

Dinescape and servicescape experience among costumers of themed restaurant in Shanghai

Yan, Hongyu

Lyceum of the Philippines University - Batangas, Philippines (553704371@qq.com)

Felicen, Sevilla S. 

Lyceum of the Philippines University - Batangas, Philippines (sevillafelicen@yahoo.com; ssfelicen@lpubatangas.edu.ph)



ISSN: 2243-7770
Online ISSN: 2243-7789

OPEN ACCESS

Received: 10 July 2021

Available Online: 1 October 2021

Revised: 30 August 2021

DOI: 10.5861/ijrsm.2021.m7722

Accepted: 28 September 2021

Abstract

The theme restaurant provides customers with a really special experience of theme, provides food and an entertainment experience for customers. This study aims to assess the quality of dinescape and the quality of servicescape among customers' experiences of themed restaurants in Shanghai. Specifically, it presented the quality of dinescape dimensions and the quality of servicescape of theme restaurants and tested the relationship between the quality of dinescape dimensions and the quality of servicescape. Proposed a framework of costumers' experience in themed restaurant based on the result of the study. Descriptive research used was with an adopted questionnaire as the main instrument which was answered by 427 respondents. Frequency distribution, and percentage, weighted mean Pearson Product Moment Correlation were used as statistical tools. Majority of the respondents belongs to 16-25 age bracket, with monthly income of 3000 and below and visits the restaurants 2-4 times a year. The respondents agreed on the good quality dinescape dimensions of themed restaurant in terms of service quality, layout, lighting, aesthetics, social factor and ambiance. They also agreed that themed restaurant has good quality of servicescape in terms of spatial layout, signs, symbols and artifacts, functionality and ambient condition. It was found out that were highly significant relationship between all the qualities of dinescape dimensions and servicescape dimensions.

Keywords: quality of dinescape, quality of servicescape, Shanghai City

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1. Introduction

In 1998 "The Era of the Experience Economy Is Coming" was published in the Harvard Business Review, the author was B. Joseph Pine and James H. Gilmore, which pointed out that the experience economy will replace the service economy. This viewpoint had attracted widespread attention in the industry. With the advent of the experience economy, theme restaurants, as a new way of operating for catering companies, provide special experiences that are different from ordinary restaurants. In other words, traditional restaurants use taste and price as the means to attract customers, while theme restaurants use unique "dining cultural experience" as a selling point to effectively attract customers' attention.

In the 20th century, themed restaurants first became popular. Hard Rock Restaurant, Rainforest Restaurant, Hollywood Restaurant Other theme restaurants have successfully created customer experience and achieved great success. Themed restaurant appeared in China in the late 1990s, but it really flourished after the year. The landmark event was the "tropical rain forest" entering in. The theme restaurant "Tropical Rainforest" was established in 1999 and had homes all over the world chain store, known as the most outstanding theme restaurant in America. The first "Tropical Rainforest" in China Opened in CITIC Square, Nanjing West Road, Shanghai'. It takes "primordial forest" as the theme, restaurant food, overall decoration and shopping environment are closely surrounded this theme. Famous foreign chain theme restaurants have entered China, which has also promoted the development of the country's theme catering industry. As a result, a variety of themed restaurants began to appear, such as Italian restaurants, Japanese restaurants, Mexican-style restaurants full of regional characteristics, the "Thirties Hotel" that reflects history and culture, and uniquely positioned couple restaurants, fan restaurants, and airplanes restaurants. Uniquely positioned theme restaurants such as restaurants and book restaurants and foreign theme restaurants have also entered China.

As a new management method of catering enterprises, theme restaurants provide experiences different from ordinary restaurants. Traditional restaurants use taste and price as the means to attract customers. In contrast, themed restaurants use unique "dining cultural experience" as a selling point effectively attract customers' attention. The theme restaurant uses aesthetics, atmosphere, lighting, service products, space layout, functions, logo symbols and other aspects to create good experience value for customers. Of course, each customer has different requirements and evaluations of experience; that is, the value of customer experience is different. Whether it can provide customers with a unique experience is an element for the success of the theme restaurant. The uniqueness of the theme restaurant determines that its customer group has certain limitations, which is not aimed at all customers, but a group of customers with the same interests, hobbies and aesthetics.

Problems such as high menu price, insufficient creative innovation, poor site selection and high construction/development cost are also difficulties that theme restaurants will face. Especially, the impact of the COVID-19 epidemic has brought a huge impact to the catering industry. People reduce the frequency of eating out, but they can choose take-out. But take-out is not suitable for theme restaurants. Because besides food, theme restaurants are more important in environment, atmosphere and service which only be felt in restaurants. Therefore, from September 2020 to May 2021, some theme restaurants in Shanghai were closed or suspended, but the newly added theme restaurants were very limited. Therefore, the management of theme restaurants is facing many challenges. Customers are the foundation of restaurants, and it is the key to attract and retain customers to understand their needs and preferences and meet such needs.

Therefore, the research aims to find excellent customer experience value by studying the influencing factors of customer experience and establish related models to give good suggestions on operating theme restaurants.

Previous studies have shown that the most common factors affecting consumer satisfaction are service speed, staff hygiene and restaurant cleanliness, business hours, food/eye attraction, fast and friendly facilities and restaurant reputation. This study will focus on the quality of dinescape and servicescape in themed restaurants in Shanghai, and how they affect customers' experiences based on different age, gender, and other conditions.

The purpose of this study is to evaluate dinescape and servicescape experiences among customers of themed restaurants in Shanghai. Specifically, this aims to achieve the following goals: introduce the profile of the respondents according to gender, age, income and frequency of visits to the theme restaurants; evaluate the dinescape dimensions quality of theme restaurants from facilities aesthetics, atmosphere, lighting, service products, layout and social factors; evaluate the quality of servicescape of theme restaurants from the aspects of environmental conditions, spatial layout, functions, signs and artifacts; and test the relationship between quality of dinescape dimensions and quality of servicescape.

2. Methods

2.1 Research design

This study used descriptive research method. Through descriptive research, researchers can effectively design a pre-constructed questionnaire containing open and closed questions. To get variable metrics, perceptions of authentic dining experience were obtained from and modified. The instrument contained three parts. The first part is to assess the quality of dinescape dimensions of themed restaurant; the second part is to assess the quality of servicescape dimensions of the themed restaurant; the third part is to assess the customer experience of a themed restaurant. For importance degree, the responses were assessed using a scale ranging from 1 to 4 points for "Strongly Disagree" to "Strongly Agree", respectively.

In order to obtain a variable measure, we can get the perception from the real dining experience and modify it. The instrument consists of three parts. The first part is to evaluate the quality of dinescape dimension of the theme restaurant; the second part is to evaluate the quality of servicescape dimensions of the theme restaurant; The third part is to evaluate the customer experience of the theme restaurant. As far as the importance is concerned, "Strongly Disagree" to "Strongly Agree" are evaluated from 1 to 4 points.

2.2 Participants

Because we can't go to restaurants to do questionnaires, we set the respondents as customers who used to go to Shanghai's theme restaurants. That is to say, volunteers who have had the experience of dining in Shanghai's theme restaurants can be the respondents of this study. Therefore, the respondents came from all over the China. The respondents of the study are the customers of theme restaurant in Shanghai which was used to evaluate the quality of dinescape, servicescape. After finishing all the questionnaires, 427 valid samples were obtained after removing the incomplete questionnaires, and the effective recovery rate of the questionnaires was 99%. Purposive sampling was used to determine the participants.

2.3 Instruments

The instrument used was a survey questionnaire which was adopted from study of Perez (2019). The questionnaire was divided in 4 parts, the first part was the profiling of the respondents, basic information such as gender, income level, age, education level, second part assessed the quality of dinescape dimension, third part assessed the quality of servicescape dimension and fourth part assessed customer experience in a themed restaurant. The questionnaire has a Cronbach Alpha result of 0.957 for dinescape, 0.943 for servicescape and 0.947 for experience. Four Likert scales were used in the questionnaire, which was 3.5 to 4.0, strongly agree/highly satisfied; 2.5 to 3.49, agreed/satisfied; 1.5 to 2.49 disagree/less satisfied; 1.0 to 1.49 strongly disagree/not satisfied.

2.4 Data gathering procedure

Data were collected during the four-month period from October 2020 to January 2021. The researcher contacted the respondents who had the experience of dining in a theme restaurant in Shanghai. Due to the effect of COVID-19 epidemic, the number of customers eating out decreased. It is not safe to go out and investigate. After careful consideration, other questionnaire was distributed through the network preferred platform for distributing online questionnaires. Finally, the author chose to distribute questionnaires on Questionnaires (www.wjx.cn), which has more than 100 million users in China and is the preferred platform for distributing online questionnaires. After eliminating incomplete responses, 427 samples were obtained, representing a response rate of 99 percent. Among the respondents, the most concentrated age is 16-30 years old (64.20 percent), more women participated in the questionnaire survey (67.9 percent). After excluding incomplete responses, 427 samples were obtained, representing 99% of the response rate. Among the respondents, the most concentrated age was 16-30 years old (64.20 percent), and more women participated in the questionnaire survey (67.9 percent). According to the survey data of Meituan' reseach, there are more women than men among the people who eat out, female consumption accounts for 60%.

2.5 Data analysis

This study used frequency, percentage, weighted average, ranking and ANOVA. Use frequency and percentage to present the respondent's profile. The weighted average and ranking method are used to evaluate the servicescape and dinescape experience of customers in theme restaurant .in China. ANOVA was used to test the significant difference on the assessment of servicescape dimensions, dinescape dimension and customer experience when grouping according to profile variables. Person Product Moment Correlation was used to test the significant relationship among of servicescape dimensions, dinescape dimension and customer experience. After collecting all the data, the researchers successfully coded individuals, and explained and analyzed the collected data with SPSS.

2.6 Ethical considerations

According to the code of ethics, researchers ensure that all data collected from respondents are freely consented-provided by respondents voluntarily. The researcher obtained the consent of the respondents by oral or written authorization. Research does not harm participants, including physical injury, psychological pain and damage to participants' financial situation. Participants understand the content of their research and know the requirements for them. Participant are willing and participate without being coerced or deceived. Research data are protected at all stages of the whole process, from collection to publication. Participants have the right to quit the process at any time and be aware of this from the beginning. If a participant chooses to quit, they are not under any pressure to stop participating. Investigators are not involved in any interests, and the results obtained are only used for academic research, without any commercial interests.

3. Results and discussion

Table 1.1 presents the assessment of quality of Dinescape dimensions of themed restaurant in terms of aesthetics. It can be easily gleaned that generally, the respondents agreed on the quality of Dinescape dimensions of themed restaurant in terms of aesthetics since the composite mean is at 3.08. An important aspect that distinguishes theme restaurants from other types of restaurants is that they are reflected in the theme.

Leading the list is "Furniture (e.g. dining, table, chair) is of high quality" which they also agreed upon with a weighted mean of 3.17. Though at the middle rank, they also agreed that the Color used create a very warm atmosphere with a weighted mean of 3.15. In order to highlight its theme, the theme restaurant will display the theme in various aspects such as tableware, tables and chairs, and will pay attention to the quality of the items. In the theme restaurant, you can not only enjoy special cuisine, but more importantly, it will create a pleasant

atmosphere for you from the sense of hearing, vision, touch and even mental language. For customers, the physical environment such as decoration and artificial products, spatial layout and environmental conditions are the only tangible clues that can be felt (Ariffin, Bibon, & Abdullah, 2012).

Table 1.1

Assessment of quality of dinescape dimensions of themed restaurant in terms of aesthetics

Aesthetics	Weighted Mean	Verbal Interpretation	Rank
Carpeting / flooring makes me feel comfortable.	3.09	Agree	4
Ceiling décor is attractive.	3.00	Agree	9
Wall décor is visually appealing.	3.08	Agree	6
Furniture (e.g. dining, table, chair) is of high quality	3.17	Agree	1
Paintings / pictures are very attractive.	3.02	Agree	8
Plants / flowers make me feel very happy.	3.09	Agree	5
Color used create a very warm atmosphere	3.15	Agree	2
Color used create a very comfortable atmosphere.	3.14	Agree	3
Color used make me feel very calm	3.04	Agree	7
Composite Mean	3.08	Agree	

Legend: 3.50 – 4.00 –Strongly Agree; 2.50 – 3.49 – Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

On the other hand, Ceiling décor is attractive had the least weighted mean of 3.00 which they also agreed upon. In the interior decoration design, the wall decoration is indeed more than the roof decoration, which is why we will ignore it. Ceiling décor is attractive and Paintings / pictures are very attractive are both higher. Customers consider these cues which including “the color schemes of the dining area, ceiling/wall decorations, pictures/paintings, plants/flowers, tableware (e.g. glass and silverware), linens (e.g. table cloths and napkin), floor coverings, and quality furniture (e.g. dining table and chair)” when evaluating their overall experience in restaurants. Ryua and Han (2011) thought customers may be affected by the color scheme in the dining area, such as the color scheme for decorating walls and floors. In addition, other aspects of interior design, including furniture, pictures/paintings, plants/flowers or wall decoration, may help to improve the perceived quality of dining environment, stimulate customers' emotions, and affect their consumption behavior and evaluation of restaurants.

Table 1.2

Assessment of quality of dinescape dimensions of themed restaurant in terms of ambiance

Ambiance	Weighted Mean	Verbal Interpretation	Rank
Background music relaxes me.	3.09	Agree	2
Background music is very pleasing.	3.09	Agree	2
Temperature is very comfortable.	3.15	Agree	1
Aroma is very enticing.	2.94	Agree	5
Noise level is very pleasant.	3.04	Agree	4
Composite Mean	3.06	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 – Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 1.2 shows that the quality evaluation of the restaurant dinescape dimensions in the theme restaurant has been unanimously recognized by the respondents, with a comprehensive average of 3.06. All the projects were approved by the respondents. It can be seen that the temperature is very comfortable, and the weighted average value of 3.15 ranks first. Secondly, the background music relaxes me and the background music is very pleasant, which ranks in the middle at 3.09 weighted mean.

Music was considered to be one of the most important determinants of the atmosphere of restaurants (Su, 2011; Han, Xi, & Yathip, 2020). Theme restaurants will use music choices to highlight the theme atmosphere. Namkung, Jang, and Liu. (2011) believed that the authentic atmosphere of the theme restaurant greatly affects customers' emotions, and more importantly music are important factors affecting customers' positive emotions. Play soothing background music, light but not noisy soothing music, and do not repeat it during the meal.

Restaurant owners are increasingly interested in using atmosphere to enhance customers' perceptions of the service environment. Ranked the least is "Aroma is very enticing" with a weighted mean of 2.94. Theme restaurants need to avoid this harmful smell in space, create a clean and safe sanitary environment, and design the unique smell of restaurants when conditions permit. Ryua and Han (2011) aroma can have an impact on a consumers' desire to buy. The pungent and unpleasant smell easily causes customer dissatisfaction and reduces customer satisfaction. In sum, pleasant scent, pleasing music, comfortable temperature, low noise level and adequate lighting (Ariffin, Bibon, & Abdullah, 2012, pp. 383) influences our evaluation of the environment in general.

Table 1.3

Assessment of quality of dinescape dimensions of themed restaurant in terms of lighting

Lighting	WM	VI	Rank
Lighting creates a very comfortable atmosphere.	3.11	Agree	1
Lighting creates a very warm atmosphere	3.09	Agree	2
Lighting makes me feel very welcome	3.08	Agree	3
Composite Mean	3.09	Agree	

Legend: 3.50– 4.00 –Strongly Agree; 2.50 – 3.49 – Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 1.3 shows the quality assessment of the theme restaurant in terms of lighting at Dinescape dimensions. It can be seen that the respondents generally agree with the lighting quality, and the comprehensive average value is 3.09. The design of lighting must not only consider the lighting, but also consider the creation of the atmosphere. Weighted means do not have much disparity in which "lighting creates a very comfortable atmosphere" ranked the highest with 3.11 followed by "Lighting creates a very warm atmosphere" with 3.09. "Lighting makes me feel very welcome" ranked third with 3.08 weighted mean. Indoor lighting is a kind of emotional source, which can convey different emotional meanings depending on gender, age or both. Ryua and Han (2011) subdued and warm lighting are used more in upscale restaurants may convey full service and high prices.

Table 1.4

Assessment of quality of dinescape dimensions of themed restaurant in terms of service quality

Service Quality	Weighted Mean	Verbal Interpretation	Rank
Dining area are thoroughly clean	3.23	Agree	1
Seats are very comfortable	3.20	Agree	2
Menu design is very fascinating	3.13	Agree	4
Food presentation is exceptionally appealing	3.14	Agree	3
The table setting is visually appealing	3.01	Agree	7
Tableware (e.g. glass, class, silverware) is of high quality	3.13	Agree	4
The linens (e.g. table, cloths, napkin) are very attractive	3.11	Agree	6
Composite Mean	3.13	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 1.4 presents the assessment of quality of Dinescape dimensions of themed restaurant in terms of service quality. The respondents overall agreed in the quality of Dinescape dimensions in terms of service quality with a composite mean of 3.13. In restaurants, various objects such as tables, seats, aisles, food service lines, toilets, etc. They are all aimed at enhancing the service delivery process. For themed restaurants, the environment and atmosphere must highlight the theme, and the restaurant must develop in the long run. It is the products and services that are more important to retain customers.

Leading the list was "the dining area is thoroughly clean" with a weighted mean of 3.23. Tableware (e.g. glass, class, silverware) is of high quality ranked mid with a weighted mean of 3.13. The dining environment should be clean and tidy, which is often an important factor when choosing a restaurant. After all, this is closely related to health. At the same time, the quality of the tableware used by customers is also very important in addition to striving to highlight the theme. Lastly, the table setting is visually appealing with a weighted mean of

3.01. Ryua and Han (2011) think that table settings should be an important element in creating the atmosphere of high-end restaurants. Like Tableware (e.g. glass, class, silverware, cloths, napkin and so on). And the display of the dining table is ignored.

Menu design is very fascinating is of high quality ranked mid with a weighted mean of 3.13. From Wansink and Love (2014), Fakh, et al. (2016) menu psychology can enable restaurant to promote healthy food items with high margins. The research on menu labels shows how the attitudes formed by consumers in the process of evaluating menu information affect their subsequent behaviors (Din et al., 2013; Sun, 2013). There is evidence that descriptive menu information can increase the sales of this item by 27% (Wansink & Love, 2014).

Table 1.5

Assessment of quality of dinescape dimensions of themed restaurant in terms of layout

Layout	Weighted Mean	Verbal Interpretation	Rank
Layout makes it very easy for me to move around	3.13	Agree	2
Seating arrangement gives me very adequate space	3.14	Agree	1
Seating arrangement makes me move freely	3.10	Agree	3
Composite Mean	3.12	Agree	

Legend: 3.50– 4.00 –Strongly Agree; 2.50– 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 1.5 exhibits the assessment of quality of Dinescape dimensions of themed restaurant in terms of layout. It can be seen that they agreed with the quality of Dinescape dimensions of themed restaurant in terms of layout since the composite mean was 3.12. Layout accessibility, facility aesthetics, electronic equipment, seat comfort and cleanliness will all affect the perceived quality of dinescape, and the perceived quality of the physical environment significantly affects customer satisfaction in the leisure service setting. “Seating arrangement gives me very adequate space” topped among the three with a weighted mean of 3.14 followed by “Layout makes it very easy for me to move around” with a weighted mean of 3.13. In the theme restaurant environment, the physical servicescape consists of "space/function" and "seat comfort"(Lee, Wang, & Cai, 2015), therefore the distance between the tables should be larger to ensure that customers are not affected by other customers. Seating arrangement gives customers very adequate space and makes customers very easy for me to move around.

The last yet still agreed upon by the respondents was that the “Seating arrangement makes me move freely” with a 3.10 weighted mean. How to set tables and chairs, we should not only consider convenience of customers' actions, but also consider the creation of atmosphere. For a high-end restaurant, giving customers larger space and lower population density can give people a sense of luxury. In contrast, sports bars will find that they have a very dense building and a densely populated environment, which can increase the excitement brought by cheering, noisy and crowded for the home team (Hanks et al., 2016).

Table 1.6

Assessment of quality of dinescape dimensions of themed restaurant in terms of social factor

Social Factor	Weighted Mean	Verbal Interpretation	Rank
Employees are very neat and well dressed	3.03	Agree	3
Attractive employees make me feel good.	3.05	Agree	2
An adequate number of employees makes me feel cared for	3.15	Agree	1
Composite Mean	3.07	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 1.6 indicates the assessment of quality of Dinescape dimensions of themed restaurant in terms of social factor and shows an agreed result with a composite mean of 3.07. Among these three factors, an adequate number of employees makes me feel cared for, ranking first with a weighted average of 3.15, followed by attractive employees, making me feel good with a weighted average of 3.05.

Sufficient staffing can ensure that customers can respond quickly when there is demand, especially during peak periods. Employees' behavior has great influence on customer satisfaction. The personal aspect of the

employees can influence the customer satisfaction more than the functional aspect (Alhelalat et al., 2017).

The least among them was that “Employees are very neat and well dressed” with a 3.03 weighted mean yet was agreed as well by the respondents. In order to create a good atmosphere, the theme restaurant will highlight the theme through food, lighting, color, decoration and other aspects. Among them, the clothing of the employees is also a very important aspect. Employees' physical and demographic characteristics, such as appearance, attractiveness, race, gender and uniform, as well as behaviors, such as smile and friendliness, will also affect customers' perception and behavior (Magnini et al., 2013; Wu et al., 2016; Song, Phan, & Kim, 2019). And also, the clothing and appearance of the employees affect the brand image, and the aesthetics of the employees affects the interaction with customers (Wang & Lang, 2019).

Table 1.7

Summary table for assessment of quality of dinescape dimensions of themed restaurant

Dinescape Dimensions	Composite Mean	Verbal Interpretation	Rank
Aesthetics	3.08	Agree	4
Ambiance	3.06	Agree	6
Lighting	3.09	Agree	3
Service Quality	3.13	Agree	1
Layout	3.12	Agree	2
Social Factor	3.07	Agree	5
Over-all Mean	3.10	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 1.7 summarizes the assessment of quality of Dinescape dimensions of themed restaurant showing that the respondents agreed with the quality with an over-all mean of 3.10. The highest among which is service quality with a 3.13 weighted mean followed closely by layout with a 3.12 weighted mean. The comfort of the dining area, the appearance design and decoration of the restaurant are in line with the theme of the restaurant. This shows that customers pay a lot of attention to the dining area, the appearance and decoration of the restaurant, and these aspects are also in line with customer expectations. For instance, Hyun and Kang (2014) the lighting, background music, temperature, food aromas, interior decoration and layout of the restaurant will trigger the positive or negative emotional reaction of customers, thus affecting the overall dining experience of customers and their willingness to visit again.

Ambiance had the slightest mean of 3.06 and social Factor had the slightest mean of 3.07. These are the last two factors in dinescape dimensions of themed restaurant. When these environmental conditions provide a pleasant ambience in the service facilities, customers are more likely to show positive behaviors, such as wanting to stay longer and spend more. Ambiance has become more important than ever in the catering industry (Sukhu et al., 2017). Hanks et al. (2016) customers think that quietness is a wonderful dining experience with high-quality food supply, elegant ambience, and exceptional service. In all, the servicescape “evokes emotions, which help determine value, and this value motivates customers to patronize a given choice repeatedly”.

Table 2.1

Assessment of quality of servicescape of the themed restaurant in terms of ambient condition

Ambient Condition	WM	VI	Rank
Has noise free environment	3.07	Agree	2
Has a very sufficient lighting in all areas.	3.03	Agree	5
Has a very pleasant smell that is appealing	3.04	Agree	4
Provides a convenient space outside	3.06	Agree	3
Provide an accident-free impression on the materials they used in the flooring	3.11	Agree	1
Composite Mean	3.06	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 2.1 presents the assessment of quality of Servicescape of the themed restaurant in terms of Ambient

condition. It can be observed that the respondents agreed to all the qualities of Servicescape in terms of ambient condition with a composite mean of 3.06.

“Providing an accident-free impression on the materials they used in the flooring” was the top on the list with a weighted mean of 3.11. Providing a convenient space outside ranked third with a weighted mean of 3.06. A very important issue for restaurants is safety, not only the safety of food, but also the safety of customers dining in the restaurant. Therefore, the restaurant will pay attention to the quality of tableware and the anti-slip treatment of the floor. At the same time, more consideration should be given to the safety and anti-skid performance of ground materials (Wan, 2021).

Ranked last was having a very sufficient lighting in all areas (3.03). In order to create a better atmosphere, the theme restaurant will prefer warm colors such as warm yellow or local lighting to highlight a certain part of the design, but the illumination is not so good. The atmospheric elements that existing restaurants may consider when creating a suitable ambiance for young customers are also applicable to restaurants designed for young people in the future. It is suggested that the restaurant should decorate itself with proper lighting, exquisite style and comfortable layout. Studies have shown that the physical aspects of consumption space (such as decoration, layout, lighting, etc.) may also have a significant impact on consumer behavior (Hanks & Line, 2018).

Table 2.2

Assessment of quality of servicescape of the themed restaurant in terms of spatial layout

Spatial Layout	WM	VI	Rank
Has very accessible location	3.12	Agree	2.5
Makes me feel secured at all times	3.12	Agree	2.5
Facilities are very safe and very clean.	3.20	Agree	1
Has necessary equipment with relevant information technology	3.03	Agree	5
Great architectural design in carry out its operation	3.11	Agree	4
Composite Mean	3.12	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 2.2 shows the service quality assessment of theme restaurants in terms of spatial layout. It can be seen that the respondents agree with the quality of Servicescape in terms of spatial layout, with a comprehensive average of 3.12. Leading the list was that the facilities are very safe and very clean with a weighted mean of 3.20. Tied at the 2.5th rank where it makes them feel secured at all times and has very accessible location with a 3.12 weighted mean, as well. The theme restaurant has always been pursuing and presenting new, unique, special and quality, so it pays great attention to facilities and equipment, restaurant supplies, and environmental sanitation. The main source of the theme restaurant is young people who pursue fashion and novelty.

“Has necessary equipment with relevant information technology” was the last in the list with a 3.03 weighted mean. Young people have higher requirements in terms of technology and information technology than other groups, and in this regard, restaurants cannot meet their requirements well. With the development of science and technology, we need a more convenient life, and restaurants will also provide more intelligent and self-service methods. Especially affected by the COVID-19 outbreak. Mobile application has become a special form of e-commerce, which provides convenience for consumers by saving time and energy. During the Covid-19 outbreak, customers prefer to use mobile applications, especially ordering food in restaurants so as to protecting themselves from Covid-19 virus infection (Dirsehan & Cankat, 2021).

Table 2.3 provides information on the assessment of quality of Servicescape of the themed restaurant in terms of functionality and in which the respondents generally agreed with a 3.10 composite mean. The highest of which is having drainage that are odor free with a weighted mean of 3.14 and verbally interpreted as agree. Have drainages that are free from leaks ranked third with a 3.11 weighted mean. In the design of the restaurant, the back kitchen and the dining area are strictly separated and generally far away. However, the restaurants opened in shopping malls and shopping malls do not have toilets inside, and they all use shopping mall public restroom. Therefore, customers will not encounter leaking drain pipes and peculiar smells in the restaurant.

Table 2.3*Assessment of quality of servicescape of the themed restaurant in terms of functionality*

Functionality	WM	VI	Rank
Have drainages that are free from leaks	3.11	Agree	3
Have drainage that are odor free.	3.14	Agree	1
Provides a sufficient parking space for the clients	3.13	Agree	2
Provide very adequate facilities for Person with disabilities.	3.03	Agree	5
Has signage's that is well painted with colors suitable to the image	3.10	Agree	4
Composite Mean	3.10	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Last but not the least was providing very adequate facilities for Person with disabilities with a weighted mean of 3.03. For more theme restaurants located in shopping malls or shopping malls, the external access to the disabled is handled by the mall or shopping center, including disabled access and disabled toilets. However, as far as the space layout and internal facilities of the restaurant are concerned, it does not provide convenience for the disabled. The aisles in the restaurant and the spacing between tables and chairs are not suitable for wheelchairs.

Table 2.4*Assessment of quality of servicescape of the themed restaurant in terms of signs, symbols and artifacts*

Signs, symbols and artifacts	WM	VI	Rank
Is well decorated fitted to their theme	3.14	Agree	1
Has parking area that is properly labelled	3.12	Agree	2.5
Has signage's that is very clear in giving directions to the client	3.12	Agree	2.5
Has signage's that is very visible in a reasonable distance	3.10	Agree	5
Provides signage's that is very strategic location to easily persuade the customers.	3.11	Agree	4
Composite Mean	3.12	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 2.4 displays that the assessment of quality of Servicescape of the themed restaurant in terms of signs, symbols and artifacts was agreed upon by the respondents with a composite mean of 3.12. The top most is that being well decorated fitted to their theme with the weighted mean of 3.14. Ranked 4th was providing signage's that is very strategic location to easily persuade the customers with a weighted mean of 3.11. The theme restaurant strives to reflect the theme through decoration, and will use colors, graphics, materials, etc. that fit the theme. The design of the signage will also be consistent with the theme, which is highly recognizable. Customers think eating out is an opportunity to relax with friends and family. It is important to provide them with comfortable seats, attractive restaurants and pleasant decorations (Sukhu et al., 2017).

Having signage's that is very visible in a reasonable distance had the meanest result of 3.10 yet all items were verbally interpreted as agree. The identification board will only be set at a specific location and serve as an indication. However, it will not consider setting up signs at a corresponding distance to guide customers. For customers who go to the restaurant for the first time, they need the help of the service staff, and they cannot find what they want with the help of signs. The theme connotation is the core of creating a functional restaurant logo. The rich techniques, texture and shape of illustrations are used to increase the visual impact and interest of the logo. And put them in the right place in the restaurant, which can attract customers' attention (Bai, 2015).

Table 2.5*Summary table for assessment in quality of servicescape of the themed restaurant*

Quality of Servicescape of the Themed Restaurant	Composite Mean	VI	Rank
Ambient Condition	3.06	Agree	4
Spatial Layout	3.12	Agree	1.5
Functionality	3.10	Agree	3
Signs, symbols and artifacts	3.12	Agree	1.5
Over-all Mean	3.10	Agree	

Legend: 3.50–4.00 –Strongly Agree; 2.50 – 3.49 –Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 –Strongly Disagree

Table 2.5 summarizes the assessment in quality of Servicescape of the themed restaurant which presents an

over-all mean of 3.10. Heung and Gu (2012) the spatial layout, staff factors, ambience and facilities aesthetics of restaurants have a significant and direct impact on the satisfaction of dining. And also, Wang, and Mattila (2015), Kim et al. (2019) noted that the ethnic theme of service environment and the cultural background of service personnel determine the authenticity level of customer perception to a certain extent, and it is easier to obtain customer recognition. The highest composite mean was accounted to both Spatial Layout and Signs, symbols and artifacts at 3.12. Functionality came next with a composite mean of 3.10. Generally speaking, the theme restaurant pays great attention to the theme atmosphere creation, decoration, and logo design. Such well-designed customers can also experience and feel.

Table 3

Relationship between assessment in quality of dinescape and servciescape dimensions of themed restaurant

Quality of Dinescape Dimensions of Themed Restaurant	Ambient Condition				Spatial Layout			
	r	p	I	D	r	p	I	D
Aesthetics	.891**	<0.001	S	R	.902**	<0.001	S	R
Ambiance	.902**	<0.001	S	R	.887**	<0.001	S	R
Lighting	.882**	<0.001	S	R	.885**	<0.001	S	R
Service Quality	.918**	<0.001	S	R	.927**	<0.001	S	R
Layout	.904**	<0.001	S	R	.913**	<0.001	S	R
Social Factor	.920**	<0.001	S	R	.907**	<0.001	S	R
Quality of Dinescape Dimensions of Themed Restaurant	Functionality				Signs, symbols and artifacts			
	r	p	I	D	r	p	I	D
Aesthetics	.894**	<0.001	S	R	.884**	<0.001	S	R
Ambiance	.880**	<0.001	S	R	.871**	<0.001	S	R
Lighting	.881**	<0.001	S	R	.886**	<0.001	S	R
Service Quality	.915**	<0.001	S	R	.905**	<0.001	S	R
Layout	.906**	<0.001	S	R	.883**	<0.001	S	R
Social Factor	.905**	<0.001	S	R	.881**	<0.001	S	R

Legend: Significant at p-value < 0.05; R – Rejected; FR – Fail to Reject; S – Significant; NS – Not Significant
 **. Correlation is significant at the 0.01 level (2-tailed).

This means that there was a significant relationship exists and implies that the higher the assessment in quality of Dinescape the higher the assessment in quality of Servicescape and vice versa. Dong, and Siu (2013), the substantive stage of servicescape is also right experience satisfaction. Therefore, the elements of the restaurant atmosphere, such as music and decoration are the important factors that affect the satisfaction.

A good environment creates a pleasant atmosphere experience for customers, and a good image and management strengthen customers' emotional identification with themed restaurants, and create conditions for improving customers' consumption again. The interaction between service personnel and customers can bring interactive experience to customers, and the use of language and appearance of service personnel can also bring different sensory experiences to customers. The environment, such as the exterior design, interior decoration, background music, and noise processing of the theme restaurant, mainly provides visual and auditory sensory experiences.

4. Conclusion and Recommendation

The respondents agreed on the quality dinescape dimensions of themed restaurant in terms of service quality, layout, lighting, aesthetics, social factor and ambience. Themed restaurant has good quality of servicescape in terms of spatial layout, signs, symbols and artifacts, functionality and ambient condition. There was highly significant relationship between all the qualities of dinescape dimensions and servicescape dimension. Theme restaurants also need to pay attention to the taste, matching and safety requirements of customers. For theme restaurants, service and environment are of course very important aspects, but food is still a key factor for all restaurants. Besides paying attention to taste, it is equally important to highlight the theme from the aspects of food shape and implication.

The themed restaurant may incorporate experience factors into each promotional activity, and deliver the information of the experience to the target customers, so as to arouse customers' thinking and identification. The customer's experience of the restaurant and the interaction between the customer and the service staff are not limited in the restaurant. The development of science and technology provides broader platforms. The theme restaurant is a gathering of customers with the same interests and hobbies. The restaurant can also build a network platform to strengthen communication and interaction. Through the establishment of community, WeChat official account, VI experience and other ways to make better interaction and experience.

Employees may improve the restaurant's service is key to make customers satisfied. The staff of the theme restaurant not only need to master the standardized service process and skills, but also need to improve the ability of communication, personal accomplishment and understanding of the theme. Personal characteristics of service personnel have a greater impact on customer service evaluation. Service personnel also need to know and love the history, culture, movies, animation and other contents conveyed by the theme. Only in this way can we have something in common with customers and gain their recognition. The restaurant manager may establish a sound staff service process system. Standard service experience process is the prerequisite and basis for providing high-quality service experience, improving employees' business skills and professionalism.

The theme restaurant not only needs to reflect the different theme, but also has its cultural connotation in shaping the theme atmosphere in order to fully express the restaurant's culture. Age, gender, personal background and other factors have an important impact on customer experience. The theme needs to match the characteristics of groups at all ages. Women are more sensitive to the surrounding environment, services, etc., and tend to have higher evaluation. In fact, it means that male customers have higher requirements and are less likely to impress them. Therefore, age and gender should be considered comprehensively in the select of theme, design of restaurant dinescape dimensions and servicescape dimensions.

Restaurants whose main target customers are young people can make restaurants feel more scientific and technological. Young people prefer to keep up with the trend of science and technology and enjoy the convenience brought by science and technology. Such as self-service ordering, robot waiter, naked-eye 3D technology and some smart wearable devices, etc., to bring more convenient, efficient and accurate service and experience. However, this is not suitable for restaurants where the target customers are elderly people. After all, the elderly still has some obstacles in using these things. What is more important is that the elderly is more nostalgic, and they have higher demands for emotion and human touch.

Future researchers may conduct other studies, involving the impact of food quality, service quality, atmosphere and value on consumers' WTP in negative service encounters. In more details which aspects of customer service and environment are more sensitive to negative evaluation, and how to influence customer evaluation, repurchase intention, word of mouth, customer loyalty and so on.

Acknowledgments - The authors would like to express appreciation for the generous financial supports of the National Natural Science Foundation of China (Project No. 41971191).

5. References

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