

**ANTECEDENTS CUSTOMER DELIGHT AND CONSEQUENCES IT
(Study on Padang Restaurants and Sundanese Restaurants in Jakarta)**

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Abstract: *Urban people have a lifestyle of enjoying culinary as a tourist activity and sharing their dining experiences through social media. The purpose of this study was to determine whether 1) Perception of food authenticity, 2) Servicescape, 3) Service encounters affect local food experience, 4) Local food experience affects customer satisfaction, 5) Customer satisfaction affects 6) Revisit Intention and 7) Willingness to post and share photos to social media. This research method is a quantitative survey with an online questionnaire instrument with a purposive sampling technique to millennial consumers between 24 and 40 years old who live in Jakarta and surrounding areas in October 2021. The number of samples used is 160 and data analysis uses a Partial Least Square approach. -structural equation modelling using smart software pls 3.29. The results of this study indicate that there is an influence between the perception of food authenticity on the local food experience, there is an influence between the service atmosphere on the local food experience, there is an influence between the local food experience on customer satisfaction, there is an influence of customer satisfaction on the intention to return, as well as there is an influence customer satisfaction with the willingness to post and share photos on social media. However, there is no relationship between service encounters and local food experience.*

Keywords: *Customer pleasure, local food experience, food authenticity, service scape, service encounter.*

1. Introduction

The growth trend of the food and beverage provider industry in the last decade has experienced a positive trend even though it was shaken by the COVID-19 pandemic in 2020 (dataindustri.com, 2021). Culinary is an integral part of the tourism industry, which offers a variety of culinary delights served both modern and traditional, which has contributed 30% of the total revenue in the tourism and creative economy sectors (kemenparekraf.go.id, 2021). Big cities are centers of tourism activities that are integrated with complex patterns of life so that urban residents as well as tourists can enjoy the variety of culinary offerings (Dimitrovski & Crespi Vallbona, 2018). Enjoying service for food and drink that exceeds customer expectations will give a feeling beyond feeling very satisfied and full of surprises (Parasuraman et al. 2020). Millennials born between 1981 and 1997 have unique consumption characteristics compared to previous generations (Kurz, Li, and Vine 2019). The level of customer visits in big cities in Indonesia to enjoy eating and drinking services consumed in restaurants is quite high (Mandiri institute, 2020). The lifestyle of urban millennial consumers in enjoying culinary tends not only to enjoy food, but also has a tendency to take culinary tours and capture their activities by posting photos on social media.

Customer delight has long been a debate because there are two different understandings of this construct, the first being the understanding that customer delight is an extreme form of satisfaction and the second stating that customer delight is a separate construct from satisfaction (Barnes & Krallman, 2019). From the two understandings of the customer delight construct, more researchers use customer delight as a stand-alone construct because it already has five approaches in measurement (Torres, Zhang, & Ronzoni, 2020) which were developed from previous measurements. The customer delight construct has been widely used for research in various fields of science such as accounting, retail, theme parks, car dealerships, music concerts, hotels and other industries (Barnes & Krallman, 2019) but few have researched restaurants and are limited to formal restaurants with full service. . Previous research on customer delight has not included the experience variable as a mediation. Based on this gap, this research will have research questions, including: 1) what are the antecedents of local food experience and customer delight? 2) Can the Experience variable and Customer Delight Variable be a mediation? 3) What is the direct impact of Customer Delight?

To answer the research question, independent variables are proposed, including Perceived Food Authenticity, ServiceScape, Service encounter with Local Food Experience variables to produce Customer Delight with dependent variables which are the impact of Customer Delight, namely Revisit Intention and Willingness to Post and Share Photo to Social Media. The latest consequence is connecting the independent variables which so far have not been studied much.

2. Literature Review

Customer Delight is the highest concept of the customer experience where feelings of pleasure will occur when service performance is able to positively surprise and give an extraordinary feeling of pleasure (Kao, Tsaur, & Huang, 2020). Local Food Experience is a subjective response from customers to the overall experience experienced by customers from service providers which is divided into five dimensions, namely sensory experience, affective experience, cognitive experience, social experience and behavioral experience (Lee & Park, 2019). Revisit Intention is the desire of customers to revisit the same restaurant and recommend it to their relatives (Chun & Nyam-Ochir, 2020). The definition of Willingness to post photo and share to social media is behavior to take photos and disseminate information through social media as a form of altruistic behavior (Javed et al. 2021) Food authenticity is the value of authenticity of a food can be expressed through information on the traditional cooking process, the presence of information about the origin or region of raw materials and other supporting certificates of information as a significant quality signal (Chousou & Mattas, 2019). Servicescape is a role in communicating the atmosphere, décor, layout and other restaurant environments in facilitating the emotions and experiences of customers thereby increasing their consumption (Meng & Choi, 2018). Service encounter is a service that brings together service providers and customers as an important concept that is able to observe crucial moments when customers enjoy services so that feelings of satisfaction or not will affect business sustainability (Zhang, Zhang, & Lu, 2020).

The Relationship Between Perceived Food Authenticity and Local Food Experience

The authenticity and uniqueness of food in an event is an important element as an attraction for people to come to visit, based on a study conducted stating that perceived authenticity has a significant effect on experience and place attachment (Ab Latif, 2018). In a study on cultural heritage in Macao, it was stated that perceived authenticity had a positive effect on experience quality (Li, Shen, & Wen, 2016). Gastronomy is an important component of the

travel experience and is one of the "best things to do" in many destinations. The results from a sample of international tourists who try typical dishes support the positive effects of food authenticity and cultural contrast on the perceived experience, while product adaptation reduces perceptions of authenticity and cultural contrast (Antón et al., 2019). From the description above, it is proposed H1: Perceived food authenticity affects the Local Food Experience

The Link Between Servicescape and Local Food Experience

The main effects of servicescape, emotion and trust are significant on service experience, while the interaction effect is not significant. Trust has the greatest effect on the customer's health experience followed by emotion and servicescape (Choi, Kandampully, & Stafford, 2016). The results of modeling the latent moderation equation (LMS) show that the servicescape directly increases the emotional experience and flow of space (Jeon et al., 2021). servicescape (e.g., ambient, spatial layout and signage, and equipment functionality) positively affects participants' service experience and that service experience positively affects participant loyalty (Lee, Fu, & Tsai, 2019) therefore in this study proposed H2: Service scape affect the local food experience.

The Link Between Service Enconter and Local Food Experience

Patient learning experiences with technology and technology-based service encounters encourage patients to participate in the treatment process, which in turn positively affects patient satisfaction experience (Lee, 2018). Restaurant environmental factors and interactions with service employees and other consumers which are dimensions of the service encounter positively affect the experience value of consumers. It is proposed (Wu & Liang, 2009). The dimensions of the service encounter, namely the physical environment, service personnel and self-service technology, affect the hotel's customer experience (Liu & Liu, 2008). Based on the adaptation of the results of previous studies, in this study it is proposed H3: Service encounters affect the local food experience.

The Link Between Local Food Experience and Customer Delight

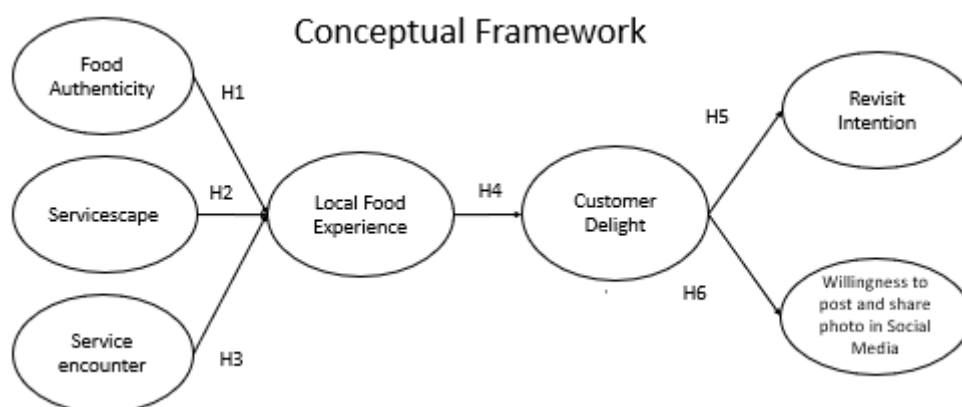
In a study of five-star hotel customers in Korea, it was stated that affective experience, social experience and behavioral experience had a significant influence on customer delight (Lee & Park, 2019). The holistic experience of the visitors to the chocolate exposition has a positive and significant effect on delight (Jeon, Yoo, & Kim, 2020). Happiness which is a construct that represents remarkable tourism experiences has a direct effect on customer delight (Escobar Rivera et al., 2019) so it is proposed H4: Local Food experience affects customer delight.

The Relationship Between Customer Delight and Revisit Intention

Delight has a positive and significant effect on Revisit Intention (Jeon, Yoo, & Kim, 2020), the same thing was stated in the results of research conducted by (Mansoor, Awan, & Syed, 2020). The extra attention of employees affects customer pleasure. Furthermore, customer satisfaction has a positive relationship with customer repurchase intentions (Kageyama & Barreda, 2018). Furthermore, employee extra attention has a positive relationship with customer repurchase intention. Based on previous research, H5: Customer delight has an effect on revisit intention.

The Relationship Between Customer Delight and Willingness To Take Photos and Share To Social Media

The quality of the process and the quality of the results have a significant effect on delight and customer satisfaction. Furthermore, customer delight affects customer satisfaction and behavioral intention (Foroughi et al., 2019). Employees' perceived service delivery skills and values significantly and positively affect customer satisfaction/pleasant experience, while customer satisfaction/pleasant experience significantly and positively affects their behavioral intentions (Roberts-Lombard & Petzer, 2018). The effectiveness of after-service in creating a satisfying customer experience and influencing recommendation intention (Barnes et al., 2021) based on previous research, H6 is proposed: Customer Delight affects willingness to take photos and share to social media.



Source: Research Data 2021

3. Research Method

This research is a quantitative survey with a cross sectional nature. The instrument used in this study is a questionnaire consisting of two parts, the first part contains the profile of the respondents who participated in providing data and the second part contains indicators related to the variables to be tested. The object of research in this study is a semi-formal restaurant that offers on-site dining services for typical Indonesian dishes with the selected variable is customer delight with indicators adapted from research (Panchapakesan, Amin, & Herjanto, 2021) which will be predicted by the food authenticity variable with indicators from research (Chen, Huang, & Hou 2020), servicescape with indicators from research (Chen, Huang, & Hou 2020), service encounters with indicators from research (Meng & Choi, 2018) and local food experience with research indicators (Lee & Park, 2019) and will affect revisit intention with indicators from research (Yoo, Lee, & Jeon 2020) and willingness to post and share photos to social media with indicators from research (Javed et al., 2021). The unit of analysis in this study is individuals, namely millennial customers whose population is unknown with a sample size using a probability sampling error of 5%, a minimum of 160 samples is required (Kock & Hadaya, 2018). The sampling technique used was purposive sampling (Sekaran & Buggie, 2016) and indicator measurements using a Likert scale of 1 = strongly disagree, scale 2 = disagree, scale 3 = neutral, scale 4 = agree and scale 5 = strongly agree. The data analysis method uses the PLS SEM approach because this study will predict and explain the relationship between constructs (Hair et al 2018) with SmartPLS 3.29 software.

4. Results and Discussion

4.1 Results

Of the 160 samples used in this study, 57% were women and 43% were men. With an age range between 24-27 as many as 69.8%, ages between 28-31 years as many as 12.4%, ages between 32-35 years as much as 10.7% and 36-40 years as many as 36%. Background as much as 34.7% are entrepreneurs, 46.3% are private employees, 0.8% are civil servants, 6.6% are housewives and freelancers are 11.6%. Educational background at high school level is 4.1%, diploma is 9.9%, S1 is 68.6% and S2 is 17.4%. Domicile is Jakarta 45.5%, Bogor 4.1%, Tangerang 45.5% and Bekasi 5%. The total monthly consumption of 5 million is 61.2%, 6-10 million is 30.6% and 21 million is 2.5%. The frequency of visiting restaurants is 40.56 % once in two weeks, 21.5% once a week, 13.2% twice a week, 9.1% three times a week and 15.7% more than 3 times a week. Furthermore, 5.8% went to a restaurant alone, 24% went to a restaurant with a partner, 47.1% went to a restaurant with family and 23.1% went to a restaurant with friends. The nominal amount spent for one visit to a restaurant <250 thousand is 56.2%, 250 thousand - 500 thousand is 40.5%, and 3.3% is spent above 500 thousand. Time spent eating in restaurants 28.9% less than one hour, for 1-2 hours as much as 66.9% and spending time over 2 hours as much as 4.1%. Looking at restaurant reviews before visiting 30.6% rarely, 46.3% sometimes and 23.1% often. The most used social media is 90.9% Instagram, 7.4% using Facebook and 1.7% Tiktok.

Measurement Model

Outer model analysis is a measurement of the reliability and validity of all constructs and indicators used in the study. Based on the calculation results, the AVE (Average Variance Extracted) and CR (Convergent Reliability) values along with the outer loading value will be obtained. The stipulation for AVE is 0.5, while for CR is 0.7 to 0.95 and for outer loading is 0.7.

Table 1.

Evaluation of the Measurement Model

Construction and Indicator Items	Outer Loading
Customer Delight/CD(AVE = 0,760, CR = 0,927)	
CD1. Enjoying a meal at this restaurant provides a pleasant dining experience.	0,850
CD2. Dining at this restaurant, is an exhilarating experience.	0,903
CD3. Enjoying a meal at this restaurant provides a different dining experience.	0,895
CD4. Enjoying a meal at this restaurant provides an unexpected experience	0,838
Local Food Experience (AVE=0,572, CR=0,930)	
XSE1. I think the seasoning for the dishes served is quite strong.	0,735
XSE2. In my opinion, the aroma of the dishes in this restaurant piqued my appetite.	0,748
XAE1. This restaurant brings pride in the culinary of the archipelago.	0,792
XAE2. This restaurant gives me a feeling of pleasure in the culinary of the archipelago.	0,790
XCE1. This restaurant provides a different service experience from other restaurants.	0,803
XCE2. This restaurant gave me a sense of curiosity about the dishes served.	0,822
XSOE1. I have a social affinity with the culture of origin of the dishes served.	0,686
XSOE2. I am involved in ties to the culture of the region from which the dishes are served.	0,638
XBE1. This restaurant serves dishes according to the local culture of origin of the food	0,747
XBE2. This restaurant offers a way to enjoy dishes according to the culture of the area where the food comes from.	0,785
Perceived Food Authenticity /PFA (AVE=0,745 , CR=0,941)	
PFA1. I feel the menu choices offered are authentic with regional dishes of origin.	0,863
PFA2. I feel that the taste of the dishes served is authentic to the dishes of the region of origin.	0,894
PFA3. I feel that the presentation of the dishes served is authentic to the culture of the region of origin.	0,840
PFA4. I feel the way of cooking this dish is authentic with the dishes of the region of origin	0,856

Revisit Intention /RI (AVE=0,663, CR=0,886)	
RI1. I intend to visit this restaurant again	0,871
RI2. I plan to visit this restaurant regularly.	0,645
RI3. Maybe I will visit this restaurant next time.	0,869
RI4. Most likely I will visit this restaurant next time	0,850
Service Encounter/SE (AVE= 0,726 , CR= 0,914)	
SE1. The waiters are willing to help the customers.	0,812
SE2. The waiter served politely and friendly.	0,891
SE3. The waiter pays special attention to each customer.	0,846
SE4. Waiters in neat uniforms.	0,857
Service Scape/SS (AVE=0,682 ,CR=0,895)	
SS1. The restaurant has a comfortable atmosphere.	0,790
SS2. I feel the atmosphere of the restaurant is authentic with the regional culture of the origin of the dishes served.	0,825
SS3. The restaurant has an attractive interior design	0,827
SS4. I feel the exterior of the restaurant is authentic with the regional culture of the origin of the dishes served.	0,860
Willingnes to post photo and share to social Media/ WSP (AVE=0,801 , CR=0,942)	
WSP1. I will upload food photos to social media.	0,840
WSP2. I will upload photos of the restaurant susan to social media	0,891
WSP3. I will upload photos while eating at the restaurant to social media	0,920
WSP4. I will upload photos while at the restaurant to social media.	0,926

Keterangan: AVE = *Average Variance Extracted*; CR = *Composite Reliability**= significant (one-tailed test, $p < 0.05$)

Heterotrait Monotrait of correlation (HTMT) is a calculation of validity provided that if the HTMT number is below 0.9 it is declared valid (Henseler, Ringle, & Sarstedt, 2015). The discriminant validity assessment has the aim of ensuring that the reflective construct has the strongest relationship with its own indicators in the PLS pathway model (Hair et al., 2017).

Table 2.
Evaluation of Discriminant Validity

	CD	LFE	PFA	RI	SE	SS	WSP
CD							
LFP	0,860						
PFA	0,829	0,864					
RI	0,669	0,777	0,669				
SE	0,704	0,659	0,706	0,527			
SS	0,836	0,770	0,756	0,529	0,792		
WSP	0,599	0,648	0,562	0,584	0,487	0,536	

Source: Research Data (2021)

Structural Model

The structural model is the steps taken to calculate R^2 , calculate Q^2 and test collinearity in the analysis of the outer model before testing the hypothesis (Abd Rahman et al., 2018). The higher the achievement of the R^2 value, it can be said that the prediction of the exogenous variable on the exogenous variable is getting better too. After analyzing the coefficient of determination, according to Table 4, the results of R^2 on customer delight as a target are 0.612, which means that the antecedent can predict Customer Delight of 61.2% which is in the moderate category (Sarstedt, Ringle, & Hair, 2017).

Table 3.
Evaluation of R²

Variable	R ²
CD	0.612

Source: Research Data (2021)

In addition to evaluating the magnitude of the R² value as a criterion for predictive accuracy, it is necessary to examine the Stone-Geisser Q² value as a predictive relevance criterion. The Q² value of the latent variable in the PLS pathway model was obtained using a blindfolding procedure, table 5 states the Q² result of 0.459, which means a Q² value greater than zero for certain endogenous latent variables indicates the PLS pathway model has predictive relevance for this construct (Hair et al., 2021).

Table 4.
Evaluation of Q²

Variable	Q ²
CD	0.459

Source: Research Data (2021)

The collinearity test was carried out to see whether or not there was a correlation between the independent variables in the model used. Determination for the limit of collinearity values, if VIF < 5 means that there are no collinearity symptoms. If > VIF is more than 5.0, then there is a tendency for collinearity (Hair et al. 2014) Table 6 shows that the VIF value in the model produces a PFA value of 1.956, SE 2.071 and SS 2.215, the three constructs have values below 5.0, so it can be concluded that there is no collinearity in the tested model.

Table 5.
Evaluation of Collinearity

Konstruk		Predictor Customer Delight	VIF
PFA			1.956
SE			2.071
SS			2.215

Source: Research Data (2021)

Hypothesis testing is carried out to determine the influence between variables so that a decision will be taken as to whether the relationship between these variables is supported or not supported. T table is used as a reference with a limit value of 1.65 along with a significant level of 5%. If the t-statistical value > from the t-table value, the hypothesis is supported, but if the t-statistical value is below the t-table value, the hypothesis will be rejected. Based on the results in table 7, the t-count value in H3 is below 1.65 so it is not supported and H1, H2, H4, H5 and H6 are above the t table, so the hypothesis is supported.

Table 6.
Hypothesis Test Results

Hypothesis	Path Coefficient	T statistik	P Value	Decision
H1: <i>Perceived food authenticity</i> berpengaruh terhadap <i>Local Food Experience</i>	0,577	6,883	0,000	Supported
H2: <i>Servicescape</i> berpengaruh terhadap <i>Local Food Experience</i>	0,273	3,078	0,000	Supported
H3: <i>Service encounter</i> berpengaruh terhadap <i>Local Food Experience</i>	0,053	0,784	0,217	Not Supported
H4: <i>Local Food Experience</i> berpengaruh terhadap <i>Customer delight</i>	0,782	19,827	0,000	Supported
H5: <i>Customer delight</i> berpengaruh terhadap <i>Revisit Intention</i>	0,579	8,478	0,000	Supported
H6: <i>Customer delight</i> berpengaruh terhadap <i>Willingness to post and share photo to social media</i>	0,546	7,277	0,000	Supported

Source: Research Data (2021)

Specific Indirect effect to determine the relationship between variables indirectly by involving a mediating variable between the relationship between two variables. A variable is said to be intervening or mediating if the value of t statistic > t table with p value < 0.05. In table 8, the t-statistical value is in a row above the t-table value, so it can be said that the local food experience variable is a moderating variable of the relationship between perceived food authenticity and servicescape variables and customer delight. Likewise, the customer delight variable is a moderating variable between local food experience with revisit intention and willingness to post and share photos to social media variables.

Table 7.
Specific Indirect Effect

Relationship Between Variables	Original Sampel	T statistik	P Value	Information
<i>Perceived Food Authenticity</i> → <i>Local Food Experience</i> → <i>Customer delight</i>	0,451	6,202	0,000	Moderation
<i>Servicescape</i> → <i>Local Food Experience</i> → <i>Customer delight</i>	0,214	3,114	0,001	Moderation
<i>Local Food Experience</i> → <i>Customer Delight</i> → <i>Revisit Intention</i>	0,453	6,756	0,000	Moderation
<i>Local Food Experience</i> → <i>Customer delight</i> → <i>Willingness to post and share photo to social media</i>	0,427	6,152	0,000	Moderation

Source: Research Data (2021)

4.2 Discussion

The Relationship Between Perceived Food Authenticity and Local Food Experience

Based on the results of hypothesis testing, the relationship between perceived food authenticity produces a t count of 6.883 > from t table 1.65 with a p value of 0.000, the hypothesis is satung so that there is a significant relationship between perceived food authenticity and local food experience. Authentic food menus offered by local restaurants in Jakarta affect the customer's dining experience for Indonesian cuisine. The relationship between these two variables has been stated in previous research by (Ab Latif, 2018), (Li, Shen, & Wen, 2016), (Antón et al., 2019) which suggests that perceived authenticity affects experience.

The Relationship Between Serviscape and Local Food Experience

Serviscape affects local food experience with t count $3.078 > t$ table 1.65 with p value of 0.000 so serviscape affects local food experience. Restaurants that offer local food menus provide a cultural ornament in the restaurant environment so that it gives a touch of atmosphere that is different from other restaurants. The relationship between these constructs has been carried out by (Ko & Choi, 2020), (Jeon et al., 2021) and (Lee, Fu, & Tsai, 2019) which state that there is a relationship between serviscape and experience.

Relationship Between Service Encounter and Local Food Experience

The hypothesis of the relationship between service encounters and local food experience is not supported because the t value is $0.784 < t$ table 1.65 and the p value is 0.217 . Given the locus of this research, there are local restaurants that are classified as family restaurants with informal types of service so that the overall service provided does not reflect the best service encounter of a restaurant, this is contrary to previous research which states that the dimensions of the service encounter have influence on experience (Lee, 2018).

The Relationship Between Local Food Experience and Customer Delight

The relationship between local food experience and customer delight in this study is supported because it has a t value of $19.827 >$ from t table 1.65 with a p value of 0.000 . The experience of enjoying an impressive authentic menu of the archipelago has been offered by the restaurant to give a feeling of joy, pleasure and pride in local culinary. (Jeon et al., 2021) and (Escobar Rivera et al., 2019).

The Relationship Between Customer Delight and Revisit Intention

Customer delight is a feeling of joy, pleasure, and pride from customers after enjoying eating and drinking services at a restaurant. In this study, customer delight has an influence on revisit intention with a t table value of $8.478 >$ a t value of 1.65 and a p value of 0.000 . Feelings of pleasure, joy and pride in a food and drink service will encourage customers to make repeat visits on other occasions. This is in accordance with previous research which stated the relationship between the customer delight variable and revisit intention as done by (Kageyama & Barreda, 2018) and (Yoo, Lee, & Jeon, 2020).

The Relationship Between Customer Delight and Willingness To Post and Share Photos to Social Media

The joy of visiting a place or enjoying certain dishes is the tendency of millennials to post and share photos on social media. In this study, there is a relationship between the construct of customer delight and willingness to post and share photos to social media with a t -table value of 7.277 , which is greater than a t -table value of 1.65 . This relationship is consistent with previous studies (Foroughi et al., 2019), (Roberts-Lombard & Petzer, 2018) and (Barnes et al., 2021) which state that delight and affect recommendation intention.

5. Conclusion

Based on the results of hypothesis testing in this study, it can be concluded that there are five supported hypotheses and one unsupported hypothesis. Customer delight at restaurants that offer local menu dishes in Jakarta is influenced by Perceived food authenticity, serviscape and mediated by local food experience. In addition, customer delight has an influence on customers and their willingness to post and share photos to social media.

This study has limited use of antecedents which only represent products and services but do not represent the characteristics of individual customers or customers socially so that further research can be developed by adding these variables. Suggestions to the restaurant industry providing local food services which are managerial implications, namely increasing the

perceived food authenticity of the food offered, considering that local food is identical to authentic menus. Likewise, overall the manager must improve the eating experience of customers related to sensory, cognitive, affective, social experience and behavioral experience.

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