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Exploring the Impact of Atmospheric Quality on Customer Satisfaction and Revisit Intentions in Fine Dining Restaurants: A Study in Indonesia

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Abstract: This study investigates the relationship between Atmospheric Quality, Customer Satisfaction, and Revisit Intentions in fine dining restaurants in Indonesia. The research aims to understand how atmospheric quality influences customer satisfaction and its subsequent impact on customers' intentions to revisit the restaurant. Additionally, the study examines the mediating role of customer satisfaction in the relationship between atmospheric quality and revisit intentions. The research begins with an introduction emphasizing the importance of atmospheric factors and customer satisfaction for the success of fine dining establishments. A quantitative approach is employed, and data is collected from 296 customers of problem statements highlighting the need to explore the specific relationship between atmospheric quality and customer satisfaction and revisit intentions in the Indonesian context of seven well-reputed fine-dining restaurants. A self-administered questionnaire assesses respondents' perceptions of atmospheric quality, customer satisfaction, and revisit intentions. The data analyzed using structural equation modeling, specifically SmartPLS. The findings reveal a significant positive relationship between atmospheric quality and customer satisfaction and revisit intentions. Furthermore, customer satisfaction mediates the relationship between atmospheric quality and revisit intentions. Recommendations for restaurant owners and managers include prioritizing atmospheric quality, training staff in service excellence, monitoring and improving customer satisfaction, and implementing customer loyalty programs. This study contributes to the existing literature by examining the relationship between atmospheric quality, customer satisfaction, and revisiting intentions in Indonesian fine dining. Future research could expand the study by including a more diverse sample, exploring additional factors influencing customer satisfaction, and considering cultural influences on the dining experience.

Keywords: Atmospheric Quality, Fine Dining Restaurants, Customer Satisfaction, and Revisit Intentions.

1 Introduction

The atmospheric quality of fine dining restaurants is a critical aspect that significantly influences customer satisfaction and revisits intentions. However, in Indonesia, there is still a lack of research examining the elements of atmospheric quality that contribute to customer satisfaction and the subsequent impact on revisit intentions. This knowledge gap prevents restaurant operators from understanding and effectively managing the ambiance of their establishments to create exceptional dining experiences. Furthermore, as customers' dining preferences evolve, it is crucial to identify the key atmospheric factors that directly influence their satisfaction levels and the decision to revisit (Antikasari et al., 2021). Without a comprehensive understanding of these interrelationships, restaurant owners and managers may struggle to meet the ever-changing expectations of their customers, ultimately hindering their success and competitive advantage in the industry. Therefore, it is imperative to investigate the atmospheric quality of fine dining restaurants in Indonesia and its influence on customer satisfaction and revisit intentions to provide actionable insights for enhancing the dining experience and ensuring long-term customer loyalty.

2 Literature Review

2.1 Revisit Intentions

Customer satisfaction is a key determinant of revisit intentions in fine dining restaurants. Several studies have shown that when customers are satisfied with their dining experience, they are more likely to express an intention to revisit the restaurant (M. F. Shamsudin et al., 2020). In fine dining, where customers have high expectations and seek a premium experience, food quality, service excellence, and ambiance are crucial in shaping customer satisfaction levels and subsequent revisit intentions.

Among these factors, the atmosphere of a fine dining restaurant has gained significant attention in recent research (A. A. A. Razak & Shamsudin, 2019). The ambiance encompasses various sensory elements, including interior design, lighting, music, scent, and aesthetics (Sumawati & Hayuningtias, 2022). A captivating and carefully crafted atmosphere can create a unique and memorable dining experience, contributing to customer satisfaction and encouraging revisit intentions. For example, studies have shown that warm lighting, soothing music, and pleasant scents can enhance customers' emotional responses and overall satisfaction, thus increasing their likelihood of revisiting the restaurant (Laila & Basiya, 2022).

Moreover, the atmosphere of a fine dining establishment goes beyond mere aesthetics and sensory cues. It also encompasses privacy, comfort, and the overall dining environment. Factors like the spacing between tables, noise levels, and private dining areas can influence customers' perception of the restaurant's atmosphere (Wahyu Adrian et al., 2020). A well-designed and thoughtfully curated dining environment that ensures privacy and comfort can contribute to customers' satisfaction and desire to return for future dining experiences.

Furthermore, the role of atmospheric congruence with the restaurant's concept and target market cannot be overlooked. Fine dining restaurants often aim to create a specific ambiance that aligns with their brand image and the expectations of their target customers (Rodríguez-López et al., 2020). The consistency between the restaurant's concept and the atmosphere it portrays can enhance customers' perception of authenticity and uniqueness, thus positively influencing their satisfaction levels and revisiting intentions.

In conclusion, customer satisfaction significantly determines to revisit intentions in fine dining restaurants. The atmosphere plays a crucial role in shaping customer satisfaction levels, and factors such as interior design, lighting, music, scent, and overall aesthetics contribute to the overall dining experience (M. F. Shamsudin et al., 2020). By understanding the impact of atmospheric quality on customer satisfaction and revisiting intentions, restaurant managers and operators can make informed decisions to create captivating dining environments that encourage customers to return and build long-term loyalty (M. F. Shamsudin et al., 2019).

2.2 Atmospheric Quality

The atmospheric quality of a fine dining restaurant has emerged as a vital factor in shaping the overall dining experience and influencing customer satisfaction. Extensive research has highlighted the significance of creating a captivating ambiance that aligns with the restaurant's concept and enhances customers' emotional responses (Hamidy et al., 2022). This literature review aims to explore existing studies on the atmospheric quality in fine dining restaurants and its impact on customer satisfaction.

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The interior design of a fine dining establishment plays a crucial role in shaping the atmosphere and creating a distinct identity (Ruan & Zhang, 2022). Studies have shown that furniture, decor, and color schemes contribute to customers' perception of the restaurant's ambiance (Uslu, 2020). For example, a well-designed interior that reflects the restaurant's theme or cultural context can evoke a sense of authenticity and captivate customers, enhancing their dining experience and overall satisfaction.

Lighting is another important aspect of atmospheric quality that significantly influences customers' emotional responses. Research indicates that appropriate lighting, such as warm and soft, can create a cozy and intimate atmosphere, enhancing customers' comfort and enjoyment. Conversely, harsh or overly bright lighting can detract from the ambiance and negatively impact customer satisfaction (Antikasari et al., 2021).

The role of music in setting the mood and enhancing the atmosphere of a fine dining restaurant has also been extensively studied. Studies have found that when carefully selected background music matches the restaurant's concept and target market, it can influence customers' emotional states and enhance their dining experience (Kusumah et al., 2019). Slow and soothing music has been associated with increased relaxation and enjoyment. In contrast, lively and upbeat music can create an energetic and vibrant ambiance.

Furthermore, scent in fine-dining restaurants has gained attention as a potential tool for creating a memorable dining experience. Research suggests that pleasant aromas like freshly brewed coffee or aromatic herbs can positively influence customers' emotional responses and satisfaction. However, it is essential to strike a balance, as overpowering or conflicting scents may have adverse effects and detract from the overall dining experience (Rodríguez-López et al., 2020).

In addition to these individual elements, the overall coherence and congruence of the atmospheric cues in a fine dining restaurant are crucial. A harmonious blend of interior design, lighting, music, and scent that aligns with the restaurant's concept and target market can create a cohesive and immersive dining environment (Uslu, 2020). This consistency enhances customers' perception of authenticity and attention to detail, increasing satisfaction and a higher likelihood of revisiting the restaurant.

In conclusion, the atmospheric quality of a fine dining restaurant ¹ plays a significant role in shaping customers' dining experiences and overall satisfaction. Elements such as interior design, lighting, music, and scent collectively contribute to customers' ambiance and emotional responses. By understanding the impact of atmospheric cues on customer satisfaction, restaurant managers can make informed decisions to create captivating and immersive dining ³⁷ environments that enhance the overall dining experience and foster long-term customer loyalty.

2.3 Customer satisfaction

Customer satisfaction is a fundamental concept in the hospitality industry, including the context of fine dining restaurants (Muhammad et al., 2016). Extensive research has explored the determinants and outcomes of customer satisfaction ⁸, focusing on its role as a mediator between various factors and behavioral intentions (M. Shamsudin et al., 2015; M. F. Shamsudin & Razali, 2015). This review examines the existing literature on customer satisfaction in fine dining restaurants and its role as a mediator between atmospheric quality and revisit intentions.

Numerous studies have established a strong positive relationship between customer satisfaction and revisit intentions in the hospitality industry. When satisfied with their dining ¹² experience, customers are more likely to express an intention to revisit the restaurant (A. A. Razak et al., 2020; M. F. Shamsudin et al., 2020). In fine dining, where customers have high expectations and seek a premium experience, food quality, service excellence, and atmosphere significantly shape customer satisfaction. ²⁸

The atmospheric quality of a fine dining restaurant has been identified as a key factor contributing to customer satisfaction (Rozecki et al., 2016). The ambiance, including interior design, lighting, music, and scent, influences customers' emotional responses and overall perception of the dining experience. A well-designed, captivating atmosphere that aligns with the restaurant's concept can enhance customers' enjoyment and satisfaction.

² Moreover, customer satisfaction mediates the relationship between atmospheric quality and revisit intentions (Tripathi & Dave, 2017). Research suggests that customer satisfaction is crucial in translating positive atmospheric experiences into a desire to revisit the restaurant. When customers are satisfied with the ambiance, it positively influences their overall satisfaction and, in turn, increases their likelihood of revisiting the restaurant.

⁵ Furthermore, customer satisfaction also mediates the relationship between other factors, such as food quality and service excellence, and revisits intentions in fine dining restaurants. ⁴³ Studies have shown that when customers perceive high food quality and receive excellent service, it leads to greater satisfaction, which translates into a higher intention to revisit (Tripathi & Dave, 2018). Therefore, customer satisfaction is a significant mediator, bridging the gap between various factors and customers' behavioral intentions.

⁴⁵ In conclusion, customer satisfaction plays a pivotal role in the context of fine dining restaurants, serving as a mediator between atmospheric quality and revisit intentions. The ambiance and other factors, such as food quality and service excellence, contribute to customer satisfaction, influencing customers' likelihood of revisiting the restaurant. By understanding the mediating

role of customer satisfaction, restaurant managers can focus on enhancing the atmospheric quality and other determinants of customer satisfaction to foster customer loyalty and business sustainability.

3 Methodology

The measurement items used in this study were developed through a rigorous process that incorporated reviewing relevant literature, focus group discussions, and examination of measurement items utilized in previous studies. The closed-ended and self-administered questionnaire was designed based on scale items from an extensive literature search. To refine the instrument and ensure its relevance, three focus groups were conducted, where participants discussed factors contributing to their satisfaction with recent dining experiences at moderately upscale restaurants. Draft survey instruments were provided to the focus group members for feedback on item relevance, formatting, and estimated completion time.

Convenience sampling with a skip interval was employed to select participants for the study, as it is considered suitable for theory testing. Questionnaires were distributed in public areas near the entrance of moderate upscale fine-dining restaurants in Jakarta during lunch and dinner hours. The researcher approached every first of five patrons as they left the themed restaurants, explaining the survey's purpose and parameters. Respondents were instructed to focus on their most recent dining experience at one of the four restaurants rather than reflect on past experiences.

This methodological approach ensured that the measurement items used in the questionnaire were carefully derived and refined to capture the specific dimensions of atmospheric quality, and customer satisfaction, and revisit intentions relevant to the fine dining context in Jakarta. By incorporating both literature-based scales and the input of focus group participants, the questionnaire was designed to effectively capture the perceptions and experiences of the respondents in this study. The final part gathers demographic information about the respondents, such as age, gender, and occupation.

3.1 Measurement items

The measurement items in this study capture various aspects of the dining experience in the restaurant. For atmospheric quality, participants were asked to rate the appropriateness of the background music in creating a desired atmosphere, the pleasantness of the restaurant's scent or aroma, and the seating arrangement's comfort and coziness. Customer Satisfaction was assessed by measuring overall satisfaction with the dining experience, satisfaction with the quality of food served, satisfaction with the level of service received from the staff, satisfaction with the ambiance and atmosphere of the restaurant, and satisfaction with the value for money concerning the dining experience. Revisit Intentions were measured by assessing the likelihood of revisiting the restaurant in the future, willingness to recommend the restaurant to others, desire to explore other offerings from the restaurant, intention to become a loyal customer, and interest in trying out new menu items or seasonal offerings. These comprehensive measurement items allow for a thorough evaluation of the customer's perceptions and intentions related to the restaurant experience.

3.1.1 Atmospheric Quality:

1. The visual appeal of the restaurant's interior design
2. The pleasantness of the lighting in the restaurant
3. Appropriateness of the background music in creating a desired atmosphere

4. The pleasantness of the scent or aroma in the restaurant
5. Comfort and coziness of the seating arrangement

3.1.2 Customer Satisfaction:

1. Overall satisfaction with the dining experience
2. Satisfaction with the quality of food served
3. Satisfaction with the level of service received from the staff
4. Satisfaction with the ambiance and atmosphere of the restaurant
5. Satisfaction with the value for money concerning the dining experience

3.1.3 Revisit Intentions:

1. Likelihood of revisiting the restaurant in the future
2. Willingness to recommend the restaurant to others
3. Desire to explore other offerings from the restaurant
4. Intention to become a loyal customer of the restaurant
5. Interest in trying out new menu items or seasonal offerings from the restaurant

4 Analysis

Table 1: Reliability and validity results

Variables	Items	Loadings	Alpha	CR	AVE
Atmospheric Quality	AQ1	0.848	0.866	0.909	0.714
	AQ2	0.876			
	AQ3	0.856			
	AQ4	0.798			
Customer Satisfaction	CS1	0.749	0.816	0.876	0.640
	CS2	0.769			
	CS3	0.886			
	CS4	0.789			
Revisit Intentions	RP1	0.825	0.864	0.907	0.710
	RP2	0.799			
	RP3	0.851			
	RP4	0.893			

For the Atmospheric Quality variable, all four items (AQ1, AQ2, AQ3, AQ4) exhibited high loadings, ranging from 0.798 to 0.876. The internal consistency of this variable was also satisfactory, with a high alpha value of 0.866, indicating good reliability. The composite reliability (CR) and average variance extracted (AVE) values were also well above the recommended thresholds of 0.7 and 0.5, respectively, indicating good convergent validity.

Similarly, the Customer Satisfaction variable demonstrated strong loadings for its four items (CS1, CS2, CS3, CS4), ranging from 0.749 to 0.886. The internal consistency was satisfactory, as indicated by the alpha value of 0.816. The CR and AVE values were also above the recommended thresholds, indicating good reliability and convergent validity.

Lastly, the Revisit Intentions variable exhibited strong loadings for its four items (RP1, RP2, RP3, RP4), ranging from 0.799 to 0.893. The internal consistency, with an alpha value of 0.864, was satisfactory. The CR and AVE values were also above the recommended thresholds, indicating good reliability and convergent validity.

These results suggest that the measures used to assess Atmospheric Quality, Customer Satisfaction, and Revisit Intentions were reliable and valid and effectively captured the constructs they intended to measure. The strong loadings and high internal consistency indicate the robustness of the measurement model.

Table 2: Fornell Larcker's result

	Atmospheric Quality	Customer Satisfaction	Revisit Intentions
Atmospheric Quality	0.845		
Customer Satisfaction	0.662	0.800	
Revisit Intentions	0.414	0.449	0.843

The Fornell-Larcker criterion assesses the discriminant validity of the measurement model by examining the square root of the average variance extracted (AVE) and the correlation values between the latent constructs. The diagonal values represent the square roots of the AVEs for each construct. In contrast, the off-diagonal values represent the correlations between the constructs.

In this case, the Fornell-Larcker matrix indicates that all constructs exhibit discriminant validity, as the square roots of the AVEs are greater than the correlation values between the constructs. This suggests that each construct shares more variance with its respective indicators than other constructs in the model.

Specifically, the correlation between Atmospheric Quality and Customer Satisfaction is 0.662, which is lower than the square root of the AVE for both constructs (0.866 and 0.816, respectively). Similarly, the correlation between Atmospheric Quality and Revisit Intentions is 0.414, lower than the square roots of the AVEs for Atmospheric Quality (0.866) and Revisit Intentions (0.907). Finally, the correlation between Customer Satisfaction and Revisit Intentions is 0.449, lower than the square roots of the AVEs for Customer Satisfaction (0.816) and Revisit Intentions (0.907).

These results indicate sufficient discriminant validity among the constructs, suggesting that Atmospheric Quality, Customer Satisfaction, and Revisit Intentions are distinct and separate constructs in the research model. This supports the reliability of the measurement model and indicates that the constructs are not overly correlated, strengthening the validity of the structural model.

Table 3: HTMT results

	Atmospheric Quality	Customer Satisfaction	Revisit Intentions
Atmospheric Quality			
Customer Satisfaction	0.733		
Revisit Intentions	0.464	0.514	

The Heterotrait-Monotrait (HTMT) ratio assesses discriminant validity by comparing the correlations between different constructs to a threshold of 0.85. The constructs have discriminant validity if the HTMT ratio is below this threshold.

In this case, the HTMT ratios between Atmospheric Quality and Customer Satisfaction and between Atmospheric Quality and Revisit Intentions are below the threshold of 0.85. The HTMT ratio between Atmospheric Quality and Customer Satisfaction is 0.733, indicating discriminant validity between these constructs. Similarly, the HTMT ratio between Atmospheric Quality and Revisit Intentions is 0.464, indicating discriminant validity between these constructs.

Furthermore, the HTMT ratio between Customer Satisfaction and Revisit Intentions is 0.514, below the threshold of 0.85, confirming the discriminant validity between these constructs. These results indicate sufficient discriminant validity among the Atmospheric Quality, Customer Satisfaction, and Revisit Intentions constructs. The HTMT ratios demonstrate that the correlations between the constructs are not excessively high, supporting the notion that the constructs are distinct and can be reliably measured within the research model.

Table 4: Inner VIF

	Atmospheric Quality	Customer Satisfaction	Revisit Intentions
Atmospheric Quality	1.000		1.779
Customer Satisfaction		1.779	
Revisit Intentions			1.779

The Inner Variance Inflation Factor (VIF) assesses multicollinearity within a latent variable or construct. A VIF value greater than 1 indicates the presence of multicollinearity. In this case, the Inner VIF values for each construct indicate the absence of multicollinearity. The Inner VIF for Atmospheric Quality is 1.000, below the threshold of 1. This indicates that there is no multicollinearity issue within the indicators of Atmospheric Quality.

Similarly, the Inner VIF for Customer Satisfaction is 1.779, and for Revisit Intentions, it is also 1.779. Both values are below the threshold of 1, suggesting no multicollinearity among the indicators within each construct. These results indicate no excessive correlation or redundancy among the indicators within each construct, supporting the reliability of the measurement model. The absence of multicollinearity enhances the validity of the constructs. It provides confidence in the subsequent analysis of the structural model.

Table 5: Model fit

	Saturated Model	Estimated Model
SRMR	0.107	0.107
Chi-Square	587.101	587.101
NFI	0.706	0.706

5 The model fit indices indicate that the Estimated Model demonstrates a satisfactory fit. The Standardized Root Mean Square Residual (SRMR) value of 0.107 suggests a reasonable average discrepancy between the observed and predicted covariance matrices. Additionally, the Chi-Square value of 587.101 indicates a reasonable degree of fit between the observed and expected covariance matrices. The Normed Fit Index (NFI) value of 0.706 also suggests an acceptable fit. These model fit indices indicate that the Estimated Model provides a reasonably good fit to the data.

15 Table 6: R square

	R Square	R Square Adjusted
Customer Satisfaction	0.438	0.436
Revisit Intentions	0.226	0.220

The R-squared and R-squared adjusted values provide information about the proportion of variance explained by the predictors in the regression models. For Customer Satisfaction, the R-squared value is 0.438, indicating that the predictors in the model account for approximately 43.8% of the variance in customer satisfaction. The R-squared adjusted value, which considers the number of predictors and adjusts for model complexity, is 0.436.

The R-squared value is 0.226 for Revisit Intentions, suggesting that the predictors explain around 22.6% of the variance in revisit intentions. The R-squared adjusted value is slightly lower at 0.220. These results indicate that the predictors included in the models have moderate explanatory power for both customer satisfaction and revisit intentions. However, a considerable amount of unexplained variance may be attributed to other factors not included in the model.

Table 7: F Square

	Atmospheric Quality	Customer Satisfaction	Revisit Intentions
Atmospheric Quality		0.779	0.032
Customer Satisfaction			0.070
Revisit Intentions			

The F-square values provide information about the proportion of variance explained by each predictor in the regression models. For Atmospheric Quality, the F-square value concerning Customer Satisfaction is 0.779. This indicates that Atmospheric Quality explains approximately 77.9% of the variance in Customer Satisfaction.

For Customer Satisfaction, the F-square value concerning Revisit Intentions is 0.070. This suggests that Customer Satisfaction explains around 7.0% of the variance in Revisit Intentions. These results suggest that Atmospheric Quality significantly impacts Customer Satisfaction, explaining a large portion of its variance. However, the relationship between Customer Satisfaction and Revisit Intentions appears weaker, with Customer Satisfaction explaining a relatively small proportion of the variance in Revisit Intentions.

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Table 8: Hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Atmospheric Quality → Customer Satisfaction	0.662	0.668	0.031	21.438	0.000
Atmospheric Quality → Revisit Intentions	0.209	0.211	0.072	2.918	0.004
Customer Satisfaction → Revisit Intentions	0.310	0.315	0.070	4.427	0.000
Atmospheric Quality → Customer Satisfaction → Revisit Intentions	0.205	0.210	0.048	4.294	0.000

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The table presents the results of the T-test analysis, providing information on the original sample values, the sample mean, standard deviation, T-statistics, and corresponding p-values for different paths in the model.

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For the path from Atmospheric Quality to Customer Satisfaction, the original sample value is 0.662. The sample mean is 0.668, and the standard deviation is 0.031. The T-statistics value, calculated as the absolute value of the original sample divided by the standard deviation, is 21.438. The p-value associated with this T-statistics is 0.000, indicating a significant relationship between Atmospheric Quality and Customer Satisfaction.

3
Similarly, for the path from Atmospheric Quality to Revisit Intentions, the original sample value is 0.209. The sample mean is 0.211, and the standard deviation is 0.072. The T-statistics value is 2.918, and the associated p-value is 0.004, indicating a significant relationship between Atmospheric Quality and Revisit Intentions.

3
For the path from Customer Satisfaction to Revisit Intentions, the original sample value is 0.310. The sample mean is 0.315, and the standard deviation is 0.070. The T-statistics value is 4.427, and the p-value is 0.000, indicating a significant relationship between Customer Satisfaction and Revisit Intentions.

3
Lastly, for the path from Atmospheric Quality to Customer Satisfaction to Revisit Intentions, the original sample value is 0.205. The sample mean is 0.210, and the standard deviation is 0.048. The T-statistics value is 4.294, and the p-value is 0.000, indicating a significant relationship

between Atmospheric Quality, Customer Satisfaction, and Revisit Intentions.

Overall, these results indicate significant relationships among the variables in the model, with p-values below the conventional significance level of 0.05.

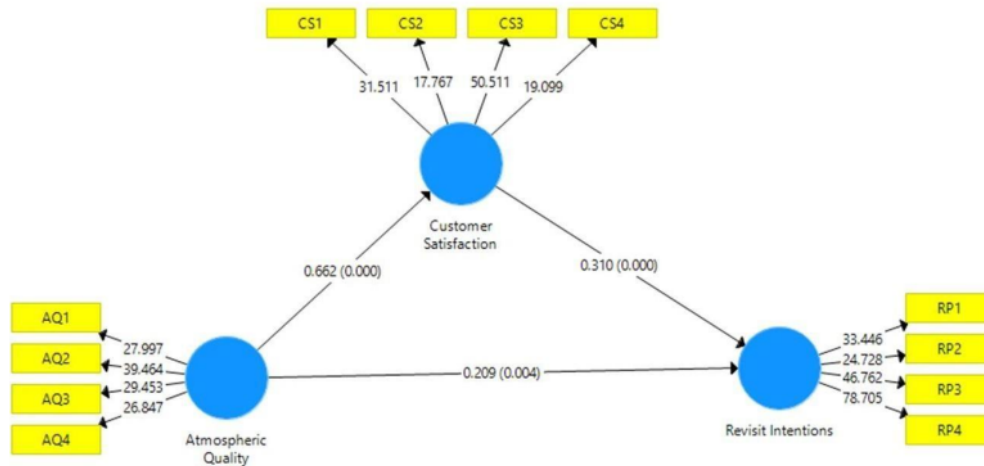


Figure 1: Measurement model

5 Conclusion

In conclusion, this study investigated the relationships between atmospheric quality, customer satisfaction, and revisit intentions in the context of fine dining restaurants. The findings indicate that atmospheric quality is crucial in shaping customer satisfaction and revisiting intentions. The analysis revealed significant positive relationships between atmospheric quality and customer satisfaction and revisit intentions, highlighting the importance of creating a pleasant and appealing atmosphere in fine dining establishments.

Moreover, the study found that customer satisfaction positively impacts revisit intentions, implying that satisfied customers are more likely to revisit the restaurant. This underscores the significance of prioritizing customer satisfaction in fine dining establishments to foster repeat patronage and build long-term customer loyalty.

The structural model results indicate that atmospheric quality indirectly influences revisit intentions through its impact on customer satisfaction. This implies that customer satisfaction partially mediates the influence of atmospheric quality on revisit intentions. Enhancing the atmospheric quality of a restaurant can lead to improved customer satisfaction, subsequently increasing the likelihood of customers revisiting the establishment.

Overall, this study provides valuable insights for restaurant managers and marketers in the fine dining industry in Indonesia. By understanding the importance of atmospheric quality in influencing customer satisfaction and revisiting intentions, restaurant owners can focus on creating a captivating and pleasing ambiance to enhance the overall dining experience. Moreover, prioritizing customer satisfaction through exceptional service and attention to detail can help cultivate customer loyalty and drive repeat business.

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It is important to note that this study is based on a specific context and sample size. Future research could expand the investigation to include a broader range of fine-dining restaurants in different regions of Indonesia. Additionally, considering other factors such as food quality, service quality, and price perception may provide a more comprehensive understanding of the factors influencing customer satisfaction and revisit intentions in the fine dining sector.

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6 Recommendations

Based on the findings of this study, several recommendations can be made to fine dining restaurant owners and managers to enhance customer satisfaction and encourage revisit intentions. Firstly, it is crucial to prioritize Atmospheric Quality by creating a visually appealing and comfortable environment that aligns with the restaurant's theme and target clientele. This can be achieved by carefully selecting lighting, music, decor, and seating arrangements. Secondly, investing in training staff members in service excellence is essential. The friendly, attentive, and knowledgeable staff can significantly enhance the dining experience and customer satisfaction. Thirdly, it is recommended to continuously monitor and improve customer satisfaction by gathering feedback through comment cards, online reviews, or customer surveys. This feedback can provide valuable insights into areas for improvement and allow the restaurant to address any concerns promptly.

Additionally, offering personalized experiences, such as special occasion surprises or customized menus, can create a sense of exclusivity and further enhance customer satisfaction. Lastly, developing customer loyalty programs or incentives, such as discounts for repeat visits or exclusive offers, can encourage customers to revisit the restaurant. By implementing these recommendations, fine dining restaurants in Indonesia can improve customer satisfaction and foster long-term customer loyalty.

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