Factors Affecting Behavioural Intentions at Hokben Restaurants in Bekasi City

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Article Information

Abstract

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The purpose of this research is to determine the influence of Food Quality, Physical Environment Quality, Employee Service Quality, and Behavioral Intentions through Customer Perceived Value and Customer Satisfaction, which influence Pricing for HokBen customers in the city of Bekasi. This research uses primary data by collecting data through questionnaires. This research sample was obtained through a purposive sampling method and obtained 235 respondents. This research uses descriptive statistical methods with the SEM-PLS. The results of this research show that Food Quality and Employee Service Quality Influence Customer Perceived Value, while Physical Environment Quality does not influence Customer Perceived Value, Customer Perceived Value and Pricing have an influence on Customer Satisfaction, and Customer Satisfaction has an influence on Behavioral Intentions.

INTRODUCTION

Every human being has needs and desires. Needs are everything that humans need for the well-being of their lives, while desires are more human needs for goods or services that they want to fulfill. If human needs can be met, then it can be said that their life has achieved prosperity. On the other hand, prosperity can occur when most of life's needs are met. Human needs include food, clothing, shelter, and other things to live and complete their lives. Food is an absolute necessity for humans, without food humans cannot function and survive well. Because it carries out activities and survives well. Therefore, to carry out daily activities, energy or energy obtained from food is needed.

To meet the need for food, in ancient times humans had to go hunting to get food, then processed or cooked to be consumed. However, along with the times, changes have resulted in human lifestyles changing, such as human consumption patterns which want to be fast and practical, especially in terms of food. By keeping up with increasingly modern developments, food businesses that can serve food quickly have become something consumers are interested in paying for. Like many fast-food restaurants which are now established to fulfill human needs for food such as KFC, Mc Donald's, A&W etc. According to Silasoho (2012) in Octaviani and Safitriani (2022) fast food is a type of food that is available quickly and ready to eat, such as fried chicken, hamburgers or pizza.
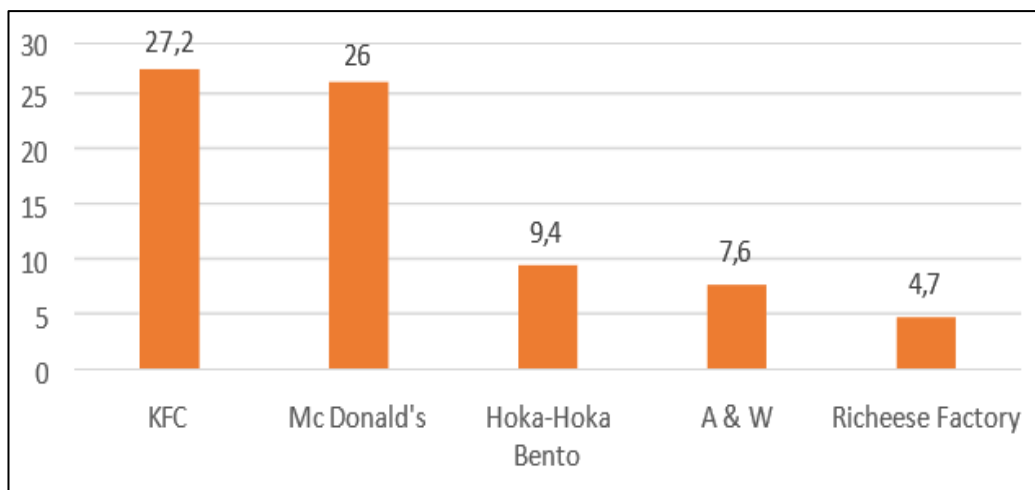

Figure 1. Percentage of the most popular fast-food restaurants 2022
Source: databoks.katadata.co.id

Based on Figure 1, there are five popular fast food restaurant brands in Indonesia. At the top is KFC with a Top Brand Index (TBI) score of 27.2 percent. Next is Mc Donald's with 26.2 percent. In third place is HokBen, which is quite far behind at 9.4 percent. Next is A&W with 7.6 percent, and in last place is Richeese Factory with 4.7 percent. HokBen is a fast-food restaurant that is quite popular in Indonesia. It serves varied, hygienic, and fast Japanese-style food at relatively affordable prices.

HokBen was first established on April 18, 1985, under the auspices of PT Eka Boga inti under the name Hoka-Hoka Bento. Initially, the owner of HokBen bought permission to use the Hoka-Hoka Bento brand and technical assistance from Japan, but over time, there was no longer any HokBen in Japan, so currently, HokBen is a 100 percent Indonesian product. Then, in 2013, Hoka-Hoka Bento rebranded to HokBen.

Table 1. Comparison of Brand Index 2019-2023 (percent)

Brand	2019	2020	2021	2022	2023
KFC	26,2	26,4	27,2	27,2	27,2
Mc Donald's	22,4	22,8	26	26,2	25,4
HokBen	5,4	6,5	8,5	9,5	8,5

The phenomenon raised in this research can be seen from the results of TBI HokBen's assessment by comparing the brand index numbers from the last five years with HokBen's competitors, namely KFC

and Mc Donald's. It can be seen in table 1 that HokBen's TBI score is unstable, where in 2019 it had a TBI score of 5.4 percent. Then in 2020 it rose to 6.5 percent, in 2021 it rose again to 8.5 percent. In 2022 the TBI Hokben index score will increase again by 9.5 percent, but in 2023 HokBen will decrease to 8.5 percent. Then it can also be noted that the HokBen brand index has a score that is quite far from its competitors KFC and Mc Donald's. This is a concern for researchers to find out whether there is an influence of the research variables Food Quality, Physical Environment Quality, and Employee Service Quality on Behavioral Intentions through Customer Perceived Value, and Customer Satisfaction which is influenced by Pricing among HokBen customers in the city of Bekasi.

This research is a simplified form of the journal Slack et al. (2021), where the variables used in this research are the same as the main source of this research, but in this research, it does not replicate hypothesis only uses hypotheses two to five. This main journal is the journal of Naele J. Slack, Gurmeet Singh, Jazbeen Ali, Reshma Lata Karishma Mudaliar, and Yogita Swamy (2021) with the title "Influence of fast-food Restaurant Service Quality and its Dimensions on Customer Perceived Value, Satisfaction, and Behavioral Intentions."Namely with the variables Food Quality, Physical Environment Quality, Employee Service Quality, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. In previous research from Slack et al. (2021) proves that Food Quality, Physical Environment Quality, Employee Service Quality, Customer Perceived Value, and Customer Satisfaction influence Behavioral Intentions. What differentiates this research from previous research is the conceptual development by adding one variable that is not available in the journal by Slack et al. Namely the addition of Pricing Variables which are replicated from the journal of Ardin Kester S. Ong, Yoqi Tri Prasetyo, Klint Allen Marinas, Jehorom Px Alegree Prerez, Satria Fadil Persada, Reny, Nadlifatin, Thanatorn Chuenyindee, and Thapanat Buaphiban (2022) entitled "Factors effecting Customer Satisfaction in Fast Food Restaurant "Jolibee" during the COVID -19 Panemic." In the research of Ong et al. (2022) identified that Pricing has an influence on Customer Satisfaction. Based on the explanation above, the title of this research is "Factors That Influence Behavioural Intentions In Hokben Restaurants In Used Cities."

According to Slack et al. (2021) Theory of Reasoned Action (TRA) is a theory which states that individuals make rational decisions based on available information. According to Muqarrabin (2017), the theory of reasoned action is a theory that is influenced by individual intentions which are formed from subjective attitudes and norms. According to Briliana et al. (2021)Theory of reasoned is a theory that uses a person's intentions to explain their behavior from a social psychology perspective.

According to Slack et al. (2021), Food Quality is a dimension of restaurant service quality that significantly influences customers' perceptions of Value. Food quality includes a complex combination of factors and cues used by customers to evaluate food quality. According to Triandewo and Ra'idah (2020), Food Quality is an important requirement in meeting restaurant customers' expectations.

According to Walter (2010) Food Quality is something that restaurants need to pay attention to because food is a product offered by restaurants to customers, so restaurants need to maintain consumer expectations regarding the quality of food offered. Research by Stevanie (2020) and Sudiro and Anandya (2017) shows that food quality influences customer perceived value. This means that the higher the quality of a restaurant's food, the better the perception consumers will have about that restaurant. Thus, the formulation of the hypothesis in this research is as follows:

According to Slack et al. (2021) Physical Environment Quality in a restaurant is a space design that can encourage an emotional effect on customers which can increase customers' desire to buy. The physical environment can attract customers to visit, especially in the restaurant industry, because customers can judge the quality of products or services based on the quality of a restaurant's physical environment. According to Lovelock and Wirtz (2022, 28) Physical Environment Quality can be concrete evidence of the quality of service in a company.

According to Hanaysha (2016) tangible and intangible elements inside and outside a restaurant are the concept of a physical environment, this includes temperature, lighting, aroma, noise, atmosphere and music. The physical environment is also the main predictor and has a positive influence on perceived value (Ryu et al. 2012), (Slack et al. 2021) but research by Sudiro and Anandya(2017) shows that there is no influence between the quality of the physical environment on Customer Perceived Value.

According to Slack et al. (2021) the quality of service provided by restaurant employees is a key element in the dining experience at a restaurant. Consumers assess interpersonal service interactions with restaurant employees and form their perceptions of restaurant employee service quality. According to Prentice et al. (2020) the quality of employee services is an intangible service provided by employees to customers which can be a competitive advantage because it can shape customer perceptions of the company's service quality. According to Chen and Hu (2010), competent employees

who are able to provide services can improve customer perceptions. Meanwhile, Lai (2015) explains that customer value does not only arise from product quality, but service also plays a role in generating customer value. According to Solikhan and Putri (2014) the success of a hotel or restaurant is greatly influenced by the performance of its employees.

According to Kotler et al. (2022, 167–68) Perceived Value is the difference between a prospective customer's evaluation of all the benefits and costs of a provider and the perceived costs and benefits of alternatives. According to Sudiro and Anandya (2017) Customer Perceived Value is a scale needed to understand customer value towards a product or service. According to Ha and Jang (2013), Perceived Value explains the various benefits that customers will receive. When the profits received are high, the customer will feel satisfaction. According to Kusuma (2019), the higher the value felt by customers, the higher the consumer satisfaction, because the more value that meets customer expectations, the greater the satisfaction. The research results of Slack et al. (2021) shows that Customer Perceived Value Influences Customer Satisfaction.

According to Kotler et al. (2022, 53:265– 67) Pricing is a factor in competition, companies often establish pricing departments to set appropriate prices. According to Haryadi et al. 2022) price is the amount required to obtain a statement of the value of a product or service according to the quality and benefits provided. According to Lee & Lawsin- Body (2011) in Nasti (2020), Pricing is a consumer assessment and an emotional form associated with whether the price offered by the seller and the price compared with competitors are reasonable, acceptable or justified. According to Sari and Siregar (2019), if pricing is too low, customers may doubt the organization's ability in terms of the quality of the services offered. According to the research results of Ong et al. (2022) Pricing has an influence on Customer Satisfaction.

According to Haryanti and Hermawan (2021) consumer satisfaction is the emotional and psychological result of individual customer experiences. According to Sudiro and Anandya (2017) Customer Satisfaction is the level of satisfaction received, both positive and negative, by customers after using a product or service based on the expectations that exist in the customer's mind. According to Fuad (2020) Behavioral Intentions can be described as the possibility for customers to return to a restaurant and recommend it to family, friends and other people in the future. According to Sekarsari (2018) Behavioral Intentions arise because of satisfaction, from this sense of satisfaction customers have the desire to repeat the good experience they have had. In the research of Slack et al. (2021)shows that Customer Satisfaction influences Behavioral Intentions.
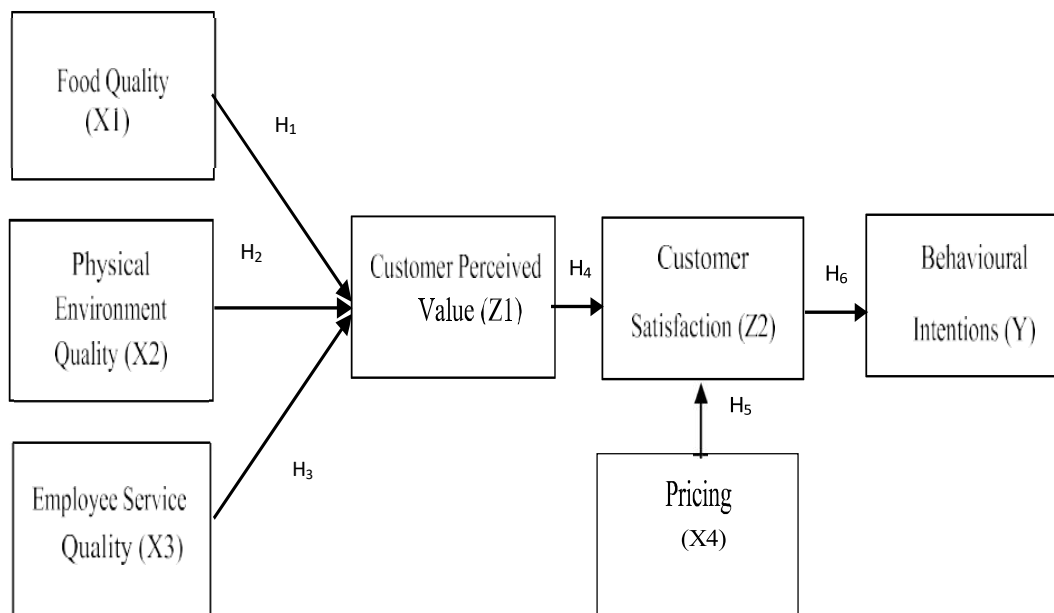

Figure 2. Research Model

H1: Food Quality influences the Customer Perceived Value of the HokBen restaurant in the city of Bekasi.
H2: Physical Environment Quality influences the Customer Perceived Value of the HokBen restaurant in the city of Bekasi.
H3: Employee Service Quality influences the Customer Perceived Value of the HokBen restaurant in the city of Bekasi.
H4: Customer Perceived Value Influences Customers Satisfaction of the HokBen restaurant in the city of Bekasi.
H5: Pricing influences Customer Satisfaction at the HokBen restaurant in Bekasi city.
H6: Customer Satisfaction influences the Behavioral Intentions of the HokBen restaurant in the city of Bekasi.

RESEARCH METHODS

The research method that will be used in this research is a quantitative method with a form of causality. According to Sugiyono (2021, 16) Quantitative Methods are defined as research methods based on the philosophy of positivism, which are used to research certain populations or samples, collecting data using research instruments, analyzing quantitative statistical data, with the aim of describing and testing predetermined hypotheses. .

The object used in this research is the HokBen Restaurant in the city of Bekasi. HokBen is one of the fast food restaurants that is quite popular in Indonesia. HokBen serves varied, hygienic and fast Japanese style food at relatively affordable prices. The population of this research is Bekasi people who have consumed food at the HokBen restaurant, with the research sample being Bekasi people who have consumed food at the HokBen restaurant and in accordance with the research criteria.

The sampling technique used in this research is Purposive Sampling. According to Sugiyono (2021, 133) Purposive Sampling is a technique for determining samples with certain considerations. In this research, purposive sampling was used by considering the criteria for respondents to be able to fill out the questionnaire distributed. In this research, the sample size is planned to be 235 respondents. The basis for taking this sample size is based on the basic rule of thumb for sample size which requires a sample of 10 times the number of arrows Hair et al. (2019, 770) then the result is 60 (10 x 6 arrows). But according to Hair et al. (2019, 132) in absolute terms, researchers usually do not analyze less than 60 samples and the sample size should be 100 or more. Based on the theory put forward by Hair et al. (2019, 132), a sample size of 60 is not recommended because it is below 100. Therefore, the sample taken was 235 respondents because according to Hair et al. (2019, 132) suggested a sample size of 100 or more.

The following are the sample criteria used in this research:
1.   Respondents must be at least 17 years old
2.   Respondents have income
3.   Respondents have purchased and consumed HokBen
4.   Respondents make their own decisions
5.   Respondents buy food at HokBen at least once every two months

This research consists of four independent variables, namely Food Quality, Physical Environment Quality, Employee Service Quality, Pricing. With two intervening variables, namely Customer Perceived Value and Customer Satisfaction. And one Dependent Variable is Behavioral Intentions. The measurement scale used to measure the variables in this research is the Likert scale. According to Sugiyono (2021, 146) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. This research uses a one- five Likert scale:
1.   Strongly disagree
2.   Disagree
3.   Neutral
4.   Agree
5.   Strongly agree

The data used in this research is primary data, according to Sugiyono (2021, 9) primary data is data obtained directly from the field. To obtain data, this research uses a data collection technique using a questionnaire. According to Sugiyono (2021, 206) , a questionnaire is a data collection technique that

is carried out by giving a set of questions or written statements to respondents to answer. This research questionnaire was created using a Google form which was shared online. This research uses data analysis methods with descriptive statistics using the SEM-PLS approach and uses SmartPLS 3.9 software assisted by SPSS 25 software to manage research criteria data.

ANALYSIS AND DISCUSSION

Data collection was carried out by distributing questionnaires to respondents within 2 weeks using Google Form with the total number of questionnaires collected being 235 respondents. However, the sample used in this research was 182 respondents because 53 respondents did not meet the research criteria.

Table 2 Characteristics of Respondents

	Explanation	total
Jenis kelamin	laki-laki	66
	Perempuan	116
Umur	17-22 tahun	147
	23-28 tahun	34
	29-34 tahun	1
	35-40 tahun	0
	>41 tahun	0
Pekerjaan	Pelajar/Mahasiswa yang memiliki pendapatan	151
	Pegawai swasta	18
	Pegawai negri	0
	Wirausaha	11
	Lainnya..	2
Pendapatan	< Rp5.000.000	149
	Rp5.000.001 – 10.000.000	28
	Rp10.000.001- 15.000.000	2
	Rp15.000.001 - 20.000.000	0
	.≥ Rp20.000.000	3

Source: questionnaire results processed with the SPSS 25 program

Table 3 Outer Loading and AVE Test Results

Variable	Item	Loadings	AVE	Explanation
FQ	FQ1	0,793	0,617	Valid
	FQ2	0,733		Valid
	FQ3	0,772		Valid
	FQ4	0,768		Valid
	FQ5	0,835		Valid
	FQ6	0,809		Valid
PEQ	PEQ1	0,824	0,673	Valid
	PEQ3	0,837		Valid
	PEQ4	0,790		Valid
ESQ	ESQ1	0,842	0,693	Valid
	ESQ2	0,794		Valid
	ESQ3	0,823		Valid
	ESQ4	0,869		Valid
CPV	CPV1	0,909	0,826	Valid
	CPV2	0,885		Valid
	CPV3	0,932		Valid
PC	PC1	0,819	0,666	Valid

	PC2	0,754		Valid
	PC3	0,898		Valid
	PC4	0,812		Valid
	PC5	0,791		Valid
CS	CS1	0,952	0,858	Valid
	CS2	0,918		Valid
	CS3	0,908		Valid
BI	BI1	0,896	0,742	Valid
	BI2	0,827		Valid
	BI3	0,874		Valid
	BI4	0,898		Valid
	BI5	0,809		Valid

Source: Results of data processing with SmartPLS 3.29

Based on table 3, the values of the loading factors for each indicator are all >0.70 and the AVE value for each variable is >0.50. It can be concluded that all indicators and variables meet convergent validity.

Table 4. Cross Loading Test Results

	Food Quality	Physical Environment Quality	Employee Service Quality	Customer Perceived Value	Pricing	Customer Satisfaction	Behavioural Intentions
FQ1	**0,793**	0,575	0,628	0,690	0,616	0,644	0,692
FQ2	**0,733**	0,677	0,614	0,641	0,667	0,640	0,551
FQ3	**0,772**	0,607	0,542	0,633	0,587	0,656	0,677
FQ4	**0,768**	0,591	0,590	0,675	0,626	0,498	0,563
FQ5	**0,835**	0,620	0,663	0,716	0,658	0,596	0,624
FQ6	**0,809**	0,555	0,612	0,653	0,688	0,621	0,615
PEQ1	0,727	**0,821**	0,616	0,651	0.694	0,724	0,610
PEQ3	0,596	**0,844**	0,589	0,603	0.631	0,577	0,573
PEQ4	0,553	**0,795**	0,571	0,542	0.499	0,545	0,457
ESQ1	0,660	0,543	**0,842**	0,684	0,577	0,649	0,595
ESQ2	0,567	0,529	**0,794**	0,535	0,536	0,592	0,462
ESQ3	0,625	0,615	**0,823**	0,663	0,574	0,697	0,621
ESQ4	0,718	0,710	**0,869**	0,670	0,648	0,735	0,589
CPV1	0,792	0,753	0,708	**0,909**	0,774	0,748	0,769
CPV2	0,714	0,570	0,691	**0,885**	0,715	0,719	0,684
CPV3	0,811	0,670	0,705	**0,932**	0,841	0,798	0,816
PC1	0,713	0,604	0,625	0,727	**0,819**	0,731	0,677
PC2	0,558	0,615	0,494	0,585	**0,754**	0,613	0,528
PC3	0,673	0,664	0,587	0,729	**0,898**	0,729	0,666
PC4	0,711	0,611	0,596	0,741	**0,812**	0,618	0,609
PC5	0,667	0,558	0,559	0,708	**0,791**	0,622	0,626
CS1	0,740	0,716	0,775	0,796	0,761	**0,952**	0,728
CS2	0,660	0,677	0,708	0,726	0,723	**0,918**	0,634
CS3	0,743	0,705	0,752	0,784	0,778	**0,908**	0,822
BI1	0,752	0,651	0,663	0,821	0,751	0,799	**0,896**
BI2	0,626	0,526	0,479	0,631	0,626	0,608	**0,827**
BI3	0,687	0,603	0,642	0,732	0,692	0,723	**0,874**
BI4	0,672	0,595	0,608	0,719	0,635	0,684	**0,898**
BI5	0,656	0,495	0,537	0,668	0,560	0,557	**0,809**

Source: Results of data processing with SmartPLS 3.29

In table 5 it can be seen that the correlation of each variable indicator is greater than the correlation of other variables, so it can be concluded that the variable indicators of each latent variable are better than the block of other variable indicators

Table 5. Composite Reliability and Cronbach' Alpha Test Results

Variable	Composite Reliabilty	Cronbach's Alpha	Explanation
Food Quality	0,860	0,875	Reliable
Physical Environment	0,722	0,757	Reliable
Quality Employee Service Quality	0,900	0,852	Reliable
Customer Perceived Value	0,934	0,894	Reliable
Pricing	0,909	0,874	Reliable
Customer Satisfaction	0,948	0,917	Reliable
Behavioural Intentions	0,935	0,913	Reliable

Source: Results of data processing with SmartPLS 3.29

Based on table 6, it can be seen that the Composite Reliability value of each variable has a value of more than >0.70 and the Cronbach's Alpha value of each variable has a value of more than >0.70. So it can be concluded that the variables used in this research have good reliability

Table 6. R-Square Test Results

	R=Square	Explanation
Customer Perceived Value	0,762	Strong
Customer Satisfaction	0,732	Moderate
Behavioural Intentions	0,627	Moderate

Source: Results of data processing with SmartPLS 3.29

Based on table 7, the Customer Perceived Value variable has an R- Square value of 76.2 percent, while other variables or factors outside this research explain the remaining 23.8 percent. The Customer Satisfaction variable has an R-Square value of 73.2 percent, while other variables or factors outside this research explain the remaining 26.8 percent. The Behavioral Intentions variable has an R- Square value of 62.7 percent, while other variables or factors outside this research explain the remaining 37.3 percent. So, the R-Square in this study has one strong variable (R-Square above 0.75) and two moderate variables (R-Square above 0.50).

Table 7. F-Square Test Results

	Food Quality	Physical Environment Quality	Employee Service Quality	Customer Perceived Value	Pricing	Customer Satisfaction	Behavioural Intentions
FQ				0.425			
PEQ				0.022			
ESQ				0.088			
CPV						0.249	
PI						0.150	
CS							1.680
BI							

Source: Results of data processing with SmartPLS 3.29

Based on table 8, Food Quality has a value of 0.425 ≥ 0.35, which means that Food Quality has a large effect on Customer Perceived value: Physical Environment Quality has an F-Square value of 0.022 ≤ of 0.35, which means that Physical Environment Quality has a small effect. on Customer Perceived Value; Employee Service Quality has an F-Square value of 0.088 ≤ of 0.35, which means Employee Service Quality has a small effect on Customer Perceived Quality; Customer Perceived Quality has an F-Square value of 0.249 ≥ of 0.15, meaning that Customer Perceived Value has a moderate effect on

Customer Satisfaction; Pricing has an F-Square value of 0.150 ≥ of 0.15, meaning that pricing has a moderate effect on Customer Satisfaction; Customer Satisfaction has an F-Square value of 1.680 ≥ 0.35, meaning Customer Satisfaction has a big effect on Behavioral Intentions

Table 8. Q2 Test Results

Variable	Q^2 Predict
Customer Perceived Value	0,604
Customer Satisfaction	0,611
Behavioural Intentions	0,448

Source: Results of data processing with SmartPLS 3.29

Based on table 9, Q2 results, the three variables have a value >0. The Customer Perceived Value variable is 0.604; the Customer Satisfaction variable is 0.611 and Behavioral Intentions is 0.448. So it can be ensured that all indicator models have good relevance to endogenous variables.

Tabel 9. Summary Of The Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
FQ -> CPV	0.573	0.575	0.129	4.425	0.000
PEQ -> CPV	0.119	0.129	0.115	1.033	0.302
ESQ-> CSV	0.242	0.232	0.117	2.064	0.040
CSV-> CS	0.500	0.511	0.141	3.541	0.000
PC -> CS	0.388	0.381	0.143	2.719	0.007
CS-> BI	0.792	0.802	0.036	21.736	0.000

Source: Results of data processing with SmartPLS 3.29

Food Quality on Customer Perceived Value
In table 11 it can be seen that the FQ t- statistic value for CPV is 4,425 > 1.96 and the p-value is 0.000 < 0.05. So it can be concluded that Ha is acceptable. This means that there is an influence of food quality on customer perceived value of the Hokben restaurant in Bekasi City.

Physical Environment Quality on Customer Perceived Value
In table 11 it can be seen that the PEQ t- statistic value for CPV is 1,033 < 1.96 and the p-value is 0.302 > 0.05. So it can be concluded that Ha is rejected. This means that there is no influence of physical environment quality on customer perceived value of the Hokben restaurant in Bekasi City.

Employee Service Quality on Customer Perceived Value
In table 11 it can be seen that the ESQ t- statistic value for CPV is 2.064 > 1.96 and the p-value is 0.040 < 0.05. So it can be concluded that Ha is acceptable. This means that there is an influence of Employee Service Quality on Customer Perceived Value of Hokben Restaurant in Bekasi City.

Customer Perceived Value on Customer Satisfaction
In table 4 it can be seen that the CPV t- statistic value for CS is 3,541 > 1.96 and the p-value is 0.000 < 0.05. So it can be concluded that Ha is acceptable. This means that there is an influence of customer perceived value on customer satisfaction at the Hokben restaurant in Bekasi City.

Pricing on Customer Satisfaction
In table 4 it can be seen that the PC and CS t-statistic values are 2,719 > 1.96 and the p-value is 0.007 < 0.05. So it can be concluded that Ha is acceptable. This means that there is an influence of pricing on customer satisfaction at the Hokben restaurant in Bekasi City.

Customer Satisfaction on Behavioral Intentions
In table 4 it can be seen that the CS t- statistic value for BI is 21,736 > 1.96 and the p-value is 0.000 < 0.05. So it can be concluded that Ha is acceptable. This means that there is an influence of customer satisfaction on the behavioral intentions of the Hokben restaurant in Bekasi City.

CONCLUSION

This research aims to determine the influence of Food Quality, Physical Environment Quality and Employee Service Quality on Behavioral Intentions through Customer Perceived Value, and Customer Satisfaction which is influenced by HokBen Restaurant Pricing in the city of Bekasi. Where data collection, processing and analysis has been carried out to obtain the following conclusions:
1. There is an influence of Food Quality on Customer Perceived Value of the HokBen restaurant in Bekasi city.
2. There is no influence of Physical Environment Quality on Customer Perceived Value of the HokBen restaurant in Bekasi city.
3. There is an influence of Employee Service Quality on Customer Perceived Value of the HokBen restaurant in Bekasi city.
4. There is an influence of Customer Perceived Value on Customer Satisfaction of the HokBen restaurant in Bekasi city.
5. There is an influence of Pricing on Customer Satisfaction of the HokBen restaurant in the city of Bekasi.
6. Customer Satisfaction influences the Behavioral Intentions of the HokBen restaurant in the city of Bekasi.

Limitations

In conducting this research, the author had several limitations when conducting the research, namely:
1. This research only covers respondents in the city of Bekasi
2. This research succeeded in only obtaining 182 respondents whose data was valid

Recommendation
Given the limitations described above, the author provides several suggestions that might be used for further research, namely:
1. It is recommended that locations in other big cities in Indonesia be added to the research object to attract more respondents for further research.
2. It is recommended to add more respondents to be able to represent the sample in future research.

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RESEARCH INSTRUMENTS

Variable		Indicator
Food Quality	1.	The food at the HokBen fast food restaurant is delicious.
	2.	The food at the HokBen fast food restaurant is nutritious.
	3.	HokBen fast food restaurant Offers a variety of menu items.
	4.	HokBen fast food restaurant offers fresh food.
	5.	The aroma of the food at the HokBen fast food restaurant is appetizing.
	6.	The food presentation at the HokBen fast food restaurant looks visually attractive.
Physical Environment Quality	1.	HokBen fast food restaurant has an attractive interior design and decoration.
	2.	There is pleasant background music at the HokBen fast food restaurant.
	3.	The dining area at the HokBen fast food restaurant is clean.
	4.	Hoken employees dress neatly and well.

Employee Service Quality	1.	HokBen employees served the same food as I ordered.
	2.	HokBen employees provide fast responses and fast service.
	3.	HokBen employees are always willing to help me.
	4.	HokBen employees make me feel comfortable when they are serving me.
Customer Perceived Value	1.	HokBen fast food restaurant offers reasonable prices.
	2.	The experience at HokBen fast food restaurant is worth the money.
	3.	HokBen fast food restaurant gives me more value compared to other food options.
Pricing	1.	HokBen menu prices are in accordance with the quality of the food.
	2.	HokBen menu prices are expensive compared to other fast food restaurants.
	3.	Food prices at HokBen are affordable
	4.	HokBen fast food restaurants often apply discounts and purchase packages
	5.	I am satisfied with the overall prices at the HokBen fast food restaurant.
Customer Satisfaction	1.	I am satisfied with my overall experience at HokBen fast food restaurant.
	2.	Overall, HokBen fast food restaurant makes me happy.
	3.	I am very comfortable at the HokBen fast food restaurant.
Behavioural intentions	1.	I would like to return to HokBen fast food restaurant in the future.
	2.	I will consider revisiting HokBen fast food restaurant in the future.
	3.	I will recommend HokBen fast food restaurant to my friends and others.
	4.	I will say positive things about HokBen fast food restaurant to others.
	5.	I would encourage others to visit HokBen fast food restaurant.