

## Restaurant Atmosphere and Service: Determinants of Consumer Intention to Purchase

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### ABSTRACT

This study explores how restaurant atmosphere and service quality affect customer purchase intention in the casual dining sector, focusing on *Megumi Masesoba* Restaurant. With increasing competition in the food and beverage industry, understanding the influence of environmental and service factors on consumer behavior is vital for business sustainability. The research addresses the decline in visitor numbers and revenue at *Megumi Masesoba* in 2024 by assessing both the individual and combined effects of restaurant atmosphere and service quality on purchase intention. A quantitative approach was used, collecting data from 100 customers through structured questionnaires and analyzing the results with Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that both restaurant atmosphere (path coefficient = 0.819) and service quality (path coefficient = 0.878) significantly and positively influence purchase intention, with service quality having a slightly stronger effect. These results highlight the importance of creating an appealing ambiance and maintaining high service standards to enhance customer satisfaction and loyalty. From a business management perspective, the study suggests that restaurant managers should focus on cleanliness, staff training, and aesthetic improvements to foster positive customer experiences and encourage repeat visits.

**Keywords:** *Restaurant Atmosphere, Service Quality, Purchase Intention, Customer Experience, Consumer Behavior.*

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## INTRODUCTION

The food and beverage (*F&B*) industry has seen rapid growth, intensifying competition among restaurants. To stand out, many establishments invest in enhancing their ambiance and service quality, as these elements significantly influence customer satisfaction, loyalty, and ultimately, purchase intention (Bitner, 2020; Han & Hyun, 2020). *Purchase intention* refers to the stage where consumers express interest in buying but have not yet made a purchase, making it a crucial metric for business sustainability (Chia et al., 2023; Mariansyah & Syarif, 2020; Permatasari & Djawoto, 2018; Santoso, 2019; Yeo et al., 2020).

At *Megumi Masesoba* Restaurant, a decline in visitor numbers—from 120 in August to 88 in December 2024—and revenue signals potential issues with the restaurant's atmosphere or service quality. The physical environment, including lighting, music, and decor, shapes customer emotions and behaviors, while high service quality—characterized by reliability, responsiveness, assurance, and empathy—drives satisfaction and repeat visits (Parasuraman et al., 1988; Kim & Moon, 2021).

Research shows that a harmonious balance between ambiance and service quality creates a positive dining experience, increasing the likelihood of repeat patronage and recommendations (Yoon & Park, 2020; Kusumowidagdo et al., 2021). When either factor is lacking, customers may seek alternatives, leading to decreased purchase intentions.

This study aims to assess the individual and combined effects of restaurant atmosphere and

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service quality on customer purchase intention at *Megumi Masesoba*, providing actionable insights for management. The findings are expected to guide strategic improvements in ambiance and service, helping reverse negative trends and offering a reference for other restaurants in the competitive *F&B* sector.

### **METHOD**

This study used quantitative research. The population in this study were Megumi Masesoba consumers who focused on service. The researchers used purposive sampling, a non-probability sampling approach, in their study. Focused and limited to the following criteria:

1. Have visited Megumi Masesoba Restaurant at least once in the last 3 months.
2. Have purchased Megumi Masesoba Restaurant products at least once in the last 3 months.
3. Be at least 23 years old to 55 years old
4. Willing to fill out the questionnaire.

The minimum for this study is 100 respondents.

The questionnaire is used to collect data and technique data analysis used was SEM PLS.

### **RESULTS AND DISCUSSION**

Based on data collected the total respondents in this study were 100 respondents with most respondents being male, namely 53 respondents with a percentage of 53% of all respondents, while those who were female were 47 respondents with a percentage of 47%. In the age category, it is known that the majority of respondents in this study were aged 31-37 years, namely 45 respondents or 45%, aged 38-46 years, namely 33 respondents 33%, aged 23-30 years, namely 17 respondents 17%, aged 47-55 years, namely 4 respondents 4% and those over 55 years, namely 1 respondent 1%. In the job category, it is known that the majority of respondents in this study have jobs as Private Employees, namely 35 respondents or 35%, have jobs as Civil Servants, namely 23 respondents (23%), have jobs as Entrepreneurs, namely 20 respondents (20%), have jobs as Students/College Students, namely 14 respondents (14%) and those who have jobs as Housewives, namely 8 respondents (8%).

Reliability testing is a method in research that aims to prove the consistency, accuracy, and accuracy of instruments in measuring constructs with reflective indicators. One of the indicators in the reliability test is Composite Reliability (CR), which is expressed on a scale of 0 to 1, with a value greater than 0.6 indicating good reliability. So it is more advisable to use Composite Reliability (Ghozali, 2021).

**Table 1. Reliability Result Test**

Variable	<i>Cronbach alpha</i>	<i>Composite reliability</i>	Result
<b>Purchase Intention</b>	0,862	0,916	Reliable
<b>Restaurant Atmosphere</b>	0,836	0,901	Reliable
<b>Service Quality</b>	0,965	0,969	Reliable

Source : SmartPLS Processed (2025)

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Based on table 1. it is known that the Chronbach's Alpha and Composite Reliability values of all variables have a value  $> 0.6$ . So this result shows that each variable has a high level of reliability or it can be said that the variable has met the reliability test requirements.

The usefulness of this reliability test is to see a construct so that it can be said to be reliable or not. So that the assessment in this test can be seen that the Composite Reliability score is 0.60 and Cronbach's Alpha has a score below the average Composite Reliability. Therefore, it can be obtained that the construct is reliable.

Validity evaluation can be done by testing the outer loading for the construct indicator and Average Variance Extracted (AVE). The value of this loading factor is 0.6 - 0.7, the indicator is said to be valid if the loading factor value with the latent variable is  $> 0.6$ . If the value is  $< 0.6$ , then the indicator is said to be invalid and will be eliminated from the model because the indicator is not good enough to be used to measure latent variables.

**Table 2. Result Loading Factor**

Variable	Indicator	Loading factor	Result
Purchase Intention	PI1	0,891	Valid
	PI2	0,891	Valid
	PI3	0,874	Valid
Restaurant Atmosphere	RA1	0,898	Valid
	RA2	0,817	Valid
	RA3	0,887	Valid
Service Quality	SQ1	0,798	Valid
	SQ2	0,815	Valid
	SQ3	0,865	Valid
	SQ4	0,834	Valid
	SQ5	0,829	Valid
	SQ6	0,888	Valid
	SQ7	0,860	Valid
	SQ8	0,882	Valid
	SQ9	0,893	Valid
	SQ10	0,873	Valid
	SQ11	0,848	Valid
	SQ12	0,803	Valid

Source : SmartPLS Processed (2025)

Based on Table 2. it is known that in the outer loading test it was found that all Indicators in this study had an outer loading value  $> 0.7$ , meaning that all Indicator items in this study can be declared valid. Furthermore, the convergent validity analysis carried out after the loading factor is the average variance extracted (AVE) test. The AVE measurement is used to assess the convergent validity of the construct. And for the assessment of average variance extracted (AVE) must be greater than 0.5 (Ghozali, 2021).

**Table 3. AVE Table**

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Indicator	AVE	Description
Purchase Intention	0,784	Valid
Restaurant Atmosphere	0,753	Valid
Service Quality	0,722	Valid

Source : SmartPLS Processed (2025)

Based on Table 3. it is known that all variables in this study have an AVE value  $> 0.5$ , meaning that each variable can be said to be convergently valid. Next is the discriminant validity test which can be said to be valid if it has a value  $> 0.9$ . The following are the results of the discriminant validity test in this study:

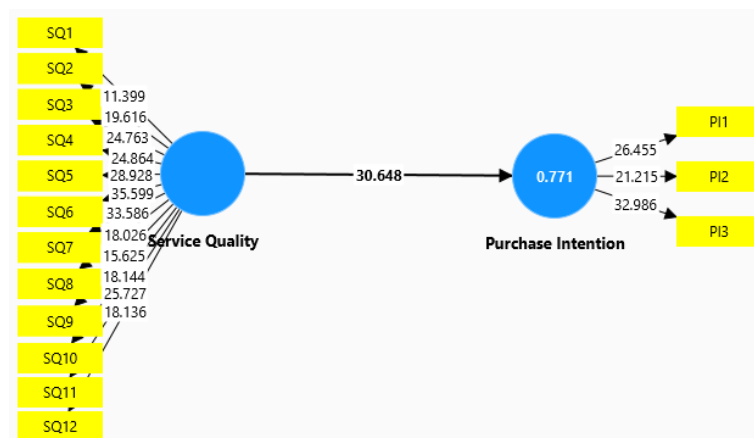
**Table 4. Discriminant Validity HTMT**

Variable	Brand Image	Face-to-face friendship	Repurchase Intention
Purchase Intention			
Restaurant Atmosphere	0,856		
Service Quality	0,857	0,883	

Source : SmartPLS Processed (2025)

Based on the Results in Table 4, it is known that all variables in this study have HTMT values  $< 0.9$ . Therefore, discriminant validity can be established.

### **Result Hypothesis testing**



**Figure 1. Inner Model Structural Service Quality towards Customer Purchase Intention**

Source : SmartPLS Processed (2025)

Based on Figure 1 above, it can be seen that the hypothesis testing is carried out using the t-statistic value and probability value. Hypothesis testing is carried out using the t-statistic value and probability value. Hypothesis testing for the statistical value for alpha is 5% or (p-values  $< 0.05$ ), and the value for the t-statistic is used as 1.65. The hypothesis criteria will be declared rejected or accepted if the t-statistic is  $> 1.65$ .

**Table 5. Result Structural Model (Path Coefficient)**

H	Variable relationship	Path Coefficient	t-statistics	P-Value	Conclusion
H <sub>1</sub>	Service Quality Influences Customer Purchase Intention	0,878	30,648	0,000	Supported

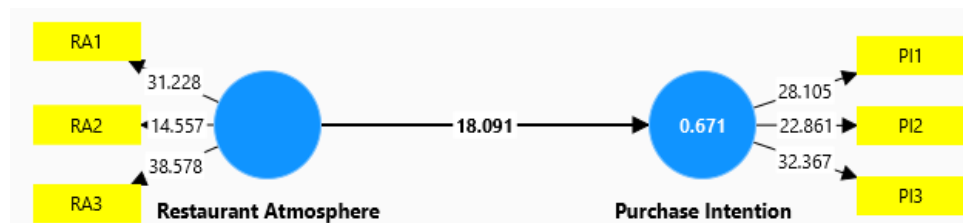
Source : SmartPLS Processed (2025)

Hypothesis 1 states that Service Quality has an effect on Customer Purchase Intention with a path coefficient value of 0.878 and a t-statistic of 30.648 and a p-value of 0.000. Therefore, it can be concluded that H1 is supported.

Service quality plays an important role in shaping customer purchase intentions, as it directly affects their satisfaction and perception of value. High service quality, characterized by responsiveness, reliability, empathy, and assurance, leads to positive customer experiences and encourages repeat visits. According to Parasuraman, Zeithaml, and Berry (1988), service quality is a major determinant of customer satisfaction, which significantly affects purchasing behavior. When customers perceive high-quality service, their level of satisfaction increases, making them more likely to return and make future purchases.

According to Ryu and Jang (2021) excellent service quality fosters trust and loyalty, both of which are important for maintaining customer interest and generating sales. In addition, service quality has a direct impact on customer attitudes and purchase intentions, reinforcing the importance of providing consistent and effective service. When service meets or exceeds expectations, customers are more likely to make positive purchasing decisions. Furthermore, service quality can increase the perceived value of a product or service, making customers more willing to pay more for better service (Kim and Kim, 2019). Thus, maintaining high service quality is essential for businesses looking to increase customer purchase intention.

### Restaurant Atmosphere terhadap Customer Purchase Intention



**Figure 2. Inner Model Structural Restaurant Atmosphere toward Customer Purchase Intention**

Source : SmartPLS Processed (2025)

Based on Figure 2 above, it can be seen that the hypothesis testing is carried out using the t-

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statistic value and probability value. Hypothesis testing is carried out using the t-statistic value and probability value. Hypothesis testing for the statistical value for alpha is 5% or (p-values <0.05), and the value for the t-statistic is used as 1.65. The hypothesis criteria will be declared rejected or accepted if the t-statistic is >1.65.

**Table 6. Result Structural Model (Path Coefficient)**

H	Variable Relationship	Path Coefficient	t-statistics	P-Value	Conclusion
H <sub>2</sub>	Restaurant Atmosphere Influences Customer Purchase Intention	0,819	18,091	0,000	Supported

Source : SmartPLS Processed (2025)

Hypothesis 2 states that Restaurant Atmosphere influences Customer Purchase Intention with a path coefficient value of 0.819 and t-statistics of 18.091 and p-values of 0.000. Therefore, it can be concluded that H2 is supported.

Restaurant atmosphere significantly influences customer purchase intention by creating a conducive environment for dining that appeals to customers' sensory perceptions and emotions. A positive atmosphere enhances the overall dining experience, leading to increased satisfaction and a higher likelihood of making a purchase. Ambient factors such as lighting, music, and decor contribute to shaping customers' moods and behaviors, which directly influence their decisions to stay longer and spend more Bitner (1992).

A comfortable and aesthetic environment can increase the perceived value of food, making customers more willing to pay more. The atmosphere influences customers' expectations of service quality and their overall satisfaction, which in turn influences purchase intention. A unique or theme-based restaurant atmosphere has also been found to increase customer engagement, encouraging them to make repeat visits. In addition, the social and cultural relevance of a restaurant's atmosphere can enhance customers' sense of belonging, creating an emotional connection that fosters loyalty and repeat purchasing behavior (Kim & Kim, 2019).

**Table 7. Model Fit**

Model Fit	Value	Description
SRMR	0,061	Fit
NFI	0,979	Fit

Source : SmartPLS Processed (2025)

Based on the Results in the Table, it can be seen that the SRMR value is 0.061 <0.10 and the NFI is 0.979 > 0.9, meaning the model fits. This means that Restaurant Atmosphere and Service Quality influence Customer Purchase Intention.

The restaurant atmosphere plays an important role in shaping customer purchase intentions. Elements such as lighting, music, seating arrangements, and overall decor affect customers' perceptions and emotions while dining. Bitner (1992) showed that a pleasant atmosphere results

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in better customer satisfaction, so they are more likely to return and recommend the restaurant to others. In addition, a more immersive and engaging environment can increase the perceived value of the dining experience, which further motivates customers to make purchases. Restaurants that invest in an attractive atmosphere often see increased customer loyalty and repeat business (Sweeney & Soutar, 2021).

Service quality is another major determinant of customer purchase intentions in the restaurant industry. Service quality is usually evaluated based on several factors, including reliability, responsiveness, assurance, empathy, and tangibles. According to Parasuraman, Zeithaml, and Berry (1988) service quality directly affects customer satisfaction, which in turn affects their purchasing decisions. High service quality results in positive word-of-mouth and customer loyalty, which can significantly increase purchase intentions. Furthermore, service that meets or exceeds expectations is often associated with higher levels of customer satisfaction, thus encouraging repeat customers (Kim & Kim, 2019).

Restaurant ambiance and service quality create a holistic dining experience that shapes customer behavior. When the physical environment and service are aligned to provide a superior experience, customers are more likely to have positive intentions to purchase and return. The effects of ambiance and service quality on customer satisfaction and purchase intentions. A well-maintained ambiance, paired with attentive and responsive service, enhances the overall dining experience, leading to greater customer retention and higher purchase intentions (Yoo & Park, 2019).

## **CONCLUSION**

This study concludes that both service quality and restaurant atmosphere significantly influence customer purchase intention at *Megumi Mazesoba* Restaurant. To enhance purchase intention, management should prioritize higher cleanliness standards—particularly for dining tables, floors, toilets, and open kitchen areas—by implementing regular staff training, periodic cleaning schedules, visual cleanliness checklists, and providing adequate, covered trash bins. Additional measures such as signage encouraging table tidiness and handwashing can further foster a positive dining environment. For future research, it is recommended to incorporate variables like food quality, pricing strategies, and cultural influences to gain a more comprehensive understanding of customer purchase intentions. Longitudinal studies, comparative analyses across different restaurant types or locations, and qualitative approaches such as interviews or focus groups could provide deeper insights, while integrating technologies like AI-driven feedback analysis or virtual reality simulations may offer innovative perspectives for advancing research in the casual dining sector.

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