

Consumers' Purchase Intention: Influencing Factors Unveiled at Korean Thematic Café (Case Study: Chingu Café)

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Abstract

Service quality, atmosphere, and food quality have become an important part to be considered by a firm or company in order to attract consumers and to compete in the marketplace. This research will be taking Chingu Café which is located in Bandung, Indonesia to be the object of the study. This research applied a quantitative method with total sample of 384 respondents who have visited and spent time in Chingu Café. A multi linear regression was applied to analyze the findings in order to gain the effect of service quality's dimensions, food quality, and atmosphere on purchase intention. This research is able to gather unique findings in a Korean thematic café business. It is obtained that the most consumptive consumers are teenagers and young-adults dominated by females. More importantly, this research is able to find that service quality (tangible, reliability, responsiveness, and empathy), atmosphere, and food quality have a positive influence on purchase intention while none of such relationship between assurance dimension and purchase intention.

Keywords: purchase intention, service quality

INTRODUCTION

Purchase intention is referred to how consumers would likely to make a transaction by considering service quality, atmospheric environment, and food quality. Moreover, recent studies (Pi, Liao, Liu, & Lee, 2011; Pavlou & Geven, 2004) have proved consumers' actual buying behavior as well as their probability in creating another transaction in the future are reflected by purchase intention.

Service quality is globally defined as a superiority of service provided by a firm or company where it has been suggested in order to make a competitive advantage in the marketplace (Parasuraman, Zeithaml, & Berry 1988). It is seen as an interactive process of creating value to be delivered to consumers (Fitzsimmons & Fitzaimmons, 2008). Service quality has been an important key for a firm or company to gain its loyal consumers and to avoid consumers preferring other competitors that can meet their expectation and create satisfaction.

Wakefield and Baker (1998) have proved that the probability of consumers feeling satisfied and staying longer in a store increases due to the result of the service quality and the store's atmosphere provided by the firm

or company. It means that the store's service quality and atmosphere have high impact on consumers' satisfaction which is also able to increase their purchase intention while staying in the store. Besides service quality and atmosphere, food quality also plays an important role in achieving consumers' satisfaction and increase purchase intention.

For Korean thematic cafés in Indonesia, they have endeavored to gaining loyal consumers. Many issues applied in implementing Korean atmosphere into a business such as café. In this research, Chingu Café was the object to be studied. Chingu Café is a Korean thematic café located in Jl. Sawunggaling No. 10 Dago, Bandung, opened daily starting from 10.00 – 22.00. The café was established in 2013, aiming to pamper its consumers with delightful Korean cuisines and modern Korean atmosphere to make its consumers feel like being in Korea. The name of chingu itself was adopted from a Korean term which means 'friend'. It was chosen because the term chingu matches with the theme of Chingu Café of friendship atmosphere that can be seen and felt by every consumer visiting the café. Chingu Café always greet its consumers warmly in Korean to make sure its consumers feel happy and satisfied.

Currently, Chingu Café started to gain its popularity in Bandung. The café was known for its Korean thematic café, Korean cuisines and atmospheres with the dominant consumers of female teenagers. Despite the fact, Chingu Café required assessment to understand the consumers' expectation regarding the café in fulfilling their satisfaction, and which section required improvements, to nail its legacy by sustainably attracts and appeals consumers' interest to exercise the purchase intention.

The theoretical framework of this research was developed by studying previous researches as described in Table 1. In summary, it was revealed that service quality, atmosphere, and food quality to have an influence or linear relationship on purchase intention.

Based on the preceding theoretical review, a theoretical framework, as presented in Figure 1, was able to be constructed revealing all independent variables (service quality composing of empathy, assurance, responsiveness, reliability, and tangible; atmosphere, and food quality) to possess linear relationships with the dependent variable (purchase intention).

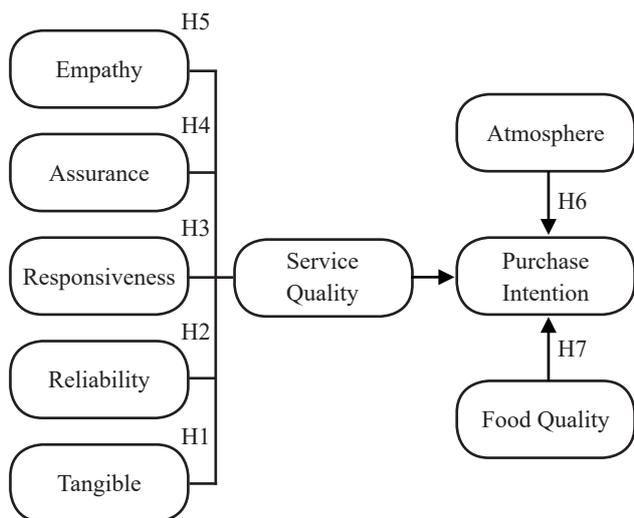


Figure 1. Theoretical framework

Purchase intention is the willingness of consumers to make a transaction with a retailer. It reflects as a promise to one's self to re-purchase a product on one's next trip (Fandos & Flavian, 2006; Halim and Hameed, 2005).

Service quality is defined as the assessment of how well a service meets with consumers' expectation (Zeithaml, Bitner, & Gramler, 2006). This assessment is able to be used to assess the quality of services provided by a firm or company in order to identify problem faced by a firm or company which is started from analysis and measurement (Edvardsen, 1994).

The SERVQUAL model applied in this research was developed by Parasuraman, Zeithaml, & Berry

(1988) which are tangible, reliability, responsiveness, assurance, and empathy in order to gain the influence of service quality's dimensions on purchase intention. This model is able to be applied repeatedly on a regular basis as the benchmark of service quality. It is able to be implemented annually in order to gain repeat yearly comparisons, to determine how the improvement of service quality has influenced on consumers' perceptions and the effectiveness of service quality provided to consumers (Shahin, 2006).

Representation of service physically includes physical facilities, location, equipment used, and the appearance of employees. Service quality is also evaluated by consumers, especially new consumers through examining the physical representation or atmospheric environment of tangible dimension provided by a company or firm. It is also referred to the presentation of store's physical lay-out and the convenience offered to consumers (Subhash, Ashok, & Soon, 2000).

H1: Tangible dimension has a positive influence on purchase intention.

Representation of the ability of delivering service to meet consumers' expectation includes punctuality, equal service given to every consumers, sympathetic attitude, and high accuracy. Reliability is also related to the ability of a company or firm to deliver its promises such as delivery, service provision, problem resolution, and pricing to it consumers.

H2: Reliability dimension has a positive influence on purchase intention.

Responsiveness represents the ability to deliver a responsive service to give information to consumers including paying attention to consumers' requests, questions, and closeness. Responsiveness determines about how a company or firm help its consumers in responding their needs and questions. Responsiveness is measured through the length of time spent by consumers to wait for assistances.

H3: Responsiveness dimension has a positive influence on purchase intention.

Assurance represents the ability to create trust into consumers including knowledge and courtesy of employees to inspire trust and confident. Assurance is considered important for a company or firm in order to evaluate outcomes of consumers which are perceived to be high risk. Trust and confidence are related to the person who will make a contact to consumers in order to create a positive relationship between company or firm with consumers.

H4: Assurance dimension has a positive influence on purchase intention.

Empathy represents for caring and individual attention from a firm or company provides to its consumers including acknowledging the consumers, understanding their needs, and providing a comfortable operational time for consumers in

order to make consumers feel unique and special. In this dimension, consumers would likely to be understood personally to create a warm feeling in them.

H5: Empathy dimension has a positive influence on purchase intention.

The quality of food is important for a business that offers a dining experience to maintain a high quality of cuisines in order to satisfy the needs and expectation of its consumers. In a café or restaurant industry, consumers' satisfaction on food quality is related to purchase intention where there is a probability of consumers to make a repeat purchase (Cho & Park, 2001).

Prybutok (2009) has studied about the relationship between service quality, food quality, perceived value, customer satisfaction, and behavioral intention in fast-food restaurants and has stated that food quality has a positive and direct influence on consumer's satisfaction. In this research, the attributes of food quality implemented were freshness of food, taste of food, nutrition of food, variety of menu, and smell of food (Ryu, Lee, Kim, & Woo 2012).

H6: Food quality has a positive influence on purchase intention.

Previous research (Worek, Kindangen, & Worang, 2015) has proved that restaurant's atmosphere has a positive influence on consumers' purchase intention. According to the statements, it should be considered to create an interesting and comfortable atmosphere into a restaurant business in order to capture or retain more consumers as well as increasing their purchase intention.

H7: Atmosphere has a positive influence on purchase intention.

METHOD

Purchase intention was measured by 4 items of questionnaires in line with Hussain and Ali (2015). The service quality was designed by 22 items of questionnaires based on Parasuraman et al. (1988) with the dimensions of tangible, reliability, responsiveness, assurance, and empathy. In measuring food quality, it used a 5-item scale developed in accordance with Ryu, Lee, Kim, and Woo (2012) and Qin and Prybutok (2009). As for atmosphere, it was measured based on 8 items of questionnaire in accordance with Hussain and Ali (2015).

This research was conducted based on survey using questionnaires in order to learn the influence of service quality, food quality, and atmosphere on purchase intention. It took a sample of 384 respondents

who have visited and spent time in Chingu Café. The validity and reliability analysis were conducted by applying coefficient correlation where the coefficient of validity has to be greater than 0.3 and coefficient of reliability has to be greater than 0.6. This research conducted a set of classic assumption test to learn the appropriateness from items of questionnaires to be analyzed. A multiple regression analysis was applied in order to learn the correlation of independent variables with dependent variable.

Table 2. F test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155,750	7	22,250	303,881	,000 ^a
	Residual	27,531	376	,073		
	Total	183,281	383			

a. Predictors: (Constant), Food Quality, Reliability, Empathy, Assurance, Responsiveness, Atmosphere

b. Dependent Variable: Purchase Intention

RESULT

Majority of the respondents was female, comprising 77.9% of the total respondents or 299 in total. Respondents with the age ranging of 20 – 24 years old are the most among the other age groups with 194 respondents or 50.5%. Most of the respondents are university students with 221 respondents (57.6%). The result is dominated by respondents from North Bandung with 147 respondents or 38.3% of the total respondents. This has able to learn unique findings in a Korean thematic café business. Based on the respondents, it is obtained that the most consumptive consumers are teenagers and young-adults dominated by females. Most of them are students with lower spendings, however, they are considered potential in this business field.

Table 3: Model summary of multiple linear regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,922 ^a	,850	,847	,27059

a. Predictors: (Constant), Food Quality, Reliability, Empathy, Assurance, Responsiveness, Atmosphere

Based on the table 3, it is obtained that the regression coefficient (R) is 0.922. It indicates that there exists a strong relationship between tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), empathy (X_5), atmosphere (X_6), and food quality (X_7) with purchase intention (Y).

Tabel 4. t Test analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	-1,594	,138		-11,546	,000	
	Tangible	,326	,027	,302	12,081	,000	,724
	Reliability	,252	,027	,207	9,184	,000	,576
	Responsiveness	,154	,028	,145	5,566	,000	,620
	Assurance	,039	,031	,032	1,262	,208	,549
	Empathy	,143	,027	,123	5,355	,000	,528
	Atmosphere	,266	,038	,186	6,930	,000	,688
	Food Quality	,282	,030	,278	9,545	,000	,760

a. Dependent Variable: Purchase Intention

Based on the F test analysis on Table 1, there exists a significant influence between all independent variables which are tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), empathy (X_5), atmosphere (X_6), and food quality (X_7) as a whole on the dependent variable which is purchase intention (Y) where F count (303.881) is greater than F table (2.034).

Table 4 shows the results of t test analysis. It is obtained that most of the independent variables have significant partial influence on purchase intention (Y) where each of the variable's t count is greater than t table of 1.966. Tangible (X_1) has the greatest influence where its t test is 12.081 and only assurance (X_4) that does not have a significant partial influence on purchase intention (Y) because its t count (1.262) is less than the t table (1.966).

Based on table 3, it is obtained a multiple regression formula as follows:

$$Y = -1.594 + 0.326X_1 + 0.252X_2 + 0.154X_3 + 0.039X_4 + 0.143X_5 + 0.266X_6 + 0.282X_7$$

Based on the regression formula above, it is obtained that the constant value is -1.594. It means that when all independent variables equal to zero, hence, the value of dependent variable s predicted to be -1.594. The coefficient of variable's regression indicates a direction of relationship of the variable which is related to purchase intention. Regression coefficient of variable X_1 of 0.326 means that on every increase by one point of tangible (X_1) increases purchase intention (Y) as much as 0.326, coefficient regression of variable X_2 of 0.252 means that on every increase by one point of reliability (X_2) increases purchase intention (Y) as much as 0.252, regression coefficient of variable X_3 of 0.154 means that on every increase by one point coefficient of variable X_4 of 0.039 means of responsiveness (X_3) increases purchase intention (Y) as much as 0.154,

regression that on every increase by one point of assurance (X_4) increases purchase intention (Y) as much as 0.039, regression coefficient of variable X_5 of 0.143 means that on every increase by one point of empathy (X_5) increases purchase intention (Y) as much as 0.143, regression coefficient of variable X_6 of 0.266 means that on every increase by one point of atmosphere (X_6) increases purchase intention (Y) as much as 0.266, regression coefficient of variable X_7 of 0.282 means that on every increase by one point of food quality (X_7) increases purchase intention (Y) as much as 0.282.

To summarize the findings, it is obtained that all dependent variables which are tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), empathy (X_5), atmosphere (X_6), and food quality (X_7) have a positive or unidirectional relationship with purchase intention. However, based on the significant level, only assurance dimension (X_4) that does not have a significant influence on purchase intention (Y) indicated by the sig. coefficient of 0.228 which exceeds 0.05. Hence, consumers' purchase intention is influence by the variables studied where the regression coefficients indicated how great the variable affect purchase intention. Based on this research findings, the research problems or objectives may be answered through a practical implication where a business running in a Korean thematic section especially Korean thematic café may consider offering a greater level of its service quality, atmosphere, and food quality in order to increase consumers' purchase intention as well as to retain its consumers while offering a low level of service quality, atmosphere, and food quality may drive to consumers' decline or decrease in consumers' purchase intention. These findings are also supported based on the previous research where service quality, atmosphere, and food quality do have a positive relationship on purchase intention (Worek, Kindangen, & Worang, 2015; Qin &

Prybutok 2009; Omotayo, & Joachim, 2008). However, this research obtained that assurance dimension of service quality does not have a significant influence on purchase intention.

Besides considering on the level of service quality, atmosphere, and food quality, a business may create a marketing strategy based on the findings of respondents profile. This research obtained that the most consumptive consumers at a Korean thematic café are university students and school students. This indicates that a Korean thematic business is able to attract more consumers with the age range of 15 – 24 years old. It may be necessary to follow the trend in these consumers range of age to learn what is able to attract them most.

CONCLUSION

This research has seven independent variables studied by a multiple linear regression analysis where seven independent variables are considered to be the maximum numbers to have an effective analysis (Santoso, 2016: 362) which may create a wider findings or more complex results to study about consumers' purchase intention.

The strongest factor influencing purchase intention in Korean thematic café is tangible dimension. It is followed by food quality, reliability dimension, atmosphere, responsiveness dimension, and empathy dimension. It is obtained that assurance dimension of service quality does not have a significant influence on purchase intention. Besides the variables which are being researched in this study, respondents would also pick food's taste, menu variation, and café's atmosphere over location and price in choosing a Korean thematic café.

In terms of Tangible dimension, customers once entered the restaurant might perceive themselves to be resided in Korea. The Korean-designed style filled the ambience of the restaurant from the waiting room that was decorated as the Korean Bus Stop, as well as music and clip video playing the Korean-hits song, up to Korean sit-cross styles existed. The front door was made of glasses surrounded with the white-bricks wall. Paper-tree stood in the corner filled with the paper notes of experiences from the customers of being in the café. When the café was full, there was a waiting rooms decorated as the 'Korean Bus Stop' with wall filled with posters of actor and actress murals. 'Gangnam Station' was one of favorite places which emulated Korean Station along with the sign, direction, with tables and chairs mimicked the ambience of Mass Rapid Transportation. These were kinds of elements mostly valued by the customers on the uniqueness toward Korean Culture.

In terms of Food quality, the café had adapted to the requirement of Indonesian culture where Moslems are the majority of customers. All menu dishes were halal, and varied with a vast ranges of menu from Tteokbokki (spicy, slightly sweet and chewy rice cakes), Ramyun (spice-instant noodle), Hotteok (sweet pancakes), Jap Chae (sweet potato starch noodles stir fried with vegetables and meat), Bibimbap (mixed rice with meat and assorted vegetables), Chijeu Bokkeumbap (cheese fried rice), Pat Bingsoo (shaved ice dessert with sweet toppings), to Ring Bingsoo (marshmallow, popping boba, fruit loops, and vanilla ice cream). These variety of unique Korean menus were also highly valued by the customers.

In terms of Reliability dimension, what was foremost valued by the customers related to the accurate billing and the affordable price to the targeted customer. The prices of these varieties of menus were not exceeding to Rp. 30.000, matched to affordability of the college students as the main target customer.

In terms of Atmosphere dimension, the interior layout of furniture and decorated walls were enchanted and fabulous. Besides that, cleanliness, and service appliances such as brochure, menu book were also visually appealing to the customers.

Tangible dimension of service quality that has significant relationship with purchase intention approves hypothesis 1. The other dimensions of service quality; reliability, responsiveness, and empathy also approve hypothesis 2, hypothesis 3, and hypothesis 5 in which reliability, responsiveness, and empathy dimension have a positive influences on purchase intention. But, assurance dimension does not have a positive influence on purchase intention which rejects hypothesis 4. This contrasts with a research conducted by Zhou (2004) who mentioned that assurance has the strongest positive influence on consumers' satisfaction that affects positively to the purchase intention. This is due to the embedded trust on the side of the customer's mind that while entering the café, embracing the tangible dimensions of Korean thematic, encountering enchanted-variety of menus, delightful atmosphere, responsiveness and empathy of employees had in fact nailed positive and impressive assurance.

Atmosphere as well as food quality have a positive influence on purchase intention to approve hypothesis 6 and hypothesis 7. These findings are consistent with previous studies mentioned that the atmosphere, and food quality do have a positive relationship with purchase intention (Worek, Kindangen, and Worang, 2015; Qin and Prybutok 2009; Omotayo and Joachim, 2008).

The findings of this research is unique, indicated by teenagers and young adults especially females mostly college students who were more keen to consume at this Korean thematic café rather than adults. It also means that the service quality dimensions as the elements of marketing strategy of Chingu Café has been effective to attract the targeted college students to purchase supported by the appealing dimensions.

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APPENDIX

Table 1. Previous research

Researcher	Objectives	Variable	Findings
Perez, Abad, Carrillo, and Fernandez (2007).	To investigate the relationship between service quality and behavioural purchase intentions in the public-sector transport industry in Spain.	<ul style="list-style-type: none"> • Tangible • Reliability • Receptivity • Assurance • Empathy • Behavioral purchase intention 	All service quality's dimensions have a relationship with behavioral purchase intention.
Parasuraman, Zeithaml, and Berry (1988).	To confirm the multiple-item instruments for assessing service quality.	<ul style="list-style-type: none"> • Tangible • Reliability • Responsiveness • Communication • Credibility • Security • Competence • Courtesy • Customer knowledge • Access • Service quality 	It is obtained that tangible, reliability, responsiveness, assurance, and empathy are able to be applied in assessing service quality with total of 22-items where the other dimensions are included in assurance and empathy.
Hassan, Hashimi, and Sarwar (2014).	To investigate the effect of service quality on purchase intention with CSR as the moderating role.	<ul style="list-style-type: none"> • Service quality • CSR • Purchase intention 	Service quality has a positive relationship with purchase intention and CSR moderates between service quality and purchase intention.
Hussain and Ali (2015).	To investigate the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan.	<ul style="list-style-type: none"> • Cleanliness • Music • Scent • Temperature • Lighting • Color • Display/lay-out • Purchase intention 	<ul style="list-style-type: none"> • Significant: <ul style="list-style-type: none"> - Cleanliness - Scent - Lighting - Display/lay-out • Insignificant: <ul style="list-style-type: none"> - Music - Temperature
Worek, Kindangen, and Worang (2015)	To investigate the effect of atmosphere and service quality on purchase intention simultaneously, effect of restaurant and service quality partially, and service quality on purchase intention partially.	<ul style="list-style-type: none"> • Atmosphere • Service quality • Purchase intention 	<ul style="list-style-type: none"> • Significant: <ul style="list-style-type: none"> - Atmosphere and service quality on purchase intention simultaneously - Atmosphere on purchase intention partially • Insignificant: <ul style="list-style-type: none"> - Service quality on purchase intention partially
Ryu, Lee, and Woo (2012)	To investigate the relationship between predictors which are food quality, service quality, and physical environment quality, moderator which is perceived price (moderator), and criterions which are satisfaction and behavioral intention..	<ul style="list-style-type: none"> • Food quality • Service quality • Physical environment quality • Perceived price • Customer satisfaction • Behavioral intention 	<ul style="list-style-type: none"> • Significant: <ul style="list-style-type: none"> - Food quality - Physical environment - Customer satisfaction - Perceived price

Qin and Prybutok (2009)	To investigate the relationship between service quality, food quality, perceived value, customer satisfaction, and behavioral intentions in fast-food restaurants	<ul style="list-style-type: none"> • Service quality • Food quality • Perceived value • Customer satisfaction • Behavioral intention 	<ul style="list-style-type: none"> • Significant - Service quality - Food quality - Customer satisfaction • Insignificant - Perceived value
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