

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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INTRODUCTION

The “experience” is the most common thing that is believed to be sold in hospitality and when it is a restaurant it is the sensory experience. Although the food itself is the core product of a restaurant, the ambiance, the service, the staff are the augmented products. And today, the customers are not only seeking food but also service and fine environment (Kotler, 1973; cf. Heung and Gu, 2012). In other words, food and amenities are not enough for customers (Jalil, Fikry and Zainuddin, 2016). And measuring this experience of the customers is an important issue when service quality is aimed to be ensured (Jeong and Jang, 2011).

In a restaurant, a customer may be influenced by tangible and intangible factors, such as the product, the physical environments and the service (Jang and Namkung, 2009). And these factors that influence the customer satisfaction needs to be examined in a competitive environment (Barber, Goodman and Goh, 2011). This study proposes a model that suggests and tests the relation and interaction between the physical environment of a restaurant, customer satisfaction and loyalty. As Hwang and Ok (2013) stated the limitation that their study relied on the past dining experiences of customers, in this study, this limitation is eliminated as the data is gathered during the dining experience of the restaurant customers. So that the customers evaluated the atmosphere whether it was good or bad (Jeong and Jang, 2011). Also, Lin and Mattila (2010) have suggested that future studies should examine the loyalty variable. Thus, the aim of the study is to examine the influence of physical environment on satisfaction and loyalty of restaurant customers. This study has both theoretical and practical importance. In practice, this study will help the restaurant managers to understand the relationship between physical environment and its consequences. Theoretically, the study will be able to provide insight to service marketing literature as it tries to correspond the limitations of the previous studies.

Literature

Restaurant Atmosphere and DINESCAPE

Dining is more than just an eating out for many customers. Customers feel the atmosphere initially as they enter a restaurant (Ha and Jang, 2010). According to the environmental psychology theory, the environmental factors affect the emotions of customers and these influenced emotions direct the behaviors. In a study by Mehrabian and Russell (1974), the environmental stimulus-emotional response-behavior has a relation in which the emotional responses are acting as a mediator between the physical environment and human behavior. While these emotional responses can be changed by the environmental stimulus, they explain the approach-avoidance behavior. Thus, the physical environment of a restaurant is felt before, during and after the meal either consciously or subconsciously (Han and Ryu, 2009). Thus, dining is not only the taste of the food but also effects of the atmosphere on the customer (Heung and Gu, 2012). This atmosphere is more important when the customer aims to make a hedonic consumption (Bitner, 1992). Because it produces excitement, pleasure or relaxation feelings (Aubert-Gamet and Cova, 1999; cf. Namkung and Jang, 2008).

Good food, service and a comfortable atmosphere are crucial factors for all food service establishments (Heung and Gu, 2012). According to Kotler (1973), the atmosphere is used to increase the purchasing intention of

customers by designing the environment to create emotional effects. However, the physical environment of an establishment has not a unified description (Jeon and Kim, 2012; cf. Ali, Kim and Ryu, 2016). For Bitner (1992) the atmosphere had three dimensions which are ambient conditions, (temperature, air quality, music, odor etc.), space/function (layout, equipment, furnishings etc.) and signs, symbols & artifacts (signage, personal artifacts, style of décor etc.). And this is called as *servicescape*. Later Ryu (2005) has introduced the term *DINESCAPE* that describes the physical and human environment of the dining spaces in upscale restaurants. The natural environment of the restaurant is not the scope of DINESCAPE.

There are many studies regarding the dimensions of the physical environment (Ryu and Jang, 2008). For example, Bitner (1992) has explained the dimensions as servicescape and grouped under three factors as (1) ambient conditions, (2) signs, symbols and artifacts and, (3) spatial layout/functionality. Ryu and Jang (2008) has introduced the term DINESCAPE and had a group of six factors, namely (1) facility aesthetics, (2) ambiance, (3) lighting, (4) table setting, (5) layout and, (6) service staff. Namkung and Jang (2008) stated that, not only spatial layout and interior design but also color and the music are included in atmospherics. In their study, the colors are for creating a pleasant atmosphere and the music is for pleasing the customers. For Liu and Jang (2009), the atmospherics consists of (1) interior design, (2) ambiance, (3) spatial layout and, (4) human elements. The human elements of the atmosphere mean how they are dressed, professionalism and the adequate number of them. Ha and Jang (2010) used a four-dimension atmospherics, that is (1) interior design, (2) music, (3) mood and, (4) layout/facility aesthetics. In the study, the mood is referred as the pre-consumption mood influenced by the physical environment. In other words, the customer perceives the atmosphere but does not experience it yet. Back (2012) has defined the atmospherics in four factors. These are (1) décor and design, (2) comfortable atmosphere, (3) cleanliness and, (4) aroma of the restaurant. Heung and Gu (2012) has identified restaurant atmosphere in four dimensions; (1) facility aesthetics (interior design and décor), (2) ambiance (music, aroma, lighting, temperature), (3) spatial layout (furnishing and fixtures), (4) employee (appearance and number) and, (5) restaurant window. The view of the restaurant is considered as important, due to its effect on the satisfaction. Although the view is not controllable as other factors, the location is under the control of the manager. So, it is considered as one of the elements that are important for the atmosphere. Hwang and Ok (2013) have used the term physical environment quality and had the dimensions as (1) ambient conditions, (2) facility aesthetics, (3) spatial layout and, (4) seating comfort. The seating comfort has two meanings, as one of it is the physical seat itself and the distance between the customers. In this study, the DINESCAPE of Ryu and Jang (2008) is preferred as it is more appropriate for the purpose of the study.

Customers are influenced by the *aesthetics* in a restaurant (Hwang and Ok, 2013) and restaurants are utilizing this factor to create a theme (Barbas, 2002; cf. Ryu and Han, 2011). Facility aesthetics can be defined as the architectural design, interior design, and décor that contribute to the physical environments attractiveness. It is one of the factors that affect the duration of the dining experience (Wakefield and Blodgett, 1996). When a customer gets in an upscale restaurant, they are initially interested in the aesthetics and spending the time to evaluate the interior design. And this is influencing their attitudes towards the restaurant (Baker, Berry and Parasuraman, 1988).

The interior design is defined as a visible attribute by Liu and Jang (2009) and they found that it has a direct effect on perceived value and created positive but not a negative emotion. The color of the walls and the surface may be influencing. The other attributes of the interior design in the restaurant such as the pictures on the wall, the plants/flowers may serve to increase the perceived quality of the physical environment (Ryu, 2005). The facility aesthetics has an important role in satisfaction (Namkung and Jang, 2008) pleasure and arousal (Ryu and Jang, 2008). Han and Ryu (2009) stated that décor and artifacts influenced satisfaction directly. Yet, Back (2012) found that restaurants that were well performed had this success by having a tasteful food and a pleasant atmosphere with décor and design.

Ambiance includes the intangible attributes such as music and temperature that affect the customers subconsciously (Baker, 1987). Previous studies show that atmospheric music influences the perceptions of customers (Yalch and Spangenberg, 1990; Hui, Dubé and Chebat, 1997; Mattila and Wirtz, 2001). Revealing the senses through music (Ryu and Jang, 2007) has an impact on customer satisfaction (Namkung and Jang, 2008) and relaxation (Magnini and Parker, 2009). The smell in the store is used as a powerful tool to increase the amount of purchase (Mattila and Wirtz, 2001). Interestingly Zemke and Shoemaker (2008) have studied on how the smell in a meeting room affects people and the interaction between each other. As a result, the smell increased the social interaction among the people. The ambiance influences the level of pleasure (Ryu and Jang, 2007), influences the positive and negative emotion (Liu and Jang, 2009). For Kim and Moon (2009) ambiance has a correlation between service quality and satisfaction (cf. Ryu and Han, 2011). Regarding this relation, Han and Ryu (2009) found that ambiance did not influence satisfaction directly and significantly.

As *the lighting* in a store increases the perception of comfort, it influences the behavioral intention of the customer (Baron, 1990). For Kurtich and Eakin (1993) the type of lighting affects the customer perception on the perceived quality of the place. The lighting of an upscale restaurant is considered as one of the powerful physical stimuli. While bright lighting means quick service and low prices, warm lighting means a full service and high prices (cf. Ryu and Han, 2011). Ryu and Han (2011) found that lighting effects satisfaction and loyalty through disconfirmation.

The layout defines the design of the objects in a space such as machines, furniture etc. similar to the layout in discount stores that eases the functional needs, an interesting and efficient layout can ease the pleasure or hedonic needs (Ryu and Jang, 2008). It is found that the places of the tables, the pictures on the walls in a restaurant have a significant effect on the general experience (Lin, 2004). The layout of a restaurant in has an important effect on the level of pleasure (Ryu and Jang, 2008), influences the price perception (Han and Ryu, 2009) and creates positive emotion (Liu and Jang, 2009). But interestingly in Han and Ryu (2009), the layout did not affect satisfaction directly as they proposed that the layout would be a more important factor for quick service restaurants.

The table setting is an important issue in up-scale restaurants, thus the table setting should be designed to present a prestigious image. For example, high-quality flatware and glassware and the linen are effective tools for

this image. Also, the setting of the table influences the customers as they are dining in a high standard restaurant. It can affect the customers cognitively and emotionally (Ryu and Han, 2011).

Ryu and Jang (2008) defines *service staff* as the employee in an establishment and contains the appearance, the number and the gender of the employees (cf. Ryu and Han, 2011). Within the physical environment, the speed of service and the willingness of the staff to serve is also considered (Wall and Berry, 2007). A service staff is an important determinant as it affects the customer satisfaction and their revisit intention (Ladhari, Brun and Morales, 2008; Lin and Mattila, 2010). However, Liu and Jang (2009) limited the atmospheric effect with the exclusion of social environment. For them, atmospheric effects occur without service, but service quality happens with service. Though, a physical environment should consider only the so-called “static” elements of human such as the number or the appearance of the staff. Similarly, for Heung and Gu (2012) it is not appropriate to include staff to the physical environment as it is not a controllable factor like the music, tables, food etc.

DINESCAPE, Satisfaction, and Loyalty

A customer’s overall evaluation of a purchase and consumption experience of a service is defined as customer satisfaction. And this satisfaction is a subjective evaluation that is considered critical (Cronin and Taylor, 1992; cf. Namkung and Jang, 2008) as it is the key for higher profits in the long term (Stamenkovic and Milanovic, 2015) yet, a dissatisfied customer does not have the intention to return (Stevens, Knutson and Patton, 1995; cf. Barber et al., 2011). The customers will not be satisfied even the food and service is high quality due to a non-satisfying physical environment (Hwang and Ok, 2013; Ünal, Akkuş and Akkuş, 2014). However, not all the physical environment features create satisfaction or critical for satisfaction (Namkung and Jang, 2008). On the other side, not all the elements are able to be predicted before being experienced such as food quality. Then this physical environment becomes the predictor of the quality of food (Han and Ryu, 2009). And if the perception of the physical environment is high, then the impression of the restaurant becomes high as well (Ha and Jang, 2010). So that, the hypothesis can be as followed;

H1: Lighting of a restaurant influences customer satisfaction.

H2: Aesthetics of a restaurant influences customer satisfaction.

H3: Table settings of a restaurant influences customer satisfaction.

H4: Service staff of a restaurant influences customer satisfaction.

H5: Ambiance of a restaurant influences customer satisfaction.

H6: Layout of a restaurant influences customer satisfaction.

There are many studies that revealed the positive relation between satisfaction and loyalty (Fornell, 1992; Cronin and Taylor, 1992; Hyun, 2010; Bowen and Chen, 2001; Kumar, Pozza and Ganesh, 2013) and loyalty depends on satisfaction (Ladhari et al., 2008; cf. Han and Ryu, 2009) and in restaurant business, the major component of loyalty is satisfaction (Han and Ryu, 2009). In other words, high levels of satisfaction lead to loyal

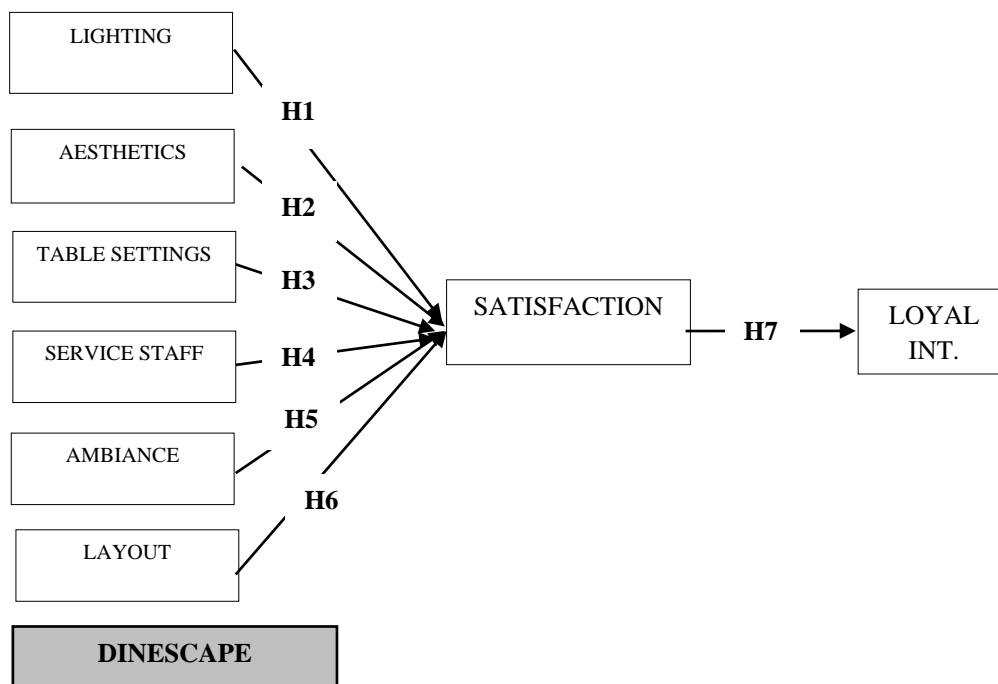
customers (Reynolds and Beatty, 1999). Getty and Thompson (1994) found that satisfaction causes customers repurchase intention and this satisfaction is the main purpose an establishment to achieve (cf. Heung and Gu, 2012). Besides, Oh (2000) stated that powerful predictor of repurchase intentions is satisfaction. The behavioral intention has four issues; it influences loyalty, commitment, repurchase intention and recommendation (Luo and Homburg, 2007)

For Heung and Gu (2012) restaurant customers' satisfaction positively influences the return intention, directly. However, tangibles such as facility aesthetics and employee are more effective in satisfaction and behavioral intentions, while intangibles of the restaurant are less effective in willingness to pay more. In some studies (Chang, 2000; Wakefield and Blodgett, 1996), the return intention is found to be affected by the physical environment not directly but indirectly, mediated through satisfaction. As the intention for a behavior is the proximal reason of such a behavior (Shim, Eastlick, Lotz and Warrington, 2001; cf. Jang and Namkung, 2009), then the hypothesis is as follows;

H7: Customer satisfaction influences customers loyalty intention.

Thus, the hypothesized research model of the study is as follows:

Figure 1: The Hypothesized Model of the Study



Methodology

The Sample

The sample of this study was comprised of restaurant customers in Kuşadası, where it is the first destination where tourism is developed in terms of sea-sun-sand in Turkey (www.geka.gov.tr, 2012). The destination has plenty of accommodation, food and beverage, entertainment facilities. Regarding food and beverage facilities,

within the destination fine-dining restaurants, fast-food restaurants, fish restaurants and local cuisine restaurants are available.

Data were collected between March and May 2016 from customers dining at fish restaurants. There are 11 well-known fish restaurants in Kuşadası and only 9 of them accepted the research. A survey was distributed to customers in these restaurants during their dining experience. And the participation was voluntary. The researchers have asked the customers whether they would participate in the survey or not. When the customer was agreed to participate, the questionnaire was given them to fill it. Of the 350 questionnaires, 219 provided usable data on all research variable (return rate 62,6%). The required sample size for the study is, with a 7% degree of precision, 95% reliability level and for $p=0.05$, is 204 (Erdoğan, 2003). Besides, the sample size should be adequate for the planned analysis (Edoğan, 2003). Also, Combey and Lee (1992; cf. MacCallum et al., 1999:84) stated that a sample size of 200 would be fair for the factor analysis.

The Scales

The customers were asked to complete a questionnaire that contains the measures of DINESCAPE(DS), customer satisfaction (SA) and loyalty intentions (LO). Besides, there are two questions that are expected to affect the dining behaviors of the customers. These are the frequency of dining out and the frequency of dining at the restaurant where they are completing the questionnaire. Response choices are on a Likert 5-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The **DINESCAPE** measure is developed by Ryu and Jang (2008). The scale has 21 items and six dimensions which are facility aesthetics, ambiance, lighting, table setting, layout and service staff. Some items of the scale are “Plants/flowers make me feel happy”, “Background music is pleasing”, “Lighting creates a comfortable atmosphere”, “Seating arrangement gives me enough space” and “An adequate number of employees makes me feel cared for”. Ryu and Jang (2008) reported the coefficient α reliability of .87(factor aesthetics), .83 (factor ambience), .92 (factor lighting), .85 (factor table settings), .86 (factor layout) and .80 (factor service staff).

Customer satisfaction scale is developed by Oliver (1980) and Oliver and Swan (1989). The scale has three items which are “Overall, I am satisfied with my experience at this restaurant”, “My decision to dine at this restaurant was a wise one” and “As a whole, I really enjoyed myself at this restaurant”. Han and Jeong (2013) has modified the scale and reported the coefficient α reliability of .915 in their study.**Loyalty intention** of the customers was measured by using Maxham and Netemeyer (2002) and Kim and Han (2008)’s studies. The scale had four items, some of the items are “I would dine at this restaurant in the future”, “There is a likelihood that I would dine at this restaurant in the future”. The modified scale was developed by Han and Jeong (2013) and had a coefficient α reliability of .896. The reliabilities of the current study’s scales are listed in Table 2.

A pilot test was conducted to ensure and test the validity and reliability of the measuring instrument. The pilot test was carried out in February 2016 with 30 restaurant customers. Some of the corrections were made to eliminate the ambiguity and misunderstandings.

Results

SPSS 20 and LISREL 8.54 Statistical programs are used for data analysis. SPSS 20 program is used for the frequency analysis of the descriptive questions, reliability analysis, and scale factor structures and LISREL 8.54 is used for confirmatory factor analysis. As the statistical programs require non-missing values in the data, it is examined whether the missing and outlier values in the data are suitable for multiple analysis requirements. As a result of the analysis, it is found that the missing values are at random, the data is normally distributed, random missing values are eliminated.

Firstly, the frequency of dining out and dining at the same restaurant of the customers are found. In Table 1, the n values of the variables and percent frequencies are shown. Most of the customers are dining-out (one-third, n=63) and dining at the same restaurant (26.9%, n=59).

Table 1: Frequency of Dining out and Dining at the Same Restaurant

| Variables | | Frequency | % |
|--|------------------------|------------------|------------|
| <i>Dining out</i> | Every day | 63 | 30,7 |
| | Many times, in a week | 35 | 16,0 |
| | Once in a week | 32 | 14,6 |
| | Many times, in a month | 42 | 19,2 |
| | Once in a month | 33 | 15,1 |
| | Missing values | 14 | 6,4 |
| | TOTAL | 219 | 100 |
| <i>Dining out at the same restaurant</i> | Every day | 6 | 2,7 |
| | Many times, in a week | 25 | 11,4 |
| | Once in a week | 43 | 19,4 |
| | Many times, in a month | 40 | 18,3 |
| | Once in a month | 32 | 14,6 |
| | First time | 59 | 26,9 |
| | Missing values | 14 | 6,4 |
| TOTAL | 219 | 100 | |

To reveal the fit levels of the scale items between each other (Seçer, 2015), the Cronbach alpha coefficient of the scale and scale dimensions are calculated (α (DS)=,936; α (SATISFAC)=,867; α (LOYALTY)=,923) and the coefficients are listed in exploratory factor (Table 2). As the Cronbach alpha coefficient is needed to be higher than α =,70 (Seçer, 2015), it is determined that the internal consistency of the scales used in the study are in high level.

In the study, exploratory factor analysis (EFA) is used to determine the factor structure of the DINESCAPE (DS), satisfaction (SATISFAC) and loyalty intention (LOYALTY) scales. Firstly, KMO and Bartlett tests are made to test the good fit to the data for factor analysis. For DINESCAPE (DS) the KMO is ,848 and Bartlett test χ^2 value is 330,144 ($p < ,001$); for satisfaction (SATISFAC) the KMO is ,726 and Bartlett test χ^2 value is 330,144 ($p < ,001$) and for loyalty intention (LOYALTY) the KMO is ,785 and Bartlett test χ^2 value is 741,584 ($p < ,001$) (see Table 2). As the KMO is higher than ,60 and the Bartlett test is significant, it shows that the data is suitable for factor analysis (Büyüköztürk, 2007). Thus, according to the results, the data of the study are suitable for factor analysis.

In DINESCAPE scale, because the third item (LA3) of the layout dimension (LA), “Layout makes it easy for me to move around”, and the LI3 of Lightning dimension (LI) “Lighting makes me feel welcome” are the only

items loaded with single factors, these are taken out of the analysis, and the EFA is repeated. This item is not used in further analysis. The DINESCAPE (DS) scale, according to the EFA results, four factors were obtained that explains the 69,7% of the total variance. Factor 2 aesthetics (AESTHETICS) (the loadings of items in the factor were between ,813 and ,639) and Factor 4 service staff (SSTAFF) has preserved the factor structure in the original scale. However Table and Layout factors combined after the EFA, so does the Lightning and Ambiance factors. The item loadings of Lighting/ Ambience (LIGHTAMBI) factor were between ,761 and ,559 while item loadings of the Table/ Layout (TABLELAYOUT) are between ,707 and ,563 (Table 2). Satisfaction (SATISFAC) explains the 79,4% of the total variance and has one dimension. The item loadings of the factor were between ,911 and ,861. The Loyalty intentions scale (LOYALTY) explains the 81,3% of the total variance and has one dimension. The item loadings of the factor were between ,942 and ,848.

Table 2: The Exploratory Factor Analysis of DINESCAPE, Customer Satisfaction and Loyalty Intentions

| FACTORS AND ITEMS | Fact. Load. | Eig. | Tot. Var. Exp. | (α) |
|--|-------------|-------|----------------|--------------|
| DINESCAPE (DS) Factor 1: Lighting (LI)/Ambience (AM) =LIGHTAMBI | | 3,915 | 19,576 | ,880 |
| LI1= Lighting creates a warm atmosphere. | ,761 | | | |
| AM2= Background music is pleasing. | ,715 | | | |
| AM3= Temperature is comfortable. | ,707 | | | |
| LI2= Lighting creates a comfortable atmosphere. | ,649 | | | |
| AM4= Aroma is enticing. | ,648 | | | |
| AM1= Background music relaxes me. | ,559 | | | |
| DINESCAPE Factor 2: Aesthetics (AESTHETICS) | | 3,589 | 17,947 | ,870 |
| AE1= Paintings/pictures are attractive. | ,813 | | | |
| AE2= Wall décor is visually appealing. | ,797 | | | |
| AE3= Plants/flowers make me feel happy. | ,753 | | | |
| AE4= Colors used to create a warm atmosphere. | ,726 | | | |
| AE5= Furniture (e.g., dining table, chair) is of high quality. | ,639 | | | |
| DINESCAPE Factor 3: Table (T)/ Layout (LA)=TABLELAYOUT | | 3,251 | 16,255 | ,886 |
| T3= The table setting is visually attractive. | ,707 | | | |
| LA2=Seating arrangement makes me feel crowded. * | ,679 | | | |
| LA1= Seating arrangement gives me enough space | ,677 | | | |
| T2= The linens (e.g., tablecloths, napkin) are attractive. | ,647 | | | |
| T1= Tableware (e.g., glass, china, silverware) is of high quality. | ,563 | | | |
| DINESCAPE Factor 4: Service Staff (SSTAFF) | | 3,189 | 15,944 | ,856 |
| SS2= An adequate number of employees makes me feel cared for. | ,787 | | | |
| SS1= Attractive employees make me feel good. | ,759 | | | |
| SS3= Employees are neat and well dressed. | ,757 | | | |
| Total Variance | | | 69,721 | ,936 |

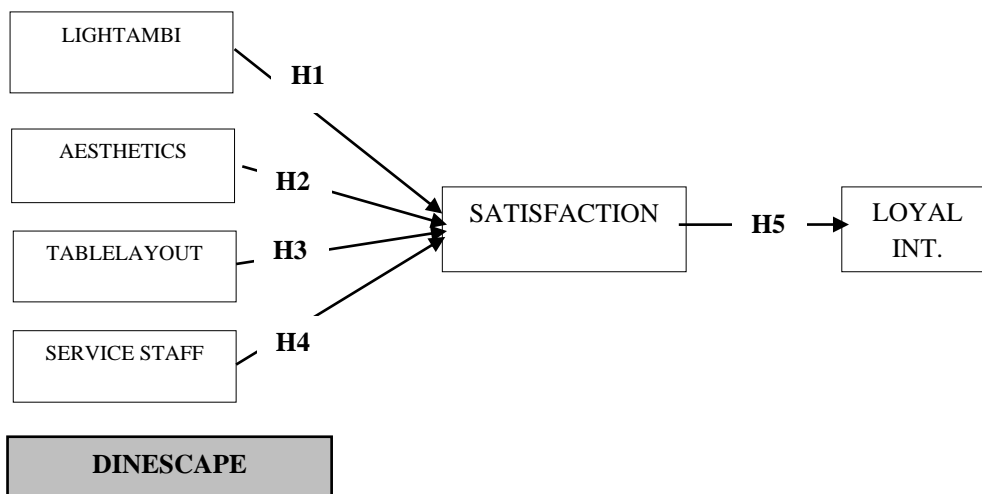
Kaiser Meyer Olkin Sampling Adequacy ,848
Bartlett's Test of Sphericity Approx. Chi-Square 3131,036
df 190
Sig .000
 *The item is recoded.

| SATISFACTION Factor 1 (SATISFAC) | 2,381 | 79,364 | ,867 |
|--|-------|--------|------|
| SA2= My decision to dine at this restaurant was a wise one. | ,911 | | |
| SA3= As a whole, I really enjoyed myself at this restaurant. | ,900 | | |
| SA1= Overall, I am satisfied with my experience at this restaurant. | ,861 | | |
| <i>Kaiser Meyer Olkin Sampling Adequacy</i> ,726 | | | |
| <i>Bartlett's Test of Sphericity Approx. Chi-Square</i> 330,144 | | | |
| <i>df</i> 3 | | | |
| <i>Sig</i> .000 | | | |
| LOYALTY INTENTIONS Factor 1: (LOYALTY) | 3,252 | 81,288 | ,923 |
| LO3= I will recommend this restaurant to my family, friends, or others. | ,942 | | |
| LO2= There is a likelihood that I would dine at this restaurant in the future. | ,915 | | |
| LO4= I will say positive things about this restaurant to others. | ,898 | | |
| LO1= I would dine at this restaurant in the future. | ,848 | | |
| <i>Kaiser Meyer Olkin Sampling Adequacy</i> ,785 | | | |
| <i>Bartlett's Test of Sphericity Approx. Chi-Square</i> 741,584 | | | |
| <i>df</i> 6 | | | |
| <i>Sig</i> .000 | | | |

The factor structures are changed due to EFA results. Thus, the research model is revised, the structural model is presented in Figure 2 and the hypothesis are re-written.

- H1: Lighting/ambiance of a restaurant influences customer satisfaction.
- H2: Aesthetics of a restaurant influences customer satisfaction.
- H3: Table settings/layout of a restaurant influences customer satisfaction.
- H4: Service staff of a restaurant influences customer satisfaction.
- H5: Customer satisfaction influences customers loyalty intention.

Figure 2: The Revised Structural Model after EFA



Confirmatory factor analysis (CFA) tests and confirms the factor analytic structure of how the data fits the estimated model (Şimşek, 2007). The main character of CFA is the ability to test the hypothesis and it is a type of SEM that deals with the measurement models of the relations between especially the latent variables (or factors) and observed measurement (Çelik and Yılmaz, 2013). To test the hypothesis and the theoretical model, the data is

transferred to LISREL 8.54 and *LI1,LI2, AM1, AM2,AM3,AM4* observed variables are defined to *LIGHTAMBI* latent variables; *AE1,AE2,AE3,AE4,AE5* observed variables to *AESTHETICS* latent variables; *T1,T2,T3,LA1,LA2* observed variables to *TABLELAYOUT* latent variable; *SS1, SS2, SS3* observed variables to *SSTAFF* latent variable; *SA1, SA2, SA3* observed variables *SATISFAC* latent variable and; *LO1, LO2, LO3,LO4* observed variables to *LOYALTY* latent variable.

It is found that the model did not work when all the variables are loaded to the model. Thus, the model is tested hierarchically, and the errors in the model are corrected. First, the relation between *LIGHTAMBI, AESTHETICS, TABLELAYOUT, SSTAFF* and, *SATISFAC* latent variables are tested. The standardized solutions values are evaluated within the results. According to Seçer (2015), it is required that the standardized solution (factor loadings) values should be 0.30 and more. When the items are examined, it is found that all factor loadings are either 0.30 or more. Later, the correction suggestions of the program are considered (*AE1 AE2* decrease in chi-square 101,5- *LI2 LI1* decrease in chi-square 75,6), in accordance with the suggestions, covariance errors are corrected, respectively.

It is observed that *SS1, AM1, and T1* items took place in three different correction suggestions. Şimşek (2007) suggests that items in such as corrections are needed to be removed from the model. Thus, these items are removed from the model. However, it is seen that the model has not provided the estimated value for goodness of fit even after the corrections. When the *RMSEA (0.077) NFI (0.95), NNFI (0.97), CFI (0.97), GFI (0.87) and AGFI (0.82)* values of the model are evaluated, the *AGFI* value is smaller than the accepted limit. The values of *LIGHTAMBI-SATISFAC* are $t = -1,21$, standardized solution = -0,13, $R^2 = 0.11$; and, *TABLELAYOUT-SATISFAC* $t = -1,42$, standardized solution = -0,14, $R^2 = 0.11$. In hypothesis testing, the hypothesis which has a *CR* value higher than 1.96, estimated coefficient higher than 0.05 and significance degree between 0.00 and 0.05 are supported, the others are not supported. According to the results, *H1 (t = -1,21)* and *H3 (t = -1,42)* are *not supported*. It is found that *Lighting (LI)/Ambience (AM) (LIGHTAMBI)* and *Table (T)/Layout (LA) (TABLELAYOUT)* variables did not predict the *SATISFAC* variable and is not producing good fit indices. Thus, these variables are needed to be taken out of the model and the analysis to be repeated (Şimşek, 2007). These variables are excluded from the research and the analysis is repeated.

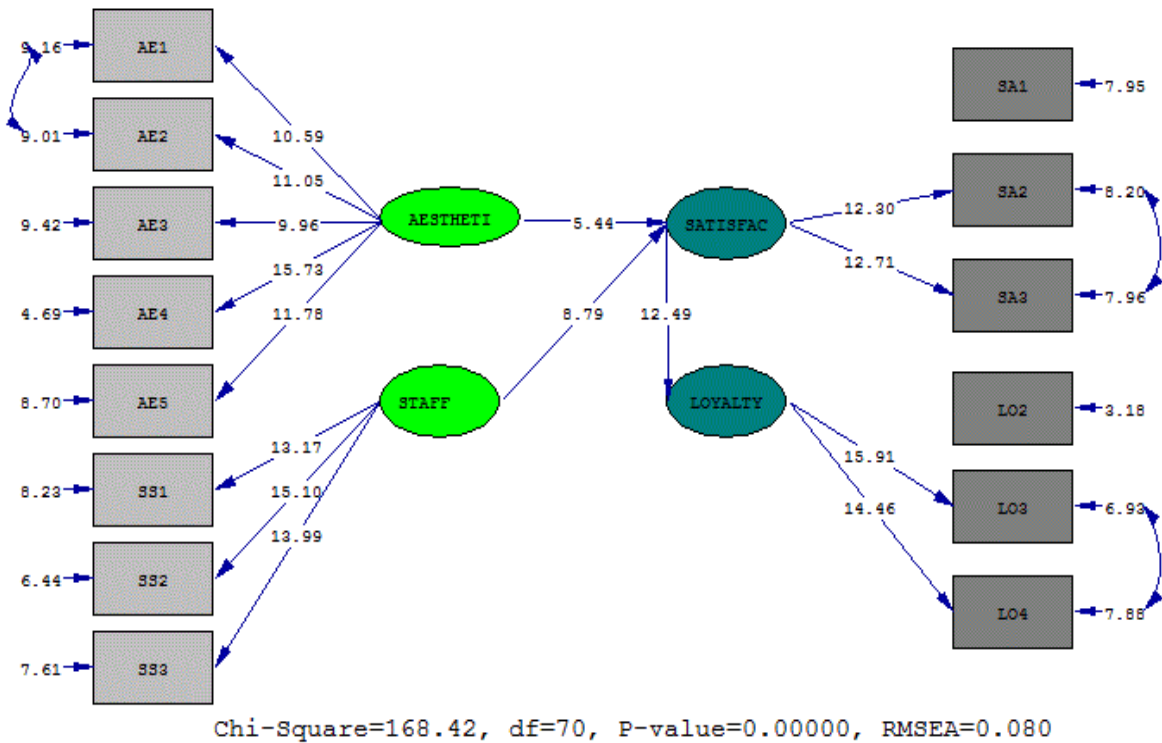
The correction suggestion of the program is evaluated (*AE2 AE1* decrease in chi-square 104,0- *SA3 SA2* decrease in chi-square 17,2- *LO4 LO3* decrease in chi-square 31,1), the covariance errors are corrected. It is found that *LO1* item took place in four different correction suggestions, though this item is removed from the model. It is observed that *AE4 (R²=.80)* item is the highest item explains the *AESTHETICS* factor, *SS2 (R²=.74)* explains *SSTAFF*, *SA1 (R²=.66)* explains explaining *SATISFAC* and *LO2 (R²=.88)* explains *LOYALTY* factor. The relations in *H2 (t=5,44, standardized solution=.36)*, *H4 (t=8,79, standardized solution=.64)* and *H5 (t=12,49, standardized solution=.83)* are found to be statistically significant and thus, these hypotheses are supported (Figure 3 and Table 3).

Table 3: SEM Results of the Model

| Factors/Items | Standard Loadings | t- value | R ² | Hypothesis Test | A |
|--------------------------|-------------------|--------------|----------------|---------------------|-------------|
| Factor AESTHETICS | | | | | ,870 |
| AE1 | 0,67 | 10,59 | 0,45 | | |
| AE2 | 0,69 | 11,05 | 0,48 | | |
| AE3 | 0,64 | 9,96 | 0,41 | | |
| AE4 | 0,89 | 15,73 | 0,80 | | |
| AE5 | 0,73 | 11,78 | 0,53 | | |
| Factor SSTAFF | | | | | ,856 |
| SS1 | 0,78 | 13,17 | 0,61 | | |
| SS2 | 0,86 | 15,10 | 0,74 | | |
| SS3 | 0,82 | 13,99 | 0,67 | | |
| Factor SATISFAC | | | | | ,867 |
| SA1 | 0,81 | | 0,66 | | |
| SA2 | 0,78 | 12,30 | 0,61 | | |
| SA3 | 0,80 | 12,71 | 0,64 | | |
| Factor LOYALTY | | | | | ,926 |
| LO2 | 0,94 | | 0,88 | | |
| LO3 | 0,85 | 15,91 | 0,72 | | |
| LO4 | 0,80 | 14,46 | 0,64 | | |
| AESTHETICS → SAT | 0,36 | 5,44 | 0,067 | H2 supported | |
| SSTAFF → SAT | 0,64 | 8,79 | 0,077 | H4 supported | |
| SAT → LOYALTY | 0,83 | 12,49 | 0,055 | H5 supported | |

* H1 (t=-1,21) and H3 (t=-1,42) are excluded from the model as they are not supported.

Figure 3: The t-Value of the Structural Equation Model



Besides, after the corrections, the model has provided the estimated goodness of fit values (Table 4). The research model has provided an acceptable fit when the RMSEA (0.080) NFI (0.97), NNFI (0.97), CFI (0.98), GFI (0.90) and AGFI (0.85) values are evaluated as listed in Table 4.

Table 4: Fit Index of the Theoretical Model

| Fit Index | Acceptable Level | Perfect Fit Index | Model |
|---------------|--------------------------------------|----------------------------------|--------------------|
| RMSEA | $0.050 \leq \text{RMSEA} \leq 0.080$ | $0.000 \leq \text{RMSEA} < 0.50$ | 0.080 |
| NFI | $0.90 \leq \text{NFI}$ | $0.95 \leq \text{NFI}$ | 0.97 |
| NNFI | $0.90 \leq \text{NNFI}$ | $0.95 \leq \text{NNFI}$ | 0.97 |
| CFI | $0.95 \leq \text{CFI}$ | $0.97 \leq \text{CFI}$ | 0.98 |
| GFI | $0.85 \leq \text{GFI}$ | $0.90 \leq \text{GFI}$ | 0.90 |
| AGFI | $0.85 \leq \text{AGFI}$ | $0.90 \leq \text{AGFI}$ | 0.85 |
| Chi-Square | | | 168,42 |
| Df | | | 70 |
| Chi-square/df | | <3 | 2,406 |
| P value | | | 0.00000 (<0.05) |

AGFI (Adjusted Goodness-of-Fit-Index), **CFI** (Goodness-of-Fit-Index), **NFI** (Normed Fit Index), **NNFI** (Non-normed Fit Index), **RMSEA** (Root Mean Square Error of Approx.)

Source: Seçer, 2015: 190 cf. Schumacher and Lomax, 2004

Discussion and Implications

In this study, the effect of DINESCAPE on customer satisfaction and loyalty are examined in fish restaurants. A model of three hypothesis was proposed and tested. The results of the study reveal that there is a relation between DINESCAPE, satisfaction, and loyalty similar to Heung and Gu (2012) in terms of physical atmosphere and satisfaction.

As stated by Hwang and Ok (2013) the physical environment of a restaurant provides the first impression for the customers. The physical factors that influenced customers are also studied by scholars (Han and Ryu, 2009; Ha and Jang, 2012; Swimberghe and Wooldridge, 2014; Ponnam and Balaji, 2014; Koo, Tao and Yeung, 1999). Some studies have discussed that not only physical environment but also food quality (Soriano, 2002; Hyun, 2010) and price perceptions (Hyun, 2010; Han and Ryu, 2009; Jeong and Jang, 2011) However these price perception and food quality factors are not discussed in this study.

In current study, among six factors of Ryu and Jang (2008) only aesthetics and service staff have influence on customer satisfaction. This was interesting as fish restaurants in Kuşadası can be defined as fine-dining restaurants. Fine dining restaurants are seeking hedonic attributes not utilitarian (Hwang and Ok, 2013; Jang and Namkung, 2009). Thus, it was expected all six factors influencing the satisfaction, however in the current study other factors were found to be statistically insignificant.

The service staff is mostly considered as an agent of an establishment and its effect on the dining experience should not be underestimated. It is either the appearance or the number in the restaurant. For Berry and Lampo (2004) staff was found to be the most important factor for the customers' perception (cf. Wall and Berry, 2007). Besides, according to Lin and Mattila (2010), customers experience the service holistically and service encounters

such as staff are positively linked to satisfaction. In the current study, staff was one of two factors affected satisfaction as fish restaurants where the study was conducted are a kind of restaurant which staff and his knowledge about the meal are very important as they can direct the preferences of the customer. In other words, the interaction between the customer and the staff is high when it is compared to fast-food and drive-through restaurants. In these restaurants the interaction is low, so the role of staff will be less important (Wall and Berry, 2007).

The atmospherics of a restaurant influences the behavioral intention (Jang and Namkung, 2009;Hwang and Ok, 2013; Liu and Jang, 2009). Regarding this, in current study facility aesthetics influenced the customer satisfaction which was similar to the literature (Namkung and Jang, 2008). Thus, the interior design, the architecture and the tables inside the restaurant are important for customers. As the color may influence the mood of a customer, then the managers should not disregard the color of the walls. Also, the pictures on the wall are important as they are used to create a theme suitable for the ambiance.

As Liu and Jang (2009) stated, a restaurant manager should be aware of the attributes that influence the dining experience most. And this will allow the managers to utilize their monetary resources efficiently (Barber et al., 2011). For restaurant managers, interior design and decorations of the restaurant should be taken into consideration more effectively (Heung and Gu, 2012). And this is believed to heighten the positive emotions towards the products (Jang and Namkung, 2009). However, not only the interior but also the exterior design should be considered. As the parking place is a need for customers for who have a car. And it is believed to be an effective determinant for restaurant choices. For exterior design, not all the restaurants have their restrooms inside the building, some may be outside the building. The restrooms are also a factor that affect the quality perception of the restaurant. It should always be kept clean. Also, the wireless connection availability is a need today's communication, especially for young customers. Although fish restaurants are mostly for hedonic purposes, people may not want to be disconnected from daily life. So apart from having a wi-fi connection, the quality of the connection is also important.

Limitations and Future Studies

This study is not without its limitations. The first limitation is that fish restaurants are fine-dining restaurants and the data collected from this type of restaurants. So, the findings of this study may not be generalized to all types of restaurant customers. The second limitation is the ignoring the differentiation of the customer profile according to their cultures as also cited in Babin, Lee, Kim and Griffin (2005)'s study. As Turkey is divided into seven geographical regions, every region has its own food culture. Although Black Sea, Aegean, and the Mediterranean regions are the seaside regions and have fish in common, the culture of dining in between them is totally different which also makes their fish restaurant expectations differ. The third limitation was that food and service were not taken into consideration in this study, while they influence the experience very much. The fourth limitation is that the moods of the customers are excluded in this study as in Liu and Jang (2009)'s. So, it is also expected that the mood of them could be influenceable in a dining experience. The last but not least limitation is

that the sociodemographic variables of the customers are not included in this study. Though it may influence the perceptions of the customers.

For further studies, it is suggested that the attributes of a restaurant are far more than included in this study. For example, the window view was not included, yet the location of the restaurant is a controllable factor for the managers and influences the customers dining experience as was in Heung and Gu (2012)'s study. Besides, the frequency of dining out and dining at the same restaurant was not included. This frequency limitation may affect the non-significant links, so future studies should consider the frequency of visiting the same restaurant should be investigated. Jalil et al. (2016) in their study, added a new term, namely electronic atmosphere (e-atmospheric) to the physical environment of a café that is influential in revisit intentions of the customers. For further studies, e-atmospheric can be added too.

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