The Effect of Restaurant Atmosphere on Customer Satisfaction and The Effect of Customer Satisfaction on Repurchase Intention at Amber Resort Lombok Restaurant

Hendri Yadi Saputra[1*]

[1*]Politeknik Pariwisata Lombok
E-mail Corresponding Author: hendri.yadi@ppl.ac.id.

Article History	Abstract
	This study aims to determine the effect of restaurant atmosphere on customer satisfaction and Repurchase Intention at Amber Lombok Beach Resort, Data collection in this study used questionnaires distributed directly to guests, and was also carried out by directing respondents to an online questionnaire by providing a google form link on the device provided by the researcher. This study includes variables of comfort level, restaurant scenery, restaurant appearance, consumer satisfaction, and repurchase intentions. The analysis used to test the validity and reliability of the questionnaire and test the hypothesis in this study used SPSS and Smart PLS. The results showed that the restaurant atmosphere consisting of comfort level, restaurant scenery, and restaurant appearance has a significant effect on customer satisfaction, as well as for the variable customer satisfaction has a significant effect on repurchase intentions.

INTRODUCTION

The Tourism Industry in Indonesia is a sector that is experiencing development. This development is very helpful in the economy in Indonesia, namely increasing the amount of foreign exchange and also adding new jobs. Related to this, the tourism sector can help reduce unemployment in Indonesia. The increase in foreign exchange is supported by the large number of visits by local tourists and foreign tourists to Indonesia, especially Lombok. as one of the tourist destinations in Indonesia has good opportunities in the hospitality industry, the growth of the hospitality industry in Lombok, especially in Central Lombok, Kute, Madalika every year can be said to be growing. This is due to the rapid development of tourism which allows the level of tourist needs to also increase.

With the developments that occur, there are also changes in the types of tourist needs, culinary tours are a must for some tourists. Not only foreign tourists or out-of-town tourists, even local tourists tend to do the same thing. With this phenomenon, business development in the culinary field, especially restaurants, is growing very rapidly. The opportunities provided are very large and promising, because the mindset, lifestyle and habits of the people are changing due to the times. Restaurants today are not just selling food and drinks, but the atmosphere provided by the restaurant can be a special attraction.

Amber Lombok Beach Resort offers restaurants with a variety of menus ranging from traditional to modern menus. The atmosphere of the restaurant at Amber Lombok Beach Resort tends to provide a calm effect, which can be felt through the outdoor restaurant which is very close to the shoreline, so that customers or guests get security while enjoying the beach view accompanied by gusts of wind, as well as the music that is playing. This restaurant often provides additional facilities in the form of live music when there are certain events whose purpose is to entertain customers. In addition, the design is unique, because it carries the theme of a blend of traditional and modern, traditional can be seen from the use of alang-alang on the ceiling of the restaurant.

Restaurants at Amber Lombok Beach Resort have been provided with various kinds of supporting facilities whose purpose is to create comfort for consumers. The facilities provided by the restaurant at Amber Lombok Beach Resort include comfortable benches and chairs, as well as several tables and chairs with interesting photo spots. The characteristics of the atmosphere, show that they are one of the main indicators that customers use to determine whether a restaurant is performing satisfactorily. On the other hand, it is known that a restaurant's atmosphere significantly affects how much customers like their dining experience. (Ramanathan, Di, & Ramanathan, 2016). An interesting view was expressed that 'the quality of the ambience is very important in indicating customer satisfaction (Ramanathan et al., 2016). The choice of ingredients or food menu can also be influenced by the atmosphere, which is another issue that needs attention. (Stroebele & De Castro, 2004).

The quality of the atmosphere should ultimately be considered as it significantly affects overall enjoyment, including food choices. (Ramanathan et al., 2016). According to (Sholihah, 2020) that customer decisions to visit and then buy from restaurants can be influenced by the atmosphere in it. In reality, many customers go to restaurants out of curiosity and enjoy the atmosphere there. They not only consider the products or services provided; they also consider the environment where they shop. Based on the background above, the authors are interested in conducting research by formulating two main problems, namely how the atmosphere factor affects customer satisfaction, and how the consumer satisfaction factor affects repurchase intentions at amber Lombok beach resort. So that the purpose of this study is to determine the effect of restaurant atmosphere on satisfaction and repurchase intentions at Amber Lombok beach resort Lombok.
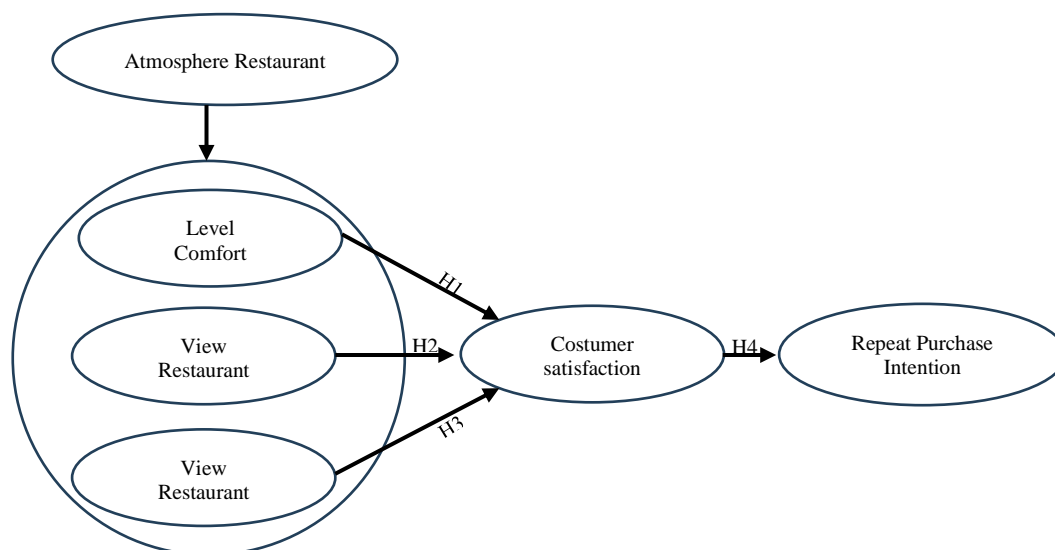
RESEARCH METHOD

Figure 1: Research Model.

Based on the research model above, it can be explained that the dependent variable or variable X (atmosphere) itself will be linked to the independent variable or variable Y, namely customer satisfaction. Then variable Y will be linked again by the independent variable or variable Z, namely repurchase intention. Atmosphere or atmosphere is reduced to three factors that are used as an assessment of customer satisfaction and intention to repurchase at the Amber Lombok Beach Resort restaurant.

Population and Sample

In this study, the population determined is consumers who visit Amber Lombok Beach Resort. Based on (J. F. Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) the sample size should be 100 or larger. As a general rule, the minimum sample size is at least five times more than the number of question items to be analyzed. In this study, there are 18 question items, so the sample size required is at least 18 x 5 = 90 samples. However, to prevent and minimize errors, this study determined a sample size of 202 respondents. (Awang, Afthanorhan, Mohamad, & Asri, 2015).

Data Collection Technique

Data collection techniques in this study used questionnaires distributed directly to guests visiting Amber Lombok Beach Resort. In addition, data collection techniques are also carried out by means of respondents being directed to an online questionnaire by providing a google form link on the device provided by the researcher.

What follows is a questionnaire distributed by researchers to obtain or collect respondent data which will be used to analyze the effect of atmosphere or restaurant atmosphere on customer satisfaction, and customer satisfaction affects repurchase intentions at Amber Lombok Beach Resort. The scale used in the study is to use a Likert scale. Likert scale is a scale used to measure the perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon. (Pranatawijaya, Widiatry, Priskila, & Putra, 2019). The scale used in this study uses a 5-point Likert scale. Namely, strongly agree (5), agree (4), neutral (3), disagree (2),

and strongly disagree (1). Questionnaire construction and measurement items are presented in the following table.

1. Restaurant Confort Level

Variable	Indikator	Statement
	TK1	Temperature and air make you feel at home and comfortable
Comfort Level	TK2	The atmosphere of the restaurant has a quiet atmosphere
	TK3	The restaurant staff has a good attitude and appearance
	TK4	Good speed of service

Table 1: Construction of restaurant comfort level questionnaire

2. Restaurant View

Dimension	Indicator	Statement
	PR1	Customers / consumers feel comfortable and make feel at home with the atmosphere and scenery
Restaurant View	PR2	The panoramic view of the restaurant is stunning
	PR3	The view of the restaurant is very beautiful because it is close to the beach
	PR4	The view of the restaurant is different from other restaurants

Table 2: Construction of restaurant view questionnaire

3. Restaurant Appearance

Dimension	Indicator	Statement
	P1	Attractive restaurant look and design
	P2	Attractive restaurant interior design
Restaurant Appearance	P3	Good layout of fixtures, decorations, chairs and tables
	P4	The restaurant has a good level of cleanliness

Table 3: Construction of restaurant appearance questionnaire

4. Customer Satisfaction

Dimension	Indicator	Statement
	KK1	Very satisfied with the view of the restaurant
Customer Satisfaction	KK2	Very satisfied with the comfort level of the restaurant
	KK3	Very satisfied with the appearance of the restaurant

Table 4: Construction of consumer satisfaction questionnaire

5. Repurchase Intent

Dimension	Indicator	Statement
	NPU1	I rebought the food at this restaurant because of the comfortable atmosphere of the restaurant
Repurchase Intent	NPU2	I prefer the atmosphere of Amber's restaurant compared to similar eateries.
	NPU3	Amber Restaurant will be the first choice when making plans to choose where to eat/drink

Table 5: Construction of repurchase intention questionnaire

Data Analysis

Statistical analysis in this study included descriptive statistics, confirmatory factor analysis (CFA), and structural equation modeling (SEM). The analysis used to test the validity and reliability of the questionnaire and test the hypothesis in this study used SPSS and Smart PLS. The analysis used to test the validity and reliability of the questionnaire and test the hypothesis in this study used SPSS and Smart PLS, the SPSS program was used to analyze descriptive statistics of respondents, Smart PLS was used to determine the involvement between variables and to determine latent patterns in the data. To test the reliability and validity of the construct, it was carried out using confirmatory factor analysis (CFA), (Suhr, 2006).

RESULT AND DISCUSSION
Validity and Reliability Test

Convergent validity test is used to be able to prove that the indicator items in each variable are able to measure or represent each latent variable. The validity test in this study consists of convergent validity and discriminant validity, while the reliability test is expressed in the calculation of the composite reliability value and Cronbach's Alpha. The convergent validity test consists of factor loading or outer loading with a standard value above 0.7 (hair et al, 2017), AVE value greater than 0.5 (Hair et al, 2017). Furthermore, for reliability measurement using the Cronbach's alpha value must be more than .70 (Fornell & Larcker, 1981a; Nunnally & Bernstein, 1994) and composite reliability should be more than 70 (Fornell & Larcker, 1981) . The validity and reliability tests for each are listed in the table below.

Variable	Indicator	Outer Loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Customer Satisfaction	KK1	0.845	0.797	0.799	0.711
	KK2	0.857			
	KK3	0.827			
Repurchase Intent	NPU1	0.825	0.803	0.803	0.717
	NPU2	0.850			
	NPU3	0.865			
Restaurant Appearance	P1	0.760	0.792	0.794	0.616
	P2	0.816			
	P3	0.795			
	P4	0.768			
Restaurant View	PR1	0.727	0.806	0.846	0.625
	PR2	0.853			
	PR3	0.842			
	PR4	0.733			
Comfort Level	TK1	0.707	0.708	0.710	0.533
	TK2	0.766			
	TK3	0.717			
	TK4	0.729			

Table 6: Validity Test

Based on the table above, it can be explained that the comfort level variable is measured by 4 valid indicator items, where the outer loading value is between 707-766, which indicates that the four measurement items are valid and can characterize the level of comfort. Furthermore, the level of variable reliability is acceptable, which is indicated by the Cronbach alpha and composite reliability values above 0.7, and the level of convergent validity indicated by the AVE value of 0.533> 0.5 has met the requirements of convergent validity. The results of the analysis show that the level of comfort based on the value of outer loading, among the 4 measuring indicator items, shows that those related to the level of comfort are quite good but need to be increased again. Based on the outer loading value on the comfort level variable, the indicator item that has the greatest contribution to the level of comfort is TK2 or a calm restaurant atmosphere with a cross loading value of 0.766, it can be said that the level of comfort in the restaurant can be reflected in the calm restaurant atmosphere, according to the results of the analysis (Harianto, 2013) revealed that the restaurant atmosphere has an influence on customer satisfaction, the better the restaurant atmosphere will be able to increase customer satisfaction.

The restaurant scene variable is measured by 4 valid indicator items, it is known based on the table above that the outer loading value is between 727-853, which means that the four indicator items are valid and can represent the restaurant scene. The Cronbach alpha and composite reliability values are above 0.7, indicating that the level of reliability is acceptable, the AVE value of 0.625> 0.5 has met the convergent validity requirements. Among the 4 indicator items that measure the restaurant scene variable, it is quite good but needs to be increased again. Based on the outer loading value on the restaurant scenery variable, the indicator items that contribute the most are PR2 or the restaurant panorama is very stunning with a cross loading value of 0.853 and PR3 or the restaurant scenery is beautiful because it is close to the shoreline with a cross loading value of 0.842, it can be said that the restaurant scenery can be represented by a very stunning restaurant panorama and a beautiful restaurant view because it is close to the shoreline, for indicator items PR1, and PR4 are good enough to represent the restaurant scenery variable.

The restaurant appearance variable is tested through 4 valid indicators which can be seen from the outer loading value of 760-816, the variable reliability value is acceptable with a Cronbach alpha and composite reliability value above 0.7, an AVE value of 0.616>0.5 and can be declared to have met the convergent validity requirements. Among the 4 indicator items for measuring restaurant scenery, P2 or attractive restaurant interior design has the highest outer loading value of 816 which indicates that the indicator item can measure the restaurant scenery variable very well. Meanwhile, the indicator items P1, P3 and P4 are good enough but need to be improved to represent the restaurant appearance variable.

The consumer satisfaction variable is measured by 3 indicator items which are declared valid with an outer loading value of 827-857, the level of variable reliability meets the requirements with a Cronbach alpha and composite reliability value above 0.7, the AVE value of 0.711> 0.5 has met the convergent validity requirements. It can be seen that the 3 indicator items measuring customer satisfaction KK1, KK2, and KK3 have a high oueter loading value, which indicates that the 3 indicator items can represent customer satisfaction very well.

Furthermore, the repurchase intention variable is measured through 3 valid indicators which have an outer loading value between 825-865, the Cronbach alpha and composite reliability values are above 0.7, which means that the level of reliability is acceptable, then the AVE value of 0.717> 0.5 has met the convergent validity requirements. It can be seen that the 3 indicator items measuring repurchase intention NPU1, NPU2, and NPU3 have a high oueter loading value, which indicates that the 3 indicator items can reflect the repurchase intention variable very well.

Deskriminan Validity

Discriminant validity needs to be done to prove that the variables used are different and empirically proven or proven by statistical testing, discriminant validity represents the extent to which the construct is empirically different from other constructs or, in other words, the construct measures what it wants to measure. (J. Hair, Hult, Ringle, & Sarstedt, 2014) . In this study there are 3 approaches used in measuring *discriminant validity*, namely *heterotrait-monotrait ratio (HTMT), fornell larcker criterion* and *cross loading*.

A. Fornell larcker criterion.

	KK	NPU	P	PR	TK
KK	0.843				
NPU	0.194	0.847			
P	0.352	0.288	0.785		
PR	0.302	0.264	0.277	0.791	
TK	0.303	0.085	0.268	0.102	0.730

Tabel 7: *Fornell larcker criterion*

Forneell and Lacker's criterion is that the root AVE of a variable is greater than the correlation between variables (Fornell & Larcker, 1981b). Based on table 7, consumer satisfaction variables have a greater correlation between repeat purchase intent (0.194), restaurant appearance, AVE root (0.352), restaurant view (0.302), and comfort level (0.303). The results show that the validity of the description is met.

B. Heterotrait- Monotrait Ratio (HTMT)

	KK	NPU	P	PR	TK
KK					
NPU	0.242				
P	0.441	0.357			
PR	0.353	0.327	0.329		
TK	0.404	0.112	0.361	0.165	

Tabel 8: *Heterotrait- Monotrait Ratio (HTMT)*

The recommended value in the *Heterotrait-Monotrait Ratio (HTMT)* approach is less than or equal to 0.85 (Henseler, Ringle, & Sarstedt, 2015). The test results showed a *Heterotrait-Monotrait Ratio (HTMT) value* below 0.85. Thus, the validity of the description is achieved.

C. Cross Loading

	KK	NPU	P	PR	TK
KK1	0.845	0.171	0.299	0.231	0.265
KK2	0.857	0.172	0.292	0.313	0.243
KK3	0.827	0.147	0.299	0.216	0.261
NPU1	0.162	0.825	0.222	0.245	0.074
NPU2	0.164	0.850	0.219	0.175	0.035
NPU3	0.167	0.865	0.290	0.251	0.107
P1	0.292	0.280	0.760	0.190	0.170
P2	0.294	0.236	0.816	0.258	0.222
P3	0.253	0.242	0.795	0.240	0.249
P4	0.260	0.137	0.768	0.180	0.205
PR1	0.196	0.185	0.225	0.727	0.116
PR2	0.290	0.253	0.248	0.853	0.063
PR3	0.278	0.191	0.247	0.842	0.090
PR4	0.142	0.206	0.118	0.733	0.060
TK1	0.208	0.054	0.198	-0.009	0.707
TK2	0.238	0.113	0.182	0.155	0.766
TK3	0.215	0.010	0.205	0.019	0.717
TK4	0.224	0.066	0.201	0.120	0.729

Tabel 9: *Cross Loading*

Another method of assessing discriminant validity is to use a loading factor, i.e. by measuring a construct beyond the correlation coefficient of all other constructs (J. Hair et al., 2014). Results show *cross loading* measurement is acceptable.

Structural Model Analysis

Structural model analysis deals with testing the hypothesis of influence between variables. In this study, the examination of structural models was carried out in two stages, namely hypothesis test or *path model* and f square value analysis test. In addition, it is also necessary to convey the results of a confidence interval of 95% estimated parameter of the path coefficient.

Testing hypotheses between variables by looking at *the p-value, if* the p-value of the test results is smaller than 0.05 then there is a significant influence between variables. Next is to look at the value of the f square result, which is the influence of direct variables at the structural level with f square criteria of 0.02 low, 015 moderate and 0.35 high (Hair et al, 2021). For the results of the hypothesis test or path coefficient can be seen in the table below.

	Original sample (O)	P values	95% interval Trust path coefficient		F square
			Lower Limit	Upper Limit	
H4-KK -> NPU	0.194	0.005	0.078	0.340	0.039
H3-P -> KK	0.233	0.002	0.083	0.382	0.060
H2-PR -> KK	0.215	0.002	0.086	0.352	0.054
H1-TK -> KK	0.219	0.001	0.104	0.356	0.056

Tabel 10: Hypothesis Test.

Based on the hypothesis test table above and the purpose of this study aims to determine the effect of restaurant atmosphere on customer satisfaction and repurchase intentions at Amber Lombok Beach Resort as evidenced by the level of comfort, restaurant scenery, restaurant appearance, customer satisfaction, and repurchase intentions. Based on the results of the analysis, the findings and discussion include:

1. The first hypothesis **(H1) is accepted**, namely that there is a significant influence between the level of comfort on customer satisfaction with a p-value of 0.001 <0.05, so it can be concluded that the effect of the level of comfort on customer satisfaction has a significant effect. In the 95% confidence interval, the effect of the level of comfort in increasing customer satisfaction lies between 0.104 and 0.356, if the level of comfort is getting better, the increase in customer satisfaction will increase to 0.356. The F square value shows the influence of the comfort level variable in increasing customer satisfaction has a relatively high influence with an f square value of 0.056. These results indicate that the Amber Lombok Beach Resort restaurant has been able to create a good level of comfort. These results support the results of research conducted by (Agoes & Pasaribu, 2015) stated that the comfort level factor can be a measure of consumer consumer satisfaction. The comfort level of the restaurant can be felt by consumers through the air in the restaurant which can provide comfort, a calm restaurant atmosphere, restaurant staff have a good attitude and appearance, and a good level of service speed.

2. The second hypothesis **(H2) is accepted**, namely that there is a significant influence between restaurant views on customer satisfaction with a p-value of 0.002 <0.05. The view is the concept of what the customer will see. (Agoes & Pasaribu, 2015). The results show that the view of the restaurant at Amber beach resort can fulfill the sense of customer satisfaction that can be felt from the outdoor restaurant which is located very close to the beautiful white sand beach, so that customers or guests can enjoy food and drinks while enjoying the beach view. At the 95% confidence interval, the effect of restaurant views in increasing customer satisfaction has a value range between 0.086 to 0.352. The results of the F square value test show that the influence of the restaurant scenery variable in increasing customer satisfaction has an influence that is classified as high with an f square value of 0.054.

3. The third hypothesis **(H3) is accepted**, namely that there is a significant influence between restaurant appearance on customer satisfaction with a p-value of 0.002 <0.05. In the 95% confidence interval, the effect of restaurant appearance in increasing customer satisfaction lies between 0.083 and 0.382. The F square value shows the influence of the restaurant

appearance variable in increasing customer satisfaction has the highest influence among other variables with an f square value of 0.056, these results indicate that customer satisfaction is largely influenced by appearance. Amber beach resort restaurant has a unique restaurant design or interior design because it carries the theme of a blend of traditional and modern, traditional can be seen from the use of reeds on the ceiling of the restaurant. In addition, the layout or lay out of the restaurant bar, cashier, tables, chairs with attractive photo spots whose purpose is to create customer satisfaction and an attractive restaurant atmosphere. An effective and attractive appearance or layout of a restaurant not only ensures comfort and convenience but has a great influence on satisfaction. (Lim Evelyn & Kristanto Luciana, 2019). Amber beach resort restaurant is a restaurant that can accommodate approximately 150 people, the concept of Amber beach resort restaurant is a lounge concept with the aim of emphasizing the design with details in every spot in the restaurant. In addition to design details that aim as aesthetics. Rather, it also wants to achieve the goal of creating a relaxed atmosphere, comfort and satisfaction for consumers. In addition to the layout and concept of the restaurant, the appearance of the Amber beach resort restaurant also always takes care and maintains cleanliness, so that it can make consumer satisfaction and consumers feel comfortable in the restaurant, a clean restaurant environment can make consumers feel comfortable and can make consumers intend to come back again, (Riskiyah, Kunaifi, Matnin, & Asyari, 2020).

4. The fourth hypothesis **(H4) is accepted**, namely that there is a significant influence between customer satisfaction on repurchase intentions with a p-value of 0.005 <0.05, any increase in customer satisfaction will increase repurchase intentions. In the 95% confidence interval, the effect of the level of comfort in increasing customer satisfaction lies between 0.078 and 0.340. The F square value shows that the influence of the comfort level variable in increasing customer satisfaction has a fairly high influence with an f square value of 0.039. It can also be said that consumers who are satisfied will tend to make repeat purchases in the future. In addition, consumers who are satisfied will tend to do up buying in the future. (Ibrahim & Thawil, 2019)
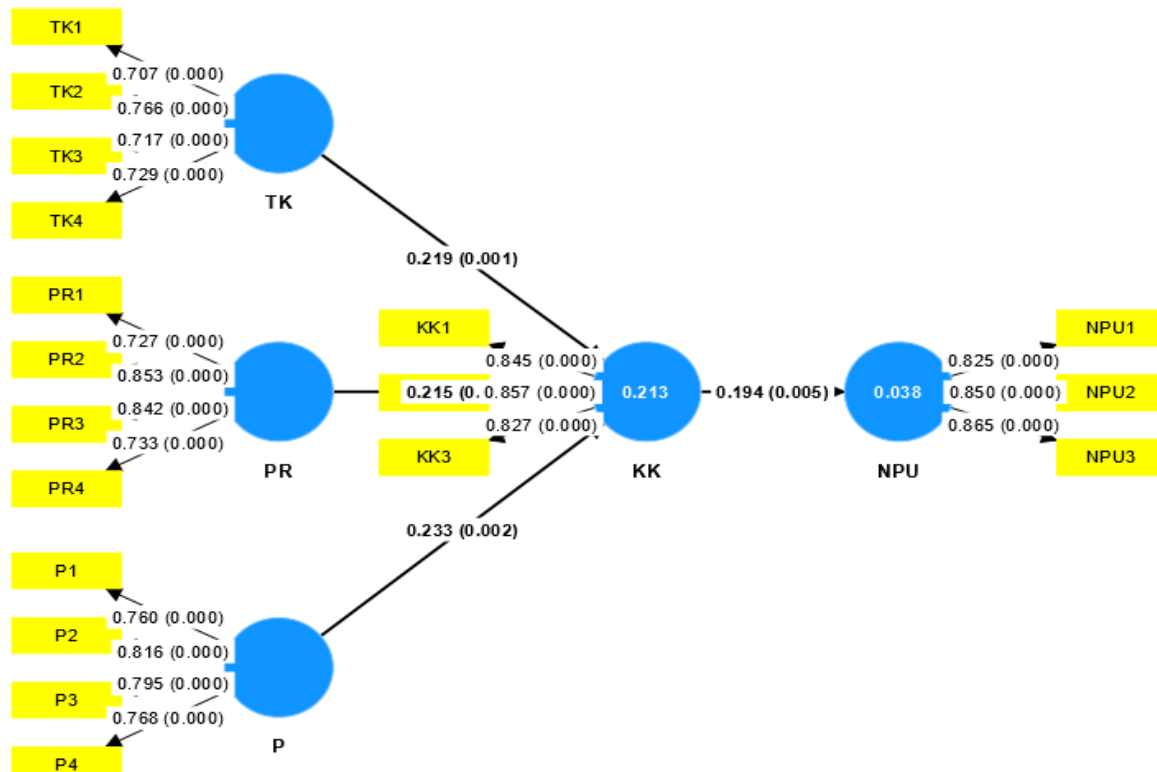
Figure 2: Diagram *path coefficient* dan *p-value*

Based on the Path coefficient and p-value diagram above, the results show that restaurant appearance has a high influence compared to other variables. While the customer satisfaction variable has a low influence on repurchase intentions, these results indicate that any increase in customer satisfaction will increase repurchase intentions.

Model Goodness and Fit Analysis

Furthermore, in this study to assess the structural model using the model fit criteria. The thresholds used are SRMR less than 0.10 or 0.08 and NFI close to 1, (Bentler & Hu, 1998). Furthermore, the size of the R statistic describes the model built, namely the endogenous variables that can be explained by exogenous variables, according to (Chin, Chinn, & Chin, 1998) The interpretative value of R square is 0.19 low influence, 0.33 medium influence, and 0.66 high influence.

	Saturated model	*Estimated model*	*R square*
SRMR	0.072	0.089	
NFI	0.686	0.674	
KK			0.213
NPU			0.038

Table 11: Analisis Kebaikan dan Kecocokan Model

Based on the processing results above, each model meets the criteria, with an SRMR value = 0.089, NFI value = 0.870, R square value of customer satisfaction 0.213 and R value of repurchase 0.038, which means the model is acceptable.

CONCLUSION

Based on the results of the analysis of the restaurant atmosphere as seen from the level of comfort, restaurant scenery, restaurant appearance to customer satisfaction, and analysis of customer satisfaction on repurchase intentions, the conclusions in this study include:

1. Customer satisfaction as measured by the restaurant atmosphere as seen from three measurement indicator items, namely the restaurant scenery, restaurant comfort level, and restaurant appearance. There is a relationship that shows that increasing customer satisfaction at Amber beach resort restaurants can be influenced by the restaurant atmosphere with a good level of comfort, the restaurant atmosphere that is created aims to attract consumers to visit. In addition, the atmosphere created can make consumers feel at home for long in the restaurant, stunning restaurant views or beautiful scenery, and attractive restaurant appearance, a restaurant atmosphere that is organized and made in an attractive way will have a positive influence on customer satisfaction. A restaurant atmosphere that is designed to be attractive, unique and has distinctive characteristics has the potential to increase customer satisfaction. The better the restaurant atmosphere, it will increase customer satisfaction.

2. Repurchase intention is a form of reaction to the desire and action of consumers to repurchase or use the same product or service, this arises because the satisfaction received in the previous experience is in accordance with what consumers expect. Customers usually consider various aspects such as the atmosphere of the restaurant and the satisfaction gained from previous experiences. Customers will experience a level of satisfaction if the goods or services obtained match their needs and desires. The higher the sense of satisfaction obtained, the higher it can affect the desire of consumers to make repeat purchases in the future.

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