

The Influence of Restaurant Physical Surroundings, Customer Emotion and Customer Satisfaction on Word - of - Mouth

張郁慧、陳信泰

E-mail: 9806460@mail.dyu.edu.tw

ABSTRACT

For the change of consumption pattern, people do not go to restaurants only for eating, they are putting more emphasis on food characteristics and atmosphere of physical surroundings. Themed restaurant satisfies customer 's enjoyment of the visual and psychological by creating atmosphere of physical surroundings of restaurant. Thus, this research was aimed at exploring influence of restaurant physical surroundings on customer emotion and customer satisfaction, and the three influence on word-of-mouth communication intention. The research sample is customers of Andersen Stories Themed Restaurant. Using a convenience sampling method, 310 questionnaires were distributed and of 296 completed questionnaires were returned. Structural Equation Modeling was used to explore the influences of themed restaurant, physical surroundings, customer emotion, and customer satisfaction on word-of-mouth communication. Maximize likelihood method was used for perfect the stability and applicability of theory. The results indicated that restaurant physical surroundings has significant influence on customer emotion and customer satisfaction. Customer emotion has not significant influence on customer satisfaction and word-of-mouth communication intention, while customer satisfaction has significant influence on word-of-mouth communication intention.

Keywords : themed restaurant, physical surroundings, customer emotion, customer satisfaction, word-of-mouth communication.

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