6.0 REFERENCES

- Andaleeb, S.S and Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*. 20 (1), 3-11.
- Aubert-Gamet, V. and Cova, B. (1999), "Servicescapes: from modern non places to postmodern common places", *Journal of Business Research*, 44 (1), 37-45.
- Auty, S. (1992). Consumer choice and segmentation in the restaurant industry. *The Service Industries Journal*, 12(3), 324-339.
- Bartlett, J.E., and Han, F. 2007. Analysis of service quality in restaurants in China: An Eastern Perspective. *ABR & TLC Conference Proceedings*.
- Bettman, J. and Park, W. (1980). Effects of prior knowledge and experience on consumer decision processes: a protocol analysis. *Journal of Consumer Research*. 7 (3), 234-48.
- Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employee responses", Journal of Marketing, 54, 69-82.
- Bitner, M.J. (1992), "Servicescapes: the impact of physical surroundings on customers and employees", *Journal of Marketing*, 56 (2), 57-71.
- Bove, L.L and Johnson, L.W. (2000) A customer–service worker relationship model, *International Journal of Service Industry Management* **11** (5) 491–511.
- Ching, F.D. (1996), Architecture: Form, Space, and Order, John Wiley & Sons, New York, NY.
- Clark, M.A. and Wood, R.C (1999). Consumer loyalty in the restaurant industry: a preliminary exploration of the issue, *British Food Journal*. 101 (4), 317–326.
- Dube, L., Renaghan, L.M. and Miller, J.M., (1994). Measuring customer satisfaction for strategic management. *The Cornell Hotel and Restaurant Administration Quarterly* 35 (1), 39–47.
- Dulen, J. (1999), "Quality control", Restaurant & Institutions, 109 (5), 38-52.
- Edwards, J.S.A. and Meiselman H.L. (2005) The influence of positive and negative cues on restaurant food choice and food acceptance. *International Journal of Contemporary Hospitality Management* 17 (4), 332-344.
- Ekinci, Y. (2001). The validation of the generic service quality dimensions: an alternative approach", *Journal of Retailing and Consumer Services*, 8 (6), 311-324.

- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J. and Bryant. B.E. (1996) The American customer satisfaction index: nature, purpose, and findings. *Journal of Marketing* 6, 7–18.
- Frenzen, Jonathan K. and Harry L. Davis (1990), "Purchasing Behavior In Embedded Markets", *Journal of Consumer Research*, 17 (1), 1-12.
- Garbarino E. and Johnson, M.S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships, *Journal of Marketing Research* 63 (2), 70–87.
- Gulas C.S. and Bloch P.H. (1995) Right under our noses: Ambient scent and consumer responses. J Bus Psychol 10-87.
- Gustafsson, A., Johnson, M.D. and Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing* 69, 210–218.
- Henson, S., Majowicz, S., Masakure, O., Sockett, P., Jones, A., Hart, R., Carr, D. and Knowles, L.(2006), Consumer assessment of the safety of restaurants: the role of inspection notices and other information cues. *Journal of Food Safety*, 26, 275-301.
- Jang S. and Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research* 62 451–460.
- Johns, N. And Pine, R. (2002) Consumer behaviour in the food service industry: A review. *Hospitality Management*, 21, 119-134.
- Johnson, M.D. and Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*. 12, 267-86.
- Kivela, J., Inbakaran, R. and Reece, J. (1999), "Consumer research in the restaurant environment, Part 1: a conceptual model of dining satisfaction and return patronage", *International Journal of Contemporary Hospitality Management*, 11 (5), 205-222.
- Knight, A.J., Worosz, M.R. and Todd, E.C.D. (2007). Serving food safety: Consumerperceptions of food safety at restaurants. *International Journal of Contemporary Hospitality Management* 19 (6), 476-484.
- Koster, E.P. (2009). Diversity of determinants of food choice: A psychological perspective. *Food Quality and Preference* 20, 70-82.
- Lee, S., Kim, W.G. and Kim, H.J. (2006). The impact of co-branding on post-purchase behaviours in family restaurants. *Hospitality Management* 25, 245-261.

- Liu, Y. Jang, S.C. (2009). Perceptions of Chinese restaurants in the U.S: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management* 28, 338–348.
- Lovelock, C.H. (1985). Developing and managing the customer-service function in the service sector in Czepiel, J.A. (Ed.), The Service Encounter: Managing Employee Customer Interaction in Service Business, Lexington Books, Lexington, MA, 265-280.
- MacLaurin, D.J. and MacLaurin, T.L. (2000). Customer perceptions of Singapore's theme restaurants, *The Cornell Hotel and Restaurant Administration Quarterly* 41 (3), 75–85.
- Malaysia Third Industrial Master Plan 2006 2010.
- Mangold, W.G., Miller, F. and Brockway, G.R. (1999), "Word-of-mouth communication in the service marketplace", The Journal of Services Marketing, 13 (1) 73-89.
- Mattila, A.S. (2001) Emotional bonding and restaurant loyalty, *The Cornell Hotel and Restaurant Administration Quarterly* Vol. 42 (6), 73–79.
- Mattila, A.S. and Wirtz, J. (2001), Congruency of scent and music as a driver of instore evaluations and behaviour. *Journal of Retailing*, 77 (2), 273-89.
- Matzler, K., Sauerwein, E., 2002. The factor structure of customer satisfaction: an empirical test of the importance grid and the penalty-reward-contrast analysis. *International Journal of Service Industry Management* 13 (4), 314–332.
- Matzler, K., Bailom, F., Hinterhuber, H.H., Birgit, R., Pichler, J., 2004. The asymmetric relationship between attribute-level performance and overall customer satisfaction: a reconsideration of the importance–performance analysis. *Industrial Marketing Management* 33 (4), 271–277.
- McColl-Kennedy, J.R. and White, T. (1997), "Service provider training programs at odds with customer requirements in five-star hotels", The Journal of Services Marketing, 11 (4) 249-64.
- Mehrabian A, Russell JA. An approach to environmental psychology. Cambridge, MA: MIT Press; 1974.
- Namkung, Y and Jang, SC. (2008). Are highly satisfied restaurant customers really different? A quality perception perspective. *International Journal of Contemporary Hospitality Management*, 20 (2), 142-155.
- Park, C.W. and Lessig, V.P. (1981). Familiarity and its impact on consumer decision biases and heuristics. *Journal of Consumer Research*. 8, 223-30.

- Parsons, A.L. (2002). What determines buyer–seller relationship quality? An investigation from the buyer's perspective, *Journal of Supply Chain Management* 38 (2), 4–12.
- Pettijohn, L.S., Pettijohn, C.E. and Luke, R., (1997). An evaluation of fast food restaurant satisfaction: determinants, competitive comparisons and impact on future patronage. *Journal of Restaurant and Foodservice Marketing*, 2 (3), 3–20.
- Pizam, A., Ellis, T., 1999. Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management* 11 (7), 326–339.
- Raajpoot, N.A. (2002), "TANGSERV: a multiple item scale for measuring tangible quality in foodservice industry", *Journal of Foodservice Business Research*, 5 (2), 109-127.
- Ryu, K. and Jang, S. (2008) Influence of restaurant's physical environments on emotion and behavioural intention. *Service Industries Journal* 28. (80), 1151-1165.
- Soriano, D.R. (2002). Customers' expectations factors in restaurants. The situation in Spain. *International Journal of Quality & Reliability Management, 19*, 1055-1067.
- Steffy G. Architectural lighting design. New York, NY: Van Nostrand Reinhold; 1990.
- Stevens, P., Knutson, B. and Patton M. (1995). DINESERV: a tool for measuring service quality in restaurants, *The Cornell Hotel and Restaurant Administration Quarterly* 36 (2), 56–60.
- Sulek, J.M. and Hensley, R.L. (2004), "The relative importance of food, atmosphere, and fairness of wait", *The Cornell Hotel and Restaurant Administration Quarterly*, 45 (3), 235-247.
- Susskind, A.M. and Chan, E.K. (2000), "How restaurant features affect check averages: a study of the Toronto restaurant market", *The Cornell Hotel and Restaurant Administration Quarterly*, 41 (6), 56-63.
- Tam, J.L.M. (2008). Brand familiarity: Its effects on satisfaction evaluations. Journal of Services Marketing 22 (1), 3-12.
- Wakefield K.L. and Blodgett J.G (1996). The effects of the servicescape on customers' behavioral intentions in leisure service setting. *Journal Service Marketing*, 10(6): 45–61.
- Warshaw PR, Davis FD. 1985. Disentangling behavioural intention and behavioural expectation. *J Exp Soc Psycho*, 21, 213–28.

- Wildes, V.J. and Seo, W. (2001). Customers vote with their forks: consumer complaining behaviour in the restaurant industry. International Journal of Hospitality and Tourism Administration 2 (2), 21-34.
- Wright, L.T., Newman, A. And Dennis, C. (2006). Enhancing consumer empowerment. European Journal of Marketing. 40 (9/10), 925-935.