

## The Impact of Restaurant Experience on Customer Satisfaction and Behavioral Intention: The Case of Van

*Restoran Deneyiminin Müşteri Memnuniyeti ve Davranışsal Niyet Üzerindeki Etkisi: Van Örneği*

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### Abstract

The goal of a restaurant experience is to provide enjoyable dining for customers by combining elements such as the menu, service, dishes, atmosphere, and price. There is a strong relationship between customer satisfaction and the restaurant experience. Ensuring customer satisfaction is an important factor for the success of a restaurant. Therefore, restaurants should make continuous efforts to keep customer satisfaction at the highest level. The aim of this study is to determine the effect of dining experience qualities in restaurant businesses on customer satisfaction and behavioral intention in casual dining restaurants. As part of the research, an online survey was conducted with customers who had purchased services from restaurant establishments operating in the Van province to collect data. Since the exact number in the research population could not be calculated, efforts were made to reach the sample size commonly used in unknown populations. From this point of view, analyzes were applied on 390 surveys with convenience sampling method. The conducted impact analysis revealed that customer satisfaction has a strong impact of 92% on behavioral intention. Thus, restaurant businesses may need to make continuous efforts to maintain high levels of customer satisfaction.

**Keywords:** Restaurant Experience, Customer Satisfaction, Behavioral Intention.

### Article History

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### Özet

Restoran deneyimi, müşteriler için keyifli bir yemek deneyimi sağlama amacıyla menü, hizmet, yemekler, atmosfer ve fiyat gibi unsurların birleştirilmesini hedefler. Müşteri memnuniyeti ve restoran deneyimi arasında güçlü bir ilişki vardır. Bir restoranın müşteri memnuniyetini sağlaması, başarısı için önemli bir faktördür. Bu nedenle, restoranlar müşteri memnuniyetini en üst düzeyde tutmak için sürekli çaba göstermelidir. Bu çalışmanın amacı, restoran işletmelerinde yemek yeme deneyimi niteliklerinin gündelik yemek restoranlarında müşteri memnuniyeti ve davranışsal niyet üzerindeki etkisini belirlemektir. Araştırma kapsamında veri toplamak üzere Van ilinde faaliyet gösteren restoran işletmelerinden hizmet satın alan müşteriler ile online anket çalışması gerçekleştirilmiştir. Araştırma evrenindeki sayının tam olarak hesaplanamaması nedeniyle bilinmeyen evrenlerde kullanılan örneklem sayısına ulaşılmaya çalışılmıştır. Bu noktadan hareketle kolayda örnekleme yöntemiyle 390 anket üzerinden analizler uygulanmıştır. Yapılan etki analizi sonucunda müşteri memnuniyetinin davranışsal niyet üzerinde %92 düzeyinde güçlü bir etkiye sahip olduğu ortaya çıkmıştır. Dolayısıyla, restoran işletmelerinin müşteri memnuniyetini en üst düzeyde tutmaları için sürekli çaba göstermeleri söz konusu olabilir.

**Anahtar Kelimeler:** Restoran Deneyimi, Müşteri Memnuniyeti, Davranışsal Niyet.

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## **1. INTRODUCTION**

Many people eat out occasionally. Considering the numerous dining options available, consumers can now prefer to dine in various full-service or fast-food restaurants. In many developing economies, consumers' attitudes towards restaurant usage have significantly changed due to per capita income, information and communication technologies, global interactions, and increased education (Nejati and Moghaddam, 2013: 1584). In today's world, where the concept of experience has become valuable, it is essential, especially in restaurant businesses, to design the establishment's atmosphere correctly to provide customers with a better experience. To ensure customer satisfaction, auditory, visual, and olfactory factors need to be created in conditions that will satisfy customers. (Karaca ve Koroğlu, 2018: 777).

After identifying that rapidly changing customer preferences have impacted the food service industry, outdated approaches are no longer effective for businesses in this sector. Faced with this situation, businesses have turned to experience strategies to gain a strategic advantage and create customer satisfaction (Abdul Jalil et al., 2016: 538). Customer satisfaction is a crucial concept in the strategies and differentiations of restaurant businesses because customers exhibit a certain behavior while purchasing a business's services and products. Establishing and delivering customer satisfaction is a prerequisite for businesses to survive in today's competitive market (Hanzaee and Rezaeyeh, 2012: 817). Therefore, it is essential to enhance customer satisfaction in restaurants, understand the opportunities they have, and investigate customers' perceptions of their restaurant experiences (Walt et al., 2014: 149).

The aim of this study is to determine the impact of dining experience attributes in restaurant businesses on customer satisfaction and behavioral intentions in everyday dining restaurants. Specifically, the effects of hedonic and utilitarian values on customer satisfaction and behavioral intentions are to be examined. Investigating the influence of the dining experience on consumers' behavioral intentions, who utilize services from restaurant businesses, is considered crucial for the establishments' future planning and the development of strategies.

## **2. CONCEPTUAL FRAMEWORK**

### **2.1. Restaurant Experience**

Schmitt (1999) defines experience as special events that emerge in response to certain stimuli. Pine and Gilmore (1998) propose that experiences are events that provide individuals with personal engagement. Experience is the organization of all the information that customers accumulate during the purchasing process (Berry et al., 2002: 1).

Restaurants are establishments that offer authentic and unique experiences, allowing customers from different regions to learn about different cultures through food. The restaurant dining experience is a multidimensional concept with various qualities that determine customers' perception. Several attributes, such as the service staff, cleanliness, location, decor, ambiance, atmosphere, taste of the dishes, and the menu, contribute to the experience (Seyitoğlu and Ivanov, 2020: 56). The type of cuisine, food quality, restaurant ambiance, and distinctive features all contribute to creating an unforgettable experience. Additionally, an unforgettable gastronomic experience does not necessarily require an unforgettable destination. The recommendation of various foods and restaurants, local cooking and presentation styles, hygiene facilities, the appearance of the service staff, and local socio-cultural items are remarkable elements for customer satisfaction and unforgettable experiences (Kala, 2020: 210).

For a restaurant, consumers compare their current experience with the different aspects of their past visits to that restaurant. As a result, consumers form positive or negative opinions about the current restaurant (Bangsawan et al., 2017: 615).

### **2.1.1. Food Quality**

Customer demands imply that restaurant organizations not only provide quality products and services but also strive to offer a high level of food satisfaction that would lead to an increase in customer numbers (Kivela et al., 1999: 206). Different menu options and appealing food presentations, along with serving fresh and healthy dishes, influence food quality (Dağ, 2022: 3351). It is observed that the presentation and taste of the dishes significantly affect customers' intentions to revisit restaurants (Ton et al., 2022: 975). Susskind (2002: 78) emphasized that food quality is one of the key components when determining a restaurant from the customer's perspective.

Among various food quality attributes, it is not surprising that the taste of the food is one of the most critical criteria in customers' restaurant selection, as having delicious meals provides customers with both a positive sensory experience and emotional satisfaction during their dining experience (Yi et al., 2017: 203).

### **2.1.2. Environment and Adoption**

Kotler (1973: 51) defined atmosphere as the conscious design of a space to evoke specific emotional effects in consumers and increase the likelihood of purchase. Bitner (1992: 60), who investigated the impact of the physical environment on customers and employees, conducted a study explaining the "built environment" or more specifically the "man-made physical environment," as opposed to the natural or social environment. Additionally, Wakefield and Blodgett (1999: 53) suggested that the physical environment plays a significant role in enhancing excitement in leisure settings, leading to customers' intentions to become repeat customers and their willingness to recommend. A potentially crucial role of restaurant atmosphere is to create a positive first impression that enhances customers' service experiences (Berry et al., 2006: 46). In other words, restaurants where customers feel comfortable and happy can be defined as atmospheric restaurants (Gustafsson et al., 2006: 90).

The quality of restaurant atmosphere consists of a multidimensional structure. Atmospheric elements in restaurants play a significant role in creating the initial impact on customers, as they encounter these elements and personnel before their meals. Therefore, adoption can be experienced from the customer's perspective (Uslu, 2020: 25).

### **2.1.3. Price Perception**

Simply put, price is the amount of payment made by one party when exchanging goods or services (Özyörük, 2017: 3). From the perspective of consumers, price is a tool that determines whether the customer can afford to buy a product or service, as well as the quality and quantity of the product to be purchased (Koç et al., 2014: 5). Price has been widely recognized as a significant marketing factor that influences consumer behavior. While restaurants typically strive to profit from their commercial revenues based on the price of their products or services, consumers tend to search for the best-priced products and services that provide them with maximum value (Hanaysha, 2016: 33). If the price is high, customers are likely to expect high quality, otherwise, it may evoke a sense of disconnect. Similarly, if the price is low, customers may question the product and service quality of the restaurant (Chun and Ochir, 2020: 3).

In the literature, it is observed that when other products are of the same quality but higher in price, consumers tend to choose the product with the lowest price. Similarly, the perceived price is seen as a (versatile) psychological factor that significantly influences consumers' reactions to prices (Campbell, 1999: 146).

## **2.2. Customer Happiness**

Recently, many people, in parallel with cultural changes and developments, have been researching different products and services, making it challenging to achieve satisfaction. The customer type, which used to accept the products and services offered by businesses as they were

without questioning, has been replaced by a more inquisitive and informed customer type (Çiftçi, 2004: 18). Hoyer and MacInnis (2001) stated that satisfaction can be associated with feelings of acceptance, happiness, relaxation, excitement, and pleasure. Conceptually, customer satisfaction is the expression of the relationship between the anticipation process that begins with customers before the purchase process and the experiences after the purchase process regarding the service or product (Çelik, 2022: 39).

There are many factors that influence customer satisfaction. According to Hokanson (1995), these factors include friendly, courteous, knowledgeable, and helpful employees, accurate and timely pricing, competitive pricing, service quality, good value, clear pricing, and fast service. To achieve customer satisfaction, businesses must satisfy their customers' needs and desires. Customers' needs express the sense of lack felt by a customer (Singh, 2006: 2). According to Jones and Sasser (1995: 2), complete customer satisfaction is the key to ensuring customer loyalty and creating superior long-term financial performance. Customer satisfaction appears to have a stronger and more consistent impact on purchase intentions compared to service quality.

Customer satisfaction has been considered a fundamental indicator of quality improvement, and it has been associated with the quality of service processes such as the appropriateness of the service process, the quality of the service structure, such as restaurant cleanliness, transportation convenience, the quality and attentiveness of the service staff, customer welfare, and the quality of the service outcome, as well as the overall awareness of the received services (Xu and Shieh, 2014: 246). In conclusion, satisfaction can be formed based on a single service encounter or a series of service experiences (Srivastava and Kaul, 2014: 1029).

### **2.3. Behavioral Intent**

Customer intentions towards products and services are shaped by the satisfaction process customers feel towards those products and services, and they are carried out by product and service providers. The satisfaction a customer feels from the given products and services can influence their behavior depending on whether their intention is high or low. Restaurant businesses need to engage in efforts to develop products or services according to the needs and desires of consumers, which will facilitate the understanding of consumer behaviors. According to Mowen and Minor (2002), behavioral intention is defined as the desire of consumers to act in specific ways to acquire, dispose of, and use products or services. Thus, consumers are inclined to seek information, share their experiences with a product to others, and have the desire to purchase a specific product. As Simamora (2003: 6) states, behavioral intention is a proposition that binds itself to future actions. Behavioral intention is the frequency of purchase or total purchase rate of buyers who are loyal to a specific brand (Ratnasari et al., 2020: 870).

Intentions are actions that can significantly influence behaviors, indicating how eager consumers are to experience and make efforts towards that experience. Consumers tend to rely on information from people they know. Therefore, word-of-mouth communication plays a significant role in behavioral intentions and reduces the risk of selecting a new product/service (Hwang et al., 2019: 95).

## **3. METHOD**

### **3.1. Purpose and Importance of the Research**

The purpose of this study is to determine the impact of dining experience attributes in restaurant establishments on customer satisfaction and behavioral intentions in casual dining restaurants. Specifically, the study aims to investigate the effects of hedonic and utilitarian values on customer satisfaction and behavioral intentions. Examining the influence of the dining experience on customers' behavioral intentions is considered crucial for the development of strategies in future planning for restaurant businesses. One significant aspect for restaurant establishments is to establish a sustainable relationship by creating customer satisfaction. It is well-known that there is

a direct relationship between consumers' behavioral intentions and satisfaction. Therefore, this research is considered important in revealing which satisfaction practices affect behavioral intentions for businesses.

### 3.2. Population and Sample of the Research

The population of the study consists of customers visiting restaurant establishments in the province of Van. The sampling method of the research is convenience sampling, which is a non-probability sampling method. Due to the large size of the research population, reaching all participants is deemed impractical. Additionally, providing definitive answers to the question of the ideal sample size for obtaining reliable research results is not possible. However, approximate calculations can lead to a conclusion (Yazıcıoğlu and Erdoğan, 2004: 50). The data collection method used in the research is the survey technique, a quantitative research method.

The research population consists of consumers who purchase services from restaurant establishments operating in the city of Van. The research was conducted between October 2022 and January 2023. The survey form was created using the Google Docs service and was conducted online. After conducting a literature review, it was calculated that for populations exceeding one million, the sample size should be at least 384 with a 0.05 margin of error (Sekaran, 2003: 294).

### 3.3. Scales Used in the Research

For the research, a questionnaire form was designed, consisting of four sections. The first section includes questions that measure the participants' demographic characteristics. In the second section of the questionnaire form, data collection form used in the study by Jin, N., Lee, S., and Huffman L. (2012) was considered and adapted to fit the current study. The third section used the data form from the study by Canny, I. U. (2014). In the fourth section, the data collection form from the study by Zeithaml V. A., Berry L. L., and Parasuraman A. (1996) was taken into account and adapted to suit the current study.

The statements in the questionnaire form are organized in a five-point Likert scale format. Additionally, participants were instructed to evaluate each statement in the questionnaire form considering their most recent visit to a restaurant establishment.

### 3.4. Hypotheses and Model of the Research

**H<sub>1</sub>** Restaurant experience has a positive effect on customer satisfaction.

**H<sub>1a</sub>** "Food quality" has a positive effect on customer satisfaction.

**H<sub>1b</sub>** "Environment and acceptance" has a positive effect on customer satisfaction.

**H<sub>1c</sub>** "Price perception" has a positive effect on customer satisfaction.

**H<sub>2</sub>** Customer satisfaction has a positive effect on behavioral intention.

Based on the established hypotheses, the research model is shown in the figure below.

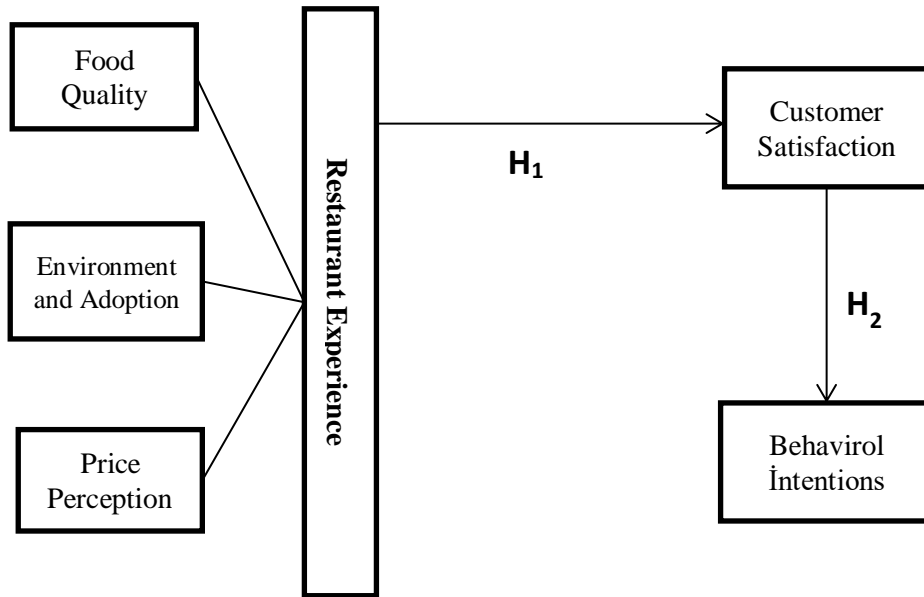


Figure 1. Research Model

## 4. FINDINGS

### 4.1. Distribution of Participants According to Demographic Characteristics

Information about the participants' demographic data such as gender, age, marital status, education, monthly income, and occupation is presented in Table 1 below.

Table 1. Demographic Variables

Demographic Variable	Category	N	%
<i>Gender</i>	Woman	226	57,9
	Men	164	42,1
	<b>Total</b>	390	100,0
<i>Age</i>	20 ve altı	59	15,1
	21-30	158	40,5
	31-40	77	19,7
	41-50	66	16,9
	51-60	25	6,4
	61 ve Üzeri	5	1,3
	<b>Total</b>	390	100,0
<i>Marital Status</i>	Married	152	39,0
	Single	238	61,0
	<b>Total</b>	390	100,0
<i>Educational Status</i>	Elementary School	4	1,0
	Secondary School	23	5,9
	High School	53	13,6
	University	234	60,0
	Graduate Studies	76	19,5
	<b>Total</b>	390	100,0
<i>Income</i>	5500 TL ve altı	175	44,9
	5501-7500 TL	43	11,0
	7501-9500 TL	31	7,9
	9501-11500 TL	40	10,3
	11501 TL ve üzeri	101	25,9
	<b>Total</b>	390	100,0

<i>Occupation</i>	Public Sector Employee	130	33,3
	Private Sector Employee	58	14,9
	Homemaker	16	4,1
	Trader/Shopkeeper	20	5,1
	Student	131	33,6
	Retiree	5	1,3
	Other	30	7,7
	<b>Total</b>	<b>390</b>	<b>100,0</b>

When examining the demographic data presented in Table 1 (n=226, 57.9%), it can be observed that the majority of the participants are females. Regarding the age distribution of the participants (n=158, 40.5%), it is found that most of them fall within the 21-30 age range. It appears that restaurants attract a younger customer profile, primarily consisting of individuals under the age of 40.

Analyzing the marital status of the participants, it is noted that a significant proportion is single (n=238, 61.0%), followed by married individuals (n=152, 39.0%). The distribution of marital status indicates that single individuals form a substantial part of the respondents. Regarding the participants' occupations, there is a close balance between those working in the public sector (n=130, 33.3%) and students (n=131, 33.6%). It is suggested that there may be a correlation between income levels and occupation.

#### 4.2. The Reliability Analysis of the Scales

Cronbach's Alpha coefficient indicates whether the statements in the scale form a cohesive structure to describe a whole. The ranges of the Alpha coefficient determine the reliability of the scale with certain scores. If  $0.80 \leq \alpha < 1.00$ , the scale is considered highly reliable (Kalaycı, 2005).

**Table 2.** The Result of the Reliability Analysis

Scale	Cronbach's Alpha	N
Restaurant Experience	,977	15
Customer Satisfaction		
Behavioral Intentions		

Upon examining Table 2, it can be observed that the reliability coefficient (Cronbach's alpha) of the scales is found to be 0.977. Based on this result, it is determined that the scales used in the study are highly reliable, and it is believed that the findings of the research will be robust.

#### 4.3. Examination of Normal Distribution

In the study, data were collected from 390 participants who had experienced dining at restaurants. In order to test the hypotheses of the research, the validity of the scales used in the study and the normal distribution of the data set were examined. Confirmatory factor analysis was conducted to test the validity of the restaurant experience, customer satisfaction, and behavioral intention scales used in the research, and it was found that the fit indices were within acceptable values. For outlier screening in the data set, the Z-score calculation method was preferred, and the reference range of  $-3 < Z < +3$  was used (Seçer, 2017).

The skewness and kurtosis values of the data set were examined to assess the normality, and a reference range of  $\pm 1.96$  was considered (Fisher, 1992). Accordingly, the skewness (-0.294) and kurtosis (-1.115) values for the restaurant experience variable, skewness (-0.419) and kurtosis (-1.160) values for customer satisfaction, and skewness (-0.404) and kurtosis (-1.257) values for behavioral intention indicate that the data set exhibits normal distribution. The Kolmogorov-Smirnov test was used to assess the normality of the data set, and it was found that the p-values for restaurant experience (p=0.116), customer satisfaction (p=0.205), and behavioral intention (p=0.194) were

insignificant, indicating that the data follow a normal distribution. Finally, histogram plots of the data set were examined, and the normal distribution of the data was confirmed.

#### 4.4. Regression Analysis

The process of explaining the relationship between two variables, where one is assigned as the dependent variable to be predicted and the other as the independent variable to predict, is conducted through simple linear regression (Seçer, 2017). In the scope of this research, since there is one dependent and one independent variable, simple linear regression was applied. The relevant results of the regression analysis are presented in Table 3.

Table 3. Simple Linear Regression Analysis for Behavioral Intention Variable

Variable	B	Standard deviation	Beta	t	Sig.
Stable	-,010	,050		-,202	,840
Customer Satisfaction	1,014	,014	,963	70,302	,000

F: 4942,382 df: 1 R<sup>2</sup> = ,927

The analysis results showed that the F value is 4942.382 and statistically significant (p=0.00). According to the simple linear regression analysis, customer satisfaction is found to have a high and significant relationship with behavioral intention (R=0.96, R<sup>2</sup>=0.92, p<0.01). Thus, customer satisfaction explains 92% of the total variance in behavioral intention. When examining the standardized Beta coefficient and t-values, it can be said that customer satisfaction is a significant predictor of behavioral intention.

#### 4.5. Findings from the Analysis of Differences based on Demographic Characteristics (ANOVA-T Test)

In order to determine whether the participants' demographic data show any statistically significant differences in terms of restaurant experience, customer satisfaction, and behavioral intention, the analyses were conducted. Independent samples t-test was used to compare the means of two sample groups. The variables were analyzed using T-Test and ANOVA to determine whether they have differences based on demographic characteristics. The results of the T-Test and ANOVA are presented in the tables.

Table 4. Analysis of Differences in Participants' Averages in Terms of Restaurant Experience

Variables		N	$\bar{X}$	SS	F	Varyans Homojenty (p)	t	p	Significant Difference
Gender	Woman	226	3,1249	1,10369	4,324	,038	-1,850	,065	-
	Men	164	2,9099	1,17238					
Age	20 and below	59	2,8173	1,17131	5,485	,252		,000	21-30 & 61 and above
	21-30	158	2,7841	1,08071					
	31-40	77	3,2944	1,09384					
	41-50	66	3,3670	1,11758					
	51-60	25	3,2044	1,17793					
	61 and above	5	4,2667	,40521					



<b>Marital Status</b>	Married	152	3,3501	1,09665	,742	,390	-4,490	,000	-
	Single	238	2,8329	1,11774					
<b>Educational Status</b>	Primary School	4	2,5556	1,33642	3,268	,134		,012	Üniversty & Postgraduate
	Secondary School	23	2,8454	1,26231					
	High School	53	3,2369	1,28566					
	University	234	2,9055	1,08856					
	Postgraduate	76	3,3728	1,05545					
<b>Income</b>	5500 TL and below	175	2,7911	1,10459	8,633	,040		,000	-
	5501 - 7500 TL	43	3,0129	1,18342					
	7501-9500 TL	31	3,3333	1,04350					
	9501- 11500 TL	40	2,6806	1,18532					
	11501 TL and above	101	3,5138	1,01274					
<b>Occupation</b>	Public Sector Employee	130	3,2598	1,11614	3,505	,170		,002	Public Sector Employee & Student
	Private Sector Employee	58	3,2261	1,25828					
	Homemaker	16	2,7083	1,07717					
	Business Owner	20	3,0111	1,08442					
	Student	131	2,7540	1,04250					
	Other	30	2,9333	1,21176					
	Retiree	5	4,0444	,66944					

An independent samples t-test was conducted to examine whether participants' levels of restaurant experience differed significantly based on their gender and marital status. The results of the independent samples t-test indicated that the levels of restaurant experience among individuals differed significantly based on their marital status. Furthermore, an ANOVA test was performed to investigate whether participants' restaurant experience levels varied based on their age, education, monthly income, and occupation. The analysis showed that there was homogeneity of variance for the age variable ( $p=0.313$ ). Post Hoc Tukey and Scheffe tests were conducted to determine which groups showed significant differences. It was found that participants aged 61 and above had significantly higher experience compared to those aged 21-30. The mean difference between these groups was 1.48, with a significance level below 0.05. Regarding education status ( $p=0.134$ ) and occupation ( $p=0.170$ ), there was also homogeneity of variance.

**Table 5.** Difference Analysis Regarding the Averages of the Participants in terms of Customer Satisfaction

Variables		N	$\bar{X}$	SS	F	Varyans Homojenty (p)	t	p	Significant Difference
<b>Gender</b>	Woman	226	3,3732	1,26954	2,908	,089	-2,273	,024	-
	Men	164	3,0691	1,34983					
<b>Age</b>	20 and below	59	3,1017	1,38859	5,839	,032		,000	21-30 & 61 and above
	21-30	158	2,9156	1,19857					
	31-40	77	3,5714	1,25290					
	41-50	66	3,6414	1,35912					
	51-60	25	3,3333	1,34715					
	61 and above	5	4,6667	,47140					

<b>Marital Status</b>	Married	152	3,6447	1,28710	,114	,736	-4,952	,000	-
	Single	238	2,9902	1,26380					
<b>Educational Status</b>	Primary School	4	2,7500	1,66389	3,512	,051		,008	Üniversty& Postgraduate
	Secondary School	23	2,9710	1,55996					
	High School	53	3,2767	1,36616					
	University	234	3,1197	1,27592					
	Postgraduate	76	3,7193	1,19263					
<b>Income</b>	5500 TL and below	175	2,9676	1,24295	9,987	,003		,000	-
	5501 - 7500 TL	43	3,0388	1,32179					
	7501-9500 TL	31	3,5161	1,24377					
	9501- 11500 TL	40	2,8833	1,47641					
	11501 TL and above	101	3,8746	1,14877					
<b>Occupation</b>	Public Sector Employee	130	3,5744	1,31709	3,798	,263		,001	Public Sector Employee & Student
	Private Sector Employee	58	3,3736	1,36380					
	Homemaker	16	2,8333	1,27657					
	Business Owner	20	3,1333	1,27229					
	Student	131	2,9517	1,20973					
	Other	30	2,9667	1,35994					
	Retiree	5	4,3333	,70711					

The independent samples t-test results revealed that there was a significant difference in the levels of customer satisfaction among individuals visiting restaurants based on their genders. Therefore, it can be concluded that gender is a factor that affects the satisfaction levels of restaurant visitors. Furthermore, there was a significant difference in customer satisfaction levels among individuals based on their marital status. Post Hoc Tukey and Scheffe tests were conducted to determine which groups showed significant differences. The assumptions of variance homogeneity were met for education level ( $p=0.051$ ) and occupation ( $p=0.263$ ) variables.

**Table 6.** Difference Analysis of Participants' Means in terms of Behavioral Intent

Variables		N	$\bar{X}$	SS	F	Varyans Homojenty (p)	t	p	Significant Difference
<b>Gender</b>	Woman	226	3,4322	1,35339	,905	,342	-2,568	,011	-
	Man	164	3,0711	1,39371					
<b>Age</b>	20 and below	59	3,0734	1,38833	6,262	,006		,000	-
	21-30	158	2,9304	1,25235					
	31-40	77	3,6190	1,30755					
	41-50	66	3,7626	1,46733					
	51-60	25	3,3867	1,53864					
	61 and above	5	4,6667	,33333					
<b>Marital Status</b>	Married	152	3,7456	1,36967	,044	,833	-5,518	,000	-
	Single	238	2,9832	1,30551					

<b>Educational Status</b>	Primary School	4	2,7500	1,57146	4,352	,093		,002	Üniversty & Postgraduate
	Secondary School	23	2,9855	1,41532					
	High School	53	3,3899	1,34039					
	University	234	3,1182	1,27360					
	Postgraduate	76	3,8202	1,57146					
<b>Income</b>	5500 TL and below	175	2,9714	1,27249	11,697	,015		,000	-
	5501 - 7500 TL	43	2,9767	1,34005					
	7501-9500 TL	31	3,5914	1,34635					
	9501- 11500 TL	40	2,9167	1,53172					
	11501 TL and above	101	3,9934	1,25608					
<b>Occupation</b>	Public Sector Employee	130	3,6846	1,39786	4,366	,091		,000	Public Employee & Student
	Private Sector Employee	58	3,3563	1,43727					
	Homemaker	16	2,9583	1,41879					
	Business Owner	20	3,2167	1,33454					
	Student	131	2,9211	1,23678					
	Other	30	3,0000	1,42232					
	Retiree	5	4,2667	,76012					

According to the independent samples t-test results, there is a significant difference in the levels of behavioral intentions of individuals who visit restaurants based on their genders. Therefore, gender can be considered as a factor that influences the behavioral intentions of restaurant visitors. Additionally, it was observed that the levels of behavioral intentions of individuals who visit restaurants differ significantly based on their marital statuses. Post hoc Tukey and Scheffe tests were applied to determine which specific groups exhibit significant differences. Variance homogeneity was established for the variables of education ( $p=0.093$ ) and occupation ( $p=0.091$ ).

## 5. CONCLUSION

The analysis of the research indicates that there is a strong relationship between restaurant experience, customer satisfaction, and behavioral intentions. Restaurant experience refers to all interactions and experiences that customers have in a restaurant, while behavioral intention indicates the tendency of customers to determine their attitudes and actions towards the restaurant in the future. Satisfied customers are more likely to revisit the restaurant and recommend it to others. Therefore, restaurants should continuously strive to maintain customer satisfaction at the highest level.

The study focused on the duration of time spent in restaurants, as it is a significant factor that may influence customer satisfaction and behavioral intentions. The research aimed to determine whether the restaurant experience, which represents the entire duration of customer interaction with the restaurant, affects customer satisfaction and behavioral intentions. The results of the study show that the experience in a restaurant significantly affects both customer satisfaction and behavioral intentions.

The findings of the research emphasize the importance of creating memorable experiences for customers throughout their entire visit to a restaurant. The study used a scale that consists of various

elements of the restaurant experience, indicating that customer satisfaction is influenced by a range of factors during their visit. In other words, the entire duration of customer interaction, from the first contact with the restaurant to the moment of leaving, contributes to the overall restaurant experience.

The results of the research highlight the need for restaurant establishments to be mindful of providing unforgettable experiences for their customers throughout their time spent at the restaurant. Additionally, it is evident that customer satisfaction has a significant impact on behavioral intentions. The conducted impact analysis revealed that customer satisfaction has a strong impact of 92% on behavioral intention. The findings of this research are limited to customers of restaurant establishments in Van province, and they may not be generalizable to other populations. Furthermore, due to the restriction on face-to-face survey implementation by the establishments, certain limitations were encountered. Therefore, it is recommended for researchers to conduct similar studies in different regions or within different segments of the tourism industry.

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