



## Dinescape Factors Affecting the Satisfaction and Loyalty of Fish Restaurant Customers\*

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### Abstract

The dining atmosphere is an important factor for creating satisfaction and loyalty in restaurants. The aim of this study is to find out the factors that influence the satisfaction and loyalty of the restaurant customers in fine dining fish restaurants. Data is collected from customers during the dining experience in fine dining fish restaurants located in a resort destination in Turkey via questionnaire. According to the results, the factors that created DINESCAPE are four factors which are light & ambiance, aesthetics, table layout and service staff. However, using a structural equation modeling analysis, the study showed that only service staff and aesthetics have influenced satisfaction and loyalty.

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