. This indicated that a strong favorable evaluation in their dining experience will lead to customer satisfaction. Therefore, meeting the perceived customer expectations and favorable quality experience from multiple attributes of restaurant service can ensure customer satisfaction and as suggested in the result of the study that positive perceived satisfaction of customers is linked to customer repeat purchase intention and customer loyalty.

On the other hand, if restaurant was not able to deliver the expected performance and needs of the customers in their dining experience it may lead to customer dissatisfaction.

**Structural Equation Model**

The proposed model in this research is conceptualized based on the literature review. Structural Equation Modeling (SEM) was rendered to validate the correlation among multiple dimensions of restaurant quality in which it measures the goodness of fit of the measurement model. In interpreting the results of the Structural Equation Modeling (SEM),  $\chi^2$  test statistics is used to evaluate the appropriateness of the model proposed. As a rule of thumb, suggests good fit as  $0 \leq \chi^2 \leq 2df$ , and acceptable fit as  $2df \leq \chi^2 \leq 3df$ . The results given are  $\chi^2 = 6259.91$  with  $df = 2389$ . Using this rule  $2(2389) \leq \chi^2 \leq 3(2389) \equiv 4778 \leq 6259.91 \leq 7167$  was interpreted as acceptable fit. The relationship between the components of experiential dining and perceived disconfirmation linking to customer satisfaction and customer loyalty was measured indicating that this model is in accordance with goodness of fit and is feasible to use. Another way to interpret the result is through relative chi-square. The relative chi-square in the range of 1.00-2.00 or 1.00-3.00 is indicative of an acceptable fit between the hypothetical model and the sample data. The result shows relative chi square of 2.62 which was verbally interpreted as adequately fit. Another fit index measured is the Root Mean Square Error Approximation (RMSEA). The rule of thumb is that RMSEA suggests good fit if  $0 \leq RMSEA \leq 0.05$ , and acceptable fit as  $0.05 < RMSEA \leq 0.08$ . The result is  $RMSEA = 0.074$  that could be interpreted as acceptable fit ( $0.05 < 0.074 \leq 0.08$ ). In terms of the model proposed, this result shows that the proposed framework is valid. The Structural Equation Modeling confirmed the validity of the model and its construct.

**Table 9. Structural Parameter Estimate**

Hypothesized Path	Coefficient	Verbal Interpretation	Remarks
Ho 1a: Food Quality --> (Pleasure)	0.443	Strong direct relationship	Significant
Ho 1b: Food Quality --> (Arousal)	0.404	Strong direct relationship	Significant
Ho 2a: Service Quality --> (Pleasure)	0.508	Strong direct relationship	Significant
Ho 2b: Service Quality --> (Arousal)	0.436	Strong direct relationship	Significant
Ho 3a: Physical Environment --> (Pleasure)	0.619	Strong direct relationship	Significant
Ho 3a: Physical Environment --> (Arousal)	0.577	Strong direct relationship	Significant
Ho 4a: Price Fairness --> (Pleasure)	0.505	Strong direct relationship	Significant
Ho 4a: Price Fairness --> (Arousal)	0.485	Strong direct relationship	Significant
Ho 5a: Social Interaction --> (Pleasure)	0.659	Strong direct relationship	Significant
Ho 5b: Service Quality --> (Arousal)	0.575	Strong direct relationship	Significant
Ho 6a: Pleasure --> Customer Satisfaction	0.774	Very strong direct relationship	Significant
Ho 6b: Arousal --> Customer Satisfaction	0.705	Very strong direct relationship	Significant
Ho 7a: Pleasure --> Customer Loyalty	0.704	Very strong direct relationship	Significant
Ho 7a: Arousal --> Customer Loyalty	0.656	Strong direct relationship	Significant
Ho 8: Customer Satisfaction --> Customer Loyalty	0.87	Very strong direct relationship	Significant

Legend:

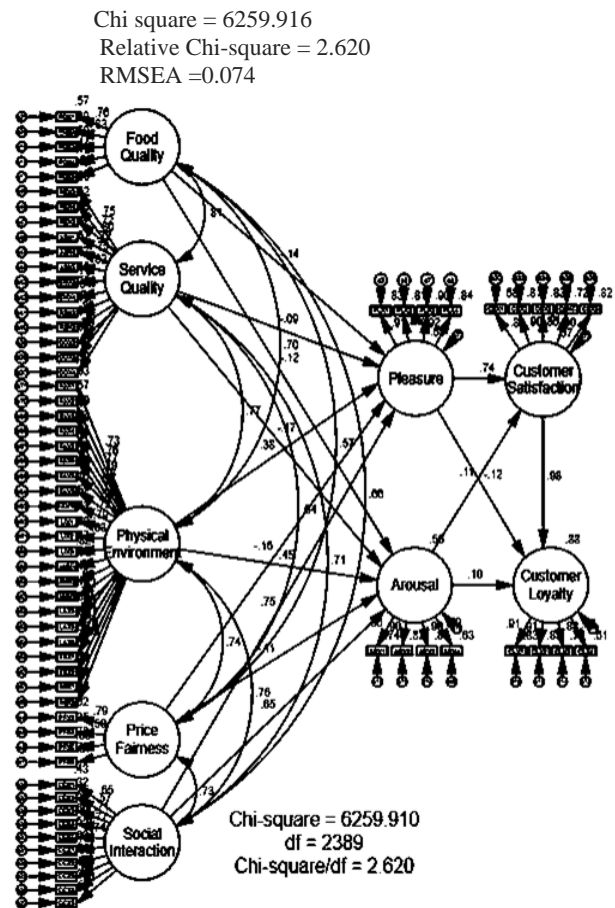
(Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-).40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 =Moderate direct (inverse) relationship; +(-) .20 to .29 = weak direct (inverse) relationship; +(-) .01 to +.19 =Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation];

When sig is < .05, it is significant; When sig is > .05, it is not significant

SEM result confirmed the validity of the indicators of the proposed framework under this premise, the result indicated that multiple attributes measuring the overall dining experience using indicators of restaurant service quality- food quality, service quality, physical environment, price fairness and social interaction simultaneously affects the link between disconfirmation pleasure and arousal response and its relationship to customer satisfaction and loyalty. This clearly shows that the model and its indicators can be used to predict the perceived quality and customer satisfaction and loyalty of customers in themed restaurants.

It can be gleaned in Table 9, in the analysis of covariance between all dimensions of experiential dining, the findings revealed that all variables in the hypothesized framework have significant effect on another. Food quality, service quality, physical environment, price fairness and social interaction collectively influence one another in assessing dining experience in selected themed restaurants.

It was revealed in the study using structural equation modeling and analysis of covariance that all dimensions of experiential dining significantly affect the customers perception of their dining experience thereby the result revealed that all these indicators of restaurant quality is an antecedent of customers' satisfaction and loyalty.



**Figure 2. Structural Equation Model Result**



The study demonstrated that experiential dining dimensions in themed restaurant setting shows that multiple attributes simultaneously affect customers' perceived quality of dining experience that creates disconfirmation response through emotions (pleasure affective evaluation) and cognitive (arousal cognitive activity) process thereby further enhances the likelihood of customer satisfaction and customer loyalty. The use of proposed model and its construct revealed that measuring only a subset of restaurant attributes doesn't represent overall evaluation of dining experience. Thus, the study suggests experiential dining dimensions: food quality, service quality, physical environment, price fairness and social interaction simultaneously influence dining experience and should be part of the literature that aims to study costumers' satisfaction and loyalty.

### Conclusion and Recommendation

Based on the results of the study there are several conclusions that can be taken as follows:

Experiential dining dimensions such as food quality, service quality, physical environment, price fairness and social interaction simultaneously affect customers view in their dining experience resulting to the formation of customer satisfaction and customer loyalty through disconfirmation pleasure and arousal response. Overall, the Structural Equation Modeling revealed that the proposed model and indicators was tested to be adequately fit and recommended to use in the study of customer satisfaction and loyalty research.

Customer responses revealed that emotions and perceptual evaluation through disconfirmation; pleasure and arousal response further enhance the likelihood of customers to be satisfied in their dining experience which then contribute to the possibility of return intention and customer loyalty. Furthermore, a strong favorable evaluation in their dining experience will lead to customer satisfaction and loyalty.

Lastly, proposed framework may be used to further investigate the predictors of experiential dining dimensions to other restaurant segments such as fastfood, casual dining, bars, and fine-dining restaurants. Furthermore, the study may provide insights to improve the operational efficiency and quality of restaurant service.

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