ปัจจัยที่มีอิทธิพลต่อการรับรู้ความคุ้มค้าและความตั้งใจเชิงพฤติกรรม: กรณีศึกษาของนักท่องเที่ยวชาวตะวักตกต่อร้านอาหารอินโดนีเซีย

ฟาริดา ดวี ฮาร์ดจันที
นักศึกษาปริญญาโท
คณะการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์วิทยาเขตภูเก็ต
faridapw@yahoo.com

พรพิษณุ พรหมศิวะพัลลภ
ผู้ช่วยศาสตราจารย์ ดร., อาจารย์
คณะการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์วิทยาเขตภูเก็ต
promsivapallop@gmail.com

บทคัดย่อ
การศึกษานี้มีเป้าหมายเพื่อประเมินปัจจัยสำคัญที่มีผลต่อรับรู้ความคุ้มค้าและความตั้งใจเชิงพฤติกรรมของร้านอาหารโดยใช้นักท่องเที่ยวชาวตะวันตกและร้านอาหารอินโดนีเซียในการศึกษา โดยใช้การวิเคราะห์การถดถอยพหุคูณเพื่อประเมินระดับอิทธิพลของตัวแปร ผลการศึกษาพบว่าคุณภาพการบริการ คุณภาพอาหาร และบรรยากาศภายในร้านมีอิทธิพลสูงสุดต่อการรับรู้ถึงความคุ้มค่าซึ่งส่งผลให้เกิดความตั้งใจเชิงพฤติกรรมต่อการใช้บริการ

คำสำคัญ: ร้านอาหาร; การรับรู้ความคุ้มค่า; ความตั้งใจเชิงพฤติกรรม; อินโดนีเชีย

Factors influencing perceived value and behavioral intentions:
A Study of western tourists in Indonesian Ethnic Restaurants in Indonesia

87

Factors influencing perceived value and behavioral intentions: A Study of western tourists in Indonesian Ethnic Restaurants in Indonesia

Farida Dwi Hardjanti
MBA Student
Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus
faridapw@yahoo.com

Pornpisanu Promsivapallop
Assistant Professor,
Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus
promsivapallop@gmail.com

Abstract

This study sought to explore the influence of key factors on customer perceived value, and the influence of perceived value on behavioral intentions, using western tourists and Indonesian restaurants as the research setting. Standard multiple regression analysis was performed to

ปัจจัยที่มีอิทธิพลต่อการรับรู้ความคุ้มค่าและความตั้งใจเชิงพฤติกรรม:
กรณีศึกษาของนักท่องเที่ยวชาวตะวันตกต่อร้านอาหารอินโดนีเซีย

examine the relationships. The results revealed that service quality, food quality, and atmospherics had significant influences on customer perceived value. Customer perceived value also positively influenced customer behavioral intentions.

Keywords: Ethnic restaurants; Perceived value; Behavioral intentions; Indonesia

Factors influencing perceived value and behavioral intentions:
A Study of western tourists in Indonesian Ethnic Restaurants in Indonesia

89

Introduction

Experiencing ethnic or local food can be considered as one of the major gastronomy tourism activities (Green & Dougherty, 2009). Kivela and Crotts (2006) stated that the pleasant sensory experiences from eating food at a destination are "pull factors" as well asmarketing tools which must not be under-rated. Therefore, ethnic restaurants could keep on prospering, because they are related to ethnic food, gastronomy tourism and entertainment. Richards (2002) stated that finding ways to add more value to the eating experience is one of the essential tasks in expanding and marketing gastronomy tourism. Hence, there is a need to identify important attributes that determine whether an ethnic dining experience is perceived as good value or not, resulting in either positive or negative behavioral intention on the part of customers.

Although the potential of Indonesian restaurants has recently emerged, it has not received much attention in research. Little research has been conducted on the influences of restaurant quality attributes (service, food, and physical environment), authenticity and customer familiarity, upon value creation and behavioral intentions among customers. Thus, it is important that restaurateurs recognize which aspects are necessary and advantageous for market improvement in the growing foodservice industry.

Food quality, service quality, and atmospherics have become the most commonly studied attributes for evaluation in the foodservice industry. Earlier studies revealed that food quality (Ryu, Han,& Kim, 2008; Ryu, Lee,& Kim, 2012), service quality (Jang, Ha,& Park, 2012), and atmospherics (Jang & Namkung, 2009; Liu & Jang, 2009b) significantly influenced customer perceived value and in turn

induced favorable future intentions.

Furthermore, in ethnic restaurant settings, authenticity has also been considered as another important factor determining customers' overall dining experiences (Jang et al., 2012; Andimarjoko, 2014). Familiarity could also cause different customers' value perceptions and their post consumption reactions (Ha & Jang, 2010b). The differences among customers' experiences provide a similar framework of guidance for assessments (Soderlund, 2002). However, scant study has been conducted to examine the influences of a restaurant's quality attributes together with customers' familiarity on customer perceived value and behavioral intentions. Hence, this study is attempting to fill the gap by combining customers' familiarity with other factors and examining their influence on customers' perceived value and behavioral intentions.

This study applies the extended M-R model (Jang and Namkung 2009). Within the restaurant context, the extended M-R model suggests that a set of stimuli can affect customer behavioral intentions through customers' emotion and perceived value. As this study was conducted in the ethnic restaurant context, service quality, food quality, atmospherics (dining environment), authenticity are included in the model based on past research (Jang et al. 2012; Ryu et al. 2012; Jang and Namkung 2009) and it adds familiarity as an additional variable under study. Since perceived value varies across people depending on personal relativity (Holbrook 1999), different levels of familiarity give customers different frameworks of reference for evaluation (Soderlund 2002). The more the subjects feel familiar with the product, the more likely they are to recommend their purchase to others (Marks and Olson 1981).

Literature review

Ethnic restaurant

According to Wood and Munoz (2007), ethnic restaurants have an alternative function as "cultural ambassadors" that tell local customers about foreign food as well as foreign culture. Thus, it can also be said that ethnic restaurants act to communicate local food and culture to foreign customers. Sukalakamala and Boyce (2007) mentioned 11 characteristics of ethnic restaurant such as staff uniform, menu design and language, traditional greeting, the style of tableware/silverware, authentic music, authentic exterior and interior design, authentic ingredients, tastes, chef staff, serving staff, and employee communication. In addition, previous studies found that learning new culture by experiencing ethnic cuisines (Sukalakamala & Boyce, 2007; Roseman, 2006) and enjoying fascinating experiences through the dining environment of an ethnic restaurant (Ha & Jang, 2010b, 2012) were two of the most important reasons for people to visit ethnic restaurants.

Based on the above characteristics of ethnic restaurants, this study defines an ethnic restaurant as a restaurant which cooks and sells food with authentic ingredients and tastes of a distinct cuisine, served by staff in national costume and furnished by traditional ethnic artifacts representingthe ethnic culture.

Perceived value

Perceived value is a consumer's evaluation of a product's usefulness based on their opinions of what is obtained and what is given (Zeithaml, 1988). Jang et al., (2012) stated that perceived value can be considered as a cognitive comparison between the benefits

gained by consumers from purchases made andthe corresponding sacrifices which must be suffered. Consumer value is the consumer's ultimate need from consumption circumstances and it has an important role at the core of all marketing activities (Holbrook, 1999). Perceived value is associated with perceived quality of restaurant attributes (i.e. food quality, service quality, and atmospherics). Some previous empirical studies found that food quality (Ryu et al., 2008, 2012), service quality (Jang et al., 2012, Ha & Jang, 2013), and atmospherics (Liu & Jang, 2009b) positively influenced customer perceived value. In addition, Jang et al. (2012) found authenticity to be a significant factor that influenced perceived value positively. Likewise, in terms of ethnic restaurants, familiarity can also be considered as an essential aspect to distinguish customer's perception of value of their dining experience and future intentions (Ha & Jang, 2010b).

Service quality

Service quality has been extensively studied and is considered one of the important factors that affect customer satisfaction and perceived value (Ha & Jang, 2010ab; Jang et al., 2012). Zeithaml (1988) defines service quality as a customer's evaluation of the whole excellence of the service. Parasuraman et al. (1988) defines service quality as the difference between a consumer's perception of service offered by a service provider and their previous expectation about the offered service.

In hospitality industries, contact employees' performance is crucial to customer perceptions of the service offering (Jang and Namkung 2009). Sulek and Hansley (2004) mentioned that service

components such as service worker's interpersonal skills remain important during service delivery. They further explained that customers do not just appreciate personal attention from service workers; they also tend to reward it. Nicolich and Sparks (1995) stated that perceived service quality relies highly on the contact between customers and employees of the service provider. Therefore, performance during service delivery may be a great factor influencing customer's cognitive responses (Jang & Namkung 2009).

Previous research demonstrated that service quality appeared to be a significant predictor of perceived value (Jang et al., 2012). In addition, Stevens, Knutson, and Patton (1995) revealed that service quality was a prominent factor for customer evaluation. Based on this background, the following hypothesis was proposed;

H1: Perceived service quality has a positive influence on perceived value

Food quality

Food quality is considered one of the most crucial factors of the dining experience, and it undoubtedly contributes to customer satisfaction and future intentions (Sulek & Hansley, 2004). Peri (2006) stated that food quality is one of the particular requirements to satisfy the needs and expectations of customers. Considerable amounts of research have examined the importance of food quality in restaurant settings. Ha and Jang (2010b) revealed that food quality is a fundamental and critical factor for customer satisfaction. Ryu et al. (2012) found that food quality serves as the only aspect that contributes to customers' perceived value which in turn influences satisfaction and future intentions. Jang et al. (2012) found that quality

of food is a significant predictor of customer perceived value and it leads to positive customer behavioral intentions.

Previous studies have examined food quality using various indicators. Ha and Jang (2010a) involved portion, food taste, menu variety and healthy food choices to test the effects of food quality on customer satisfaction and loyalty. More recently, Ryu et al. (2012) used food taste and smell, food nutrition, menu variety, food freshness, and attractiveness to measure the effect food quality on restaurant image and perceived value.

The tangible cues of food such as portion, colors, presentation are used by customers to determine the quality of food (Jang et al., 2012). Additionally, customers do tend to pay attention to food defects such as undercooked food or foreign objects in their food (Chung & Hoffman, 1998). Generally, serving high quality food will lead to positive perceived value in the dining experience as well as favorable behavioral intentions (Jang et al., 2012; Ryu et al., 2012). Based on the aforementioned background, this study proposed a second hypothesis as follows:

H2: Perceived food quality has a positive influence on perceived value

Atmospherics

Atmospherics are also referred to as the physical environment (Ha & Jang, 2012). In marketing literature, atmospherics are defined as the attempt to design buying environments to create certain emotional effects in buyers, so that their purchase probability is increased (Kotler, 1973). Ryu and Jang (2008) proposed a scale called DINESCAPE to measure customers' perceptions of a restaurant's

physical environment; the scale consists of six dimensions, namely, facility aesthetics, ambience, lighting, service product, layout, and social factor. The atmospherics element includes visual and auditory aspects such as interior design, color, and music (Namkung & Jang, 2008).

Atmospherics elements have the ability to affect customers before the actual performances given by service providers (Ha and Jang 2010a). In the restaurant context, if a dining place has an attractive and comfortable environment, it may lead to a positive effect on customers' overall evaluations of the dining experience (Liu and Jang 2009b; Ryu and Han 2011). Similarly, Kim and Moon (2009) stated that are saturates' attractive exterior and interior designs may positively influence the perception of different aspects of the overall quality of service delivery (i.e., price/value of the restaurant). A customer's mood, which is influenced by the physical environment, further affects customers' expectations of quality and their impressions as to their particular consumption experience (Ha and Jang 2010a). Therefore, different conditions induced by the physical environment may result psychologically in different satisfaction levels with the actual dining experience.

The importance of the quality of atmospherics has been examined in many previous studies. Han and Ryu (2009) revealed that there is a positive relationship between restaurant atmospherics elements and customer perceived value perception. Wakefield and Blodgett's (1999) study found that customers' satisfaction with the service environment positively influences customers' desire to stay and their re-patronage intentions. Other previous studies found that a restaurant's atmosphere can have significant effects on emotions

and perceived value (Liu & Jang, 2009b), as well as onthe customers' dining satisfaction and behavioral intentions (Heung & Gu, 2012). Built upon the theory and previous studies, this study proposed the following hypothesis:

H3: Perceived atmospherics have a positive influence on perceived value

Authenticity

Authenticity is one of the popular words used by restaurant owners to promote their restaurants (Jang, Liu, & Namkung., 2011). In the literature, and especially in that relating to the hospitality field, the three most common approaches used to explain the authenticity concept are: objectivism, constructivism, and the postmodernist approach.

Objective authenticity means that an object or the atmosphere is real and can be judged by an expert (Appadurai 1986). In the context of an ethnic restaurant, food can be judged to be objectively authentic when it is cooked by natives following traditional methods (Lu & Fine 1995). On the other hand, the constructivist approach suggests that authenticity cannot be objectively determined, it is relative and depends on the context (Ebster & Guist 2004; Jang et al. 2012). In the view of the postmodernists, the importance of authenticity is rejected (Ebster & Guist 2004) because it is hard to identify the boundaries between an original and an imitation (Jang et al. 2011). Therefore, the possibility of authenticity is rejected and this justifies duplicates, artificiality, and in authenticity (Jang et al. 2011).

In ethnic restaurants, both food and the dining environment can be a reflection of authenticity (Jang et al., 2012). Restaurant managers

have faith that buyers value authenticity in an ethnic restaurant (Lu & Fine, 1995). Previous studies found that both authentic food and atmospherics were substantial attributes affecting customer satisfaction, perceived value, and behavioral intentions (Liu & Jang, 2009b; Jang, et al., 2012). Moreover, Wood and Munoz (2007) described ethnic restaurants as "cultural ambassadors" of a native land, and included dining experience in an ethnic restaurant as "culinary tourism". Based on those findings, this study proposed a hypothesis as follows:

H4: Perceived authenticity has a positive influence on perceived value

Familiarity

Familiarity is the consumers' accumulated product experiences including advertising exposure, information search, and product usage (Alba & Hutchinson, 1987). Baloglu (2001) p.128 defined familiarity as "a combination of the amount of information and previous experience, including multiple visits". Soderlund (2002) stated that different levels of familiarity (high and low familiarity) give the customer a dissimilar framework of reference for assessments. In addition, Lundberg, Rzasnicky, and Soderlund (2000) revealed that high familiarity customers are more difficult to impress since the performance of the service provider is likely to be viewed as less exciting and less surprising as experience accumulates. Hence it is presumed that different familiarity levels influence customers' perception of value as well as their behavioral intentions.

Scant study has examined the role of familiarity on customer perceived value and behavioral intentions. However, prior studies

conducted by Soderlund (2002) found that familiarity positively influenced customer satisfaction and behavioral intentions. Additionally, Ha and Jang (2010b) found that in an ethnic restaurant, the different levels of familiarity have an important role in affecting customers' perceptions of value and their behavioral intentions. Based on this review, this study proposed this hypothesis:

H5: Customers' familiarity has a positive influence on perceived value

Behavioral intentions

Behavioral intention is "conscious plans to perform or not perform some specified future behavior" (Warshaw & Davis 1984 p. 3). Zeithaml (1988) stated that behavioral intentions are the results of perceived value. Customers are more likely to express positive behavioral intentions when they perceive a superior degree of value from their consumption experiences (Ha & Jang, 2010b). Therefore, it can be concluded that if customers perceived higher value or useful-ness from a product or service they have purchased, they may plan to repurchase that product or service in the future.

Some empirical studies have found that perceived value had a significant influence on customer behavioral intentions (Ryu et al., 2008; Ha & Jang, 2010b; Jang et al., 2012). Based on those previous findings, accordingly this study proposed the following hypothesis:

H6: Perceived value has a positive influence on behavioral intentions

Methodology

Research instrument

A self-administered questionnaire which comprised three sections was developed to examine the proposed hypotheses. The first section consisted of questions regarding respondents' general information such aspast dining experience at any Indonesian restaurant.

The second section consisted of 35 questions, asking respondents' opinions about service quality, food quality, atmospherics, authenticity, familiarity, perceived value, and behavioral intentions using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7). The Cronsbach's alpha values were more than 0.70 in all constructs, indicating that the reliability of the measurement was satisfactory.

Measurement

Service quality was measured using five items adopted from Liu and Jang (2009a), Jang and Namkung (2009), Jang et al. (2012) including service reliability, service responsiveness,service assurance, empathy and tangibility. The Cronbach's alpha value of this construct was 0.783.

Food quality was measured using six items such as taste, food presentation, menu variety, food portion, freshness, and healthy food options (Namkung & Jang, 2008; Ha & Jang 2010ab, 2012; Ryu et al. 2012). The total Cronbach's alpha of 0.840 was achieved for this variable.

Atmospherics was measured usingeight item questions adapted from previous studies (Liu & Jang, 2009ab; Heung & Gu, 2012), namely

layout, employee factor, lighting, ambience, facility aesthetics, and dining environment, demonstrating a Cronbach's alpha value of 0.859.

Authenticity was measured using six item questions adopted from prior studies (Jang et al., 2012; Andimarjoko, 2014). A high level of reliability of scale was recorded with a Cronbach's alpha value of 0.907.

Familiarity was measured using two questions adopted from prior studies (Baloglu, 2001; Soderlund 2002; Sriwongrat 2008). An adequate reliability of scale was demonstrated for this measurement with a Cronbach's alpha value of 0.884.

Perceived value was measured using three statements (e.g. "The service was good for the price") adopted from past literature (Liu & Jang, 2009b; Ha & Jang, 2010b; Jang et al., 2012). A high level of Cronbach's alpha value of 0.911 was achieved.

Behavioral intentions were measured by five statements (e.g. "I would like to recommend this restaurant to my friends or others") (Ryu et al., 2008; Liu & Jang, 2009ab; Jang et al., 2012), demonstrating a Cronbach's alpha value of 0.807.

The last section was assessing respondents' personal information i.e. gender, nationality, occupation, age, income, and educational level.

Data collection and analyses

This study was on a voluntary basis. Using a convenience sampling method, data was collected from four Indonesian ethnic restaurants in Yogyakarta, Indonesia. In order to select the appropriate restaurants, this study collected ethnic restaurant criteria that have

been used in previous studies such as authentic ingredients, ethnic uniform, pictures, and artifacts (Sukalakamala & Boyce, 2007 and Liu & Jang, 2009). All four restaurants offered full-table service with an average check approximately IDR 200,000($20). Data collection was conducted during June and July 2015. The questionnaires were randomly distributed to customers ("western" visitors – ie including Antipodean) while they were waiting for their check. The question-naires were distributed at lunch and dinner times. Approximately 100 questionnaires were distributed in each restaurant. A total of 400 questionnaires were returned, however, due to incomplete answers, only 285 questionnaires were used for data analysis.

Multiple regression analysis was performed to examine the influence of restaurant's quality attributes and familiarity on customer perceived value and behavioral intentions.

Results
Demographic profile

Females accounted for 59.3% and males accounted for 40.7% of the sample. 30.4% of respondents were within the age range 21-30 years. Many respondents (39.6%) were professional workers. Almost half of the respondents (41.5%) earned a monthly income of less than US$ 2,000. 43.3% of respondents had either a bachelor or gradu-ate degree (16.2% for the former and 27.1% for the latter). Of the respondents, 36.9% came from various western countries such as Belgium, Switzerland and France while 17.5% came from The Netherlands. As to past dining experience, 27.4% of respondents were first timers and 69.8% had previous experience of dining in an Indonesian ethnic restaurant.

Results of multiple regression analyses

Two multiple regression analyses were performed to test hypotheses H1 through H6, as shown in table 1. In the first regression, the dependent variable (perceived value) was regressed against the independent variables (service quality, food quality, atmospherics, authenticity and familiarity). The independent variables explained 37% of the variance in customers perceived value (R^2= .370). Results revealed that service quality (ß= .232, p= .001), food quality (ß=.214, p= .003), and atmospherics (ß= .230, p= .002) significantly influenced customers perceived value. In particular, service quality appeared to be the strongest predictor of perceived value followed by atmospherics and food quality. However, authenticity (ß= .007, p= .913) and familiarity (ß= .037, p= .491) did not significantly influence customers perceived value. This means that H1, H2, and H3 were supported, but not H4 and H5.

In the second regression, the dependent variable (behavioral intentions) was regressed against the independent variable (perceived value). The independent variable explained 30.9% (R^2= .309) of variance of customers' behavioral intentions. The results showed that perceived value (ß= .556, p= .000) significantly influenced behavioral intentions, supporting H6.

Table 1 Results of regressions

Regression	Independent variable	Dependent variable	ß	t-value	P-value	R^2
1	SQ	PV	.232	3.334	.001*	.370
	FQ		.214	3.023	.003*	
	AT		.230	3.061	.002*	
	AU		.007	.109	.913	
	FAM		.037	.690	.491	
2	PV	BI	.556	11.189	.000**	.309

Notes: FQ= Food Quality, SQ= Service Quality, AT= Atmospherics,
AU=Authenticity, FAM= Familiarity, PV= Perceived Value,
BI=Behavioral Intention*p< .01; **p< .001

Discussion and implications
Summary of the study

This study aimed to examine how general restaurant attributes (service quality, food quality, and atmospherics), authenticity and familiarity influence perceived value, and also identified the effects of demographic characteristics on perceived value and behavioral intentions. This study was conducted in the context of Indonesian restaurants.

Overall, this study exhibited that service quality, food quality, and atmospherics were significant factors to influence customer perceived value (supporting H1, H2, and H3). Among these three factors, service quality appeared to be the strongest factor of customer perceived value, followed by restaurant's atmospherics,

and food quality. These findings suggest that aside from pursuing functional values, customers also pursue the excitement or pleasure that they feel while they dine at a restaurant. Thus, providing a good quality of food along with excellent service and a pleasant atmosphere will enhance customer perceived value. The findings confirmed some previous studies which found food quality (Ryu et al., 2008; Jang et al., 2012; Ryu et al., 2012), service quality (Jang et al., 2012); and dining environment, (Liu and Jang, 2009a,b) can significantly influence customers' perceived value at restaurants. With regard to authenticity, it has no significant effect on customers' perceived value.

This finding suggested that customers do not much perceive authenticity as a major extra benefit. Hence, focusing on good quality of service, food, and atmospherics would be meaningful to heighten perceived value. This result is consistent with earlier study conducted by Jang et al. (2012). Familiarity was also not found to be a significant factor to influence perceived value. This may be because the customers were less familiar with the food or atmosphere in the restaurants. Moreover, the result of the present study reinforced the positive impact of customer perceived value on positive behavioral intentions, confirming previous research (Ryu et al., 2008 and Jang et al, 2012).

Theoretical implications

From a theoretical stand point, this research has some implications. One of the primary objectives of this study was to examine the effect of familiarity along with service quality, food quality, and atmospherics, authenticity on customer perceived value. The result revealed that in

Indonesian restaurants, familiarity did not serve as a significant factor to influence perceived value. Furthermore, this study showed a strong relationship among a restaurant's attributes, perceived value and behavioral intentions. Thus in order to induce customer perceived value, which in turn induces positive behavioral intentions, service quality, atmospherics, and food quality were found to be more useful than other attributes. The results confirmed and were consistent with previous studies (Ryu, et al., 2008; Liu & Jang, 2009; Jang et al., 2012). In addition, this study provides a foundation for future research with regards to factors influencing perceived value, particularly in the hospitality industry.

Managerial implications

This research also yields some practical implications. In the context of Indonesian restaurants, service quality, food quality, and atmospherics were significant contributors to customers' perceived value, which in turn leads to positive behavioral intentions. Among those factors, service quality appeared as the strongest contributor of customers' perceived value followed by atmospherics and food quality. This finding indicates that both good service quality and a favorable dining environment have positive impacts on customer perceived value. Food quality alone may not be enough to create positive experience in a restaurant and please its customers. Therefore, it is important for ethnic restaurants in Indonesia to direct their efforts toward enhancing service quality, food quality and atmospherics of their restaurants as these three factors have been shown in this study as the three most important factors that drive customer value. In addition, restaurant operators may give priority to

enhanced service quality by giving periodic training so that servers can provide friendly and favorable service to customers.

Sulek and Hansley (2004) stated that employee's social sensitivity, helpfulness, friendliness, and politeness contribute to generate a good first impression in the customer. Moreover, this study found that atmospherics were the second most important factor to influence perceived value. Hence, restaurant operators need to improveand maintain a pleasantatmosphere such as creating unique décor and interior design (i.e. lighting, colors and traditional artifacts) and also seating arrangement to create a comfortable physical dining area. Furthermore, this study found that authenticity was not a critical factor of customer perceived value. Yet, authenticity should not be ignored since this attribute serves as part of a restaurant's distinctive image that differentiates it from its competitors. Regarding familiarity, Zhong and Ryu (2010) suggested that customers may positively evaluate their dining experience when they are free from the cautiousness related to ordering novel food. Therefore, restaurant operators are advised to provide customers with information about novel food so that customers can get a different dining experience.

Limitations and suggestions for future research

Besides the research contributions, this study has some limitations. First, this study used a convenience sampling method to collect data; therefore the results may not permit full generalization. A systematic sampling method could be developed to better represent the population. Future studies may also compare the influence of a restaurant's attributes and familiarity on behavioral

intentions through perceived value in different types of ethnic restaurants. In addition, this study also did not compare the relationships among variables towards different level of restaurants (i.e., upscale restaurants). Thus, examining the relationships in the different levels of restaurants would be meaningful to get more comprehensive understanding on customers' post-dining future intentions.

Acknowledgement

References

Alba, J.W., & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research,* 13 (4), 411-454.

Andimarjoko, P. (2014). The importance and effects of authenticity: a study on Indonesian and Thai restaurants in Prague. Unpublished Thesis, Universitas Indonesia.

Appadurai, A. (1986). Introduction: Commodities and the politics of value. In Appadurai, A. (Ed.), *The social life of things: Commodities in cultural perspective* (pp. 3-63). Cambridge University Press, Cambridge.

Baloglu, S. (2001). Image variations of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22, 127-133.

Chung, B., & Hoffman, K.D. (1998). Critical incidents: Service failures
        that matter most. *Cornel Hotel and Restaurant Administration
        Quarterly,* 39 (3), 66-71.

Ebster, C., & Guist, I. (2004). The role of authenticity in ethnic theme
        restaurant. *Journal of Foodservice Business Research,* 7 (2),
        41-52.

Green, G.P., & Dougherty, M.L. (2009). Localizing linkages for food and
        tourism as a community development strategy. *Journal of
        Community Development,* 39 (3), 148-158.

Ha, J., & Jang, S. (2010a). Effects of service quality and food quality:
        The moderating role of atmospherics in an ethnic restaurant
        segment. *International Journal of Hospitality Management,* 29
        (3), 520-529.

Ha, J., & Jang, S. (2010b). Perceived values, satisfaction, and behavioral
        intentions: The role of familiarity in Korean restaurants.
        International Journal of Hospitality Management, 29 (1), 2-13.

Ha, J., & Jang, S. (2013). Attributes, consequences, and consumer
        values: a means-end chain approach across restaurant
        segments. *International Journal of Contemporary Hospitality
        Management,* 25 (3), 383-409.

Han, H., & Ryu, K. (2009). The roles of the physical environment, price
        perception, and customer satisfaction in determining customer
        loyalty in the restaurant industry. *Journal of Hospitality and
        Tourism research,* 33 (4), 487-510.

Holbrook, M.B. (1999). Introduction to Consumer Value. In Holbrook,
        M.B. (Ed.), *Consumer Value: A framework for Analysis and
        Research* (pp.1-28). Routledge, London.

Heung, V.C.S., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management,* 31, 1167-1177.

Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research, 62* (4), 451-460.

Jang, S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean Restaurant Customers in The U.S. *International Journal and Hospitality Management,* 31, 990-1003.

Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: investigating Chinese restaurants. *International Journal of Contemporary Hospitality,* 23 (5), 662-680.

Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of hospitality & tourism research,* 30 (3), 354-377. doi: 10.1177/1096348006286797

Kotler, P. (1973). Atmospheric as a marketing tool. *Journal of Retailing,* 48 (4), 48-64.

Liu, Y., & Jang, S. (2009b). The effects of dining atmospherics: an extended Mehrabian-Russel Model. International Journal and Hospitality Management, 28 (4), 494-503.

Lu, S., & Fine, G.A. (1995). The Presentation of Ethnic Authenticity: Chinese Food as a Social Accomplishment. The Sociological Quarterly, 36 (3), 535-553.

Namkung, Y., & Jang, S. (2008). Are highly satisfied restaurants costumers really different? A quality perception perspective. *International Journal of Contemporary Hospitality Management,* 20 (2), 142-155.

Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing,* 64 (1), 12-40.

Peri, C. (2006). The universe of food quality, *Food Quality and Preference,* 17, 3-8.

Richards, G. (2002). Gastronomy: an essential ingredient in tourism production and consumption? in Hjalager, A.M. and Richards, G. (Ed.) pp. 3-20, *Tourism and gastronomy,* Routledge, London.

Roseman, M.G. (2006). Changing Times: Consumers Choice of Ethnic Food When Eating at Restaurant. *Journal of Hospitality & Leisure Marketing,* 14 (4), 5-32.

Ryu, K., Han, H., & Kim, T.H. (2008). The relationships among overall quick-casual restaurant image, perceived value, satisfaction, and behavioral intentions. *International Journal of Hospitality Management,* 27 (3), 459-469.

Ryu, K., & Jang, S. (2008). DINESCAPE: A Scale for Customers' Perception of Dining Environments. *Journal of Foodservice Business Research,* 11 (1), 2-22.

Ryu, K., Lee, H.R., & Kim, W.G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management,* 24 (2), 200-223.

Factors influencing perceived value and behavioral intentions:
A Study of western tourists in Indonesian Ethnic Restaurants in Indonesia
111

Soderlund, M. (2002). Customer familiarity and its effects on satisfaction and behavioral intentions. *Psychology & Marketing,* 19 (10), 861-880.

Sriwongrat, C. (2008), "Consumers' choice factors of an upscale ethnic restaurant", Unpublished master thesis, Lincoln University, New Zealand.

Stevens P., Knutson B., & Patton M. (1995). DINESERV: A tool for measuring service quality in restaurants. *Cornell Hotel Restaur Adm Quarterly,* 56–60.

Sukalakamala, P., & Boyce, J.B. (2007). Customer perceptions for expectations and acceptance of an authentic dining experience in Thai restaurants. *Journal of Foodservice,* 18 (2), 69-75.

Sulek, J.M., & Hensley, R.L. (2004). The relative importance of food atmosphere and fairness of wait: The case of a full-service restaurant. *Cornell hotel and Restaurant Administration Quarterly,* 41 (6), 235-247.

Wakefield, K.L., & Blodgett, J.G. (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing,* 16 (1), 51-68.

Warshaw, P.R., & Davis, F.D. (1984). Disentangling behavioral intention and behavioral expectation. Working paper, Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts, March.

Wood, N.T., & Munoz, C.L. (2007). No rules, just right' or is it? The Role of Themed Restaurants as Cultural Ambassadors. *Tourism and Hospitality Research,* 7 (3/4), 242-255.

Zeithaml, V.A. (1988). Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing,* 52 (3), 2–22.

Zhong, Y., & Ryu, K. (2010). Determinants and Impacts of Customers' Menu Choice Regarding the Familiarity in the Authentic Chinese Restaurant Context. *International CHRIE Conference-refereed Track, Event 21,* 1-8.