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the figure above. Another recommendation, create a daily promotion to attract people so they frequently visit the restaurants. The figure above from A&W shows their daily promotions to attract customer. with this kind of promotion customers will often visits restaurant.

5.3. Recommendation for future research

- This study specifically focusing on Kayu-Kayu restaurant, future studies may be applied with those variables in other restaurant that has a specific design or themed restaurant.

- Future researcher can re-adjust the items on the questionnaires in order to get a good result and deeper perspective about physical environment and disconfirmation.

- Because this research is conducted with a total of 195 respondents. It is recommended to add more respondent in the future studies, which might produce a better result.

Glossary

Physical Environment: the surroundings where people live.

Facility Aesthetic: refers to a thing such as table or chair that is design to be appealing and attractive in the eyes of people.

Lighting: an equipment that can produce light to make it shine.

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Ambience: refers to atmosphere and character in a place.

Layout: an object that is arrange that is set in a room

Table Settings: the way that the table is set with tableware and decoration

Service Staff: refers to the people who work in a restaurant who serves customers

Disconfirmation: A person who compare or evaluate between their own expectation of a product and after purchase the product.

Customer: A person who go to the store and purchase a product

Satisfaction: A feeling that it is fulfilling or pleasure of something

Loyalty: refer to person who stayed in one brand

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Appendix

Appendix 1.

Google Questionnaire (question)

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THE INFLUENCE OF PHYSICAL ENVIRONMENT RESTAURANT TOWARDS CUSTOMER EXPERIENCE IN KAYU-KAYU RESTAURANT

Dear Participant,

Greetings, my name is Calvin. I am a final year student of Hotel and Tourism Management in Swiss German University Tangerang ,Indoenesia. Right now, I am currently doing a survey to collect data for my thesis research. My topic is about the Influence of Restaurant Physical environment towards customer experience in Kayu-Kayu restaurant.

By completing this survey, you agree to the usage of the data obtained within the study. Your personal details will remain anonymous and the data collected will remain confidential and will be solely used only for the purpose of this research.

This survey will take approximately around 10 minutes to complete.

If you have questions regarding the questionnaire, please do not hesitate to contact me at

Calvinnjongs@gmail.com or Calvin028@student.sgu.ac.id

Thank you in advance for your participation and valuable contribution to my research.

Best Regards,
Calvin

Section A
Screening Question

Have you ever dine-in at Kayu-Kayu Restaurant? (Apakah anda pernah makan di restoran Kayu-Kayu?) *

◯ Yes

◯ No

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Which age group do you fit into? (Dikategori umur manakah Anda berada?) *

○ 18 - 21 years old (18 - 21 tahun)

○ 22 - 30 years old (22 - 30 tahun)

○ 31 - 40 years old (31 - 40 tahun)

○ 41 - 50 years old (41 - 50 tahun)

○ Above 50 years old (Diatas 50 tahun)

Monthly income (Berapa penghasilan bulanan anda?) *

○ Below Rp. 5.000.000

○ Rp. 5.000.000 - Rp. 10.000.000

○ Above Rp. 10.000.000

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Section B
Respondent Profile

Gender (Jenis Kelamin) *

○ Male

○ Female

Where do you live? (Anda tinggal di mana?) *

○ JABODETABEK

○ Outside JABODETABEK (Diluar Jabodetabek)

What is the best option to describe your occupation? (Pilihan yang paling tepat
untuk mendeskripsikan pekerjaan anda?) *

○ University Student (Mahasiswa)

○ Employed part-time (kerja paruh waktu)

○ Employed full-time (Pekerja tetap)

○ Entrepreneur (Pengusaha)

○ Retire (Pensiun)

○ Unemployed (Belum mempunyai pekerjaan)

○ Other: _____

Where did you find out about Kayu-Kayu restaurant? (Dari mana kalian tahu
tentang restoran Kayu-Kayu) *

○ Social Media

○ Friend or Families (Teman atau Keluarga)

○ Other: _____

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Section C
Variable Implementation

Part 1: Facility Aesthetic
Please answer in the columns according to what you think is the most appropriate.
(Harap klik di kolom yang di sediakan sesuai dengan jawaban yang menurut anda paling tepat)

Your opinion will be declared using a likert scale from 1 to 5
(Pendapat anda akan dinyatakan menggunakan skala likert dari 1 sampai 5)

5. Strongly Agree (Sangat Setuju)
4. Agree (Setuju)
3. Neutral (Netral)
2. Disagree (Tidak Setuju)
1. Strongly Disagree (Sangat Tidak Setuju)

Every question in this questionnaire only requires one point answer only
(Setiap pertanyaan dalam kuesioner ini hanya membutuhkan satu jawaban poin saja)

Thank you for your Participation

Paintings/pictures at Kayu-Kayu restaurant are visually attractive. (Lukisan / gambar di restoran Kayu-Kayu memang secara visual menarik.)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

Wall decoration at Kayu-Kayu restaurant is visually appealing. (Hiasan dinding di restoran Kayu-Kayu secara visual menarik)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

Colors that are used in Kayu-Kayu restaurant create a warm atmosphere. (Warna-warna yang digunakan di restoran Kayu-Kayu menciptakan suasana yang hangat)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

Furniture (e.g., dining table, chair) at Kayu-Kayu restaurant is of high quality. (Furnitur seperti meja makan dan kursi di restoran Kayu-Kayu berkualitas tinggi

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

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Part III: Ambiance

Background music at Kayu-Kayu restaurant relaxes me. (Latar musik di restoran Kayu-Kayu membuat saya rileks)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Kayu-Kayu restaurant provide pleasing music. (Restoran Kayu-Kayu menyediakan musik yang menyenangkan)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Part II: Lighting

Lighting in Kayu-Kayu restaurant creates a warm atmosphere. (Cahaya di Kayu-Kayu restoran menciptakan suasana hangat)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Lighting in Kayu-Kayu restaurant makes me feel welcome. (Cahaya di restoran Kayu-Kayu membuat saya merasa di terima)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Lighting in Kayu-Kayu restaurant creates a comfortable atmosphere. (Cahaya di restoran Kayu-Kayu menciptakan suasana yang nyaman

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Temperature at Kayu-Kayu restaurant is comfortable. (Suhu ruangan di restoran Kayu-Kayu membuat nyaman)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Air aroma in kayu-Kayu restaurant is enticing. (Aroma udara di restoran Kayu-Kayu sangat menarik/menggoda)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Part IV: Layout

Seating arrangement in Kayu-Kayu restaurant gives me enough space. (Pengaturan tempat duduk di Kayu-Kayu restoran memberi saya cukup ruang)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Layout in Kayu-Kayu restaurant gives me enough tangible privacy. (Tata letak di Kayu-Kayu restoran memberi saya privasi yang cukup nyata)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Layout in Kayu-Kayu restaurant makes it easy for me to move around. (Tata letak di Kayu-Kayu restoran memudahkan saya untuk berpindah-pindah)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

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Part V: Table Setting

Tableware is of high-quality. (Peralatan makan memiliki kualitas tinggi)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

The table setting that is set by Kayu-Kayu restaurant is visually attractive.
(Pengaturan meja yang di atur di restoran Kayu-Kayu secara visual menarik)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Decoration that is set on table is visually appealing. (Dekorasi yang di tata di meja secara visual menarik)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Part VI: Service Staff

Kayu-Kayu employees are neat and well dressed. (Karyawan Kayu-Kayu berpakaian rapih dan bagus.)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

Attractive Kayu-Kayu employees make me feel good. (Karyawan Kayu-Kayu yang menarik membuat saya merasa nyaman)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

An adequate number of Kayu-Kayu employees makes me feel cared for. (Jumlah karyawan Kayu-Kayu yang memadai membuat saya merasa dirawat/dilayani)

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

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Part VII: Disconfirmation

Disconfirmation:
is an comparison between expectation before purchase and after purchase the product that impact to consumer satisfaction.
(merupakan perbandingan antara ekspektasi sebelum pembelian dan setelah pembelian produk yang berdampak pada kepuasan atau ketidakpuasan konsumen)

Overall dining experience in Kayu-Kayu is better than expected. (Secara keseluruhan pengalaman bersantap di Kayu-Kayu lebih baik daridiharapkan)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Quality of physical environments in Kayu-Kayu is better than expected. (Kualitas lingkungan fisik di Kayu-Kayu lebih baik dari yang diharapkan)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Part VIII: Customer Satisfaction

Overall, I am satisfied with Kayu-Kayu restaurant. (Secara keseluruhan, saya puas dengan restoran Kayu-Kayu)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

The overall feeling I got from Kayu-Kayu restaurant put me in a good mood. (Perasaan keseluruhan yang saya dapatkan dari restoran Kayu-Kayu menempatkan saya dalam suasana hati yang baik)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I really enjoyed myself at Kayu-Kayu restaurant. (Saya sangat menikmati di restoran Kayu-Kayu.)

	1	2	3	4	5

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Part IX: Customer loyalty

I would like to come back to Kayu-Kayu restaurant in the future. (Saya ingin kembali ke restoran Kayu-Kayu di masa depan)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I would recommend Kayu-Kayu restaurant to my friends or others. (Saya akan merekomendasikan restoran Kayu-Kayu kepada teman-teman saya atau orang lain)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I would more frequently visit Kayu-Kayu restaurant. (Saya akan sering mengunjungi restoran Kayu-Kayu) *

1	2	3	4	5

Overall impression on physical environment Kayu-Kayu restaurant is better than expected (Kesan keseluruhan terhadap physical environment restoran Kayu-Kayu lebih baik dari yang diharapkan)

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Appendix 2.

SPSS Result

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual	Unstandardized Residual	Unstandardized Residual
N			195	195	195
Normal Parameters[a,b]	Mean		.0000000	.0000000	.0000000
	Std. Deviation		1.29600624	1.43615574	1.52708527
Most Extreme Differences	Absolute		.058	.083	.074
	Positive		.035	.030	.044
	Negative		-.058	-.083	-.074
Test Statistic			.058	.083	.074
Asymp. Sig. (2-tailed)			.200[c,d]	.002[c]	.012[c]
Monte Carlo Sig. (2-tailed)	Sig.		.512[e]	.124[e]	.226[e]
	99% Confidence Interval	Lower Bound	.499	.116	.215
		Upper Bound	.524	.133	.236

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 10000 sampled tables with starting seed 2000000.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.927	.978		4.014	.000
	FAtot	.088	.049	.121	1.799	.074
	LGTtot	.091	.060	.108	1.512	.132
	Atot	.097	.043	.147	2.232	.027
	LYTtot	.125	.056	.150	2.217	.028
	TStot	.048	.056	.062	.858	.392
	SStot	.210	.067	.252	3.148	.002

a. Dependent Variable: Dtot
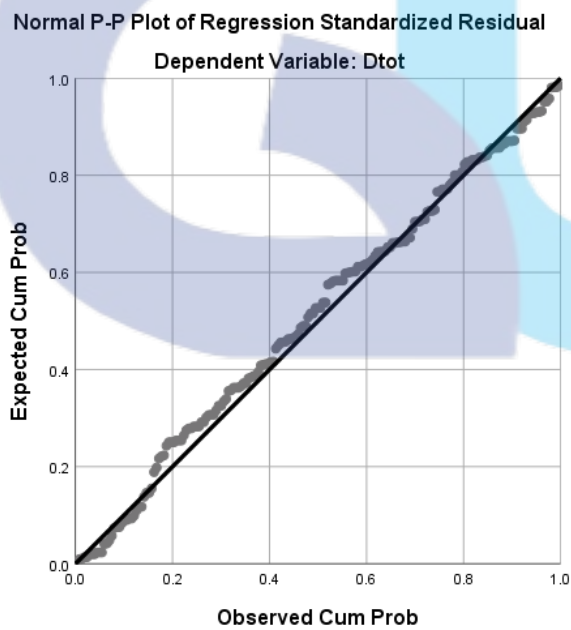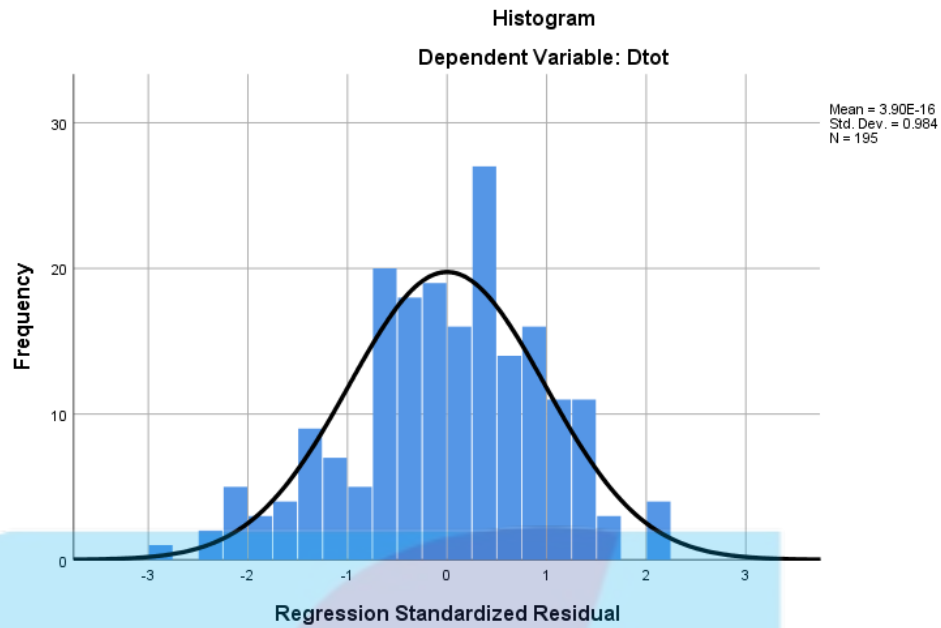
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Histogram

Dependent Variable: Dtot

Mean = 3.90E-16
Std. Dev. = 0.984
N = 195

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Dtot

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.870	.863		6.801	.000

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Dtot	.356	.071	.340	5.008	.000
CLtot	.197	.052	.258	3.797	.000

a. Dependent Variable: CStot

Histogram
Dependent Variable: CStot

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: CStot

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.181	.589		15.598	.000
	CLtot	.300	.051	.392	5.921	.000

a. Dependent Variable: CStot
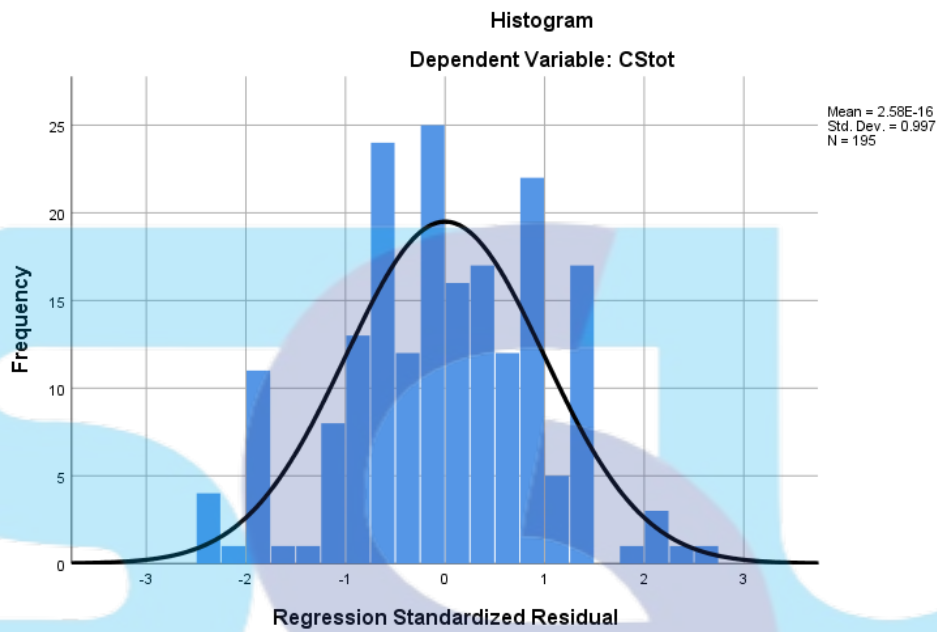
Histogram
Dependent Variable: CStot

Mean = 2.58E-16
Std. Dev. = 0.997
N = 195

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: CStot

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123a	.015	-.028	1.31994397

a. Predictors: (Constant), LM1_2, Atot, LM1_1, LYTtot, LGTtot, TStot, FAtot, SStot

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.062a	.004	-.018	1.43666066

a. Predictors: (Constant), LM2_2, Dtot, LM2_1, CLtot

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290a	.084	.069	1.46369552

a. Predictors: (Constant), LM3_2, CLtot, LM3_1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.927	.978		4.014	.000		
	FAtot	.088	.049	.121	1.799	.074	.781	1.280
	LGTtot	.091	.060	.108	1.512	.132	.691	1.447
	Atot	.097	.043	.147	2.232	.027	.824	1.214
	LYTtot	.125	.056	.150	2.217	.028	.778	1.286
	TStot	.048	.056	.062	.858	.392	.690	1.449
	SStot	.210	.067	.252	3.148	.002	.554	1.804

a. Dependent Variable: Dtot
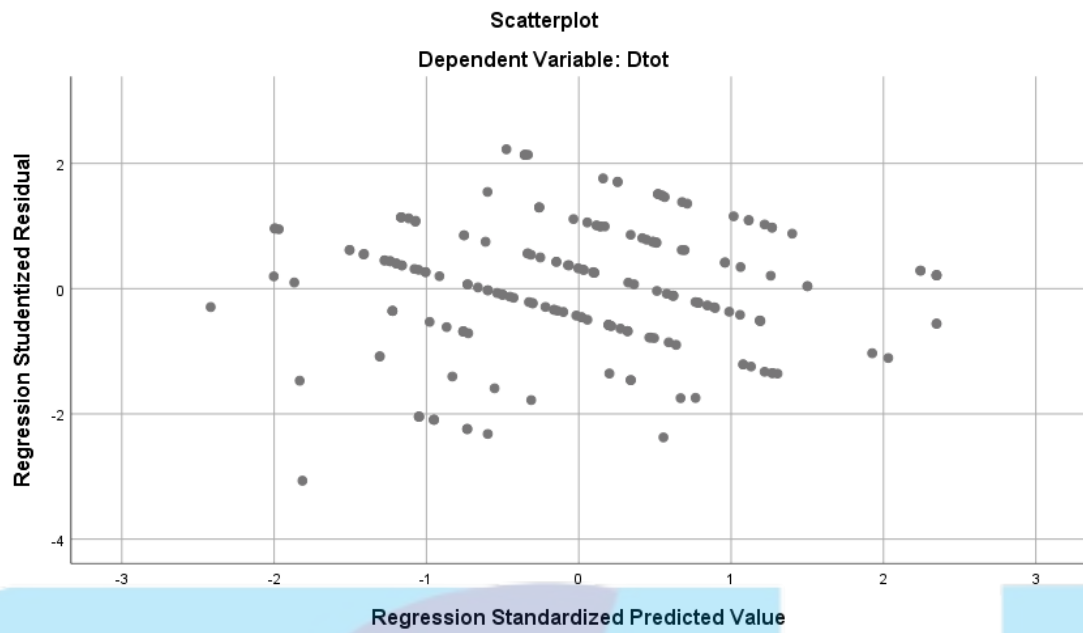
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Scatterplot

Dependent Variable: Dtot

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.870	.863		6.801	.000		
	Dtot	.356	.071	.340	5.008	.000	.845	1.184
	CLtot	.197	.052	.258	3.797	.000	.845	1.184

a. Dependent Variable: CStot

Scatterplot

Dependent Variable: CStot

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9.181	.589		15.598	.000		
	CLtot	.300	.051	.392	5.921	.000	1.000	1.000

a. Dependent Variable: CStot

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Scatterplot
Dependent Variable: CStot
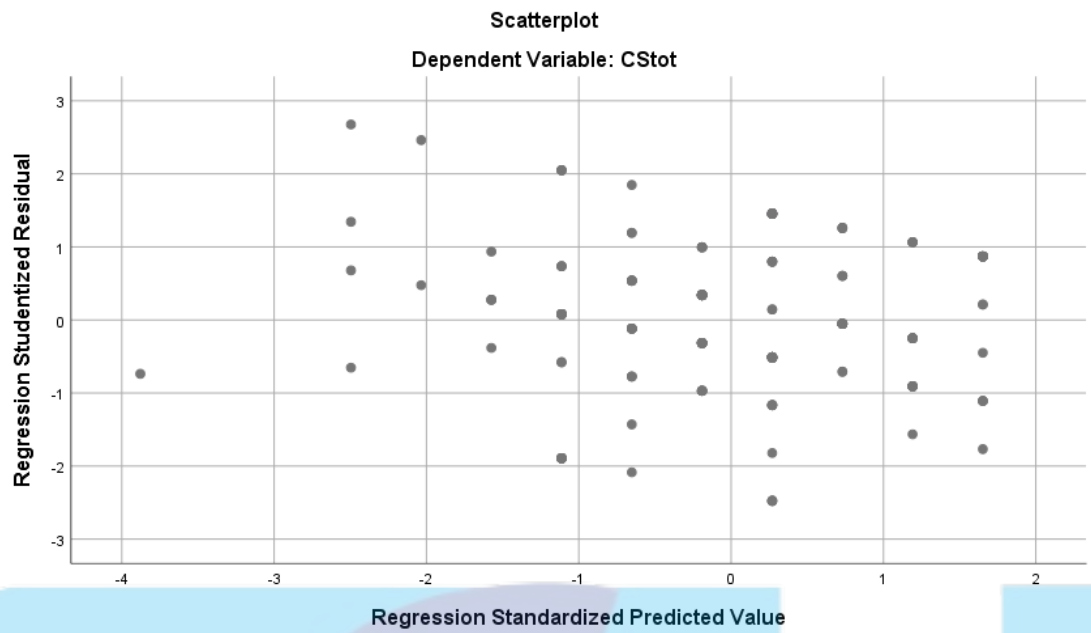
Appendix 3.

SEM (AMOS Result)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 435

Number of distinct parameters to be estimated: 82

Degrees of freedom (435 - 82):   353

Result (Default model)

Minimum was achieved

Chi-square = 649,211

Degrees of freedom = 353

Probability level = ,000

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Disconfirmation	<--	Facility_Aesthetic	,258	,114	2,263	,024	
Disconfirmation	<--	Ambience	,191	,095	2,017	,044	
Disconfirmation	<--	Lighting	-,010	,073	-,138	,890	
Disconfirmation	<--	Table_Setting	,026	,065	,404	,686	
Disconfirmation	<--	Layout	,171	,059	2,896	,004	
Disconfirmation	<--	Service_Staff	,307	,090	3,418	***	
Customer_Satisfaction	<--	Disconfirmation	,752	,119	6,302	***	
Customer_Loyalty	<--	Customer_Satisfaction	,155	,164	,947	,344	
Customer_Loyalty	<--	Disconfirmation	,767	,199	3,851	***	

			Estimate	S.E.	C.R.	P	Label
FA1	<---	Facility_Aesthetic	1,000				
FA2	<---	Facility_Aesthetic	1,044	,191	5,472	***	
FA3	<---	Facility_Aesthetic	1,767	,286	6,168	***	
FA4	<---	Facility_Aesthetic	1,359	,238	5,716	***	
LGT3	<---	Lighting	1,000				
LGT2	<---	Lighting	1,120	,106	10,580	***	
LGT1	<---	Lighting	,998	,107	9,347	***	
A3	<---	Ambience	1,000				
A2	<---	Ambience	1,723	,270	6,374	***	
A1	<---	Ambience	1,731	,267	6,483	***	
TS3	<---	Table_Setting	1,000				
TS2	<---	Table_Setting	1,109	,106	10,502	***	
TS1	<---	Table_Setting	,928	,106	8,753	***	
LYT3	<---	Layout	1,000				
LYT2	<---	Layout	,923	,088	10,549	***	
LYT1	<---	Layout	1,018	,087	11,698	***	

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			Estimate	S.E.	C.R.	P	Label
SS3	<---	Service_Staff	1,000				
SS2	<---	Service_Staff	1,040	,096	10,828	***	
SS1	<---	Service_Staff	,802	,083	9,669	***	
D1	<---	Disconfirmation	1,000				
D2	<---	Disconfirmation	,989	,143	6,915	***	
D3	<---	Disconfirmation	1,042	,137	7,630	***	
CS1	<---	Customer_Satisfaction	1,000				
CS2	<---	Customer_Satisfaction	1,136	,119	9,547	***	
CS3	<---	Customer_Satisfaction	1,166	,116	10,023	***	
CL1	<---	Customer_Loyalty	1,000				
CL2	<---	Customer_Loyalty	1,101	,103	10,689	***	
CL3	<---	Customer_Loyalty	1,057	,113	9,368	***	
A4	<---	Ambience	1,320	,234	5,637	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Disconfirmation	<---	Facility_Aesthetic	,222
Disconfirmation	<---	Ambience	,167

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			Estimate
Disconfirmation	<---	Lighting	-,014
Disconfirmation	<---	Table_Setting	,038
Disconfirmation	<---	Layout	,245
Disconfirmation	<---	Service_Staff	,445
Customer_Satisfaction	<---	Disconfirmation	,686
Customer_Loyalty	<---	Customer_Satisfaction	,115
Customer_Loyalty	<---	Disconfirmation	,520
FA1	<---	Facility_Aesthetic	,513
FA2	<---	Facility_Aesthetic	,579
FA3	<---	Facility_Aesthetic	,789
FA4	<---	Facility_Aesthetic	,628
LGT3	<---	Lighting	,788
LGT2	<---	Lighting	,831
LGT1	<---	Lighting	,701
A3	<---	Ambience	,522
A2	<---	Ambience	,738
A1	<---	Ambience	,799
TS3	<---	Table_Setting	,813
TS2	<---	Table_Setting	,826
TS1	<---	Table_Setting	,651
LYT3	<---	Layout	,810
LYT2	<---	Layout	,745
LYT1	<---	Layout	,855
SS3	<---	Service_Staff	,789
SS2	<---	Service_Staff	,799
SS1	<---	Service_Staff	,711
D1	<---	Disconfirmation	,633

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			Estimate
D2	<---	Disconfirmation	,612
D3	<---	Disconfirmation	,699
CS1	<---	Customer_Satisfaction	,736
CS2	<---	Customer_Satisfaction	,760
CS3	<---	Customer_Satisfaction	,827
CL1	<---	Customer_Loyalty	,821
CL2	<---	Customer_Loyalty	,818
CL3	<---	Customer_Loyalty	,688
A4	<---	Ambience	,578

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Facility_Aesthetic	,128	,038	3,386	***	
Ambience	,133	,038	3,504	***	
Lighting	,314	,052	5,999	***	
Table_Setting	,364	,059	6,195	***	
Layout	,357	,056	6,348	***	
Service_Staff	,366	,060	6,118	***	
e30	,056	,016	3,445	***	
e31	,110	,024	4,676	***	
e32	,240	,043	5,590	***	
e1	,360	,041	8,854	***	
e2	,278	,033	8,422	***	
e3	,243	,046	5,221	***	
e4	,365	,046	7,974	***	
e5	,192	,029	6,559	***	
e6	,176	,032	5,460	***	

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	Estimate	S.E.	C.R.	P	Label
e7	,324	,040	7,997	***	
e8	,355	,040	8,923	***	
e9	,329	,050	6,619	***	
e10	,226	,043	5,294	***	
e11	,186	,032	5,751	***	
e12	,208	,038	5,408	***	
e13	,425	,050	8,431	***	
e14	,187	,029	6,484	***	
e15	,244	,031	7,758	***	
e16	,136	,026	5,218	***	
e17	,222	,032	6,927	***	
e18	,225	,033	6,723	***	
e19	,231	,029	8,070	***	
e20	,260	,031	8,439	***	
e21	,284	,033	8,590	***	
e22	,198	,025	7,811	***	
e23	,176	,023	7,527	***	
e24	,196	,028	7,131	***	
e25	,131	,023	5,613	***	
e26	,182	,032	5,658	***	
e27	,226	,039	5,745	***	
e28	,468	,058	8,134	***	
e29	,462	,054	8,595	***	

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Total Effects (Group number 1 - Default model)

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
Disconfirmation	,307	,171	,026	-,010	,191	,258	,000	,000	,000
Customer_Satisfaction	,231	,129	,020	-,008	,143	,194	,752	,000	,000
Customer_Loyalty	,271	,151	,023	-,009	,169	,228	,884	,155	,000
A4	,000	,000	,000	,000	1,320	,000	,000	,000	,000
CL3	,287	,160	,024	-,009	,178	,241	,934	,164	1,057
CL2	,299	,166	,025	-,010	,186	,251	,973	,171	1,101
CL1	,271	,151	,023	-,009	,169	,228	,884	,155	1,000
CS3	,269	,150	,023	-,009	,167	,226	,876	1,166	,000
CS2	,262	,146	,022	-,009	,163	,220	,854	1,136	,000
CS1	,231	,129	,020	-,008	,143	,194	,752	1,000	,000
D3	,320	,178	,027	-,011	,199	,269	1,042	,000	,000

Total Effects (Group number 1 - Default model)

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
D2	,304	,169	,026	-,010	,189	,255	,989	,000	,000
D1	,307	,171	,026	-,010	,191	,258	1,000	,000	,000
SS1	,802	,000	,000	,000	,000	,000	,000	,000	,000
SS2	1,040	,000	,000	,000	,000	,000	,000	,000	,000
SS3	1,000	,000	,000	,000	,000	,000	,000	,000	,000
LYT1	,000	1,018	,000	,000	,000	,000	,000	,000	,000
LYT2	,000	,923	,000	,000	,000	,000	,000	,000	,000
LYT3	,000	1,000	,000	,000	,000	,000	,000	,000	,000
TS1	,000	,000	,928	,000	,000	,000	,000	,000	,000
TS2	,000	,000	1,109	,000	,000	,000	,000	,000	,000
TS3	,000	,000	1,000	,000	,000	,000	,000	,000	,000
A1	,000	,000	,000	,000	1,731	,000	,000	,000	,000
A2	,000	,000	,000	,000	1,723	,000	,000	,000	,000
A3	,000	,000	,000	,000	1,000	,000	,000	,000	,000

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	Servi ce_S taff	La yo ut	Table _Sett ing	Lig hti ng	Am bie nce	Facility _Aesth etic	Disco nfirma tion	Custome r_Satisfa ction	Custo mer_L oyalty
LGT1	,000	,0 00	,000	,99 8	,00 0	,000	,000	,000	,000
LGT2	,000	,0 00	,000	1,1 20	,00 0	,000	,000	,000	,000
LGT3	,000	,0 00	,000	1,0 00	,00 0	,000	,000	,000	,000
FA4	,000	,0 00	,000	,00 0	,00 0	1,359	,000	,000	,000
FA3	,000	,0 00	,000	,00 0	,00 0	1,767	,000	,000	,000
FA2	,000	,0 00	,000	,00 0	,00 0	1,044	,000	,000	,000
FA1	,000	,0 00	,000	,00 0	,00 0	1,000	,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Servi ce_S taff	La yo ut	Table _Sett ing	Lig hti ng	Am bie nce	Facility _Aesth etic	Disco nfirma tion	Custome r_Satisfa ction	Custo mer_L oyalty
Disconfir mation	,445	,2 45	,038	- ,01 4	,16 7	,222	,000	,000	,000
Custome r_Satisfa ction	,306	,1 68	,026	- ,00 9	,11 4	,152	,686	,000	,000
Custome r_Loyalty	,267	,1 47	,023	- ,00 8	,10 0	,133	,599	,115	,000
A4	,000	,0 00	,000	,00 0	,57 8	,000	,000	,000	,000

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
CL3	,184	,101	,016	,006	,069	,091	,413	,079	,688
CL2	,218	,120	,019	,007	,082	,109	,490	,094	,818
CL1	,219	,121	,019	,007	,082	,109	,492	,095	,821
CS3	,253	,139	,022	,008	,095	,126	,568	,827	,000
CS2	,232	,128	,020	,007	,087	,116	,522	,760	,000
CS1	,225	,124	,019	,007	,084	,112	,506	,736	,000
D3	,311	,171	,026	,010	,117	,155	,699	,000	,000
D2	,273	,150	,023	,008	,102	,136	,612	,000	,000
D1	,282	,155	,024	,009	,106	,140	,633	,000	,000
SS1	,711	,000	,000	,000	,000	,000	,000	,000	,000
SS2	,799	,000	,000	,000	,000	,000	,000	,000	,000
SS3	,789	,000	,000	,000	,000	,000	,000	,000	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
LYT1	,000	,855	,000	,000	,000	,000	,000	,000	,000
LYT2	,000	,745	,000	,000	,000	,000	,000	,000	,000
LYT3	,000	,810	,000	,000	,000	,000	,000	,000	,000
TS1	,000	,000	,651	,000	,000	,000	,000	,000	,000
TS2	,000	,000	,826	,000	,000	,000	,000	,000	,000
TS3	,000	,000	,813	,000	,000	,000	,000	,000	,000
A1	,000	,000	,000	,000	,799	,000	,000	,000	,000
A2	,000	,000	,000	,000	,738	,000	,000	,000	,000
A3	,000	,000	,000	,000	,522	,000	,000	,000	,000
LGT1	,000	,000	,000	,701	,000	,000	,000	,000	,000
LGT2	,000	,000	,000	,831	,000	,000	,000	,000	,000
LGT3	,000	,000	,000	,788	,000	,000	,000	,000	,000
FA4	,000	,000	,000	,000	,000	,628	,000	,000	,000
FA3	,000	,000	,000	,000	,000	,789	,000	,000	,000
FA2	,000	,000	,000	,000	,000	,579	,000	,000	,000
FA1	,000	,000	,000	,000	,000	,513	,000	,000	,000

Calvin

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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Direct Effects (Group number 1 - Default model)

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
Disconfirmation	,307	,171	,026	-,010	,191	,258	,000	,000	,000
Customer_Satisfaction	,000	,000	,000	,000	,000	,000	,752	,000	,000
Customer_Loyalty	,000	,000	,000	,000	,000	,000	,767	,155	,000
A4	,000	,000	,000	,000	1,320	,000	,000	,000	,000
CL3	,000	,000	,000	,000	,000	,000	,000	,000	1,057
CL2	,000	,000	,000	,000	,000	,000	,000	,000	1,101
CL1	,000	,000	,000	,000	,000	,000	,000	,000	1,000
CS3	,000	,000	,000	,000	,000	,000	,000	1,166	,000
CS2	,000	,000	,000	,000	,000	,000	,000	1,136	,000
CS1	,000	,000	,000	,000	,000	,000	,000	1,000	,000
D3	,000	,000	,000	,000	,000	,000	1,042	,000	,000
D2	,000	,000	,000	,000	,000	,000	,989	,000	,000
D1	,000	,000	,000	,000	,000	,000	1,000	,000	,000
SS1	,802	,000	,000	,000	,000	,000	,000	,000	,000

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
SS2	1,040	,000	,000	,000	,000	,000	,000	,000	,000
SS3	1,000	,000	,000	,000	,000	,000	,000	,000	,000
LYT1	,000	1,018	,000	,000	,000	,000	,000	,000	,000
LYT2	,000	,923	,000	,000	,000	,000	,000	,000	,000
LYT3	,000	1,000	,000	,000	,000	,000	,000	,000	,000
TS1	,000	,000	,928	,000	,000	,000	,000	,000	,000
TS2	,000	,000	1,109	,000	,000	,000	,000	,000	,000
TS3	,000	,000	1,000	,000	,000	,000	,000	,000	,000
A1	,000	,000	,000	,000	1,731	,000	,000	,000	,000
A2	,000	,000	,000	,000	1,723	,000	,000	,000	,000
A3	,000	,000	,000	,000	1,000	,000	,000	,000	,000
LGT1	,000	,000	,000	,998	,000	,000	,000	,000	,000
LGT2	,000	,000	,000	1,120	,000	,000	,000	,000	,000
LGT3	,000	,000	,000	1,000	,000	,000	,000	,000	,000
FA4	,000	,000	,000	,000	,000	1,359	,000	,000	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Servi ce_S taff	La yo ut	Table _Sett ing	Lig hti ng	Am bie nce	Facility _Aesth etic	Disco nfirma tion	Custome r_Satisfa ction	Custo mer_L oyalty
FA3	,000	,0 00	,000	,00 0	,00 0	1,767	,000	,000	,000
FA2	,000	,0 00	,000	,00 0	,00 0	1,044	,000	,000	,000
FA1	,000	,0 00	,000	,00 0	,00 0	1,000	,000	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	Servi ce_S taff	La yo ut	Table _Sett ing	Lig hti ng	Am bie nce	Facility _Aesth etic	Disco nfirma tion	Custome r_Satisfa ction	Custo mer_L oyalty
Disconfir mation	,445	,2 45	,038	-,01 4	,16 7	,222	,000	,000	,000
Custome r_Satisfa ction	,000	,0 00	,000	,00 0	,00 0	,000	,686	,000	,000
Custome r_Loyalty	,000	,0 00	,000	,00 0	,00 0	,000	,520	,115	,000
A4	,000	,0 00	,000	,00 0	,57 8	,000	,000	,000	,000
CL3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,688
CL2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,818
CL1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,821
CS3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,827	,000
CS2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,760	,000

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
CS1	,000	,000	,000	,000	,000	,000	,000	,736	,000
D3	,000	,000	,000	,000	,000	,000	,699	,000	,000
D2	,000	,000	,000	,000	,000	,000	,612	,000	,000
D1	,000	,000	,000	,000	,000	,000	,633	,000	,000
SS1	,711	,000	,000	,000	,000	,000	,000	,000	,000
SS2	,799	,000	,000	,000	,000	,000	,000	,000	,000
SS3	,789	,000	,000	,000	,000	,000	,000	,000	,000
LYT1	,000	,855	,000	,000	,000	,000	,000	,000	,000
LYT2	,000	,745	,000	,000	,000	,000	,000	,000	,000
LYT3	,000	,810	,000	,000	,000	,000	,000	,000	,000
TS1	,000	,000	,651	,000	,000	,000	,000	,000	,000
TS2	,000	,000	,826	,000	,000	,000	,000	,000	,000
TS3	,000	,000	,813	,000	,000	,000	,000	,000	,000
A1	,000	,000	,000	,000	,799	,000	,000	,000	,000
A2	,000	,000	,000	,000	,738	,000	,000	,000	,000
A3	,000	,000	,000	,000	,522	,000	,000	,000	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
LGT1	,000	,000	,000	,701	,000	,000	,000	,000	,000
LGT2	,000	,000	,000	,831	,000	,000	,000	,000	,000
LGT3	,000	,000	,000	,788	,000	,000	,000	,000	,000
FA4	,000	,000	,000	,000	,000	,628	,000	,000	,000
FA3	,000	,000	,000	,000	,000	,789	,000	,000	,000
FA2	,000	,000	,000	,000	,000	,579	,000	,000	,000
FA1	,000	,000	,000	,000	,000	,513	,000	,000	,000

Indirect Effects (Group number 1 - Default model)

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
Disconfirmation	,000	,000	,000	,000	,000	,000	,000	,000	,000
Customer_Satisfaction	,231	,129	,020	,008	,143	,194	,000	,000	,000
Customer_Loyalty	,271	,151	,023	,009	,169	,228	,117	,000	,000
A4	,000	,000	,000	,000	,000	,000	,000	,000	,000
CL3	,287	,160	,024	,009	,178	,241	,934	,164	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
CL2	,299	,166	,025	-,010	,186	,251	,973	,171	,000
CL1	,271	,151	,023	-,009	,169	,228	,884	,155	,000
CS3	,269	,150	,023	-,009	,167	,226	,876	,000	,000
CS2	,262	,146	,022	-,009	,163	,220	,854	,000	,000
CS1	,231	,129	,020	-,008	,143	,194	,752	,000	,000
D3	,320	,178	,027	-,011	,199	,269	,000	,000	,000
D2	,304	,169	,026	-,010	,189	,255	,000	,000	,000
D1	,307	,171	,026	-,010	,191	,258	,000	,000	,000
SS1	,000	,000	,000	,000	,000	,000	,000	,000	,000
SS2	,000	,000	,000	,000	,000	,000	,000	,000	,000
SS3	,000	,000	,000	,000	,000	,000	,000	,000	,000
LYT1	,000	,000	,000	,000	,000	,000	,000	,000	,000
LYT2	,000	,000	,000	,000	,000	,000	,000	,000	,000

Calvin

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
LYT3	,000	,000	,000	,000	,000	,000	,000	,000	,000
TS1	,000	,000	,000	,000	,000	,000	,000	,000	,000
TS2	,000	,000	,000	,000	,000	,000	,000	,000	,000
TS3	,000	,000	,000	,000	,000	,000	,000	,000	,000
A1	,000	,000	,000	,000	,000	,000	,000	,000	,000
A2	,000	,000	,000	,000	,000	,000	,000	,000	,000
A3	,000	,000	,000	,000	,000	,000	,000	,000	,000
LGT1	,000	,000	,000	,000	,000	,000	,000	,000	,000
LGT2	,000	,000	,000	,000	,000	,000	,000	,000	,000
LGT3	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA4	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA3	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA2	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA1	,000	,000	,000	,000	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
Disconfirmation	,000	,000	,000	,000	,000	,000	,000	,000	,000
Customer_Satisfaction	,306	,168	,026	-,009	,114	,152	,000	,000	,000
Customer_Loyalty	,267	,147	,023	-,008	,100	,133	,079	,000	,000
A4	,000	,000	,000	,000	,000	,000	,000	,000	,000
CL3	,184	,101	,016	-,006	,069	,091	,413	,079	,000
CL2	,218	,120	,019	-,007	,082	,109	,490	,094	,000
CL1	,219	,121	,019	-,007	,082	,109	,492	,095	,000
CS3	,253	,139	,022	-,008	,095	,126	,568	,000	,000
CS2	,232	,128	,020	-,007	,087	,116	,522	,000	,000
CS1	,225	,124	,019	-,007	,084	,112	,506	,000	,000
D3	,311	,171	,026	-,010	,117	,155	,000	,000	,000
D2	,273	,150	,023	-,008	,102	,136	,000	,000	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Servi ce_S taff	La yo ut	Table _Sett ing	Lig hti ng	Am bie nce	Facility _Aesth etic	Disco nfirma tion	Custome r_Satisfa ction	Custo mer_L oyalty
D1	,282	,1 55	,024	- ,00 9	,10 6	,140	,000	,000	,000
SS1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
SS2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
SS3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
LYT1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
LYT2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
LYT3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
TS1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
TS2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
TS3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
A1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
A2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
A3	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
LGT1	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000
LGT2	,000	,0 00	,000	,00 0	,00 0	,000	,000	,000	,000

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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	Service_Staff	Layout	Table_Setting	Lighting	Ambience	Facility_Aesthetic	Disconfirmation	Customer_Satisfaction	Customer_Loyalty
LGT3	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA4	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA3	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA2	,000	,000	,000	,000	,000	,000	,000	,000	,000
FA1	,000	,000	,000	,000	,000	,000	,000	,000	,000

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	82	649,211	353	,000	1,839
Saturated model	435	,000	0		
Independence model	29	2784,813	406	,000	6,859

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,039	,819	,776	,664
Saturated model	,000	1,000		
Independence model	,151	,311	,262	,290

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,039	,819	,776	,664
Saturated model	,000	1,000		
Independence model	,151	,311	,262	,290

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,767	,732	,878	,857	,875
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,869	,667	,761
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	296,211	228,566	371,682
Saturated model	,000	,000	,000
Independence model	2378,813	2215,309	2549,728

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3,346	1,527	1,178	1,916
Saturated model	,000	,000	,000	,000
Independence model	14,355	12,262	11,419	13,143

Calvin

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS SATISFACTION, AND CUSTOMER LOYALTY: THE CASE STUDY OF KAYU-KAYU RESTAURANT

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RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,066	,058	,074	,001
Independence model	,174	,168	,180	,000

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4,192	3,843	4,581	4,346
Saturated model	4,485	4,485	4,485	5,305
Independence model	14,654	13,811	15,535	14,708

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	119	125
Independence model	32	34

Execution time summary

Minimization: ,028

Miscellaneous: ,521

Bootstrap: ,000

Total: ,549

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CURRICULUM VITAE

Personal Information

Name	: Calvin
Place of Birth	: Jakarta, Indonesia
Date of Birth	: 08 March, 1999
Sex	: Male
Nationality	: Indonesia
Email	: Calvinnjongs@gmail.com (work) : Calvin028@student.sgu.ac.id (University)
Phone Number	: +6281287732878
Address	: Menaggio Village Barat 8 No. 22, Gading Serpong, Tangerang 15810
Interest	Travelling, Food, Photography

Education

2017 - Present	: Swiss German University – Hotel and Tourism Management
2016 - 2017	: Raising Stars Institute
2013 - 2015	: Raising Stars Institute

Working Experience

Mercure Serpong Alam Sutera	Batch 2018 – 6 Months Intern : Front Office
Marche Movenpick	Batch 2020 – 6 Months Intern : Bar : Butcher/Production Line

Other Experience

IBEF (2017)	: Committee
Harfest (2018)	: Head Division Latte Art
Gala Dinner – City of Stars (2019)	: Secretary & Treasurer

Organizational Experience

2017	: Brand Ambassador (SGU Marketing)

Skills

Language:

Bahasa Indonesia	: Conversation (10/10) : Writing (9/10)
English	: Conversation (8/10) : Writing (7/10)

Software:

Microsoft	: Word : Excel : Power Point
Adobe	: Photoshop : Premier Pro

Others Skill

Photography	: 8/10

INFLUENCE OF RESTAURANTS' PHYSICAL ENVIRONMENT ON DISCONFIRMATION, CUSTOMERS
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