



**Factors Influencing Perceived Value and Behavioral Intentions of Ethnic  
Restaurant: A Study of Indonesian Restaurants**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Business Administration in Hospitality and Tourism Management  
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**Thesis Title** Factors Influencing Perceived Value and Behavioral Intentions of Ethnic  
Restaurant: A Study of Indonesian Restaurants

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### บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของปัจจัยด้านคุณภาพของร้านอาหาร (การบริการอาหาร และบรรยากาศภายในร้าน) ความเป็นร้านอาหารอิน โคนีเซียอย่างแท้จริง และความคุ้นเคยของลูกค้า ต่อความรู้สึก คุ้มค่าเงิน และแนวโน้วพฤติกรรมกรรมการบริโภครของลูกค้า ข้อมูลที่ใช้ในการวิเคราะห์ได้จากการเก็บแบบสอบถามจากลูกค้าชาวต่างประเทศจำนวน 376 คน ที่รับประทานอาหารที่ร้านอาหารอิน โคนีเซีย 4 ร้าน ที่เมืองฮอร์คยาคาตาร์ ประเทศอิน โคนีเซีย จาก การวิเคราะห์ข้อมูลโดยการถดถอยพหุคูณ (Multiple Regression Analysis) ระหว่างปัจจัยดังกล่าว พบว่าคุณภาพอาหาร บรรยากาศภายในร้านและคุณภาพการบริการมีอิทธิพลต่อความรู้สึกคุ้มค่าเงิน สูงสุดตามลำดับ นอกจากนี้ งานวิจัยพบว่า คุณภาพอาหาร บรรยากาศภายในร้าน ความเป็นร้านอาหารอิน โคนีเซียอย่างแท้จริง ความคุ้นเคยและความคุ้มค่าเงิน มีอิทธิพลต่อแนวโน้ว พฤติกรรมการบริโภคร โดยที่คุณภาพอาหารเป็นปัจจัยที่มีอิทธิพลสูงสุด นอกจากนี้ ผลการงานวิจัย ได้วิเคราะห์ T-Test และ ANOVA เพื่อทดสอบความแตกต่างระหว่างกลุ่มลูกค้าในแต่ละปัจจัย และพบว่ากลุ่มลูกค้าที่แตกต่างในด้านรายได้ อายุ และเชื้อชาติ มีความคิดเห็นที่แตกต่างกันในปัจจัยด้าน คุณภาพการบริการ คุณภาพอาหาร บรรยากาศภายในร้าน ความเป็นร้านอาหารอิน โคนีเซียอย่างแท้จริง ความคุ้นเคยของลูกค้า ความรู้สึกคุ้มค่าเงิน และแนวโน้วพฤติกรรมกรรมการบริโภคร งานวิจัย แนะนำว่าผู้จัดการร้านอาหารอิน โคนีเซียควรให้ความสำคัญต่อปัจจัยคุณภาพอาหารและบรรยากาศ ภายในร้านมากที่สุดในการบริหารจัดการเพราะเป็นปัจจัยที่มีผลกระทบสูงสุดต่อความรู้สึกคุ้มค่า เงินและแนวโน้วพฤติกรรมกรรมการบริโภครของลูกค้า

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### **ABSTRACT**

This study aims to examine how restaurant quality attributes (service, food and atmosphere), authenticity, and familiarity influence customer perceived value and behavioral intentions. Data were collected from customers (international tourists) at four mid-scale Indonesian restaurants in Yogyakarta, Indonesia. A total of 376 questionnaires were obtained in this study. A standard multiple regression analysis was performed to test the effects of restaurant quality attributes, authenticity and familiarity on perceived value and behavioral intentions. The results revealed that food quality appeared as the strongest antecedent of customer perceived value followed by atmospherics, and service quality. Besides, food quality, atmospherics, authenticity, and familiarity directly influenced customer behavioral intentions. Likewise, food quality appeared as the most significant predictor of favorable behavioral intentions followed by atmospherics, familiarity, and authenticity. Perceived value was also found to be an antecedent of behavioral intentions. Furthermore, T-test and ANOVA were performed to examine the differences of perceived service quality, food quality, atmospherics, authenticity, familiarity, perceived value and behavioral intentions among customers with different demographic profiles. The findings showed that income, age, and nationality affect differently on perceived service quality, food quality, atmospherics, familiarity, perceived value and behavioral intentions. Based on the findings, this study suggests that food quality and atmospherics attributes should be the first priorities in managing restaurant attributes in Indonesian restaurants since both of them are the strongest antecedents of perceived value and behavioral intentions.

**Keywords:** Ethnic restaurants, Perceived value, Behavioral intentions, Indonesia

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## CONTENTS

	<b>Page</b>
<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>THAI ABSTRACT .....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>vii</b>
<b>CONTENTS.....</b>	<b>viii</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>LIST OF FIGURES.....</b>	<b>xii</b>
<b>CHAPTERS</b>	
<b>1. Introduction.....</b>	<b>1</b>
1.1 Background.....	1
1.1.1 Gastronomy tourism potential in Indonesia.....	1
1.1.2 Indonesian restaurant growth in Yogyakarta.....	3
1.2 Customers' Perceived Value at Indonesian Restaurants.....	4
1.3 Statement of Problems.....	5
1.4 Importance of the Study.....	6
1.5 Research Questions.....	7
1.6 Research Objectives.....	7
1.7 Hypotheses.....	8
1.8 Conceptual Framework.....	8
1.9 Glossary of Terms.....	9
1.10 Thesis Overview.....	9
<b>2. Literature Review.....</b>	<b>10</b>
2.1 Ethnic Restaurant.....	10
2.2 Perceived Value.....	11
2.3 Service Quality.....	12
2.4 Food Quality.....	14
2.5 Atmospherics.....	15



## CONTENTS (Continued)

2.6 Authenticity.....	17
2.7 Familiarity .....	18
2.8 Behavioral Intentions.....	20
2.9 Direct Effect of Restaurant Quality Attributes and Familiarity on Behavioral Intentions.....	21
2.10 Influence of Demographic Characteristics on Customers' Perceived Value and Behavioral Intentions.....	22
2.11 Conceptual Framework.....	24
2.12 Chapter Summary.....	25
<b>3. Methodology.....</b>	<b>26</b>
3.1 Population and Sampling Method.....	26
3.2 Measurement.....	27
3.3 Data Collection Methods.....	34
3.4 Instrument Validity and Reliability.....	35
3.5 Data Analysis.....	36
3.6 Chapter Summary.....	36
<b>4. Results .....</b>	<b>37</b>
4.1 Respondent's Demographic Profiles .....	37
4.2 Reliability Assessment.....	38
4.3 Customers' perceived dining experience at Indonesian restaurants.....	40
4.4 Results of Multiple Regression Analysis.....	43
4.5 Demographic differences toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	46
4.5.1 Differences between gender toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	46
4.5.2 Differences among income categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	47
4.5.3 Differences among ages toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	49

## CONTENTS (Continued)

4.5.4 Differences among nationalities towards perceived restaurant quality, familiarity, perceived value and behavioral intentions.....	54
4.6 Chapter Summary.....	57
<b>5. Discussion and Conclusion.....</b>	<b>59</b>
5.1 Discussion.....	59
5.1.1 Objective 1: Identify the effects of service, food, atmospherics, authenticity, and familiarity on customer perceived value.....	59
5.1.2 Objective 2: Examine the effects of perceived value on behavioral intentions.....	60
5.1.3 Objective 3: Identify the effects of service quality, food quality, atmospherics, authenticity, and familiarity on customer behavioral intentions.....	61
5.1.4 Objective 4: Examine if customers with different demographic characteristics perceive a different value and behavioral intentions after dining at Indonesian restaurants.....	63
5.2 Conclusion.....	66
5.3 Theoretical Implications.....	67
5.4 Practical Implications.....	68
5.5 Limitations and Future Studies.....	70
<b>Bibliography .....</b>	<b>71</b>
<b>Appendices .....</b>	<b>81</b>
<b>Vitae .....</b>	<b>85</b>

## LIST OF TABLES

	<b>Page</b>
3.1 Constructs, indicators, item questions, and sources.....	28
3.2 Previous ethnic restaurant characteristics researches.....	34
4.1 Demographic information.....	38
4.2 Cronbach's alpha value.....	39
4.3 Customers perceived dining experience at Indonesian restaurants.....	40
4.4 Descriptive information of measurement items.....	41
4.5 Results of first regression.....	45
4.6 Results of second regression.....	45
4.7 Results of third regression.....	45
4.8 Differences between gender toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	46
4.9 Differences among income categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	47
4.10 Post Hoc test result of income categories differences toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	48
4.11 Difference among age categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	50
4.12 Post Hoc test result of age groups differences toward perceived restaurant quality perceived value, and behavioral intentions.....	51
4.13 Differences among nationalities towards perceived restaurant quality, familiarity, perceived value, and behavioral intentions.....	54
4.14 Post Hoc test result of nationality differences toward perceived restaurant quality perceived value, and behavioral intentions.....	55
4.15 Summary of hypotheses testing.....	57
5.1 Demographic characteristics differences towards perceived value at Indonesian restaurants and behavioral intentions.....	63

**LIST OF FIGURES**

	<b>Page</b>
1.1 Restaurants growth in Yogyakarta.....	3
1.2 Industries Contribution to Regional Income of Yogyakarta (in billion).....	4
1.3 Proposed Conceptual Framework.....	9
2.1 Proposed Conceptual Framework.....	24
4.1 Results of proposed model (Revised model).....	58

## **Chapter 1**

### **Introduction**

This chapter aimed to describe the importance of food and beverage in Indonesia's tourism and its impact to the local economic growth. Furthermore, how food and culture are related was also explained. Ethnic restaurants as one example of foodservice industries are believed to have contributions in introducing local cultures. However, since numbers of restaurants keep growing, restaurateurs need to consider about how to make dining experience at their restaurant can be considered as valuable experience by their customers. Hence, this study identified factors that may influence customers' perceived value and its subsequence on their future intentions. In addition, this study explored the role of customers' demographic variables on perceived value and behavioral intentions.

#### **1.1 Background**

##### **1.1.1 Gastronomy tourism potential in Indonesia**

There are many factors that influence tourists in choosing destinations. Chon and Mairer (2012) mentioned some factors of leisure-time destination choices and motivations for traveling such as visiting friends and relatives (VFR), culture, history, health, education, and religion. Similarly Sangpikul (2008) divided tourists travel motivation factors into two clusters which are cultural-historical seekers and holiday-leisure seekers. As mentioned before, one of the reasons why tourists travel abroad is for experiencing new culture. Tourists can experience new culture through some ways such as food consumption (Mak, Lumbers, Eves, & Chang, 2012) and dining experience (Sukalakamala & Boyce, 2007; Batra, 2008). Furthermore, Batra (2008) stated that eating a local food is an opportunity to interact with the local people and food itself represents host culture's identity.

In Indonesia, tourism sector is the fourth significant contributor of foreign exchange revenue (Ministry of Tourism of the Republic of Indonesia, 2014). In 2014 international visitors generate over US\$ 11 billion. 18.43% from their total expenditure were spent for food and beverage. Food and beverage became the second biggest share at US\$ 2.05 billion after accommodation consumption (Statistics Indonesia, 2015). Furthermore, Osman (2012) reported

that culinary sector is the largest contributor of creative industry sector and it signified 32.2% of the total gross domestic product along 2011.

With regard to food products, Indonesian foods became well accepted by the international community (Andimarjoko, 2014). According to Cheung (2011) through CNN Travel online survey there were number of Indonesian food that became the top 50 preferred food rated by its readers. Other previous study also found that Indonesian ethnic foods are well accepted by international tourists in terms of traditional and sensory characteristics, appearance and value for money (Murniati, 2012).

Recognizing an enormous contribution of food and beverage in Indonesia's tourism means that it can be one of trends in tourism that drive more tourists. Kivela and Crotts (2006) stated that pleasant sensory experience from eating food at a particular place is kind of "pull factor" as well as marketing instrument which should not be underrated. Food has a vital role in the competition among tourism destinations because food becomes a substantial source of identity creation in postmodern communities (Richards, 2002). Food can be considered as a part of the cultural symbol which represents that particular culture (Jang, Ha & Park, 2012). Food describes the destinations identity, culture and provides gastronomic experiences for tourist (Richards, 2002).

Culinary tourism or gastronomy tourism is travelling to look for and relish both of food and beverage at a destination and experiencing unique and impressive gastronomy experiences (Wolf, 2002). Kivela and Crotts (2006) stated that Bali, Indonesia is one sample of prominent destinations that show guidance in the gastronomy tourism market niche. Furthermore, Morrison (cited in Murniati, 2012) believes that gastronomy tourism can be one of trends that drive business opportunities to Indonesia.

Tasting ethnic food could be considered as part of gastronomy (culinary) tourism activities (Green & Dougherty, 2009). In addition, Blichfeldt, Chor and Ballegard, (2010) stated that for most of tourists, visiting restaurants tend to be greatest experience because dining is a necessary part of holiday. It seems that ethnic restaurants which serve ethnic food are potential business fields because it also has contribution in gastronomy tourism. Hence, there is a need to identify important attributes that determine whether an experience of ethnic dining is felt as a good value or not, causing either customers positive or negative behavioral intention.

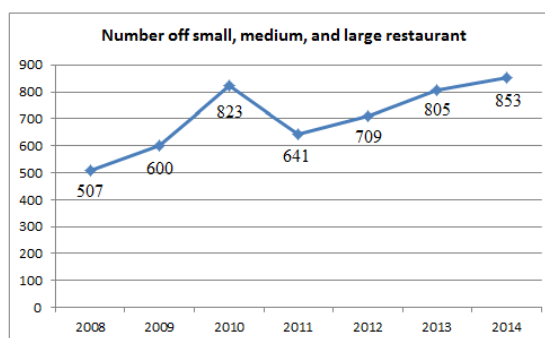
### 1.1.2 Indonesian restaurant growth in Yogyakarta

Indonesia is the largest archipelago with widespread cultural diversity. More than 200 different ethnic groups live in over 13,000 islands (Ministry of Tourism of the Republic of Indonesia, n.d.). Yogyakarta, one of cities in Indonesia, has become the second prominent tourist destination after Bali (Indonesiatravel, 2010; Indonesia Hotel Watch, 2014). Both local and foreign tourists' arrival keeps increasing from year to year. More specifically, in 2014 foreign tourists' arrival was 254.213 visitors, increase 7.7% from previous year (Regional Tourism Board D.I. Yogyakarta, 2015).

Yogyakarta is one of the primary cultural and classical Javanese fine art centers of Indonesia (Ministry of Tourism of the Republic of Indonesia, n.d.). Many historical sites and cultural heritage spread in this city (Indonesia Hotel Watch, 2014). It is also known as Special Region of Yogyakarta because it is governed by a king. The Sultanese (the kingdom' name) is one of essential factors which influence the heritage of ethnic foods of the city. Currently, those dishes became primary menu in ethnic restaurants in Yogyakarta (Murniati, 2012).

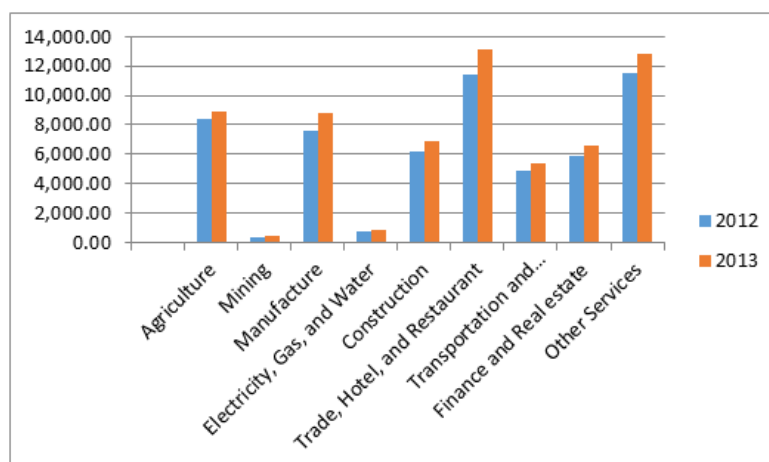
Figure 1.1 shows that in 2014, a total 853 restaurants (ranged from small to large scale) spread throughout the city (Regional Tourism Board D. I. Yogyakarta, 2015). 69.44% of them served Indonesian cuisine (Statistics Indonesia, 2011). Furthermore, Figure 1.2 shows that from supply side, trade, hotel and restaurant sectors become the main source of economic growth in Yogyakarta with a share of 1.3%. These sectors contribute 20.65% to the regional income (Statistics of D. I. Yogyakarta 2014).

Figure 1.1 Restaurants growth in Yogyakarta



Source: Regional Tourism Board Yogyakarta (2015)

Figure 1.2 Industries Contribution to Regional Income of Yogyakarta (in billion)



Source: Statistics of Yogyakarta (2014)

Local cultures begin to be other precious resource of recent products and activities to entice and amuse tourists in the increasing competition among tourism destinations. Hence, as part of local culture, food has a significant role to play in this (Richards, 2002). Moreover, because of the large contribution of restaurant industry to economic growth in Yogyakarta, therefore it is meaningful for restaurants to have attractiveness such as authenticity of food and authenticity of dining environment that can appeal tourists to visit restaurants.

## 1.2 Customers' Perceived Value at Indonesian Restaurants

As shown in Figure 1.1, Indonesian restaurants keep growing every year (Regional Tourism Board, D. I. Yogyakarta, 2015). Each of restaurants offers the authenticity of taste and uniqueness of atmosphere and services. They are competing to lure customers utilizing their attractiveness and by providing advantage. Accordingly, tourists have more preference of dining place to get better value from their choices. Therefore, increasing customers' positive behavioral intentions through perceived value is worthwhile for restaurateur to maintain their business existence.

Since the common intention of eating out in a restaurant is to get food with service thus delivering a good service is believed to satisfy customers (Ha & Jang, 2012). However, customers are now more sophisticated. They are not only looking for good taste but also excellent dining environment when they are dining at ethnic restaurant (Ryu, Lee & Kim,



2012). Dining environment or atmospherics have been viewed as another significant factor determining customers' dining experience (Liu & Jang, 2009b; Jang, Liu & Namkung, 2011; Heung & Gu, 2012). This is because perceived feelings when customers go into a restaurant may influence customer's responses to the real products and services in restaurants (Bitner, 1992).

Furthermore, in ethnic restaurant setting customers' purpose of visiting restaurant is not only for eating food but also to learn particular culture which is different from their own culture (Sukalakamala & Boyce, 2007). Lu and Fine (1995) stated that restaurant managers are confident that buyers considered authenticity as an important thing in an ethnic restaurant. It means that authenticity in the ethnic restaurant have a significant role in their overall dining experience. Previous empirical studies revealed that authenticity significantly influenced customer likelihood (Ebster & Guist, 2004) and perceived value in ethnic restaurants (Jang et al., 2012; Andimarjoko, 2014).

Customers' perceptions of value and their future behavior may also vary depend on their familiarity (Ha & Jang, 2010b). An increasing familiarity of product or services is linked to positive image (Seo, Kim, Oh & Yun, 2013) and in turn directly influence product value (Martensen, Gronholdt & Kristensen, 2000). Holbrook (1999) stated that individual relativity may cause dissimilar perceived value. People who have more knowledge (more familiar) with product or service, they have more cues to assess quality, and vice versa (Ha & Jang, 2010b). Differences of customers' experience provide different guidance for evaluations (Soderlund, 2002). As there are some factors that may influence customers' perceived value in their dining experience, hence, it is meaningful to identify which factor significantly influence perceived value and its subsequence to customers' behavioral intentions.

### **1.3 Statement of Problems**

The arrival number of foreign tourists to Indonesia exhibited an increasing inclination during 2010-2014 and the highest foreign tourists' arrival number was in 2014 (Statistics Indonesia, 2015). In addition, Indonesian ethnic foods also become more accepted by foreign tourists (Cheung, 2011; Murniati, 2012; Andimarjoko, 2014). Trying to eat ethnic food perhaps is one of the best ways to acquainted with local cultures and heritages (Sims, 2009).

Along with the increasing number of tourists' arrival and quite big expenditure on food consumption, it is probably a good chance for restaurateurs to promote their restaurants.

Qualities of food, service, and atmospherics have become the common studied elements in an evaluation on consequence variables such as perceived value and its subsequence to future intentions in the foodservice industry. Some previous studies have examined the effect of those factors using an extended Mehrabian-Russel model. The original Mehrabian-Russel model explained how environment (Stimulus) lead to emotional reactions (Organism) then it affects customers' behaviors (Response) (Jang & Namkung, 2009). Based on this theory, some studies applied this model into restaurant setting by adding other variables such as food quality, service quality, authenticity, and perceived value (Jang & Namkung, 2009; Liu & Jang, 2009a; Jang et al., 2012).

Nevertheless, few studies have been done to examine the influences of restaurant's attributes together with customers' familiarity on customer perceived value and future intentions. Hence, the current research is attempting to bridge the gap by combining customers' familiarity as social aspect that may influence customers' perceived value and behavioral intentions. Moreover, most of studies conducted at Chinese restaurant and Korean restaurant. According to those studies the findings cannot be generalized. Therefore, comparing research area to another ethnic restaurant would be meaningful to enrich the knowledge from previous findings.

Additionally, this study also examines the differences of perceived value and future intentions among tourists with different demographic profiles. Discussion on how perceived value and behavioral intentions vary depending on different demographic variables is provided.

#### **1.4 Importance of the Study**

This research will examine the influence of quality of service, food, authenticity, atmospherics and familiarity on perceived value and customer future intentions in ethnic restaurants. This study will add to the body of knowledge that already exists on external stimuli, responses, and behavioral intentions in ethnic restaurant especially Indonesian restaurant.

In addition, this study will provide information about which factors become the strongest factor influencing perceived value and behavioral intentions. The findings would help restaurateurs to further consider which dining factor are more significant influencing perceived value and behavioral intentions. Restaurant manager may use the findings to provide better service and develop more effective marketing strategies. Lastly, the findings could provide new sight especially for ethnic restaurant operators in Yogyakarta, about how to attract foreign tourist with different demographic profiles through their perceived value and accordingly influence their behavioral intentions.

### **1.5 Research Questions**

- (1) What are the effects of service quality, food quality, atmospherics, authenticity, and familiarity on perceived value?
- (2) What are the effects of perceived value on customer behavioral intentions?
- (3) What are the effects of service quality, food quality, atmospherics, authenticity, and familiarity on customer behavioral intentions?
- (4) What are the differences of perceived value and behavioral intentions among customers with different demographic characteristics

### **1.6 Research Objectives**

The objectives of this study can be outlined as follows:

- (1) To identify the effects of service quality, food quality, atmospherics, authenticity, and familiarity on perceived value.
- (2) To test the effects of perceived value on customer behavioral intentions.
- (3) To identify the effects of service quality, food quality, atmospherics, authenticity, and familiarity on customers' behavioral intentions.
- (4) To examine if customers with different demographic characteristics perceive a different value and behavioral intentions after dining at Indonesian restaurants.

## 1.7 Hypotheses

To summarize, this study proposed the following hypotheses. The details were presented in chapter 2.

Hypothesis 1: Quality of service positively influences perceived value.

Hypothesis 2: Quality of food positively influences perceived value.

Hypothesis 3: Quality of atmospherics positively influences perceived value.

Hypothesis 4: Authenticity positively influences perceived value.

Hypothesis 5: Customers' familiarity positively influences perceived value.

Hypothesis 6: Perceived value positively influences behavioral intentions.

Hypothesis 7: Quality of service positively influences behavioral intentions.

Hypothesis 8: Quality of food positively influences behavioral intentions.

Hypothesis 9: Quality of atmospherics positively influences behavioral intentions.

Hypothesis 10: Authenticity positively influences behavioral intentions.

Hypothesis 11: Customers' familiarity positively influences behavioral intentions.

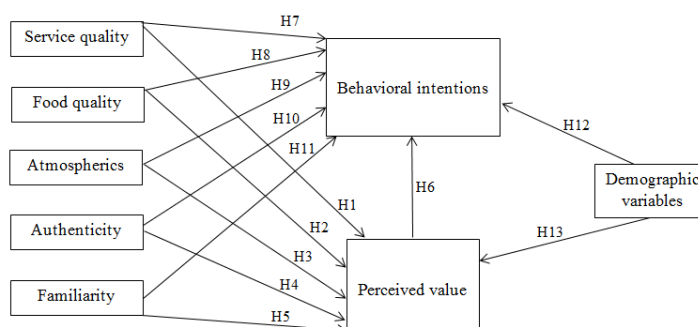
Hypothesis 12: There are different perceived values at Indonesian restaurants among customers with different demographic profiles.

Hypothesis 13: There are different behavioral intentions among customers with different demographic profiles.

## 1.8 Conceptual Framework

The following conceptual framework was proposed to demonstrate the path of how restaurants quality attributes affect perceived value and behavioral intentions. In addition, demographic variables was also included to examine whether perceived value and behavioral intentions differ among customers with different demographic variables.

Figure 1.3 Proposed Conceptual Framework



Source: Jang, et al., 2012

## 1.9 Glossary of Terms

**Perceived value:** Zeithaml (1988) p.14 defines perceived value as “the consumers’ overall assessment of the utility of a product based on the perceptions of what is received and what is given”.

**Behavioral intentions:** According to Jang et al. (2011), behavioral intention is customers’ action of re-patronage, recommend, and spreading positive word of mouth in the future.

**Ethnic restaurant:** Based on review of some previous researches this study define ethnic restaurant as restaurant which cooks and sells food with authentic ingredients and taste of distinct cuisine, served by personnel in national costume and furnished using traditional ethnic artifacts that represents certain culture (Ebster & Guist, 2004; Sukalakamala, 2007; Strickland, 2008).

## 1.10 Thesis Overview

This study consisted of five chapters. Chapter two presented the literature review of perceived value, service quality, food quality, atmospherics, authenticity, familiarity, behavioral intentions and demographic variables. Chapter three explained the details of methodology used in this study, including measurement items, data collection method and data analysis. Chapter four presented the results of analyses of the proposed hypotheses. Finally, chapter five provided discussion, conclusions, implications, limitations, and suggestions for future studies.

## Chapter 2

### Literature Review

This chapter presents the relevant literature related to ethnic restaurants, service quality, food quality, atmospherics, authenticity, familiarity, perceived value and behavioral intentions. Furthermore, how restaurants' quality attributes influence perceived value and how perceived value influence behavioral intentions were described as well. In addition, the role of demographic characteristics on perceived value and behavioral intentions were also explained. Lastly, based on the review and previous findings a conceptual framework and some hypotheses were proposed.

#### 2.1 Ethnic Restaurant

Gastronomy has an essential role in the increasing competition among tourism destinations because food is an important marker place in tourism promotion (Richards, 2002). Gastronomy can be a booster behind the revival of destinations that are striving at a crucial phase of tourist-product life time (Kivela & Crofts, 2006). As there is strong relationship between food and identity, accordingly, an ethnic restaurant which served ethnic food could be one way to elevate tourists' experience. Food may give insight into the uniqueness in culinary traditions.

Customers' intention of visiting ethnic restaurant may not only for eating food. Seeking fascinating experience through dining environment of ethnic restaurant also considered as another purpose (Ha & Jang, 2010a, 2012). Previous studies revealed that learning new culture by experiencing ethnic cuisines (Sukalakamala & Boyce, 2007; Roseman, 2006) and enjoying fascinating experience through dining environment of ethnic restaurant (Ha & Jang, 2010b, 2012) were two most important reasons for people visiting ethnic restaurants. Wood and Munoz (2007) stated that ethnic restaurants also function as "cultural ambassadors" that tell local customers about foreign food as well as foreign culture. Thus, it can be said that ethnic restaurants act to communicate local food or culture to foreign customers. Still in this work, they stated that ethnic themes are unique and powerful factor to appeal customers who look for anti-mainstream dining experience and also strong differentiation from its competitors. Strickland (2008) defines ethnic restaurant as a restaurant which cooks and sells food that linked to a group of person to signify

different cuisine either geographically, historically, or culturally. Ethnic restaurant often claimed as depiction of certain culture (Ebster & Guist, 2004). Restaurant managers believe that buyers value authenticity in an ethnic restaurant (Lu & Fine, 1995).

Ebster and Guist (2004) mentioned that ethnic restaurant's environment describes the origin of ethnic food. Sukalakamala and Boyce (2007) mentioned 11 characteristics of ethnic restaurant such as staff uniform, menu design and language, traditional greetings, eating utensils type, original music, original exterior and interior design, authentic ingredients, tastes, chef staffs, waiter staffs, and employee communication.

Based on the above reasons of people visiting ethnic restaurant, this study define ethnic restaurant as restaurant which cooks and sells food with authentic ingredients and taste of distinct cuisine, served by personnel in national costume and furnished using traditional ethnic artifacts that represent certain culture.

## **2.2 Perceived Value**

Perceived value has been recognized as a pivotal factor of the relationship between company and customers (Woodruff, 1997). Perceived value is "the consumers' overall assessment of the utility of a product based on the perceptions of what is received and what is given" (Zeithaml, 1988 p.14). Furthermore, she identifies four definitions of value from customer's viewpoint: (1) "value is low price", (2) "value is whatever I want in a product", (3) "value is the quality I get for the price I pay", and (4) "value is what I get for what I give". Jang, et al. (2012) stated that perceived value is a comparison between benefit gained by customers from purchases made and sacrifices which must be given. Consumer value is a consumer's ultimate needs from a consumption circumstances and it has an important role in the core of all marketing activities (Holbrook, 1999).

In the existing literature, there are various terms of perceived value. Sheth (1991) classified perceived value in several terms: functional value, conditional value, social value, emotional value, and epistemic value. Yet, hedonic value and utilitarian value are the most common values used in marketing written works (Ha and Jang, 2010b). According to Overby and Lee (2006) p.1161 utilitarian value is "an overall assessment (i.e., judgment) of functional benefits and sacrifices". Moreover, this author defines hedonic value as "an overall assessment

(i.e., judgment) of experiential benefits and sacrifices, such as entertainment and escapism". Park (2004) mentioned different motivations for eating out: economical, efficiency, fun, taste, and social interaction. Park (2004) further explained that dining at a restaurant for satisfying hunger, economical and convenient food can be categorized as utilitarian (functional) orientations. Besides, in ethnic restaurant customers mostly are looking for enjoyment and excitement (hedonic value) through unique food and dining environments (Jang et al., 2012). Based on this review, therefore this study focuses on hedonic value and utilitarian value.

Previous empirical studies showed that perceived value is associated with perceived quality of restaurant attributes (i.e. food quality, service quality, and atmospherics). Ryu et al. (2008, 2012) found that quality of food positively influenced customer perceived value. In addition, Jang et al., (2012) and Ha and Jang (2013) found that service quality had significant effects on customers' perceived value especially in up-scale restaurant. Similarly, study conducted by Liu and Jang (2009b) showed that restaurant's atmospherics positively influenced customers' perceived value. In addition, Jang et al. (2012) found that authenticity is a significant factor influenced perceived value. Regarding familiarity, Ha and Jang (2010b) stated that in terms of ethnic restaurant, familiarity can be considered as an essential aspect to distinguish customer's perception of value of their dining experience and their future behavioral intentions.

Besides, value also has influence on customers' buying behavior. Ryu et al. (2008) and Liu & Jang (2009a) stated that value is an essential predictor of future behaviors. In the empirical studies of the role of customers' perceived value on customers' future behavior, Ryu et al. (2008) found that customers' perceived value positively influence customers' behavioral intentions. Other previous studies also suggested that perceived value is a mediating variable in the relationship between dining aspects and behavioral responses (Jang et al., 2012; Liu & Jang, 2009b; Andimarjoko, 2014).

### **2.3 Service Quality**

Service quality has been extensively studied and viewed as another important attribute that affect customer satisfaction and perceived value (Ha & Jang, 2010ab; Jang et al., 2012). Stevens et al. (1995) revealed that quality of service was a key antecedent for customer evaluation. Conveying greater service quality appears to be a requirement for success or existence



of such business in the 1980 and onwards (Parasuraman et al., 1988). Ha and Jang (2010a) p. 521 defines service quality in their study as “level of service provided by restaurant employees”. Zeithaml (1988) explains that service quality is customers’ assessment towards overall service excellence. Parasuraman et al. (1988) defines service quality as the difference of consumer’s perception of service offered by service provider and their expectation about firms offering service. They further developed measurement scale of service quality called SERVQUAL. It comprises of five dimensions, namely, “tangibles (physical facilities, equipment, and appearance of personnel)”, “reliability (ability to perform the promised service dependably and accurately)”, “responsiveness (willingness to help customers and provide prompt service)”, “assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence)” and “empathy (caring, individualized attention the firm provides its customers)” Parasuraman et al. (1988) p.23. Similarly, Liu and Jang (2009a) stated that perceived service quality is a result from a comparison of expectations and the real performance.

In hospitality industries, contact employees’ performance is essential to customer perceptions of the service offering (Jang & Namkung, 2009). Sulek and Hansley (2004) mentioned that service components such as employees’ interpersonal skills remain important during service delivery. They further explained that customers do not just appreciate personal attention from service workers but they also tend to reward it. Nicolich and Sparks (1995) stated that perceived service quality highly rely on customers and employees contact. Harrington et al. (2012) stated that friendliness and personal warmth of employees toward clientele significantly induces to greater perceptions of service quality and customer satisfaction. In turn, customer satisfaction influences favorable behavioral intentions such as willingness to recommend, loyalty, and willingness to pay more (Liu & Jang, 2009a). Therefore, performance during service delivery may be a great factor affecting customer’s cognitive responses. Moreover, improving service quality increases customers’ revisit intentions and reduces negative actions, such as complaining or saying undesirable word of mouth (Ha & Jang, 2013). Based on the background this study proposes hypothesis as follow:

H1: Quality of service positively influences perceived value.

## 2.4 Food Quality

Quality of food is also considered as one of major attribute of dining experience and it leads to customer satisfaction and future intentions (Sulek & Hansley, 2004 and Namkung & Jang, 2007). Peri (2006) suggested that food quality is a particular requirement to fulfill customers' needs and expectations. Clark and Wood (1999) found that quality of food was fundamental aspect of consumer loyalty. The importance of food quality in restaurant settings has been tested in many previous studies, for example, Jang and Namkung (2007) found that quality of food significantly affects satisfaction and behavioral intentions. Ha and Jang (2010b) suggested that food quality along with service quality are critical factors for customer satisfaction and loyalty in the restaurant business. Ryu and Han (2010) revealed that food quality was a significant determinant of customer satisfaction in quick-casual dining sector. Jang et al. (2012) stated that high quality of food generates positive emotions and perception of a good value. Ryu et al., (2012) showed that quality food is a major antecedent of customer perceived value and it leads to customer satisfaction and behavioral intentions.

Previous studies have examined food quality using various indicators. Presentation, menu item variety, portion, taste, freshness and healthy food options are the most common indicators that have been utilized to assess quality of food. Sulek and Hensley (2004) suggested that three common aspects of food quality are: safety, appeal (i.e. taste, presentation, texture, color, temperature, portion size and entrée complexity), and dietary acceptability (i.e. low in fat, low in carbohydrates). Rajpoot (2002) included food presentation, serving size, menu design and food variety into a measurement scale called TANGSERV. Namkung and Jang (2007) selected food quality elements such as food presentation, items variety, healthy food options, taste, freshness of food and food temperature. Jang and Namkung (2009) used appearance, healthy food choices, taste and freshness to test the impacts of food quality on customer behavioral intentions through emotions. Ha and Jang (2010a) involved food taste, portion, menu variation and healthy choices to explore the effects of this attribute on satisfaction and loyalty. More recently, Ryu et al., (2012) used food taste and smell, food nutrition, menu variety, food freshness, and attractiveness to measure the effect food quality on restaurant image, value, satisfaction and behavioral intentions.

Presentation defines as how pleasantly food is presented and arranged as a physical sign for customer view of quality (Namkung & Jang, 2007). Menu item variety means a miscellaneous of different food items (Namkung & Jang, 2007). Namkung and Jang (2008) p. 144 define healthy food options as “nutritious and healthy food offerings”. In Jang and Namkung’s (2007) study, it revealed that healthy food options significantly induced customer behavioral intentions. Peneau et al. (2006) stated that freshness is linked to crispness, juiciness, and aroma of food. Jang et al. (2009) found that taste and freshness were top five attributes of Asian food. Kivela et al. (1999) stated taste is a main aspect in food that affects satisfaction.

Aside from the tangible cues (i.e. presentation, colors, and portion) that customers use to determine the quality of food (Jang et al., 2012), customers also tend to pay attention to food defects such as undercooked food or novel objects in their food (Chung and Hoffman, 1998). Hence, serving high quality of food will lead to positive perceived value and favorable behavioral intentions (Jang et al., 2012 and Ryu et al., 2012). Build on the background, this study proposes hypothesis as follow:

H2: Quality of food positively influences perceived value.

## **2.5 Atmospheric**

Atmospherics is also referred as physical environment (Ha & Jang, 2012). In the marketing literature, atmospheric is referred as the “effort to design buying environments to produce specific emotional effects in buyers that enhance their purchase probability” (Kotler, 1973 p. 50). Atmospheric is related to an extended Mehrabian-Russell model. This model has been used in many previous studies to examine how restaurant’s physical environment (also called as stimuli) effect on customers’ emotion and behavioral intentions (Jang & Namkung, 2009; Liu & Jang, 2009; Jang, et al., 2012). This model suggested that environment (Stimulus) lead to emotional reactions (Organism) then it affect to customers’ behaviors (Responses). By adding more factors (e.g. service quality and food quality) influencing customers’ behaviors, an extended Mehrabian-Russell model suggested more practical implications for restaurant businesses (Jang et al., 2012).

Bitner (1992) created a term called SERVICESCAPE which classified atmospheric into three dimensions namely: ambient situations, space/functionality and

symbols/artifacts. In the restaurant setting, Ryu and Jang (2008) developed a scale called DINESCAPE to assess customers' perceptions of restaurant's atmosphere. The DINESCAPE comprised of six dimensions namely, ambience, service product, layout, social factor, lighting and facility aesthetics. DINESCAPE only focus on internal dining environment of restaurant and does not consider external atmospherics (e.g., parking area and building design) and non-dining internal environment (e.g., toilet and waiting area) (Ryu & Jang, 2008). Namkung and Jang (2008) stated that atmospherics element in the service area includes visual and auditory aspects (e.g. interior design, color and music).

Facility aesthetics is defined as function of architectural design, including interior design and décor; all of them contribute to the attractiveness of the service environment (Wakefield & Blodgett, 1996). Ambience elements are intangible features (i. e. temperature, lighting, noise, music, and scent) that tend to influence nonvisual senses and sometimes caused a subconscious effect (Baker, cited in Liu and Jang, 2009b). In terms of lighting aspect, the level of lighting usually associated with restaurant segment (e.g. softer light normally used for upscale restaurant). An empirical study conducted by Baron (as cited in Ryu, 2005) showed that positive effect was achieved by subject in low level lighting conditions rather than in high level lighting conditions. Spatial layout defines as a setting of objects such as equipment and furnishings within the service environment (Ryu, 2005).

Atmospherics elements are able to affect customers before they get the real treatment from service providers (Ha and Jang, 2010a). Restaurant patrons are likely to use physical environment elements as tangible signs to make judgments (Levitt, 1981). If a dining place has an attractiveness and comfortable environment, it may lead to positive effect on customers' overall evaluations of the dining experience (Liu & Jang, 2009 and Ryu & Han, 2011). Ha and Jang (2010a) explained that atmospherics elements also have capability to affect customers prior to the actual service obtained from service provider. A customer's feeling, which is caused by the physical environment, further affects customers' expectations of quality and impressions to the particular eating experience (Ha and Jang, 2010a). Therefore, different psychological conditions induced by the atmospherics will result in different satisfaction and loyalty towards the actual quality of food or service.

The importance of the quality of atmospherics has been examined in many previous studies. Han and Ryu (2009) revealed that there is positive relationship between restaurant atmospherics elements and customer perceived value perception. Fernandes and Neves (2014) confirmed that servicescape elements (comfort and layout accessibility) positively influenced customer perceived value. Wakefield and Blodgett's (1996) study revealed that customers' satisfaction with service environment positively influences customers' desire to stay and their re-patronage intentions. Other previous studies found that restaurant's atmosphere have significant effects on emotions and perceived value (Liu & Jang, 2009b) and customers' dining satisfaction and behavioral intentions (Heung & Gu, 2012). Build upon the theory and previous studies, this study proposed this hypothesis:

H3: Quality of atmospherics positively influences perceived value.

## **2.6 Authenticity**

Authenticity is one of popular word used by restaurant owners to promote their restaurants (Jang et al., 2011). In the literature especially the hospitality field, there are three most common approaches use to explain authenticity concept namely: objectivism, constructivism, and postmodernist approaches.

Appadurai (1986) stated that according to objectivist, authenticity means that an object or the atmosphere is genuine, which authenticity can be evaluated by an expert. In ethnic restaurant perspective, food can be determined objectively authentic when it is arranged by indigenous person following the tradition (Lu & Fine, 1995). The objectivist states that authenticity implies a sense of genuineness, reality, or uniqueness (Sharpley, cited in Jang et al., 2011). For example, in a Greek themed restaurant the highest grade of authenticity would be encountered in Greek restaurant in Greece (Ebster & Guist, 2004).

On the contrary, constructivist approach suggests that authenticity cannot be objectively determined, it is dependent on context (Ebster and Guist, 2004; Jang et al., 2012). Cohen (1988) stated that authenticity is relative, negotiable and dependent on the context. Furthermore, Wang (1999) suggested that customers of ethnic restaurant might expect only symbolic authenticity, which is obtained from social constructions. In addition, Taylor (cited in Jang et al., 2011) p. 665 stated that authenticity is "what is believed or accepted to be genuine or

real". From these definitions means that objects are perceived as authentic since they are created based on viewpoints or believes.

In the postmodernists approach, the significance of authenticity was rejected (Ebster & Guist, 2004) because it is hard to identify the boundaries between an original and an imitation (Jang et al., 2011). Therefore, the possibility of authenticity is rejected and justifies duplicates, artificial, and inauthenticity (Jang et al., 2011).

In ethnic restaurants setting, authenticity can be represented by food and dining environment (Jang et al., 2012). Verbeke and Lopez (2005) defined ethnic food in their study as the food that expresses the region or cultural traditions' characteristics and is affected by the availability of food source. Besides food, customers who dine at ethnic restaurant also wish to experience cultural elements through physical environments of ethnic restaurant. Therefore, ethnic restaurant managers emphasizing authentic atmospherics that create meaningful dining and entertaining experiences using interior design or decorations (Ebster & Guist, 2004).

Restaurant managers believe that buyers considered authenticity in ethnic restaurant as a good value (Lu & Fine, 1995). Previous studies found that both authentic food and atmospherics were substantial attributes affecting satisfaction, perceived value, and future intentions (Liu & Jang, 2009b; Jang et al., 2011; 2012). Other past studies also mentioned reasons for customer dining at ethnic restaurant were to experience authentic ethnic food which different from their own food and learn different culture (Ebster & Guist, 2004; Roseman, 2006 and Sukalakamala & Boyce, 2007). Moreover, Wood and Munoz (2007) described that ethnic restaurants is a "cultural ambassador" of a native land and include dining experience in an ethnic restaurant as "culinary tourism". Based on those findings, this study considered authenticity as an antecedence that influence customers' cognitive responses and proposed hypothesis as follow:

H4: Authenticity positively influences perceived value.

## **2.7 Familiarity**

According to Desai and Hoyer (2000) familiarity has an important role influencing customers' decision-making process. Familiarity is consumers' accumulated experiences with product including advertising exposure, information seeking, and product usage (Alba & Hutchinson, 1987). Additionally, Kent and Allen (1993) stated that familiarity include

personal knowledge and previous experience with particular product. Gafen (2000) p.727 stated that “familiarity is a specific activity with cognizance based on previous experience or learning of how to use the particular interface”. Similarly, Baloglu (2001, p.128) defined familiarity as “a combination of amount of information and previous experience”. Furthermore, Bolaglu (2001) divided familiarity into two dimensions named informational familiarity and experiential familiarity. Informational familiarity means amount of information sources used while experiential familiarity means number of past experiences both first timer and repeater (Baloglu, 2001).

Customer familiarity, product image, and product value are indirectly associated. An increasing familiarity through previous experience could increase the product image (Seo et al., 2013). Furthermore, Martensen (2000) explained that product image is an essential part of the customer satisfaction model and influence product value and quality perception. In the same vein, Soderlund (2002) stated that different level of familiarity (high and low) gives the customer with a dissimilar guidance for evaluations. Baloglu (2001) found that the higher familiarity lead to more positive image. More specifically, Seo, et al. (2013) found that respondents who have lots of experience with local food have more positive affective and cognitive image and perceived higher quality of food.

In a restaurant context, customers with less information gained and experience usually use peripheral cues (i.e. atmospherics) while customers with more information gained and experience usually use more core cues (i.e. food quality) (Ha and Jang, 2010b). For first time customers, they usually seek new and fun experience (Ha & Jang 2010b). A new experience is considered by customers as a value in itself (Martens & Warde, 1998). Jang and Kim (2015) stated that popular cultural content such as movies or soap operas, and associated media will rise the degree of familiarity with a country. In terms of ethnic food, cultural familiarity and information exposure are important to diminish the perceived risk of novel food. They further found that cultural experiences significantly increased their level of acceptance of novel food. Similarly, Sriwongrat (2008) suggested that consumers tend to go to an ethnic restaurant that serves food they are familiar with. Lundberg et al. (2000) revealed that high familiarity customers are more difficult to impress since performance of the service provider is likely to be viewed as less exciting and less surprising as experience accumulated. Therefore, it is assumed that different

level of familiarity will affect customers' perception of value as well as their behavioral intentions.

Little empirical studies have been explored the role of familiarity on perceived value and behavioral intentions. However, previous studies conducted by Soderlund (2002) found that familiarity positively affect customer satisfaction and future behaviors. Additionally, Ha and Jang (2010b) found that in ethnic restaurant, different level of familiarity has an important role affecting customers' perceptions of value and behavioral intention. Based on aforementioned review, this study proposed the following hypothesis:

H5: Customers' familiarity positively influences perceived value.

## **2.8 Behavioral Intentions**

Behavioral intention is "conscious plans to perform or not perform some specified future behavior" (Warshaw & Davis 1984 p. 3). Ryu et al. (2008) defined behavioral intention as likelihood to come back to the restaurant and to recommend it to family members or others in the future. Similarly, Jang et al. (2011) define behavioral intentions as customers' action of re-patronage, recommend, and spreading positive word of mouth in the future. Zeithaml (1988) stated that future intentions are results of perceived value. Customers are more likely to show positive behavioral intentions when they perceive great value from consumption experiences (Ha and Jang, 2010b). Therefore, it can be conclude that if customers perceived higher value or usefulness from product or service they have paid, then they may buy the same product or service in the forthcoming time.

Spreading favorable word of mouth, recommend to other people, willingness to pay more, and repeat purchase are kind of favorable behavioral intentions that have been examined in previous studies. In the service business, word of mouth is one of the most influential types of communication (Ha & Jang, 2010b). Consumers often more trust in word of mouth information as it is other people's opinion according to their experiences (Ha & Jang, 2010b). Hence, when customers perceived good value from their consumption experiences they are more likely to say positive word of mouth to their friends, family or others. Oliver cited in Ryu et al. (2008) asserted that customers can develop an attitude only by previous information without real experience. Hence, they often gain preconceptions for or against providers built on provider's



images in the market place. This behavior is intensely connected to customers' intentions to re-patronize the service or product and to spread word of mouth. In a restaurant setting, when customers highly perceive dining experience's value from affective and cognitive standpoint, they tend to recommend the restaurant to others (Ha and Jang, 2010b).

A well understanding of the key factors of favorable future behaviors can give practical guidance for restaurant operators (Liu & Jang, 2009a). Jang et al. (2012) p. 994 concluded that "higher perception of value lead to positive consumption behaviors". Several empirical studies suggested that behavioral intentions are significantly influenced by customer perceived value (Ryu et al., 2008; Ha & Jang, 2010b; Jang et al., 2012). In addition, Ryu et al. (2012) also found indirect significant influence of perceived value on behavioral intentions through customer satisfaction. Based on previous findings, accordingly this study proposes this hypothesis:

H6: Perceived value positively influences behavioral intentions.

## **2.9 Direct Effect of Restaurant Quality Attributes and Familiarity on Behavioral Intentions**

In the original Mehrabian-Russell model, it did not propose a direct relationship between stimulus and response (S-R), however various studies (e.g. Hui & Bateson, 1991) in environmental psychology revealed that perceived quality of atmospherics influence customer behavior. Perceived quality has been examined and revealed that it is important antecedent of future behaviors such as positive word of mouth and re-patronage. Cronin et al. (2000) revealed that perceived quality have straight effect on customer behavioral intentions. Parasuraman et al. (1988) also found a positive relationship between perceived quality and behavioral intentions.

More specifically, some prior researches have found the consequences of quality attributes on behavioral intentions in foodservice industry. For example, Namkung and Jang (2008); Ryu et al. (2008) and Ha and Jang (2012) found the positive direct influence of food quality on customer behavioral intentions. Ryu et al. (2008); Jang and Namkung (2009) and Ha and Jang (2012) reported that quality of service significantly influenced customer behavioral intentions. In terms of atmospherics, Bitner (1992) stated that positive responses to the whole perception of the environment lead to favorable behaviors such as spending more money and patronage. Ryu et al (2008); Jang and Namkung (2009); Ha and Jang (2012) and Heung and Gu

(2012) found that restaurant's atmospherics are significant predictor of customer behavioral intentions such as return intention, spread positive word of mouth, and willingness to pay more. Zeithaml (1996) revealed that perceived service quality is a determining factor of customers' propensity to say good things, to recommend and stay loyal to the company. In terms of authenticity, Jang et al. (2012) found that atmospherics authenticity positively influenced customer behavioral intentions. While in Ha and Jang's (2010b) study, it revealed that among hedonic aspects, traditional characteristics of the ethnic foods were the most important aspect to influence behavioral intentions. In terms of familiarity, Soderlund (2002) found that when the employees' performance in a service encounter is high, customers with high familiarity level have higher satisfaction and repurchase intentions than customers with low familiarity level. Nguyen et al. (2015) reported that product familiarity significantly affects behavioral intentions while Yang (2009) found that informational familiarity positively affects visit intention. Based on prior findings, the following hypotheses were proposed:

H7: Quality of service positively influences behavioral intentions.

H8: Quality of food positively influences behavioral intentions.

H9: Quality of atmospherics positively influences behavioral intentions.

H10: Authenticity positively influences behavioral intentions.

H11: Customers' familiarity positively influences behavioral intentions.

## **2.10 Influence of Demographic Characteristics on Customers' Perceived Value and Behavioral Intentions**

As the current market trends shows more diversified consumers, hence understanding demographic profiles can provide meaningful information for restaurateur to apply different strategies based on customers' needs and buying behavior (Blackwell et al. cited in Lee and Hwang, 2011). Many previous studies have empirically examined the role of demographic characteristics on food service industry. However little has been done in examining the importance of demographic characteristics on customer perceived value and behavioral intentions particularly at ethnic restaurant segment.

Dinkel cited in Lohmann et al. (2009) defined demography as the combination of size, distribution and structure of human populations. The dimensions of the populations can be

a combination of gender, education, place of residence, and income. In this study, customers' perceived value and behavioral intentions was investigated based on demographic characteristics, which were gender, income, age, and nationality. The findings of past studies showed that demographic characteristics affect differently on restaurant patronage behaviors. Olsen et al. (2000) revealed that the intention to visit ethnic restaurants decreased with age. In addition, Sriwongrat (2008) found that gender, age and ethnicity perceived different factor of ethnic restaurants choices.

This part of study aims to give information on how perceived value and behavioral intentions differ based on demographic characteristics of foreign customers. Service providers need to put more attention to the cultural differences. An extensive understanding of international target market is important to reach business success (Winsted, 1997). McDaniel, Lamb, & Hair (cited in Murniati, 2012) emphasize that culture, subculture, and social class (the composite of income, profession, level of education, and prosperity) are the factors of consumer decision making, whether to buy or not to buy. Furthermore, values have been used by marketing researchers to explain the consumer behavior difference of dissimilar cultural backgrounds (Amstrong et al., 1997). In the same line, Tsang and Ap (2007) stated that because of tourists' cultural background diversity keep rising, understanding cultural values effect on service attributes becomes more substantial. Hence it can be conclude that cultural factors have an important role in affecting consumers' evaluation of service.

Previous studies related to the role of demographic variables (i.e. gender, age, income and nationality) suggested that there are differences among customers with different demography on their evaluation in foodservice industry. Hurrington et al. (2012) reported that for generation Y consumers, restaurant atmospherics was a key driver of positive experiences in all restaurant types (quick service restaurant, casual dining and fine dining). Murniati (2012) found that older customers are more concern towards healthy issues of ethnic food compare to young customers. In terms of income, Lee and Hwang (2011) reported that low income customers tend to show more unfavorable attitudes toward luxury restaurants than customers in the middle and high income. Furthermore, Mattila (2000) found that Asian customers rated the performance of service provider (hotel and restaurant setting) significantly lower than Western customers.

The different results of evaluation given by customers with different nationalities are related with their culture. Asian countries (e.g. Japan, Taiwan, and Singapore) are categorized in large power distance cultures. Conversely, Western countries (U.K., Australia, and Netherlands) are categorized in small power distance cultures (Hofstede, 2005). Power distance refers to the extent to which members of society accept and expect the different status within a culture (Hofstede, 2005). Mattila (2002) concluded that Asian customers tend to expect something they should be given higher than Western customers. Crotts and Pizam (2003) further explained that customers from large power distance cultures tend to perceive themselves as somewhat superior to service provider hence they expect to receive a high quality of service. Conversely, customers from small power distance do not see themselves as somewhat superior to service provider hence they tend to expect something modest.

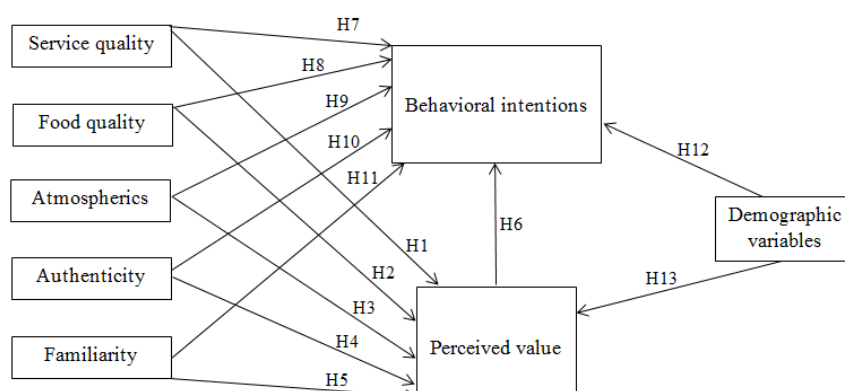
Recognizing the importance of the role of demographic characteristics, this study proposed the following hypotheses:

H12: There are different perceived values at Indonesian restaurants among customers with different demographic profiles.

H13: There are different behavioral intentions among customers with different demographic profiles.

## 2.11 Conceptual Framework

Figure 2.1 Proposed Conceptual Framework



Source: Jang et al., 2012

## **2.12 Chapter Summary**

This part presented the literature related to restaurants' quality attributes, familiarity, perceived value and behavioral intentions. Based on the review to the existing literature, it supports the assumption that quality of service, food, atmospherics and authenticity at ethnic restaurant together with customers' familiarity has influences on perceived value and behavioral intentions. In addition, perceived value and behavioral intentions may also differ depending on demographic characteristics.

## Chapter 3

### Methodology

This chapter presents the methodology used to answer the objectives of this study. Moreover, this chapter covered population and sampling method, measurement items development, data collection method, instrument validity and reliability, and data analysis techniques. Before data collection, this study developed a research instrument which was adapted and modified from prior studies. Subsequently, validity and reliability testing were conducted, involving 30 actual customers and three university lecturers in hospitality and tourism field. Furthermore, 400 survey questionnaires were delivered to the respondents during two consecutive months. Lastly, multiple regression analyses, T-test, and one way ANOVA were performed to test the proposed hypotheses.

#### 3.1 Population and Sampling Method

A total of 254,213 foreign tourists came to Yogyakarta during 2014 (Regional Tourism Board D. I. Yogyakarta, 2015). This number was determined as populations in this study, while the samples were those who came to selected casual dining Indonesian restaurants in Yogyakarta. In order to assign the sample size, this study employed Taro Yamane formula as follow:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n: size of sample

N: size of population

e: allowance of error (5%)

Based on the formula, then total 400 respondents were determined to be participant in this study. Using convenience sampling method, the questionnaire was randomly distributed to the customers after they had meal. As this study also examining customers'

familiarity, hence Indonesian customers were not involved. Customers were asked first for their willingness and availability to fill out the questionnaire.

### **3.2 Measurement**

Based on literature review, a survey questionnaire was used to examine the proposed hypotheses. The questionnaire consisted of three parts. First part consisted of questions regarding customers' general information such as travel experience, dining experience at any Indonesian restaurant, main occasion of dining out at the ethnic restaurant, and information sources of restaurant selection.

Second section consisted of 35 questions. Using a 7-point Likert scale, this part asked customers' opinion about qualities of service, food, atmospherics, authenticity, familiarity, value, and behavioral intentions. Service quality was measured using five items includes service reliability, service responsiveness, service assurance, empathy and tangible. Food quality attributes consisted of six items such as food presentation, menu variety, food portion, taste, and healthy food options. In order to measure dining atmospherics, some items questions were borrowed from previous studies such as layout, employees factor, lighting, ambience, facility aesthetics, and dining environment. Authenticity was measured in regard to food authenticity (e.g. "The food presentation is authentically Indonesian") and atmospherics authenticity (e.g. "The interior design is authentically Indonesian"). While customers' familiarity was measured using items include familiarity of food and familiarity of dining atmosphere. Customer's perceived value was measured using three items (e.g. "The service was good for the price"). Behavioral intentions were measured using five items (e.g. "I would like to recommend this restaurant to my friends or others"). The last section concerned customers' personal data such as gender, age, occupation, income, educational level, and nationality. It took approximately five to ten minutes to fill in the questionnaire.

The item questions in this study were adopted and slightly modified from some previous studies. Table 3.1 presented the detail of measurement items that were used in this study.

Table 3.1 Constructs, indicators, item questions, and sources

Constructs	Indicator	Item questions	Sources (researcher)
Service quality	Service responsiveness	This restaurant provided prompt and quick service	Liu & Jang (2009a); Ha & Jang (2010a, 2012); Jang et al. (2012); Ryu et al. (2012)
	Service reliability	Employees served me food exactly as I ordered it	Jang & Namkung (2009); Liu & Jang (2009a); Ha & Jang (2010a, 2012); Ryu et al. (2012)
	Service assurance	Employees can thoroughly answer my questions	Namkung & Jang (2008); Liu & Jang (2009a); Ha & Jang (2010a, 2012); Jang et al. (2012)
	Empathy	Employees made me feel comfortable in dealing with them	Ryu et al. (2012); modified from Liu & Jang (2009a)
	Tangibles	Menu was easy to understand for ordering meal	Jang et al. (2012)
Food quality	Presentation	The food presentation was visually appealing	Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009a); Jang et al. (2012); Ryu et al. (2012)



Table 3.1 Continued

<b>Constructs</b>	<b>Indicator</b>	<b>Item questions</b>	<b>Sources (researcher)</b>
Food Quality	Menu item variety	This restaurant offered menu variety items	Liu & Jang (2009a); Ha & Jang (2010ab, 2012); Ma et al. (2011); Jang et al. (2012); Ryu et al. (2012)
	Food portion	Food portion was enough to satisfy my hunger	Ha & Jang (2010ab, 2012).
	Taste	The food I had was tasty.	Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009a); Ha & Jang (2010ab, 2012); Ma et al. (2011); Ryu et al. (2012)
	Freshness	This restaurant offered fresh food	Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009a); Jang et al. (2012); Ryu et al. (2012)
	Healthy options	This restaurant provided healthy food options	Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009a); Ha & Jang (2010ab, 2012); Jang et al. (2012)
Atmospherics	Layout	Seating arrangement gave me enough space	Ryu & Jang (2007); Liu & Jang (2009b); Ryu & Han (2011); Heung & Gu (2012)

Table 3.1 Continued

Constructs	Indicator	Item questions	Sources (researcher)
Atmospherics	Layout	The facility layout allowed me to move around easily	Ryu & Jang (2007); Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009b); Ryu & Han (2011); Heung & Gu (2012); Jang et al. (2012); Ryu & Zhong (2012)
	Employees	Employees were neat and well-dressed	Ryu & Jang (2007); Liu & Jang (2009ab); Ma et al. (2011); Ryu & Han (2011); Heung & Gu (2012); Ryu et al. (2012)
	Lighting	The lighting created a comfortable atmosphere	Ryu & Jang (2007); Jang & Namkung (2009); Liu & Jang (2009b); Ryu & Han (2011); Heung & Gu (2012); Jang et al. (2012)
	Dining environment	The dining area was clean	Liu & Jang (2009a); Jang et al. (2012); Ryu et al. (2012)
	Facility aesthetic	Colors used created a pleasant atmosphere	Ryu & Jang (2007); Namkung & Jang (2008); Jang & Namkung (2009); Jang et al. (2012)
		Overall interior design was visually appealing	Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009ab); Ryu & Zhong (2011); Heung & Gu (2012); Jang et al. (2012)

Table 3.1 Continued

<b>Constructs</b>	<b>Indicator</b>	<b>Item questions</b>	<b>Sources (researcher)</b>
Atmospherics	Ambience	The background music played in this restaurant entertained me	Ryu & Jang (2007); Namkung & Jang (2008); Jang & Namkung (2009); Liu & Jang (2009ab, 2012); Ha & Jang (2010ab); Ryu & Han (2011); Heung & Gu (2012); Ryu & Zhong (2012); Ryu et al. (2012)
	Food authenticity	The food presentation is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)
		The food taste is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)
Authenticity	Atmospherics authenticity	The exterior appearance is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)
		The interior design is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)

Table 3.1 Continued

<b>Constructs</b>	<b>Indicator</b>	<b>Item questions</b>	<b>Sources (researcher)</b>
Authenticity	Atmospherics authenticity	The restaurant's decoration is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)
		The background music is authentically Indonesian	Jang et al. (2012); Andimarjoko (2014); modified from Liu & Jang (2009a)
Familiarity	Food familiarity	I am familiar with the food at an ethnic restaurant	Modified from Baloglu (2001); Sriwongrat (2008); modified from Soderlund (2002)
	Atmospherics familiarity	I am familiar with the atmosphere at an ethnic restaurant	Developed by researcher based on Baloglu (2001)Soderlund (2002); Sriwongrat (2008)
Perceived value	Value of service	The service was good for the price	Liu & Jang (2009b); Jang et al. (2012); modified from Ryu et al. (2012)
	Value of food	The food price was appropriate	Jang et al. (2012); Ha & Jang (2010b); modified from Liu & Jang (2009ab)
	Value of dining environment	The dining experience was a good value for the money I paid	Ryu, Han & Kim (2008); Jang et al. (2012); Ryu et al. (2012)

Table 3.1 Continued

<b>Constructs</b>	<b>Indicator</b>	<b>Item questions</b>	<b>Sources (researcher)</b>
Behavioral intentions	Spending more	I am willing to spend more money than I planned at this restaurant	Ryu (2005); Ryu & Jang (2007); modified from Heung & Gu (2012)
	Recommendation	I would recommend this restaurant to my friends others	Soderlund (2002); Namkung & Jang (2007); Ryu & Jang (2007); Liu & Jang (2009ab); Jang et al. (2011); Heung & Gu (2012); Ryu & Zhong (2012)
	Positive word of mouth	I would say positive things about this restaurant to others	Namkung & Jang (2007); Liu & Jang (2009ab); Ryu & Han (2011); Ryu & Zhong (2012)
	Patronage	I would like to come back at this restaurant in the future	Soderlund (2002); Namkung & Jang (2007); Liu & Jang (2009ab); Jang et al. (2011); Ryu & Han (2011); Heung & Gu (2012)
		I would like to eat at Indonesian restaurant again when I am back to my country	Modified from Liu & Jang (2009ab); Jang et al. (2011); Ryu & Han (2011); Heung & Gu (2012)

### 3.3 Data Collection Methods

Data collection was conducted in four mid-scale casual dining Indonesian restaurants using convenience sampling method. All four restaurants offered full-table service with an average check around \$20. According to Ha and Jang (2013), casual restaurant is restaurant with moderately-priced food (the average check per person is lower than \$20) in a relaxed atmosphere where table service is provided (Jang et al., 2012). Before collecting data, this study compiled ethnic restaurant characteristics that have been used in some previous studies in order to select a proper Indonesian restaurant. The characteristics were as follows:

Table 3.2 Previous ethnic restaurant characteristics researches

Characteristics	Authors
Ethnic uniform, ethnic style menu design and language used, traditional greeting, style of tableware/silverware, authentic music played, authentic exterior design, authentic interior design, authentic ingredients, traditional tastes, chef staff, waiters staff, using ethnic language for employee communication.	Sukalakamala & Boyce (2007)
Employees, pictures and artifacts, language used in menu, style of tableware.	Liu & Jang (2009)
Food authenticity (presentation, taste, and side dishes), authentic atmospherics (exterior design, interior design, decorations, and music).	Jang, et al. (2012)
Full menu, Full table service, High quality of food ingredients, Serving personnel in national costume, Furnishing, interior, and exterior, using traditional ethnic color, Authenticity and theme decoration, Traditional music in the dining area, Relatively high-priced food and beverage.	Murniati (2012)
Interior design and décor, chef staff, menu.	Ryu, Lee, and Kim (2012)

After that, this study identified some restaurants that fit to those criteria to be sampling frame. Then, the manager of each restaurant was contacted to get their permission for

data collection. Six restaurant's managers were contacted to receive their approval, however only four managers gave permission to collect data.

Data collection was conducted during June to July 2015. The questionnaires were randomly distributed to customers while they were waiting for check after their meal. The questionnaires were distributed in the lunch or dinner time.

The data collection was applied in some steps as follows:

1. Designed questionnaire based on previous researches regarding perceived value and behavioral intention on ethnic restaurant. Some items were developed and modified in order to suit Indonesian ethnic restaurant.

2. Before finalized the questionnaire, three experts (lecturers in hospitality and tourism program) reviewed the questionnaire to gain proper measurement items and correct wording. Revision was then made based on the experts' suggestions.

3. After validity checking, the questionnaire's reliability was also checked by conducting pilot test with 30 actual customers of two restaurants in the city. Some wording modifications were made based on respondents' feedback and it was used for the final version of questionnaire.

4. For main data collection, the researcher contacted some restaurants' manager to get their permission to collect data.

5. The survey was on voluntary basis; therefore before distributing questionnaires, the researcher asked respondents' willingness to fill out the questionnaires. The respondents were informed about the purpose of the survey and length of time of filling out the questionnaire.

### **3.4 Instrument Validity and Reliability**

The scale reliability shows the extent to which it is free from random error (Pallant, 2013). Cooper & Schindler (2014) defines validity as the extent to which a test measures what researcher actually wish to measure. Before collecting data, the questionnaire was reviewed by three lecturers in hospitality and tourism program to further ensure clarity and content validity of the questionnaire. Minor modifications were made based on their suggestions. Next, using a convenience sample of 30 actual customers at two Indonesian ethnic restaurants, a pilot test was

conducted to assure the scale reliability. The reliability of the measurements was more than .70 indicating internal consistency for each construct (Nunnally, cited in Ryu et al., 2012). Slight wording modifications were made based on respondent's feedback.

### **3.5 Data Analysis**

Firstly, descriptive statistics were used to describe respondents' demographic profile and to compare mean values and standard deviation for each measurement items. Secondly, standard multiple regressions were performed to identify which factors (quality of service, food, authenticity, atmospherics, and familiarity) become the best predictor of perceived value and behavioral intentions. Thirdly, independent sample t-test was performed to identify if significant differences exist between genders toward perceived value and behavioral intentions of dining experience at Indonesian restaurants. Lastly, one way ANOVA was performed to examine significant differences among age, nationality, and income toward perceived value and behavioral intentions of dining experience at Indonesian restaurants

### **3.6 Chapter Summary**

This chapter outlined the methodology used to test the proposed hypotheses mentioned in chapter two. This study was conducted using quantitative approach and questionnaire as research instrument. Besides, this chapter includes the explanation of expected sample size, sampling method, instrument development, reliability and validity testing, data collection procedures, and data analyses.



## **Chapter 4**

### **Results**

This chapter described the data analyses results. The data were analyzed using statistic techniques mentioned in chapter three. Firstly, this chapter presents the respondents' demographic profile, followed by reliability assessment report, and descriptive information of measurement items. Subsequently, results regarding the objectives and proposed hypotheses are also presented. Results of multiple regression analyses are presented to answer the objective number one, two and three. Results of T-test and one way ANOVA are presented to answer the objective number four. Summary of the hypotheses testing results is also provided

#### **4.1 Respondent's Demographic Profiles**

A total of 400 questionnaires were obtained for this study. 24 questionnaires were excluded due to many incomplete responses, and thus 376 questionnaires (94% of 400) were used for data analysis. Descriptive information of the sample in this study showed that 39.4% were male and 60.6% were female. The majority of respondents (29.4%) were 21-30 years old, followed by 21.7% of under 20 years old respondents, 17.4% of 31-40 years old respondents, 15.8% of 41-50 years old respondents, and 15.7% of above 51 years old respondents. Approximately 39.9% of respondents were professional workers. Most of respondents (43.1%) had monthly income under US\$ 2,000. Regarding educational levels, 35% of respondents were high school graduated, 25.1% of respondents had post graduate degree, 23% had diploma degree, and 16.9% had undergraduate degree. In terms of nationality, most of respondents (62.5%) came from western countries such as Canada, Switzerland, French, and Belgium. Another large amount of respondents were Dutch (27.1%) while Asian showed the least frequency of respondents (39 people or 10.4%).

Table 4.1 Demographic Information

Characteristics		Valid N	Percentage
Gender (valid N= 376)	Male	148	39.4
	Female	228	60.6
Age group (valid N= 374)	20 or under	81	21.7
	21-30	110	29.4
	31-40	65	17.4
	41-50	59	15.8
	51 and above	59	15.7
Occupation (valid N= 376)	Student	130	34.6
	Professional	150	39.9
	Government employee	19	5.1
	Self-employed	37	9.8
	Retired	13	3.5
	Others	27	7.1
Monthly income (US \$) (valid N= 341)	Less than 2,000	147	43.1
	2,000 - 4,000	88	25.8
	More than 4,000	106	31.1
Educational level (valid N= 374)	High school graduate	131	35
	Diploma	86	23
	Undergraduate	63	16.9
	Postgraduate	94	25.1
Nationality (valid N= 376)	Dutch	102	27.1
	Asian	39	10.4
	Other westerners	235	62.5

#### 4.2 Reliability Assessment

Cronbach's alpha was employed to measure the reliability of each construct. Based on the results, one item with score lower than .70 was eliminated. After the item was deleted, Cronbach's alphas were calculated again. Table 4 showed that alpha score were

above .70 indicating a high level of internal consistency in every construct (Nunnally, cited in Ryu, et al., 2012).

Table 4.2 Cronbach's alpha value

<b>Constructs</b>	<b>Items</b>	<b>Cronbach's alpha</b>
Service quality	SQ-1	.783
	SQ-2	
	SQ-3	
	SQ-4	
	SQ-5	
Food quality	FQ-1	.840
	FQ-2	
	FQ-3	
	FQ-4	
	FQ-5	
	FQ-6	
Atmospherics	At-1	.859
	At-2	
	At-3	
	At-4	
	At-5	
	At-6	
	At-7	
	At-8	
Authenticity	Au-1	.907
	Au-2	
	Au-3	
	Au-4	

Table 4.2 Continued

<b>Constructs</b>	<b>Items</b>	<b>Cronbach's alpha</b>
Authenticity	Au-5	.907
	Au-6	
Familiarity	F-1	.884
	F-2	
Perceived Value	Val-1	.991
	Val-2	
	Val-3	
Behavioral Intentions	BI-1	.807
	BI-2	
	BI-3	
	BI-4	
	BI-5	

#### 4.3 Customers' perceived dining experience at Indonesian restaurants

The degree of perceived dining experience variables were determined by the mean scores of qualities of service, food, atmospherics, authenticity, familiarity, perceived value, and behavioral intentions. Because the scores of each variable were measured using a 7-point Likert scale, therefore any response above 4 indicates a positive response (Ha & Jang, 2010). Table 4.3 shows that all of the mean scores were exceeding 4, means that dining experience at Indonesian restaurants was positive.

Table 4.3 Customers perceived dining experience at Indonesian restaurants

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Service quality	366	5.961	.792
Food quality	372	5.938	.773
Atmospherics	371	5.913	.744
Authenticity	372	5.719	.925
Familiarity	376	4.906	1.414

Table 4.3 Continued

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Perceived value	376	5.672	1.007
Behavioral intention	376	5.544	.904

From table above, the highest mean score of customers' perceived dining experience at Indonesian restaurant was achieved by restaurants' service quality (M= 5.961) followed by food quality (M= 5.938), atmospherics (M= 5.913), authenticity (M= 5.719), and familiarity has the lowest mean score (M= 4.906). Mean score of customers' perceived value was (M= 5.672) and behavioral intentions (M= 5.544). In details, the mean scores and interpretation of each item in the questionnaire are as follows.

Table 4.4 Descriptive information of measurement items

<b>Measurement items</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Service quality</b>		
This restaurant provided prompt and quick service (SQ-1)	6.039	1.071
Employees served me food exactly as I ordered it (SQ-2)	6.115	1.092
Employees can thoroughly answer my questions (SQ-3)	5.820	1.086
Employees made me feel comfortable in dealing with them (SQ-4)	6.098	.965
Menu was easy to understand for ordering meal (SQ-5)	5.752	1.156
<b>Food quality</b>		
The food presentation was visually appealing (FQ-1)	5.821	1.017
This restaurant offered menu variety items (FQ-2)	5.684	1.160
Food portion was enough to satisfy my hunger (FQ-3)	6.385	.899
The food I had was tasty (FQ-4)	6.104	.971
This restaurant offered fresh food (FQ-5)	6.026	.957
This restaurant provided healthy food options (FQ-6)	5.617	1.176

Table 4.4 Continued

<b>Measurement items</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Atmospherics</b>		
Seating arrangement gave me enough space (At-1)	6.297	.871
The facility layout allowed me to move around easily (At-2)	6.098	.986
Employees were neat and well-dressed (At-3)	6.359	.909
The lighting created a comfortable atmosphere (At-4)	5.941	1.039
Colors used created a pleasant atmosphere (At-5)	5.016	.871
Overall interior design was visually appealing (At-6)	5.752	1.041
The background music played in this restaurant entertained me (At-7)	5.766	1.024
The dining area was clean (At-8)	6.117	.942
<b>Authenticity</b>		
The food presentation is authentically Indonesian (Au-1)	5.736	1.100
The food taste is authentically Indonesian (Au-2)	5.784	1.090
The exterior appearance is authentically Indonesian (Au-3)	5.744	1.074
The interior design is authentically Indonesian (Au-4)	5.760	1.096
The restaurant's decoration is authentically Indonesian (Au-5)	5.771	1.083
The background music is authentically Indonesian (Au-6)	5.459	1.359
<b>Familiarity</b>		
I am familiar with the food at this ethnic restaurant (Fam-1)	4.909	1.511
I am familiar with the atmosphere at this ethnic restaurant (Fam-2)	4.904	1.477
<b>Perceived Value</b>		
The service was good for the price (Val-1)	5.755	1.062
The food price was appropriate (Val-2)	5.603	1.121
The dining experience was a good value for the money I paid (Val-3)	5.659	1.095
<b>Behavioral Intentions</b>		
I am willing to spend more than I planned at this restaurant (BI-1)	4.808	1.354
I would like to recommend this restaurant to my friends or others (BI-2)	5.698	1.180

Table 4.4 continued

Measurement items	Mean	Std. Deviation
<b>Behavioral Intentions</b>		
I would like to say positive things about this restaurant to others (BI-3)	5.845	1.044
I would like to come back to this restaurant in the future (BI-4)	5.488	1.318
I would like to eat at Indonesian restaurant again when I am back to my country (BI-5)	5.891	1.076

As presented in table 6, it can be described that the overall degree of customers' perceived dining experience attributes were positive on the agree level (above 4). The highest mean in each attributes were: service quality (Employees served me food exactly as I ordered it = 6.115), food quality (Food portion was enough to satisfy my hunger = 6.385), atmospherics (Employees were neat and well-dressed= 6.359), authenticity (The food taste is authentically Indonesian= 5.784), perceived value (The service was good for the price= 5.755), and behavioral intentions (I would like to eat at Indonesian restaurant again when I am back to my country= 5.891).

#### 4.4 Results of Multiple Regression Analysis

Three standards multiple regressions were performed to test hypotheses 1 through 11 as shown in table 7, 8, and 9. In the first regression, perceived value (dependent variable) was regressed towards service quality, food quality, atmospherics, authenticity and familiarity (independent variables). The independent variables explained 40% of the variance in customers perceived value ( $R^2 = .400$ ). Besides, the tolerance level of each variable was larger than .10 and VIF value did not exceed the recommended value of 10.00 indicating that this model has not violated the *multicollinearity* assumption. Results revealed that service quality ( $\beta = .189$ ,  $t = 3.072$ ,  $p = .002$ ), food quality ( $\beta = .248$ ,  $t = 3.974$ ,  $p = .000$ ), and atmospherics ( $\beta = .231$ ,  $t = 3.687$ ,  $p = .000$ ) significantly influenced customers perceived value. In particular, food quality appeared as the strongest predictor of perceived value among five predictors, followed by atmospherics and service quality. However, authenticity ( $\beta = .019$ ,  $t = .362$ ,  $p = .718$ ) and familiarity ( $\beta = .075$ ,  $t =$

1.668,  $p = .096$ ) did not significantly influence customers perceived value. This means that H1, H2, and H3 were supported while H4 and H5 were not supported.

In the second regression, the result showed that perceived value variable explained 33.2% ( $R^2 = .332$ ) of the total variance on behavioral intention. The tolerance level of each variable was larger than .10 and VIF value was not exceed the recommended value of 10.00 indicating that this model did not violate the *multicollinearity* assumption. The finding indicated that perceived value ( $\beta = .576$ ,  $t = 13.565$ ,  $p = .000$ ) significantly influenced customers behavioral intentions, supporting H6.

In the last regression, dependent variable (behavioral intention) was regressed against independent variables (service quality, food quality, atmospherics, authenticity and familiarity). The independent variables explained 52.4% ( $R^2 = .524$ ) of variance on customers' behavioral intentions. The tolerance level of each variable was larger than .10 and VIF value did not exceed the recommended value of 10.00 indicating that this model has not violated the *multicollinearity* assumption. The results showed that food quality ( $\beta = .423$ ,  $t = 7.608$ ,  $p = .000$ ) significantly influenced behavioral intentions, supporting H8. Furthermore, atmospherics ( $\beta = .256$ ,  $t = 4.595$ ,  $p = .000$ ) also found to be a significant predictor of behavioral intentions, supporting H9. In terms of authenticity ( $\beta = .115$ ,  $t = 2.422$ ,  $p = .016$ ), results revealed that it significantly affected customers' behavioral intentions, supporting H10. Regarding familiarity, the findings showed that customers' familiarity ( $\beta = .177$ ,  $t = 4.426$ ,  $p = .000$ ) significantly affected behavioral intention, supporting H11. Particularly, food quality appeared as major predictor of customer behavioral intentions followed by atmospherics, familiarity, and authenticity. However, among five predictors, service quality ( $\beta = -.080$ ,  $t = -1.461$ ,  $p = 1.45$ ) has no significant influence to behavioral intentions, rejecting H7.



Table 4.5 Results of First Regression

Regression	Independent variable	Dependent variable	$\beta$	t-value	P-value	$R^2$	Tolerance	VIF
1	SQ	PV	.189	3.072	.002**	.400	.449	2.227
	FQ		.248	3.974	.000***		.436	2.295
	AT		.231	3.687	.000***		.433	2.309
	AU		.019	.362	.718		.595	1.681
	FAM		.075	1.668	.096		.840	1.190

Note: FQ= Food Quality, SQ= Service Quality, AT= Atmospherics, AU=Authenticity, FAM= Familiarity, PV= Perceived Value, BI= Behavioral Intention

Table 4.6 Results of second regression

Regression	Independent variable	Dependent variable	$\beta$	t-value	P-value	$R^2$	Tolerance	VIF
2	PV	BI	.576	13.565	.000***	.333	1.000	1.000

Note: FQ= Food Quality, SQ= Service Quality, AT= Atmospherics, AU=Authenticity, FAM= Familiarity, PV= Perceived Value, BI= Behavioral Intention

Table 4.7 Results of third regression

Regression	Independent variable	Dependent variable	$\beta$	t-value	P-value	$R^2$	Tolerance	VIF
3	SQ	BI	-.080	-1.461	1.45	.524	.436	2.295
	FQ		.423	7.608	.000***		.449	2.227
	AT		.256	4.595	.000***		.433	2.309
	AU		.115	2.422	.016*		.595	1.681
	FAM		.177	4.423	.000***		.840	1.190

Note: FQ= Food Quality, SQ= Service Quality, AT= Atmospherics, AU=Authenticity, FAM= Familiarity, PV= Perceived Value, BI= Behavioral Intention

#### 4.5 Demographic differences toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

##### 4.5.1 Differences between gender toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

An independent sample t-test was performed to compare perceived restaurant quality, familiarity, perceived value, and behavioral intentions' mean scores between male and female. The table below showed that all p-values (Sig. 2-tailed) of variables were greater than .05, therefore it can be inferred that there were no differences between male and female on perceived restaurant quality, familiarity, perceived value, and behavioral intentions.

In terms of restaurant s' quality, female customers perceived all attributes higher than male. However, male customers seem to be more familiar than female customers. The highest mean score of restaurant quality attribute for both male and female was achieved by service quality (M= 5.89; 6.00) followed by food quality (M= 5.85; 5.99), atmospherics (M= 5.84; 5.96), authenticity (M= 5.68; 5.74), and the lowest mean value was achieved by familiarity (M= 4.98; 4.86). In terms of perceived value, female customers (M= 5.7) also showed higher mean score than male customers (M=5.63). In terms of behavioral intentions, both male and female customers showed equal mean scores ((M= 5.54).

Table 4.8 Differences between gender toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

Factors	Mean		t-value	Sig. (2-tailed)	Std. deviation	
	Male	Female			Male	Female
Service quality	5.89	6.00	-1.26	0.21	0.71	0.84
Food quality	5.85	5.99	-1.79	0.07	0.76	0.78
Atmospherics	5.84	5.96	-1.41	0.16	0.69	0.77
Authenticity	5.68	5.74	-0.62	0.53	0.92	0.93
Familiarity	4.98	4.86	0.84	0.40	1.33	1.47

Table 4.8 Continued

Factors	Mean		t-value	Sig. (2-tailed)	Std. deviation	
	Male	Female			Male	Female
Perceived value	5.63	5.70	-0.69	0.49	0.96	1.04
Behavioral intentions	5.54	5.54	-0.04	0.96	0.83	0.95

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

#### 4.5.2 Differences among income categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intention

A one-way between-groups ANOVA was performed to examine the impacts of income on perceived restaurant quality, familiarity, perceived value and behavioral intention. Respondents were divided into three groups according to their income (group 1: less than \$2,000; group 2: \$2,000-4,000; group 3: more than \$4,000). There were significant differences in terms of food quality, perceived value and behavioral intentions. The differences of perceived food quality, perceived value and behavioral intentions among three different income groups are presented in table 4.9 below.

Table 4.9 Differences among income categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

Factors	Mean			F-value	Sig.
	Less than \$2,000	\$2,000-\$4,000	More than \$4,000		
Service quality	6.04	5.92	5.90	1.17	0.31
Food quality	6.08	5.86	5.82	2.52	0.01*
Atmospherics	5.97	5.83	5.87	1.24	0.29
Authenticity	5.74	5.74	5.73	.007	0.99
Familiarity	5.03	5.06	4.71	2.09	0.12
Perceived value	5.82	5.60	5.50	2.55	0.03*
Behavioral intentions	5.68	5.53	5.39	3.16	0.04*

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

The differences among income categories existed in terms of food quality, perceived value, and behavioral intentions. The mean scores of food quality, perceived value, and behavioral intentions were going down along with the increasing of income. In other words, group 1 (less than \$2,000) perceived all variables with the highest mean scores (food quality = 6.08, perceived value = 5.82, and behavioral intentions = 5.68) followed by group 2 (\$2,000-\$4,000) the mean scores were (food quality = 5.86, perceived value = 5.60, and behavioral intentions = 5.53), and the least scores were achieved by group 3 (more than \$4,000) the mean scores were (food quality = 5.82, perceived value = 5.50, and behavioral intentions = 5.39) respectively. These results signified that customers with higher income were more sophisticated and not easy to please than customers with lower income in the way they valued a dining experience. In details, the difference among income categories toward perceived restaurant quality, familiarity, value, and behavioral intention is presented in table below.

Table 4.10 Post Hoc test result of income categories differences toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

<b>Variables</b>	<b>Income 3 groups (I)</b>	<b>Income 3 groups (J)</b>	<b>Mean difference</b>	<b>Sig.</b>	<b>Mean</b>
Food quality	Less than \$2,000	\$2,000 - \$4,000	0.23	0.07	6.08
		More than \$4,000	0.26*	0.02	
	\$2,000 - \$4,000	Less than \$2,000	-0.23	0.07	5.86
		More than \$4,000	0.03	0.95	
	More than \$4,000	Less than \$2,000	-0.26*	0.02	5.82
		\$2,000 - \$4,000	-0.03	0.92	
Perceived value	Less than \$2,000	\$2,000 - \$4,000	0.23	0.21	5.82
		More than \$4,000	0.33*	0.02	
	\$2,000 - \$4,000	Less than \$2,000	-0.23	0.21	5.60
		More than \$4,000	0.10	0.76	
	More than \$4,000	Less than \$2,000	-0.33*	0.02	5.50
		\$2,000 - \$4,000	-0.10	0.76	

Table 4.10 Continued

Variables	Income 3 groups (I)	Income 3 groups (J)	Mean difference	Sig.	Mean
Behavioral intentions	Less than \$2,000	\$2,000 - \$4,000	0.15	0.49	5.68
		More than \$4,000	0.29*	0.03	
	\$2,000 - \$4,000	Less than \$2,000	-0.15	0.43	5.53
		More than \$4,000	0.13	0.56	
	More than \$4,000	Less than \$2,000	-0.29*	0.03	5.39
		\$2,000 - \$4,000	-0.13	0.56	

\* Significant at 0.05 level

In spite of reaching statistical significance, the actual differences in mean scores among the groups were quite small. The impact size, computed using eta squared for food quality attribute, perceived value and behavioral intention were .02; .02; and .01 respectively. In addition, as presented above, only group 1 and 3 were significantly different from one another. That was, group 1 (less than \$2,000) and group 3 (more than \$4,000) were differ significantly in terms of food quality, perceived value, and behavioral intentions. Only group 2 (\$2,000 - \$4,000) did not differ significantly from either group 1 (less than \$2,000) or 3 (more than \$4,000).

#### **4.5.3 Differences among ages toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions**

The impact of age differences on perceived restaurant quality, familiarity, perceived value and behavioral intention was examined using one-way between-groups analysis of variance (ANOVA). The respondents were classified into five groups based on their age (group 1: 20 or under; group 2: 21-30; group 3: 31-40; group 4: 41-50; group 5: 50 and above). In the results presented below, significant differences existed among age groups in terms of service quality, food quality, atmospherics, familiarity, perceived value, and behavioral intentions.

Table 4.11 Difference among age categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions

Factors	Mean					F-value	Sig.
	20 or under	21-30	31-40	41-50	51 and above		
Service quality	6.02	5.65	5.67	5.98	6.04	5.21	.000***
Food quality	6.05	5.79	5.70	6.07	6.45	6.88	.000***
Atmospherics	6.08	5.80	5.78	5.93	5.68	3.01	.018*
Authenticity	5.85	5.67	5.63	5.73	5.71	.632	.640
Familiarity	5.39	4.68	4.78	5.12	4.63	4.38	.002**
Perceived value	5.99	5.55	5.42	5.71	5.69	3.49	.008**
Behavioral intentions	5.84	5.37	5.36	5.76	5.40	5.13	.000***

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

In terms of service quality, the highest mean score was achieved by 51 and above age group (M= 6.04) followed by 20 or under age group (M= 6.02); 41-50 age group (M= 5.98); 31-40 age group (M= 5.67) and the least score was achieved by 21-30 age group (M=5.65). In terms of food quality the highest mean score was achieved by 51 and above age group (M= 6.45) followed by 41-50 age group (M= 6.07); 20 or under age group (M= 6.05); 21-30 age group (M= 5.79) and the least score was achieved 31-40 age group (M=5.70). In terms of atmospherics the highest mean score was achieved by 20 or under age group (M= 6.08) followed by 41-50 age group (M= 5.93); 21-30 age group (M= 5.80); 31-40 age group (M= 5.78) and the least score was achieved by 51 and above age group (M= 5.68). In terms of familiarity, the highest mean score was achieved by 20 or under age group (M=5.39) followed by 41-50 age group (M=5.12); 31-40 (M= 4.78); 21-30 age group (M= 4.68) and the least score was achieved by 51 and above age group (M= 4.63). In terms of perceived value the highest mean score was achieved by 20 or under age group (M= 5.99) followed by 41-50 age group (M= 5.71); 50 and above age group (M= 5.69); 21-30 age group (M= 5.55) and the least score was achieved by 31-40 age group (M= 5.42). Lastly, in terms of behavioral intentions the highest mean score was achieved by 20 or under age

group (M= 5.84) followed by 41-50 age group (M= 5.76); 50 and above age group (M= 5.40); 21-3- age group (M= 5.37) and the least score was achieved by 31-40 age group (M= 5.36).

The findings showed that among three restaurant quality attributes that positively influence perceived value and behavioral intentions, service quality and food quality were perceived as a good value mainly by 51 and above age group while atmospherics was perceived as a good value mainly by 20 or under age group. Besides, the highest mean scores of both perceived value and behavioral intentions were achieved by 20 or under age group while the least scores were achieved by 31-40 age of group. In details, the difference among age groups toward perceived restaurant quality, familiarity, perceived value, and behavioral intentions is presented in table below.

Table 4.12 Post Hoc test result of age groups differences toward perceived restaurant quality perceived value, and behavioral intentions

Variables	Age groups	Age 3 groups	Mean	Sig.	Mean
	(I)	(J)	difference		
Service quality	20 or below	21-30	0.35*	0.18	6.02
		31-40	0.56*	0.00	
	21-30	20 or below	-0.35*	0.18*	5.65
		31-40	0.21	0.42	
	31-40	20 or below	-0.56*	0.00	5.67
		21-30	-0.21	0.42	
Food quality	20 or below	21-30	0.48*	0.00	6.05
		31-40	0.49*	0.00	
		51 and above	0.49*	0.00	
	21-30	20 or below	-0.48*	0.00	5.79
		31-40	0.01	1.00	
		51 and above	0.00	1.00	
	31-40	20 or below	-0.49*	0.00	5.70
		21-30	-0.01	1.00	
		51 and above	-0.00	1.00	

Table 4.12 Continued

Variables	Age groups (I)	Age 3 groups (J)	Mean difference	Sig.	Mean
Food quality	51 and above	20 or below	-0.49*	0.00	6.45
		21-30	-0.00	1.00	
		31-40	0.00	1.00	
Atmospherics	20 or under	51 and above	0.39*	0.01	6.08
	51 and above	20 or under	-0.39*	0.01	5.68
Familiarity	20 or under	21-30	0.71*	0.00	5.39
		51 and above	0.76*	0.01	
	21-30	20 or under	-0.71*	0.00	4.68
		51 and above	0.05	0.99	
	51 and above	20 or under	-0.76*	0.01	4.63
		21-30	-0.05	0.99	
Perceived value	20 or under	21-30	0.43*	0.02	5.99
		31-40	0.56*	0.00	
	21-30	20 or under	-0.43*	0.02	5.55
		31-40	0.13	0.91	
	31-40	20 or under	-0.56*	0.00	5.42
		21-30	-0.13	0.91	
Behavioral intentions	20 or under	21-30	0.46*	0.00	5.84
		31-40	0.47*	0.01	
		51 or above	0.43*	0.03	
	21-30	20 or under	-0.46*	0.00	5.37
		31-40	0.00	1.00	
		51 or above	-0.03	1.00	
	31-40	20 or under	-0.47*	0.01	5.36
		21-30	-0.00	1.00	
		51 or above	-0.03	1.00	



Table 4.12 Continued

<b>Variables</b>	<b>Age groups (I)</b>	<b>Age 3 groups (J)</b>	<b>Mean difference</b>	<b>Sig.</b>	<b>Mean</b>
Behavioral intentions	51 or above	20 or under	-0.43*	0.03	5.40
		21-30	0.03	1.00	
		31-40	0.03	1.00	

\* Significant at 0.05 level

The actual differences in mean scores among the groups were ranging from small to medium. The impact size, computed using eta squared for service quality was .05 (small), food quality was .07 (medium), atmospherics was .03 (small), familiarity was .04 (small), perceived value was .03 (small), and behavioral intention was .05 (medium).

Specifically, regarding service quality, group 1 (20 or under) and group 2 (21-30); group 1 (20 or under) and group 3 (31-40) were significantly different from one another while group 2 (21-30) and group 3 (31-40) did not significantly different from one another. In terms of food quality, group 1 (20 or under) and group 2 (21-30); group 1 (20 or under) and group 3 (31-40); group 1 (20 or under) and group 5 (51 and above) were significantly different from one another while group 2 (21-30) and group 3 (31-40); group 2 (21-30) and group 5 (51 and above); group 3 (31-40) and group 5 (51 and above) did not significantly different from one another. In terms of atmospherics, only group 1 (20 or under) and group 5 (51 and above) were significantly different from one another. In terms of familiarity, group 1 (20 or under) and group 2 (21-30); group 1 (20 or under) and group 5 (51 and above) were significantly different from one another while group 2 (21-30) and group 5 (51 and above) did not significantly different from one another. In terms of perceived value, group 1 (20 or under) and group 2 (21-30); group 1 (20 or under) and group 3 (31-40) were significantly different from one another while group 2 (21-30) and group 3 (31-40) did not significantly different from one another. In terms of behavioral intentions, group 1 (20 or under) and group 2 (21-30); group 1 (20 or under) and group 3 (31-40); group 1 (20 or under) and group 5 (51 and above) were significantly different from one another while group 2 (21-30) and group 3 (31-40); group 2 (21-30) and group 5 (51 and above); group 3 (31-40) and group 5 (51 and above) did not significantly different from one another.

#### 4.5.4 Differences among nationalities towards perceived restaurant quality, familiarity, perceived value and behavioral intention

In order to explore the effect of different nationalities on perceived restaurant quality, familiarity, perceived value and behavioral intention, a one-way ANOVA was performed. In this study, the majority of respondents were from diverse European and American countries. Besides, Dutch tourists accounted almost one-third from total respondents. According to (Regional Tourism Board D.I. Yogyakarta, 2015) Dutch tourists remain in the top rank of international tourist in Yogyakarta during 2009-2014. While another group of respondents were from Asian countries. Therefore, this study separate Dutch tourists on a different group and finally the three groups were as follows (group 1: Dutch; group 2: Asian; group 3: other Westerners). The table below showed p-values and mean scores of variables in each group.

Table 4.13 Differences among nationalities towards perceived restaurant quality, familiarity, perceived value, and behavioral intentions

Factors	Mean			F-value	Sig.
	Dutch	Asian	Other Westerners		
Service quality	5.98	5.47	5.96	9.06	0.00 <sup>***</sup>
Food quality	6.01	5.38	5.99	12.02	0.00 <sup>***</sup>
Atmospherics	5.90	5.37	6.01	12.90	0.00 <sup>***</sup>
Authenticity	5.62	5.65	5.77	1.07	0.34
Familiarity	5.05	4.58	4.90	1.58	0.20
Perceived value	5.85	4.79	5.74	18.92	0.00 <sup>***</sup>
Behavioral intentions	5.69	5.00	5.57	8.89	0.00 <sup>***</sup>

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

There were significant differences in terms of service quality ( $F = 9.05$ ;  $p = 0.00$ ), food quality ( $F = 12.02$ ;  $p = 0.00$ ), atmospherics ( $F = 12.90$ ;  $p = 0.00$ ); perceived value ( $F = 18.92$ ;  $p = 0.00$ ); and behavioral intentions ( $F = 8.89$ ;  $p = 0.00$ ). For Dutch group, their mean scores of service quality and food quality were reached highest score among the other group ( $SQ = 5.98$ ;

FQ= 6.01) followed by other westerners group (SQ= 5.96; FQ= 5.99) and Asian group (SQ= 5.47; FQ= 5.38) respectively. In terms of atmospherics, other westerners group achieved highest mean scores (At= 6.01) compare to Dutch group (At= 5.90) and Asian group (At= 5.37). Regarding perceived value and behavioral intentions, Dutch group showed the highest mean score (Val= 5.85; BI= 5.69) followed by other westerners group (Val= 5.74; BI= 5.57) and Asian group (Val= 4.79; BI= 5.57). These results signified that Dutch customers are more likely to have positive perceived dining experience at Indonesian restaurant, more positive perceived value and behavioral intentions rather than other westerners or Asian customers.

In details, the difference among nationalities categories toward perceived restaurant quality, familiarity, perceived value, and behavioral intention is presented in table below.

Table 4.14 Post Hoc test result of nationality differences toward perceived restaurant quality perceived value, and behavioral intentions

<b>Variables</b>	<b>Nationality groups (I)</b>	<b>Nationality 3 groups (J)</b>	<b>Mean difference</b>	<b>Sig.</b>	<b>Mean</b>
Service quality	Dutch	Asian	0.52 <sup>*</sup>	0.00	5.98
		Other westerners	-0.05	0.83	
	Asian	Dutch	-0.52 <sup>*</sup>	0.00	5.47
		Other westerners	-0.57 <sup>*</sup>	0.00	
	Other westerners	Dutch	0.05	0.83	5.96
		Asian	0.57 <sup>*</sup>	0.00	
Food quality	Dutch	Asian	0.63 <sup>*</sup>	0.00	6.01
		Other westerners	0.01	0.98	
	Asian	Dutch	-0.63 <sup>*</sup>	0.00	5.38
		Other westerners	-0.62 <sup>*</sup>	0.00	
	Other Westerners	Dutch	-0.01	0.98	5.99
		Asian	0.62 <sup>*</sup>	0.00	

Table 4.14 Continued

Variables	Nationality groups (I)	Nationality 3 groups (J)	Mean difference	Sig.	Mean
Atmospherics	Dutch	Asian	0.53 <sup>*</sup>	0.00	5.90
		Other westerners	-0.11	0.43	
	Asian	Dutch	-0.53 <sup>*</sup>	0.00	5.37
		Other westerners	-0.63 <sup>*</sup>	0.00	
	Other westerners	Dutch	0.11	0.43	6.01
		Asian	0.63 <sup>*</sup>	0.00	
Perceived value	Dutch	Asian	1.07 <sup>*</sup>	0.00	5.85
		Other westerners	0.11	0.59	
	Asian	Dutch	-1.07 <sup>*</sup>	0.00	4.79
		Other westerners	-0.96 <sup>*</sup>	0.00	
	Other westerners	Dutch	-0.11	0.59	5.74
		Asian	0.96 <sup>*</sup>	0.00	
Behavioral intentions	Dutch	Asian	0.69 <sup>*</sup>	0.00	5.69
		Other westerners	0.12	0.48	
	Asian	Dutch	-0.69 <sup>*</sup>	0.00	5.00
		Other westerners	-0.57 <sup>*</sup>	0.00	
	Other westerners	Dutch	-0.12	0.48	5.57
		Asian	0.57 <sup>*</sup>	0.00	

\* Significant at 0.05 level

The actual differences in mean scores among the groups were ranging from small to medium. The impact size, computed using eta squared for service quality was .04 (small), food quality was .06 (medium), atmospherics was .06 (medium), perceived value was .09

(medium), and behavioral intention was .04 (small). In addition, the table above showed that group 1 (Dutch) and group 2 (Asian); group 2 and group 3 (other westerners) were significantly different from one another. That was, Dutch and Asian; Asian and other westerners were significantly different in terms of service quality, food quality, atmospherics, perceived value, and behavioral intentions. Only Dutch and other westerners did not differ significantly from one another.

#### 4.6 Chapter summary

This chapter presented the results based on the research methods mentioned in chapter 3. The results from multiple regression analyses revealed that among five predictors, food quality found to be the strongest factor of both perceived value and behavioral intentions. Perceived value also significantly influenced behavioral intentions. Furthermore, perceived value and behavioral intentions are different among customers with different income, age and nationality.

Table 4.15 Summary of hypotheses testing

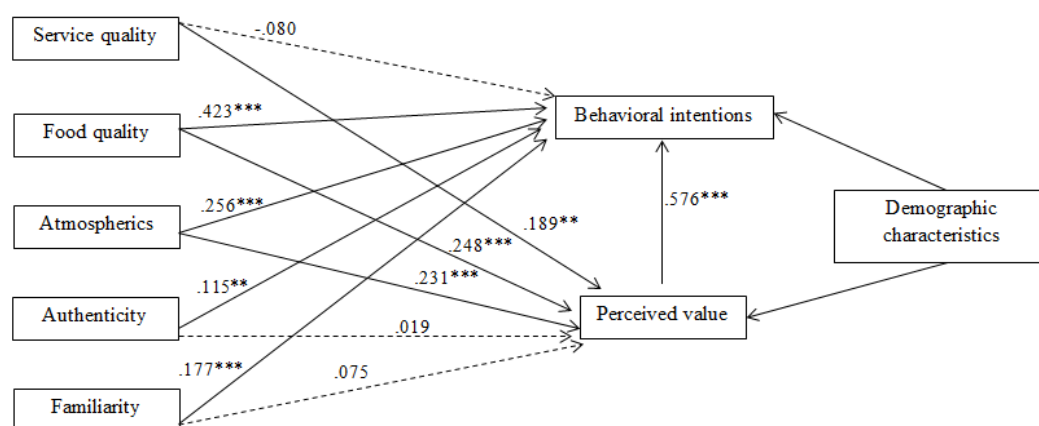
Hypotheses	$\beta$	Results
Hypothesis 1: Quality of service positively influences perceived value	.189 <sup>**</sup>	Supported
Hypothesis 2: Quality of food positively influences perceived value	.248 <sup>***</sup>	Supported
Hypothesis 3: Quality of atmospherics positively influences perceived value	.231 <sup>***</sup>	Supported
Hypothesis 4: Authenticity positively influences perceived value	.019	Not supported
Hypothesis 5: Customers' familiarity positively influences perceived value	.075	Not supported
Hypothesis 6: Perceived value positively influences behavioral intentions	.58 <sup>***</sup>	Supported
Hypothesis 7: Quality of service positively influences behavioral intentions	-.080	Not supported

Table 4.15 Continued

Hypotheses	$\beta$	Results
Hypothesis 8: Quality of food positively influences behavioral intentions	.423 <sup>***</sup>	Supported
Hypothesis 9: Quality of atmospherics positively influences behavioral intentions	.256 <sup>***</sup>	Supported
Hypothesis 10: Authenticity positively influences behavioral intentions	.115 <sup>**</sup>	Supported
Hypothesis 11: Customers' familiarity positively influences behavioral intentions	.177 <sup>***</sup>	Supported
Hypothesis 12: There are different perceived values at Indonesian restaurants among customers with different demographic profiles	-	Partly supported
Hypothesis 13: There are different behavioral intentions among customers with different demographic profiles	-	Partly supported

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

Figure 4.1 Results of proposed model (Revised model)



\_\_\_\_\_ : significant      - - - - - : not significant

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$

## Chapter 5

### Discussion and Conclusion

This chapter provides discussion and conclusion regarding the results presented in chapter four. This research aims to examine how general restaurants' attributes (service quality, food quality, and atmospherics), authenticity and familiarity influence future behaviors through perceived value. This study also identifies the direct effects of the variables on behavioral intentions. Besides, this study also attempts to examine the role of demographic variables (gender, income, nationality and age) on perceived value and behavioral intentions. This study is undertaken in the context of Indonesian restaurants. Lastly, this study provides theoretical as well as managerial implications, limitations and suggestions for future research.

#### 5.1 Discussion

##### **5.1.1 Objective 1: Identify the effects of service quality, food quality, atmospherics, authenticity, and familiarity on customer perceived value**

Overall, this study showed that service quality, food quality, and atmospherics were critical for customers' perceived value (supporting H1, H2, and H3). Among these three factors, food quality appeared as the strongest antecedent of customer perceived value, followed by restaurant's atmospherics, and service quality. The findings suggest that quality of food was more critical for customers compare to service quality and atmospherics. The functional value such as satisfy one's hunger given by food is perceived as a good value by customers. Therefore, providing good quality of food will heighten customers' perceived value on their dining experience. Furthermore, atmospherics was found as the second prominent predictor of customer perceived value while service quality was found as the third predictor of customer perceived value. The results suggest that besides pursuing functional values, customers also pursue the excitement or pleasure while they dine at a restaurant. The customers also compare the quality of service and atmospherics with the money they spent. Thus, delivering good quality of food along with excellent service and pleasant atmospheres will enhance customer perceived value.

The findings confirmed some prior researches. Jang et al. (2012) and Ryu et al. (2012) found that food quality significantly induced perceived value at ethnic restaurants.

Similarly, Ryu et al. (2008) found that food quality positively influenced perceived value at quick-casual restaurants. In addition, Jang et al. (2012) revealed that service quality significantly influenced customer perceived value. In terms of dining environment, Liu and Jang (2009a, b) found that physical environment was a significant contributor to perceived value at Chinese restaurants.

In terms of authenticity, it does not serve as a significant antecedent of customers' perceived value (rejecting H4). This means that customers did not much perceive authenticity as prominent extra benefits when they dine at Indonesian restaurants. This finding does not support Jang et al.'s (2012) and Andimarjoko's (2014) study which found authenticity as a significant contributor to perceived value. This may be because the main intention to dine at a restaurant was solely to enjoy food and experience the atmosphere of a restaurant. In addition, Verbeke and Lopez (2005) stated that authenticity may produce positive or negative emotions to the customers. Jang et al. (2012) further explain that authenticity might cause unfamiliar impressions and uncomfortable feelings especially for first timer. Liu and Jang (2009b) revealed that negative emotions lead to bad effect on perceived value. Therefore, if customers had negative emotion, unfamiliar impressions and uncomfortable feelings towards authenticity then it is possible to affect their perceived value. Similarly, familiarity also has an insignificant effect to customer perceived value (rejecting H5). This may because the customers were less familiar with the food or atmosphere in the restaurants. As mentioned before, unfamiliar experiences can produce negative emotion and in turn affect perceived value. Previous research revealed that people who are less familiar with certain culture are more reluctant to try an ethnic food than people who are more exposed with that certain culture (Jang and Kim, 2015). Hence, if the customers perceived either food or atmosphere in the restaurant as something novel then it will affect their perceived value of their dining experience.

### **5.1.2 Objective 2: Examine the effects of perceived value on behavioral intentions**

With regard to the relationship between perceived value and behavioral intentions, the result showed that perceived value positively influenced behavioral intentions (supporting H6). The finding suggests that favorable behavioral intentions depend not only on quality of service, food and atmosphere but also depend on perceived value generated from dining experience. When customers have more positive perceived value, they are more likely to have



positive behavioral intentions (i.e. spreading positive word of mouth and willingness to recommend). This finding confirmed prior researches conducted by Ryu, et al. (2008); Liu & Jang (2009) and Jang et al. (2012). In addition, Ryu et al. (2008) and Liu & Jang (2009a) claimed that value is an important antecedent of behavioral intentions. Thus, strengthen the relationship between restaurant's quality attributes and perceived value is imperative for restaurateur to induce customer positive future intentions (Ryu et al., 2012). Specifically, restaurateurs need to pay more attention on food quality, service quality, and physical environment to uplift customer perceived value.

### **5.1.3 Objective 3: Identify the effects of service quality, food quality, atmospherics, authenticity, and familiarity on customer behavioral intentions**

In the relationship among restaurant's quality attributes, familiarity, and behavioral intentions, the predictors (food quality, atmospherics, authenticity, and familiarity) significantly influenced customers' behavioral intentions. Therefore, H8, H9, H10, and H11 were supported. Among the predictors, food quality appeared as the most prominent predictor influencing behavioral intentions, followed by atmospherics, familiarity, and authenticity. These results confirmed some previous studies. Namkung and Jang (2007); Ryu et al. (2008) and Ha and Jang (2010b; 2012) found that food quality directly influenced customer behavioral intentions. Previous studies by Jang and Namkung (2009); Liu and Jang (2009b); Ha and Jang (2012) and Heung and Gu (2012) found that atmospherics significantly influenced behavioral intentions. Besides, Liu & Jang (2009b) Jang et al. (2011) and Andimarjoko (2014) found the positive effect of authenticity on customer behavioral intentions. Related to familiarity, Soderlund (2002) found that customers' familiarity lead to satisfaction and positive future intentions. More specifically, Yang (2009) found that informational familiarity positively affect visit intention while Nguyen et al. (2015) reported that product familiarity significantly affect behavioral intentions.

The findings suggest that quality of food perceived to be more critical for customers compare to restaurant's atmospherics, authenticity, and familiarity. Hence, serving high quality of food will heighten customers' positive future intentions. Additionally, restaurant's atmospherics also found as a significant contributor of behavioral intentions. This finding suggests that more positive perception of atmospherics lead to more positive behavioral intentions. As the natures of dining in a restaurant are to satisfy hunger and experience a pleasure

and entertainment (Park, 2004) therefore, creating favorable dining area is also important to enhance customer behavioral intentions. Besides, because casual restaurants are cheaper style of fine dining restaurants (Morgan, 1993) thus, serving good food quality at proper price and pleasant atmosphere would be useful to generate more positive behavioral intentions. Sanchez et al. (2006) asserted that quality and price are fundamental of all the cognitive elements. In their study about post-purchase perceived value, price should be interpreted as the tourist's memory of the price paid. Hence the price does not only act before the purchase, but after consumption price plays a critical role in the evaluation of the whole experience, and thus affects their satisfaction and loyalty. In the relation with atmospherics of the casual dining restaurant, the expectations would be that the restaurant must be moderately well-decorated. Lin (2004) stated that if the preconceived expectation is match with the atmosphere, at last customers would assess the atmospherics and the overall service organization more positively than if customers' preconceived expectation is not match with the expected atmospherics and service offered.

With regard to authenticity, the result indicates that authenticity is important to generate positive behavioral intentions in ethnic restaurant setting even though this factor did not significantly influence customer perceived value. Therefore, maintaining authenticity is meaningful for restaurant business. Regarding familiarity, customers who are more familiar with product seem to have more positive behavioral intentions. Familiarity also reduces the uncertainty of customers towards a product (Flavian et al., 2005). As mentioned before, there are two types of familiarity; experiential of familiarity and informational familiarity. Hence, increasing customer familiarity through media would be meaningful to gain customer positive behavioral intentions. Ha and Jang's study (2010), further explained that behavioral intentions of high familiarity group of customers were more influenced by utilitarian aspects (e.g., food cost, taste, portion, and healthy food choices). While low familiarity group of customers, their behavioral intentions were more influenced by hedonic aspects (e.g. interior design, background music, traditional elements of food, and mood).

Surprisingly, service quality was not a significant factor of behavioral intentions (rejecting H7). This result runs contrary to Jang and Namkung's study (2009) which found that service quality significantly affect customers' behavioral intentions while food quality was insignificant. The different findings between these two studies may be because of different

restaurant's segments. This research was conducted in mid-scale restaurant while the previous research was carried out in upscale restaurant. In upscale restaurants, quality of food probably not the only important thing that most of costumers seek. Accordingly, food quality could be insufficient to induce favorable behavioral intentions (Jang & Namkung, 2009). Another possible reason would be good service quality may be a necessary aspect, but not an adequate factor to maintain customers. Other important aspects such as food quality and physical environment should be met to influence the customers' favorable post purchase behavior.

In casual dining restaurants, customers consider both hedonic (emotional aspects through the relaxed and welcoming dining environment) and utilitarian value (economical or efficient aspects) (Ha & Jang, 2013). The findings in this study indicate a strong relationship between food quality and behavioral intentions. This means that customers valued utilitarian aspects more than hedonic aspects to induce positive behavioral intentions. These findings confirmed previous study by Ha and Jang (2010) which found that utilitarian aspects (e.g., cost of food, taste, portion, menu variety, healthy food options) were more essential to American customers of Korean restaurants in producing positive behavioral intentions.

#### **5.1.4 Objective 4: Examine if customers with different demographic characteristics perceive a different value and behavioral intentions after dining at Indonesian restaurants**

The results of hypotheses testing related to demographic characteristics revealed that the differences existed among demographic characteristics towards service quality, food quality, atmospherics, authenticity, familiarity, perceived value and behavioral intentions. The differences are presented in the table below.

Table 5.1 Demographic characteristics differences towards perceived value at Indonesian restaurants and behavioral intentions

<b>Variables</b>	<b>SQ</b>	<b>FQ</b>	<b>AT</b>	<b>AU</b>	<b>FAM</b>	<b>PV</b>	<b>BI</b>
Gender	-	-	-	-	-	-	-
Income	-	+	-	-	-	+	+
Age	+	+	+	-	+	+	+
Nationality	+	+	+	-	+	+	+

Note: SQ: service quality; FQ: food quality; AT: atmospherics; AU: authenticity; FAM: familiarity; PV: perceived value; BI: behavioral intentions; + significant; - not significant

From the table above, it demonstrated that there was no difference of perceived restaurant quality attributes, familiarity, perceived value and behavioral intentions between male and female. This finding was slightly similar with previous study conducted by Meiselman (1999) who found that there was no difference between gender related to basic desire for food variety on their eating behavior. Mattila (2000) found that there was no gender effect for customer evaluations of service encounter in restaurant setting. Sriwongrat (2008) found that there was no distinction between male and female towards the importance of service quality, food quality, and restaurant décor for ethnic restaurant choice. More recently, research done by Murniati (2012) found that there was no difference between genders in terms of ethnic food quality perception and acceptance.

With respect to income, the differences exist in terms of food quality, perceived value, and behavioral intentions. The mean value of food quality, perceived value and behavioral intentions were decrease as the income increases. The results showed that low income group tends to have more positive perceived food quality, value and behavioral intentions than do high income group. This means that higher income may have higher expectation, more sophisticated, and in turn more difficult to satisfy. Olsen (2000) found that high personal income is associated with eating-out in most ethnic foods. Sriwongrat (2008) found that food quality is more important choice aspect for customers in the middle and high income group than customers in the low income group. Lee and Hwang (2011) found that middle and high income group tends to have more positive attitudes towards luxury restaurants than low income group.

Regarding age, the differences existed in terms of service quality, food quality, atmospherics, familiarity, value, and behavioral intentions. The findings signified that different age lead to different perceived restaurant quality, familiarity, value, and behavioral intentions. This study revealed that young customers perceive atmospherics and food quality as a good value for their dining experience. On the other side, old customers perceive service quality and food quality as a good value for their dining experience. Young customers are also perceived higher value and behavioral intentions than older customers. These findings confirmed some previous

studies. Reynold and Hwang (2006) found that old customers tend to have higher expectation of service quality and food quality compare to young customers. Sriwongrat (2008) found that restaurant décor is more important for young customers of their ethnic restaurant choice. Hurrington et al. (2012) suggested that generally, atmospherics is a prominent factor lead to positive experiences for generation Y costumers in quick service restaurant, casual, and fine dining restaurant. Still in this work, Hurrington et al. (2012) also mentioned that quality of food/drink is a key stimulus of positive experiences of generation Y consumers. Murniati (2012) found that older customers are more concern to healthiness of ethnic food compare to young customers.

In terms of nationality, the respondents were divided into three groups; Dutch, Asian and other westerners. The differences existed in terms of service quality, food quality, atmospherics, familiarity, value, and behavioral intentions. The results revealed that the highest mean scores of service quality, food quality, and familiarity were reached by the Dutch group followed by other westerners group and Asian group. In terms of atmospherics, other westerners group achieved highest mean scores compare to Dutch group and Asian group. Regarding perceived value and behavioral intentions, Dutch group showed the highest mean score followed by other westerners group and Asian group. These results signified that Dutch customers are more likely to have more positive perceived dining experience at Indonesian restaurant, more positive perceived value and behavioral intentions rather than other westerners or Asian customers.

Different nationality relates to different culture (Verbeke & Lopez, 2005). Hence, it affects the perceived restaurant quality, value and behavioral intentions. Similarly, Weiermair cited in Tsang and Ap (2007) stated that the greater power distance of tourists, the less demanding and more tolerant in assessing service quality. Crotts and Pizam (2003) reported that tourists from medium power distance high masculinity cultures (e.g., Japan and Taiwan) are more critical than tourists from small power distance low masculinity cultures (e.g., Australia, Sweden, US, UK). Thus, it affects their satisfaction and loyalty towards products or services. Crotts and Pizam (2003) further explained that tourists from small power distance and low masculinity cultures may have had lower expectation and more sympathy for service employees when compared with people from large power distance and high masculinity cultures. Also, tourists from small power distance did not perceive themselves as superior to service employees,

therefore their expectations to the service quality were relatively modest. While people from medium to high power distance saw themselves as somewhat superior, therefore they perceive that they should receive a high quality of service. Hence, when this society receives with the average quality of products or services, their expectations were not met and thus became less satisfied. In Mattila's (2000) study, it revealed that the average scores of evaluation of the service provider's performance (both in hotel and restaurant setting) were greater with Western tourists than with Asian tourists. This is because Asian consumers tend to have more expectations for the communication quality in a service encounter while Western consumers tend to emphasis on the outcome rather than the process of the service delivery (Mattila, 2000). Finally, (Mattila, 2000) concluded that Asian customers are more likely prefer high-context communications and they wish to be treated as admirable of high service quality, without paying attention to the type of service provider.

## **5.2 Conclusion**

Based on research findings, this study provides several conclusions. Firstly, service quality, food quality, and atmospherics are important factors influencing customer perceived value. However, in the direct relationship between restaurant quality attributes and behavioral intentions, the results show that service quality not significantly influenced customer behavioral intentions. Yet, food quality, atmospherics, authenticity and familiarity significantly influenced behavioral intentions. This does not mean that service quality is not necessary. Service quality still has strong impact on customers' perceived value which has subsequent effects on behavioral intentions. If customers perceive good value, they are more likely to have positive behavioral intentions. Among five predictors, food quality and atmospherics significantly influenced both perceived value and behavioral intentions. The findings indicated that restaurant operators need to pay attention on the significance of improving quality of food and atmospherics which lead to positive perceived value and directly influenced positive behavioral intentions. Authenticity and familiarity, which not significantly influenced perceived value, did have significant effect on behavioral intentions. These results may signify the growing interest in other customs and cultures. Hence, the results suggested that the authenticity of food and atmosphere as

well as increasing customers' familiarity should be taken into account to induce positive behavioral intentions.

In addition, with respect to respondents' demographic profiles, the respondents perceived restaurant's quality attributes, familiarity, perceived value, and behavioral intentions differently depend on their age, income, and nationality. However, customers with different gender did not perceived different restaurant's quality attributes, familiarity, perceived value, and behavioral intentions. In terms of income, low and middle income group tend to have more positive attitudes towards ethnic dining experience than do high income group. This signifies that customers with high income are more sophisticated and not easy to please. In terms of age, young customers perceived atmospherics and food quality better than service quality and authenticity. Yet, old customers perceived quality of food and service better than atmospherics and authenticity. Young customers also appeared to have more positive perceived value and behavioral intentions. Lastly, regarding nationalities, Dutch and other Western tourists (low power distance society) perceived restaurant's quality attributes, value, and behavioral intentions more positively than Asian tourists (high power distance society). The findings suggested that restaurant management may consider organizing cultural training for employees who often contact with customers (e.g. waiter/ waitress, cashier).

### **5.3 Theoretical Implications**

From a theoretical standpoint, this study provides some implications. First, this study added familiarity as social factor along with general restaurant's quality attributes (service quality, food quality, and atmospherics). Moreover, as this study was conducted at ethnic restaurant, then authenticity was also incorporated as a predictor of customers' post dining behavioral intentions. Hence, this study gives a more comprehensive idea of understanding behavior of the customers in restaurant context by combining physical environment and social aspects as predictor.

Second, this study showed a clear path of restaurant's attributes to behavioral intentions through perceived value. The result empirically support that perceived value strongly influenced behavioral intentions. This result confirms and consistent to some previous studies conducted by Liu & Jang (2009); Jang et al. (2012) and Ryu et al. (2012).

Third, this study tried to test direct relationships between predictors (restaurant's quality attributes and familiarity) and behavioral intentions. However, not all proposed relationships in the hypothesis are supported. This means that the effect of each predictor towards behavioral intentions was not same. The insignificant consequence of service quality upon behavioral intentions as found in this study provides insights for future studies as to why this relationship is insignificant. In addition, the results show that general restaurant attributes (food quality and atmospherics) has not only a direct but also indirect impact on perceived value which leads to positive behavioral intentions.

Fourth, this study examined the role of demographic characteristics on perceived restaurant's attributes, familiarity, perceived value, and behavioral intentions. The results provide an insight that customer' perceived restaurant attributes, familiarity, perceived value, and behavioral intentions are vary depending on income, age, and nationalities.

#### **5.4 Practical implications**

This study also suggests some practical implications. The findings of this research may help restaurateurs to better recognize the importance of service quality, food quality, atmospherics, authenticity, and familiarity and how each restaurant's attributes and customers' familiarity affect customers' future intentions. Generally, quality of food and physical environment were the most significant predictors of both perceived value and behavioral intentions particularly in Indonesian restaurants.

Service quality, food quality, and atmospherics were found as significant contributors of customers' perceived value. The findings further showed that quality of food appeared as the strongest contributor of customers' perceived value followed by atmospherics and service quality. Good quality of food is usually noticed as an important aspect of customer satisfaction and re-patronage intention in restaurant industry (Sulek and Hansley, 2004 and Namkung and Jang, 2007). Therefore, this study suggests that restaurateurs need to give more priority to maintain and improve quality of food. In order to attain good quality of food for customers, restaurants should provide good taste, enticing presentation, fresh and healthy ingredients and also variety of menu. Furthermore, customers' perceived value is not only influenced by good quality of food but also favorable physical environment and good service.



Hence, restaurant managers need to establish pleasant dining area such as creating unique décor and interior design (i.e. lighting and colors) to induce good perception of good value of dining experience. Besides, improving performance of service worker such as reliability (start everything on time), empathy (care about customers) and responsiveness (give prompt service) will also be meaningful for customers' perceived value. However, authenticity was not a significant factor to customers' perceived value in the mid-scale Indonesian restaurants. This unexpected result indicates that customers do not much perceive authenticity as major extra benefits of a good value. Customers' familiarity also did not show significant influence to customers' perceived value.

In addition, this study found that service quality was not a critical factor of customers' behavioral intentions. Yet, service quality should not be ignored since this attribute has significant impact on customers' perceived value which leads to behavioral intentions. On the other hand, in the relationship between restaurant's attributes and behavioral intentions, the findings revealed that food quality, atmospherics, authenticity, and familiarity significantly influenced customers' behavioral intentions. Furthermore, food quality was found to be the strongest antecedent of behavioral intentions. Atmospherics was the second most influential factor to behavioral intentions. Based on the findings, restaurant manager may consider providing training for the service worker to maintain their performance (i.e. responsiveness, empathy) during service delivery. However food quality and atmospherics attributes should be the first priorities in managing restaurant attributes in Indonesian restaurants since both of them are the strongest antecedents of perceived value and behavioral intentions. Wakefield and Blodgett (1999) suggested that the tangible physical environment in leisure setting have an imperative role to induce excitement and in turn determine re-patronage intentions and willingness to recommend. In addition, doing an advertisement would also be meaningful to increase customers' familiarity (informational familiarity). Customers' familiar feelings depend on their experience and knowledge about the product and service. Therefore, restaurateur can conduct marketing campaign (e.g. through social media) to provide customers more information about their company. Otto and Ritchie (1996) conveyed that advertising "experiential" benefits is already known for product or services marketing. More comprehensive understanding of the customer-specific experience can support a more effective promotional and communications strategy.

### **5.5 Limitations and future studies**

Aside from the contribution of this study, it has some limitations. First, this study performed convenience sampling technique in the data collection therefore results' generalization may not work. Future studies may compare the influence of restaurant's attributes and familiarity on behavioral intentions through perceived value in different types of ethnic restaurants. Second, the study was conducted only on a regional basis, (only in Yogyakarta instead of the whole country). Therefore, the findings only gained from limited number ethnic restaurants. A more comprehensive sample in larger areas would be better for future research.

Third, this study also did not compare the relationships among variables towards different level of restaurants (i.e., upscale restaurants). Hence, examining the relationships in different levels of restaurants would be meaningful to get more comprehensive understanding on customers' post-dining future intentions. Fourth, due to the difficulties while collecting data, it resulted in the different proportion between Asian and Westerners respondents. Therefore, it would be better to provide translated version of questionnaire (e.g., Japanese, Chinese).

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## APPENDIX

### Questionnaire



#### MBA in Hospitality and Tourism

This is a questionnaire of thesis entitled “Factors Influencing Perceived Value at Ethnic Restaurant: A Case Study of Indonesian Restaurants”. This questionnaire will be used for academic purposes only. Your answer will be completely anonymous and confidential. Your participation is important to this study and I highly appreciate your kind participation. Thank you very much.

#### Part 1: General information

Please mark “X” in the appropriate box of each statement.

1. Is it your first time visiting Indonesia?
 

<input type="checkbox"/> Yes	<input type="checkbox"/> No, this is my ____ times
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2. How often have you dined at Indonesian ethnic restaurant in the past three years?
 

<input type="checkbox"/> Once	<input type="checkbox"/> 2-3 times
<input type="checkbox"/> 4-5 times	<input type="checkbox"/> more than 5 times
  
3. What is the main occasion of your dining out at this restaurant? (You may select more than one choice)
 

<input type="checkbox"/> Gathering with friends/ family
<input type="checkbox"/> Business or work related
<input type="checkbox"/> Special occasion and celebration
<input type="checkbox"/> Others, please specify _____
  
4. What was your information source (s) about this restaurant? (You may select more than one choice)
 

<input type="checkbox"/> Travel agent	<input type="checkbox"/> Newspaper/magazine
<input type="checkbox"/> Travel brochure/ guide book	<input type="checkbox"/> Internet
<input type="checkbox"/> Family/friends	<input type="checkbox"/> Social media (Facebook, twitter)

- Airline/hotel
   
  Smartphone application  
 Past experience
   
  Tourism administration  
 Advertisement
   
  Just saw the restaurant  
 Others (please specify) \_\_\_\_\_

**Part 2: Your opinions about factors influencing perceived value and its subsequences to behavioral intentions toward (*Bale Raos, Sekar Kedhaton, Gadri, nDalem Ngebean*) restaurant**

Please mark "X" on the number that best describes your feeling on each statement below.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Moderately Disagree	Neutral	Moderately Agree	Agree	Strongly Agree

Statement	1	2	3	4	5	6	7
1. This restaurant provided prompt and quick service	1	2	3	4	5	6	7
2. Employees served me food exactly as I ordered it	1	2	3	4	5	6	7
3. Employees can thoroughly answer my questions	1	2	3	4	5	6	7
4. Employees made me feel comfortable in dealing with them	1	2	3	4	5	6	7
5. Menu was easy to understand for ordering meal	1	2	3	4	5	6	7
6. The food presentation was visually appealing	1	2	3	4	5	6	7
7. This restaurant offered menu variety items	1	2	3	4	5	6	7
8. Food portion was enough to satisfy my hunger	1	2	3	4	5	6	7
9. The food I had was tasty	1	2	3	4	5	6	7
10. This restaurant offered fresh food	1	2	3	4	5	6	7
11. This restaurant provided healthy food options	1	2	3	4	5	6	7
12. Seating arrangement gave me enough space	1	2	3	4	5	6	7
13. The facility layout allowed me to move around easily	1	2	3	4	5	6	7
14. Employees were neat and well-dressed	1	2	3	4	5	6	7

15. The lighting created a comfortable atmosphere	1	2	3	4	5	6	7
16. The background music played in this restaurant entertained me	1	2	3	4	5	6	7
17. Colors used created a pleasant atmosphere	1	2	3	4	5	6	7
18. Overall interior design was visually appealing	1	2	3	4	5	6	7
19. The dining area was clean	1	2	3	4	5	6	7
20. The food presentation is authentically Indonesian	1	2	3	4	5	6	7
21. The food taste is authentically Indonesian	1	2	3	4	5	6	7
22. The exterior appearance is authentically Indonesian	1	2	3	4	5	6	7
23. The interior design is authentically Indonesian	1	2	3	4	5	6	7
24. The restaurant's decoration is authentically Indonesian	1	2	3	4	5	6	7
25. The background music is authentically Indonesian	1	2	3	4	5	6	7
26. I am familiar with the food at this ethnic restaurant	1	2	3	4	5	6	7
27. I am familiar with the atmosphere at this ethnic restaurant	1	2	3	4	5	6	7
28. The service was good for the price	1	2	3	4	5	6	7
29. The food price was appropriate	1	2	3	4	5	6	7
30. The dining experience was a good value for the money I paid	1	2	3	4	5	6	7
31. I am willing to spend more than I planned at this restaurant	1	2	3	4	5	6	7
32. I would like to recommend this restaurant to my friends or others	1	2	3	4	5	6	7
33. I would like to say positive things about this restaurant to others	1	2	3	4	5	6	7
34. I would like to come back to this restaurant in the future	1	2	3	4	5	6	7
35. I would like to eat at Indonesian restaurant again when I am back to my country	1	2	3	4	5	6	7

**Part 3: Personal data**

Please mark "X" in the appropriate box of each statement.

## 1. Gender

Male  Female

## 2. Age group

20 or under  21-30  31-40  
 41-50  51-60  61 and above

## 3. Occupation

Student  Professional  Self-employed  
 Government Employee  Retire  Other, please specify \_\_\_\_

## 4. Monthly income (in US \$)

Under 2,000  2,001 – 4,000  4,001 – 6,000  
 6,001 – 8,000  8,001 and above

## 5. Educational level

High school graduate  Diploma  
 Undergraduate  Postgraduate

## 6. Nationality

American  ASEAN countries, please specify \_\_\_\_  
 Australian  British  
 Chinese  Japanese  
 German  Other, please specify \_\_\_\_\_

-END OF QUESTIONNAIRE-

Thank you very much for your time and participation in this study.



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(Awaiting for letter of acceptance from the journal)