The Influence of Food Quality and Physical Environment on Behavior Intention Through Customer Satisfaction At Visitors To Mcdonald's Store In Samarinda

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ABSTRACT
The aim research was proved the relationship or influence of food quality on customer satisfaction; physical environment on customer satisfaction; customer satisfaction on behavior intentions; food quality on behavior intention through customer satisfaction; as well as the physical environment on behavior intentions through customer satisfaction. This research design uses a quantitative method with a causal approach which aims to identify a causal influence relationship between two or more variables. The population were visitors McDonald's outlets in Samarinda with sample amount of 130 participants. The analysis method was used structural equation modeling (SEM) with IBM SPSS AMOS 26 program in data processing. The results show that food quality has a positive and significant effect on consumer satisfaction; the physical environment has a positive and significant effect on consumer satisfaction; consumer satisfaction has a positive and significant effect on behavioral intentions; food quality has a positive and not significant effect on behavioral intentions through consumer satisfaction; the physical environment has a positive and insignificant effect on behavioral intentions through consumer satisfaction.

Keywords: Food Quality, Physical Environment, Customer Satisfaction, and Behavior Intention.

I.   INTRODUCTION

The development of fast food restaurants in Indonesia where Mc Donald's is ranked second with a percentage of 26.2% and the highest is KFC with a percentage of 27.2%. The development of KFC and MC Donald's is quite far compared to Hoka-Hoka Bento which is in third place with a score of 9.4%. Followed by A & W at 7.6% and the lowest, namely Richeese Factory at 4.7%. As one of the most favorite outlets, McDonalds is very popular with various groups, from children to adults. Many restaurants or outlets, one of which is fast food, are located in the city of Samarinda. If you look at it on weekends, more McDonald's outlets in Samarinda are visited by teenagers, families, and also through the drive thru provided by McDonald's. Apart from weekends, when it's lunch time, McDonald's outlets in Samarinda are in greater demand by visitors than competitors from McDonald's outlets. McDonald's has always had its own characteristics in its outlets, one of which is a strategic location that can be seen from 3 sides in Samarinda City. To increase the number of visitors and retain consumers, it is necessary to make efforts from the management of this McDonald's outlet to increase customer satisfaction.

In line with research conducted by Haurissa (2012) state that consumer satisfaction has a positive and significant effect on behavioral intentions. Then, research conducted by Bakirtaş et al. (2015) proved that consumer satisfaction has a positive and significant effect on behavioral intention. From this empirical research, it means that the better the satisfaction felt by consumers, the better consumers are to respond positively to what they receive from a service so that they can directly take action to repurchase intention, recommend to others, and so on. Fast food products served to the public are the most important components in the culinary industry because good quality food will provide an interesting experience and impression for visitors who come to buy and enjoy the food dishes served when consumers are satisfied with what they feel, directly or indirectly. indirectly can affect consumer behavioral intentions to repurchase, recommend to relatives, and so on. Referring

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to research conducted by Waqar Rana et al. (2017) proving the quality of food has a positive and significant effect on consumer satisfaction. Besides that, research Winarjo & Japarianto (2017) proving the quality of food has a positive and significant effect on consumer satisfaction. However, different research was carried out by Nelloh & Chandra (2015), food quality has no significant effect on consumer satisfaction. Then, research was carried out by Basaran & Buyukyilmaz (2015) prove that customer satisfaction has a positive and significant effect on behavioral intention. Next, Kannan (2017) prove the quality of food has a positive and significant effect on behavioral intentions. Similar to empirical, this means that food quality influences behavioral intention through consumer satisfaction which is because when a fast food restaurant has quality food it can provide behavior for an interest in visiting again or recommending it to others because consumers are satisfied with the services provided.

The fast food restaurant industry is required to maintain food quality. In addition, it is no less important in terms of maintaining food temperature, freshness of food and also providing portions that are very suitable and in accordance with the price paid by every visitor who comes to McDonald's. At McDonald's outlets in Samarinda, the quality of food and the right portion of food is one of the things that makes visitors feel satisfied and interested in returning to visit and enjoy the fast food menus offered at McDonald's outlets in Samarinda. In addition, the food quality factor that has an impact on the satisfaction felt by consumers in enjoying fast food at these outlets is no less important is the physical environment. The physical environment can strengthen the branding image of a business because it can recreate consumer perceptions, directly or indirectly, can affect consumer satisfaction at this Mc Donald's Samarinda fast food outlet. A conducive physical environment provides good vehicles and a positive image in the eyes of consumers because with better food quality it is hoped that the physical environment will also be better maintained so that consumers feel comfortable and feel at home for long at these fast food outlets. A well-maintained and attractive physical environment is likely to be able to increase new customers and loyal consumers to this culinary industry. Customer perceptions about products, atmosphere and service are closely related to the emotions of consumers who visit and buy fast food at Mc Donald's outlets when consumers feel the food and services provided are of good quality. higher level of consumer satisfaction.

Similar to research from Ali & Omar (2014), the physical environment has a positive and significant effect on consumer satisfaction. In addition, research conducted by Çetinsöz (2019) proves that the physical environment has a positive and significant effect on consumer satisfaction variables. The physical environment is an integral part in creating customer satisfaction m or more in fast food restaurants because they feel the atmosphere around them consciously or unconsciously before, during and after eating food and this will have a major influence in determining total customer satisfaction. Conversely, when consumers are satisfied with the services provided, the result is an interest in behavior to return to visit and recommend to others. Then, research from Rana et al. (2017) was proved that customer satisfaction has a positive and significant effect on behavioral intention Wibowo et al. (2020) was proved that the physical environment has a positive and significant effect on behavioral intentions. In line with these empirical results, it means that when the physical environment is good, it can influence behavioral intentions to recommend other people or revisit and be loyal to the fast food industry, which is because consumers feel satisfied with what they feel related to the physical environment of fast food outlets in Samarinda.

II.   LITERATURE REVIEW

Consumen Behaviour Theory
The explanation of Hawkins dan Motherbaugh (2013:18), consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society. Solomon (2015:28), customer behavior it is study of the processes in volved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experieces to satisfy needs and desires.

Planned Behaviour Theory
Mahyarni (2013:19), *"Theory of planned behavior"* based on the assumption that humans are rational beings who use information that is important to them. The implication, from attitudes or actions to decide to choose or not choose certain behaviors. The following is a picture or model of the theory of planned behavior or TPB.

Food Quality
According to Salsabilah & Sunarti (2018:142), food quality is a quality characteristic of a food or that is served, which can be evaluated by checking the points that must be controlled through the nutritional value contained in the food, the level of ingredients used, taste, and appearance. product, so as to create a product standard to be achieved. Meanwhile, according to Aparianto (2017:1) that providing food quality that matches customer expectations can have a positive influence on the relationship between the company and customers.

Physical Environment
According to Dinçer & Özdemir Güzel (2018:628), "the physical environment can be defined as a consciously design of the service environment of a place in order to influence positively the preferences and purchasing decisions of the people." Meanwhile, according to Han et al., (2019) in Wibowo et al. (2020:20) state that the physical environment is described as the quality of the man-made atmosphere in which a particular product or service is provided.

Customer Satisfaction
According to Kottler & Amstrong (2016:39) explain that customer satisfaction is the extent to which a product's or services perceived performance matches a buyer's expectations. If the product's or services performance falls short of expectations the customers is dissatisfied. If performance matches expectations, the customers is satisfied. If performance exceeds expectations, the customers ih highly satisfied or delighted. And then, furthermore to explain by Kotler & Keller (2016:153), satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations.

Behavior Intention
According to Schiffman & Kanuk (2013:235), behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. Meanwhile according to Peter & Olson (2014:331), behavioral intention is a proportion that relates itself to future actions. Furthermore, Spears & Singh (2004) in Koo et al. (2014:129), behavioral intention can be defined as an individual's tendency to behave according to his or her feelings, knowledge, or evaluations of previous experiences.

The Hyphotesis Development
The Effect of Food Quality on Customer Satisfaction
A product is anything that is made available to the public or consumers in an effort to pique their interest and encourage consideration, purchase, use, or consumption. Consumers will be satisfied with products in good condition, and vice versa if the product is in poor shape, the consumers will not be. Customer satisfaction will increase when product quality improves and more customers are satisfied. (Kottler & Kotler, 2016 dalam Sulistyaningrum, 2014:26). Refering to research that conducted by Waqar Rana et al. (2017) show that food quality has a positive and significant effect on customer satisfaction. Beside that, research to conducted bt winarjo & japarianto (2017) the food quality has a positive and significant effect on the customer satisfaction. However, , pada penelitian yang dilakukan oleh Nelloh & Chandra (2015) prove that food quality no significant effect on customer satisfaction.
Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.
H1: It is suspected that food quality has a positive and significant effect on customer satisfaction

The Effect of Physical Environment on Customer Satisfaction
The physical environment can strengthen the brand image of a business, create customer perceptions, and directly affect customer satisfaction (Booms and Bitner, 1982). Lim (2010) also shows that if customers receive good quality food and service simultaneously, this will greatly contribute to a higher level of customer satisfaction. Research conducted by Ali & Omar (2014) proved that the Physical Environment has a positive and significant effect on the Customer Satisfaction variable. In addition, research conducted by Çetinsöz (2019) had been proved that the Physical Environment variable has a positive and significant effect on the Customer Satisfaction variable.
Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.
H2: It is suspected that the physical environment has a positive and significant effect on customer satisfaction

The Effect of Customer Satisfaction on Behavior Intention
Customer satisfaction can assist business actors in expanding their business, gaining a wider market share, and increasing revenue. Existing customer satisfaction will help create customer intention to repurchase, recommend to other colleagues and intention to be loyal to a business. (Kandampully & Suhartanto, 2000). Research conducted by Haurissa (2012) had been proved that the customer satisfaction has a positive and significant effect on the behavioral intention. Research conducted by bakirtaş et al. (2015) had been proved that the customer satisfaction has a positive and significant effect on the behavior intention.
Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.
H3: It is suspected that customer satisfaction has a positive and significant effect on behavior intention

The Effect of Food Quality on Behavior Intention Through Customer Satisfaction
According to Cronin and Taylor (1992), food quality or food quality affects satisfaction and that satisfaction will positively influence behavioral intentions where the relationship between customer satisfaction and

behavioral intentions is stronger than quality performance. In the restaurant or restaurant industry, both the service and food quality aspects can be an important component in creating satisfaction and what behavioral intention consumers will give to restaurants or restaurants in the future (Ha & Jang, 2012). Research conducted by Weliani (2015) proves that food quality has a positive effect on customer satisfaction. Then, research conducted by Basaran & Buyukyilmaz (2015) proved that customer satisfaction has a positive and significant effect on behavioral intention. Furthermore, Kannan (2017) proved that food quality has a positive and significant effect on behavioral intention. In accordance with this, it means that food quality influences behavior intention through customer satisfaction which is because when a fast food restaurant has quality food it can provide behavior for an interest in visiting again or recommending it to others because consumers are satisfied with the services provided.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H4: It is suspected that food quality has a positive and significant effect on behavioral intentions through customer satisfaction

The Effect of Physical Environment on Behavior Intention Through Customer Satisfaction
The physical environment is the most important part in creating customer satisfaction where consumers may spend several hours or more in a fast-food restaurant because they feel the surrounding atmosphere consciously or unconsciously before, during and after eating food and this will have a major influence in determining the customer. overall satisfaction. Conversely, when consumers are satisfied with the services provided, the result is an interest in behavior to return to visit and recommend to others. Research conducted by Ali & Omar (2014) proves that the physical environment has a positive effect on customer satisfaction. Then, research conducted by Rana et al. (2017) proved that customer satisfaction has a positive and significant effect on behavioral intention. Furthermore, Wibowo et al. (2020) proved that the physical environment has a positive and significant effect on behavioral intention. This means that when the physical environment is good, it will have an impact on consumers feeling satisfied so that it indirectly affects behavioral intentions to recommend other people or visit again.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H5: It is suspected that the physical environment has a positive and significant effect on behavioral intentions through customer satisfaction

Research Conceptual Model
The following is the conceptual framework of the research model which describes the influence relationship either directly or through intermediaries or is called the intervening variable as shown in Figure 1.
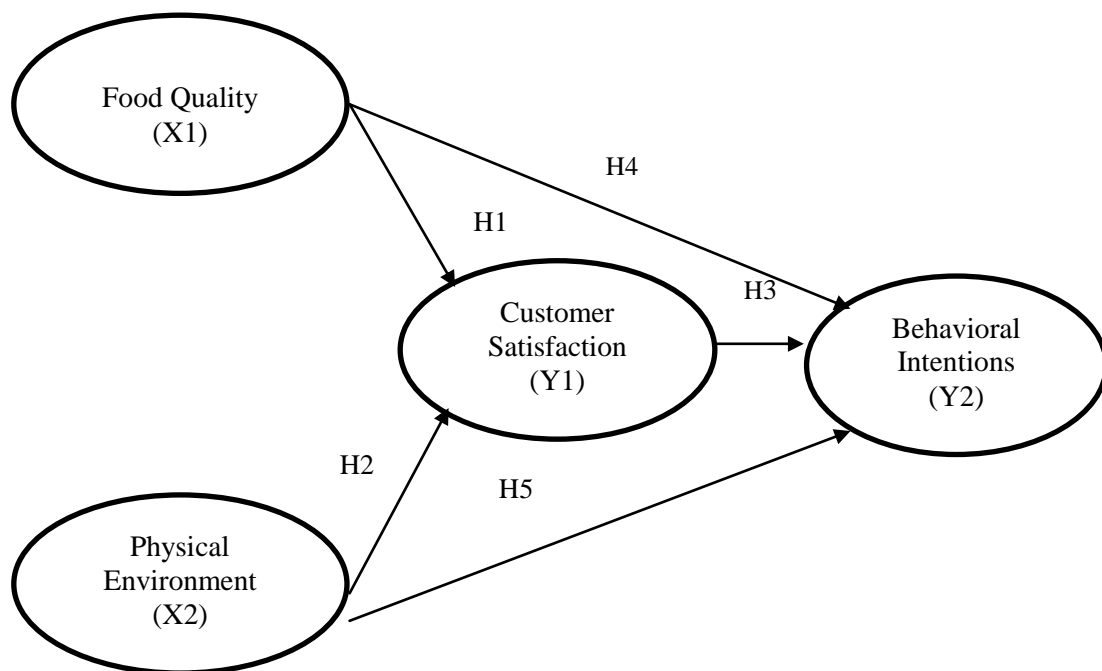

Figure 1. Research Conceptual Model

III.   RESEACH METHOD

Operationalization Variable

1. Food Quality (X1) is the quality of food at McDonald's in Samarinda City using premium quality ingredients so that consumers feel satisfied when buying their products. The indicators of the Food Quality variable according to Sanjeev Kumar & Deepali Bhatnagar (2017), have 3 indicators namely.
    a. Food quality ingredient.
    b. Food temperature.
    c. Food freshness.
2. Physical environment (X2) is the physical environment in McDonald's outlets in Samarinda which is provided to consumers to create a safe, comfortable and clean atmosphere. So that consumers feel at home and want to visit again. And able to meet the needs of every consumer who eats at McDonald's in Samarinda City. According to Serap Ozdemir-Guzel and Mithat Zeki Dincer (2018) the Physical Environment has 4 indicators namely.
a.   Atmosphere.
b.   Lighting.
c.   Table setting.
d.   Staff.
3. Consumer satisfaction (Y1) is customer satisfaction when eating at McDonald's in Samarinda City. Satisfaction in terms of service, products offered to consumers and facilities available at McDonald's to create comfort and satisfaction for each customer. The indicators used in the Customer Satisfaction variable according to Lee & Kao (2015) consist of 3 indicators, namely.
a.   Product Quality
b.   Service Quality
c.   Price
4. Behavior intention (Y2) is the attitude of consumers towards McDonald's in Samarinda City for repurchasing intentions. Loyal to McDonald's, and share the good experiences and advantages of McDonald's with others. The indicators used in the Behavior Intention variable according to Luk et al. (2013) consists of 3 indicators, namely.
a.   Share Experience
b.   Make Positive Comments
c.   Recommend

Population and Sample

The population used in this study was McDonald's outlet visitors in Samarinda with a sample of 130 respondents.

Analysis Method

The opinion of Thakkar (2020:1), structural equation modelling (SEM) is a multivariate quantitative technique employed to describe the relationships among observed variables. The technique helps the researcher to test or validate a theoretical model for theory testing and extension. The multivariate analysis is conducted with an objective to help the researcher for in-depth explanatory analysis with a required statistical efficiency. As a the result, the researcher wants to verify that to what extent the hypothesized theoretical model is adequate for the sample data. On verification of this, the researcher gets exposed to two options: (i) if the hypothesized theoretical model is supported by the sample data, then a researcher can incorporate more phenomena in the basic model and attempt to investigate a more complex structure; (ii) if the theoretical model is not adequately supported by the data, then a researcher should either modify the basic model or develop an alternative model for testing. SEM enables the researcher to indulge in a deeper enquiry through a process of scientific hypothesis testing and extend the present body of knowledge by discovering complex relationships among constructs.

IV.   ANALYSIS AND DISCUSSION

Assumption Test
Outlier Test

The outlier test is used to find out whether there are extreme values that look much different from other observations in one observation condition for the number of samples or respondents. To see the evaluation of multivariate outliers, use the p level <0.001. This distance is evaluated using X2 in degrees of freedom equal to the number of measured variables used in the study. In this study, the parameter items totaled 13 statements, which then through the excel program obtained results of 34.528 (obtained from chinvers = 0.001; 13), which means that all data or results greater than 34.528 are multivariate outliers.

Normality Test

The purpose of using the data normality test is to find out whether the data obtained has a normal distribution or not. Because CB-SEM using AMOS is a parametric distribution, it must meet the data normality test, if it is not fulfilled, the research mode is not feasible and cannot be developed. The data normality test in the AMOS SEM is reflected in the assessment of normality value which is the output to test whether the data is normal in a multivariate manner as one of the conditions that must be met with the Maximum Likelihood (MLE) estimation technique. The data normality test was carried out using the critical skewness ratio (CR) value criterion of ± 2.58 at a significance level of 0.01 which is normally distributed or meets the assumption of normality if the critical skewness ratio value kurtosis value is below the absolute price of 2.58. The results of the normality test in this study were univariately the critical skewness ratio value of all indicators was very low, namely below 2.58 with a significance level of 0.01, which means that the univariate data was normally distributed. Then the value of 1.437 is the coefficient of multivariate kurtosis with a critical ratio value of 2.467 below 2.58 so that it can be concluded that the data is normally distributed multivariate.

Outer Model Evaluation

Evaluation of the measurement model with the reliability test which can be seen in the construct reliability value and the variance extracted questionnaire. The cut off value for construct reliability is at least 0.70, while the cut off value for variance extracted is at least 0.50. Then there is also a discriminant validity value to measure validity with a cut off value of 0.70. The following are the results of testing the measurement model as shown in Table 1 below.

Table 1. Validity and Realibility Test Measurement Model

Construct	*Composite Realibility*	*Average Variance Extracted (AVE)*
Food Quality (X1)	0.666	0.816
Physical Envvironment (X2)	0.758	0.871
Consumer Satisfaction (Y1)	0.692	0.832
Behaviour Intention (Y2)	0.685	0.827

Source : AMOS 26 Graphics, Processing data in 2022.

According to Table 1 above, the results show that all constructs for composite realibility values > 0.70, it can be concluded that they have met the reliable requirements, which means that the values of the indicators or parameters used as observed variables are relatively able to explain the latent variables formed while testing the discriminant values. The validity is reflected in the average variance extracted value > 0.70, which means that the validity of each construct is good or high from the correlation value between latent constructs.

Goodness of Fit Model

Goodness of fit aims to determine how far the hypothesized model fits or fits the sample data. The results of the goodness of fit test can be seen in Figure 2 below.
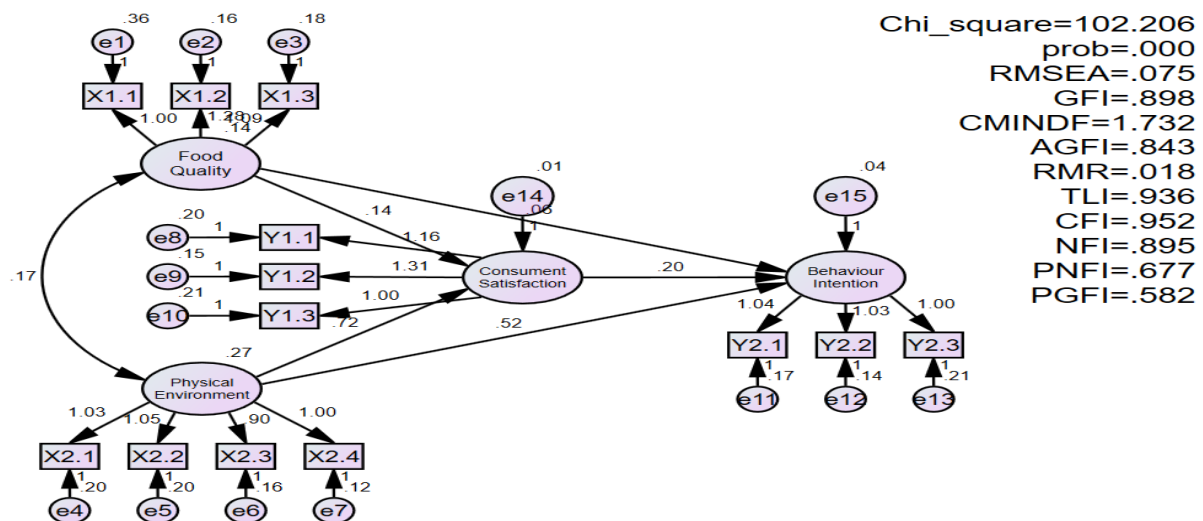

Figure 2. Inner Mode SEM with Goodness of Fit Model
Source : AMOS 26 Graphics, Processing data in 2022.

Based on these results, the model feasibility test results were reported for evaluation as shown in Table 2 below.

Table 2. Goodness of Fit Test

Indexs GoF	*Treshold*	Analysis	Evaluation
Absolute Fit Measures			
Chi-Square (X^2)	df = 59 dengan α = 0,05 X^2_{Tabel} (77,931)	102,206	Good fit
Sig *(probability)*	≥ 0,05	0,000	Good fit
RMSEA	< 0,08	0,075	Good fit
GFI	≥ 0,90	0,898	Poor fit
CMIND/DF	< 2,00	1,732	Good fit
AGFI	≥ 0,90	0,843	Poor fit
RMR	< 0,05	0,018	Good fit
Incremental Fit Measures			
NFI	> 0,90	0,895	Poor fit
TLI	> 0,90	0,936	Good fit
CFI	> 0,90	0,952	Good fit
Parsimony Fit Measures			
PNFI	< 0,90	0,677	Good fit
PGFI	< 1,00	0,582	Good fit

Source : AMOS 26 Graphics, Processing data in 2022.

According to Table 2 above, it is obtained for absolute fit measures, namely the results of Chi-Squarecount (X2 count) > Chi-Squaretable (X2 table) or 102.206 > 77.931; significance 0.000 <0.05; RMSEA value of 0.075 <0.08; GFI value of 0.898 <0.90; cmind/df value of 1.732 <2.00; AGFI value of 0.843 <0.90; RMR value of 0.018 <0.05. For incremental fit measures, namely the NFI value of 0.895 <0.90; TLI value of 0.936 > 0.90; CFI value of 0.952 > 0.90. As for the parsimony fit measures, namely the PNFI value of 0.677 <0.90 and the PGFI value of 0.582 <1.00. According to Hair, al., (2019: 642), "the CFI and RMSEA will often provide sufficient unique information to evaluate a model." As can be seen, in Table 2 above the RMSEA value is 0.075 which means less than 0.08 while the CFI value is 0.952 which means it is greater than 0.90. On this matter, the results of the evaluation of goodness of fit as a whole show that the model proposed in this study is accepted and feasible, which means that the fit of the model predicted with the observed values of the exogenous variables meets the requirements.

Hyphotesis Test

In this test, the critical ratio (CR) > 2.00 is used with α = 5%. The following are the results of the regression weight test as shown in Table 3 below.

Table 3. Regression Weight Test

Reationship	Estimate	S.E.	C.R.	P-Values	Label	Evaluasi
Food Quality on Customer Satisfaction	0,136	0.047	2.879	***	par_1	Supported
Physical Environment on Behavior Intention	0,718	0.189	3.795	***	par_2	Supported
Customer Satisfaction on Behaviour Intention	0,203	0.640	2.679	0.042	par_3	Supported
Food Quality on Behavior Intention through customer satisfaction	0,065	0.309	0.210	0.833	par_4	Not Supported

Reationship	Estimate	S.E.	C.R.	P-Values	Label	Evaluasi
Physical Environment on Behavior Intention through customer satscaftion	0,518	0.959	0.540	0.589	par_5	Not Supported

Source : AMOS 26 Graphics, Processing data in 2022.

According to Table 3 above, the results show that the regression coefficients for each variable have 3 (three) relationships or influences between variables that are accepted by the hypothesis and there are 2 (two) relationships or influences whose hypotheses are rejected which is related to hypothesis testing indirectly because there are variables supervisor or mediation specified in this study. Besides that, if the CR value > 2.00 and P-values < 0.05 then the hypothesis is accepted and vice versa.

Discussion
1.   The Effect of Food Quality on Customer Satisfaction
Food quality with an estimate of 0.136 has a positive and significant effect on customer satisfaction because the critical ratio (CR) is 2.879 > 2.00 with a significant level of 0.000 <0.05 which means H1 (first hypothesis) in this study is accepted. These findings indicate that the food quality variable which includes food quality, food temperature, and food freshness has a positive or unidirectional and significant relationship to customer satisfaction. This means that the better the food quality or the quality of the food served by McDonald's Restaurants in Samarinda can encourage the satisfaction felt by consumers.
The most significant factor in increasing customer satisfaction through food quality starts from the food temperature factor because the loading factor has the highest value, which is 0.772. This indicates that the warm food temperature factor is preferred by consumers so as to increase the satisfaction felt by consumers at McDonald's Restaurants in Samarinday. In addition, judging from the characteristics of the respondents in the age category, namely less than 20 years or as many as 41 people with a percentage of 31.53%, most of the respondents were young or millennial, so they were able to understand and feel that fast food at McDonald's is very tasty and fresh. Then, based on the description analysis, it shows that the food quality variable is perceived very highly by respondents with the highest indicator, namely food temperature with an average score of 4.45 and a percentage of 88.92%. This shows that the food quality has been considered very good with the most dominant indicator in forming this variable is food temperature. Referring to research conducted by Waqar Rana et al. (2017) proved that the Food Quality variable has a positive and significant effect on the Customer Satisfaction variable. In addition, research conducted by Winarjo & Japarianto (2017) proved that the Food Quality variable has a positive and significant effect on the Customer Satisfaction variable. And the results of these findings prove to support the previous theories and assumptions set forth in this study.
2.   Effect of Physical Environment on Customer Satisfaction
The physical environment with an estimate of 0.718 has a positive and significant effect on behavior intention because the critical ratio (CR) is 3.795 <2.00 with a significant level of 0.000 > 0.05 which means H2 (second hypothesis) in this study is accepted. These findings indicate that the physical environment variables which include atmosphere, lighting, table settings, and staff have a positive or unidirectional and significant relationship to customer satisfaction. This means that the better the physical environment at McDonald's Restaurants in Samarinda City can encourage the satisfaction felt by consumers.
The most significant factor in improving the physical environment through customer satisfaction starts from the staff factor because the loading factor has the highest value, which is 0.836. This indicates that the staff or employee factor at this McDonald's restaurant in Samarinda quickly encourages perceived customer satisfaction because the staff or employee factor working at this fast-food restaurant can make it easier for consumers to receive service in the form of friendly, fast and precise presentation. In addition, judging from the characteristics of respondents with the last education category, most respondents with a bachelor's degree (S1) were 35 people with a percentage of 26.9%. This illustrates that respondents have understanding and knowledge regarding staff or employees at this fast-food restaurant at McDonalds Samarinda where if employees are fast in serving or serving consumers who visit or buy this fast food then it can encourage the creation of customer satisfaction as expected. Then, based on the description analysis, it shows that the physical environment variable is highly perceived by respondents with the highest indicator, namely the table setting indicator of 4.09 with a percentage of 81.85%. This shows that the respondents' perceptions of the physical environment variable with indicators of table settings are very good where the layout at Mc Donald's Samarinda outlets is able to encourage increased customer satisfaction which, when viewed from the characteristics of the respondents in the job category, are mostly students. 44 people with a percentage of 33.85%, which means they are millennials who understand that a good table setting layout makes this Mc Donalds outlet in Samarinda a place to relax while enjoying food and drinks at this outlet. In accordance with research conducted by Ali & Omar (2014) proved that the Physical

Environment has a positive and significant effect on the Customer Satisfaction variable. In addition, research conducted by Çetinsöz (2019) proves that the Physical Environment variable has a positive and significant effect on customer satisfaction.

3.   The Effect of Customer Satisfaction on Behavior Intention

Customer satisfaction with a path coefficient of 0.203 has a positive and significant effect on behavior intention because the critical ratio (CR) is 2.679 <2.00 with a significant level of 0.042 <0.05 which means H3 (third hypothesis) in this study is accepted. These findings indicate that the customer satisfaction variables which include product quality, service quality, and price have a positive or unidirectional and significant relationship to behavior intention. This also means that consumers who are satisfied with McDonald's restaurants will be able to encourage behavior intention or interest in consumer behavior to be even better and will visit and recommend McDonald's restaurants more frequently in Samarinda.

The most significant factor in creating behavior intention through customer satisfaction starts from the price factor because the factor loading value is the highest, namely 0.938. This indicates that positive consumer behavior intention will be created by the price factor or affordable food and beverage prices. With prices according to ability, consumers will be satisfied and will be loyal to McDonald's Restaurants. In addition, judging from the characteristics of respondents with categories based on consumer income, it is clear that the majority of respondents have an income of IDR 2,000,000 to IDR 4,000,000, – as many as 48 people with a percentage of 36.9%. This illustrates that most respondents have a high income so they can afford to buy food at this Mc Donalds restaurant in Samarinda which when the price factor is set properly it will affect behavioral intention or high behavioral interest in recommending and revisiting outlets. In line with research conducted by Haurissa (2012) proved that the variable Customer Satisfaction has a positive and significant effect on the Behavioral Intention variable. Research conducted by bakirtaş et al. (2015) proved that the variable Customer Satisfaction had a positive and significant effect on the Behavior Intention variable so that the results of this study accepted the established theoretical and empirical studies.

4.   The Efect of Food Quality on Behavior Intention Through Customer Satisfaction

Customer satisfaction with a path coefficient of 0.065 has a positive and insignificant effect on behavior intention through customer satisfaction because the critical ratio (CR) is 0.210 <2.00 with a significant level of 0.833 > 0.05 which means H4 (fourth hypothesis) in this study rejected. These findings indicate that the food quality variable has a positive or unidirectional and insignificant relationship to behavior intention through customer satisfaction. This means that the better the food quality or food quality, the more it is able to encourage the creation of behavioral interest or behavior intention through customer satisfaction that is felt at Mc Donalds restaurants in Samarinda. However, this does not have a major impact on the satisfaction felt by consumers because most of the respondents are young or millennial.

Food quality has a direct effect on behavior intention of 0.121 or 14.6% while food quality has an indirect effect through behavior intention of 0.025 or 2.5% with an effective or total contribution resulting from two patterns of the relationship of 0.146 or 14, 6%. This means that the creation of good food quality is not necessarily able to increase consumer interest in behavior or behavior intention because consumers are satisfied not only with the quality of the food but also the services provided, the environment around the outlets, and so on, as evidenced by the total contribution of a small effect, only by 14.6%. And in this study the variable customer satisfaction is not a mediating variable between food quality and behavioral intention because the significance level is less than the probability value of 5%. In line with this, research conducted by Weliani (2015) proved that food quality has a positive effect on customer satisfaction. Then, research conducted by Basaran & Buyukyilmaz (2015) proved that customer satisfaction has a positive and significant effect on behavioral intention. Furthermore, Kannan (2017) proved that food quality has a positive and significant effect on behavioral intention. From theoretical and empirical studies, these findings do not support this because most of the respondents are young or millennial, so they do not only measure consumer satisfaction or customer satisfaction on food quality but other factors such as service quality, and others.

5.   The Effect of Physical Environment on Behavior Intention Through Customer Satisfaction

The Physical Environment with an estimate of 0.518 has a positive and significant effect on behavior intention through customer satisfaction because the critical ratio (CR) is 0.540 <2.00 with a significant level of 0.589 > 0.05 which means H5 (fifth hypothesis) in this study is rejected. These findings indicate that the physical environment variable has a positive or unidirectional but not significant relationship to behavior intention through customer satisfaction. This means that the better the physical environment at the McDonald's Restaurant in Samarinda City is able to create behavioral intention through perceived satisfaction. However, this does not have a major impact on the satisfaction felt by consumers.

The physical environment has a direct effect on behavior intention by 0.573 or 57.3% while food quality has an indirect effect through behavior intention by 0.179 or 17.9% with an effective or total contribution resulting from the two patterns of the relationship of 0.752 or 75, 2%. This means that by creating a good physical environment it can increase consumer interest in behavior or behavior intention because for consumers to feel

satisfied it is necessary to consider comfortable conditions or atmosphere, good service, and so on at this Mc Donalds outlet in Samarinda, this is proven. the efficiency of influence contributions, both directly and indirectly, is high, namely 0.752 or 75.2%. And in this study the variable customer satisfaction is not a mediating variable between physical environment variables on behavior intention because the significance level is less than the probability value of 5%. In line with research conducted by Ali & Omar (2014) proving that the physical environment has a positive effect on customer satisfaction. Then, research conducted by Rana et al. (2017) proved that customer satisfaction has a positive and significant effect on behavioral intention. Furthermore, Wibowo et al. (2020) proved that the physical environment has a positive and significant effect on behavioral intention. From theoretical and empirical studies, these findings are not supportive.

CLOSING

V. Conclution

Food quality has a positive and significant effect on Customer Satisfaction in visitors to McDonald's outlets in Samarinda City. This means that food quality can create satisfaction felt by consumers starting from the food temperature factor; The physical environment has a positive and significant effect on customer satisfaction in visitors to McDonald's outlets in Samarinda City. This means that the physical environment is able to create satisfaction felt by consumers starting from staff or employee factors; Customer satisfaction has a positive and significant effect on behavior intention in visitors to McDonald's outlets in Samarinda City. This means that satisfied consumers will create positive behavioral intentions that will encourage these consumers to be loyal to Mcdonald's outlets in Samarinda City starting from the price factor because at affordable prices it can encourage consumer interest to come and buy the products or services offered; Food quality has a positive and insignificant effect on behavior intention through customer satisfaction at visitors to McDonald's outlets in Samarinda City; and the physical environment has a positive and insignificant effect on behavior intention through customer satisfaction at visitors to McDonald's outlets in Samarinda City.

Reccomendation and Research Implications

Most of the respondents in this study are millennials, therefore, it is better to maintain food quality or food quality starting from the food temperature factor because fresh and warm food can increase the satisfaction felt by consumers; Most of the respondents in this study are millennials, therefore, on the other hand, maintaining and improving the physical environment at Mc Donalds outlets in Samarinda starts from the staff factor because staff or employees are needed in serving consumers who come to buy products or visit; To create customer satisfaction and encourage good behavior or behavioral intention, it starts from the price factor because with cheap and affordable prices it can add new customers and maintain existing customer loyalty; It is better to continue to improve the quality of food or food quality at Mc Donalds outlets in Samarinda because good food quality is believed to be able to encourage satisfaction felt by consumers so that indirectly behavioral interest can be formed to visit, buy, and be loyal to the products provided. However, it is necessary to identify in advance which items or which factors are appropriate in creating consumer satisfaction so that they act as a mediating variable between food quality and behavioral intention; and it is better to continue to improve the physical environment or physical environment because the conditions and atmosphere of a good physical environment can encourage satisfaction felt by consumers which can indirectly create high behavioral intentions.

For Further Research

McDonald's management in Samarinda should further improve the quality of the food and drinks served. Because competition in the category of fast food is quite tight with various restaurants in Samarinda; and it is better to add the number of research samples because to see further the role of customer satisfaction as a mediating variable for the influence of food quality, physical environment on behavioral intention.

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