



The Effect of Restaurant Shows on The Consumers' Behaviors

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Abstract: *This study aimed to reveal consumers' behavior towards restaurant shows. In this respect, the effect of restaurant quality on consumers' revisit intention through consumer satisfaction and share intention on social media was investigated, and whether the attitude towards shows has a moderating effect in this relationship was identified. In the study, data was collected from a total of 466 fine-dining restaurant customers. Direct, mediating, and regulatory effects were analyzed with the data collected. The results showed that restaurant quality components (food quality, service quality, and physical environment quality) affected consumers' intention to revisit. Additionally, the mediating effect of satisfaction and intention to share on social media was proven in this relationship. Moreover, it revealed the moderating effect of consumers' attitudes towards shows. Therefore, depending on the consumers' reactions to the shows, it can be possible to determine the quality levels of the restaurants and to change the intentions of the consumers who have low intention to revisit the restaurant shows to be held afterward.*

Keywords: Restaurant Shows, Food Quality, Service Quality, Social Media, Revisit Intention

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1. Introduction

There are various definitions given for the term "gastronomy". Scarpato (2002) defines it as "reflective eating and cooking as well as food preparation, production and presentation in general, maintaining the association with excellence". The encyclopedic definition provided by Britannica (2019) highlights it as a multifaceted process that encompasses choosing, cooking, serving, and enjoying satisfying foods (Encyclopaedia Britannica, 2019) whereas the definition given by Al-Tit (2015) describes it as a branch of science. The ever-increasing foodservice market has a size of around US\$ 2,323.29 billion in the world (Fortune, 2023). Agriculture, food distribution, and food consumption have changed significantly around the world in recent years. Also, digitalization has changed society and, accordingly, our habits and consumption behaviors (Choi et al., 2022). Many food and beverage companies are trying to adapt to digital transformation to adapt to increasing competition and innovative technologies. Technological innovations, which have an important role in the process from customers' ordering to food preparation and presentation, are increasingly taking place in our lives (Chaturvedi et al., 2022). For example, restaurants integrate augmented reality applications into their menus with QR codes, and at the same time, they can transfer the raw materials, calories, and nutritional values of the food to the customers. On the other hand, the effect of digital technologies is increasing in terms of presentation, and food presentations shared on social media can attract more customers to restaurants.

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As in every company in the service industry, service quality is an essential parameter in restaurants. We can specify service quality as the difference between the service expected by the customers and the service received (Slack et al., 2021). In general, service quality, as defined by Parasuraman et al. (1988) is a general judgment similar to attitude towards service. It is also considered a precursor to overall customer satisfaction and revisit intention. When the studies in this field are examined in the literature, Uslu (2020) states in his research that service quality affects consumer satisfaction and behavioral intentions. In addition, he argues that the atmosphere has a regulatory effect on this relationship. Therefore, it has been seen that a good atmosphere increases the satisfaction level of consumers and affects the intention to revisit. Also, Wu et al. (2020) in their research on steakhouses have obtained important findings that the service quality should be high based on cognitive satisfaction. In addition, Tuncer et al. (2021) stated that service quality in restaurants affects customer satisfaction and perceived value. This was also found to be effective on behavioral intentions. In the research of Zhong and Moon (2020), it has been found that restaurant quality affects customer satisfaction; and customer satisfaction affects customers' happiness and loyalty. Therefore, it is understood that customers do not only go to restaurants to eat but also use restaurants to be happy. For this reason, in recent years, restaurant managers have been supplementing their food presentations with shows to increase consumer satisfaction.

Shows in restaurants are generally examined as restaurant atmosphere in the literature (Kement et al., 2021; Kim et al., 2023; Zhong & Moon 2020). However, there is no study in the literature that shows the direct effect of restaurant shows, which have increased with the effect of social media in recent years. In addition, it is known that the viewing rates of these shows on social media are quite high (Philp et al., 2022). Especially on Instagram and YouTube, restaurant shows reach high viewership rates. For example, Turkish Chef Burak Ozdemir reached 155 million views on YouTube with a single restaurant show video. Similarly, restaurant saltbae show video of Nusret Gökçe received 50 million views in Instagram. Therefore, in a field where so much interaction is received even in a single video, the interest of restaurants has also increased significantly in this direction, but the number of studies in this direction has been insufficient. Consequently, it is necessary to determine the impact of restaurant shows on consumers. Therefore, the effect of restaurant shows, which can affect consumers' behavioral intentions, is investigated in the study.

The S-O-R (Stimulus-Organism-Response) theory was proposed by Mehrabian and Russell (1974). According to Mehrabian and Russell (1974), it is a theory that explains the evidence related to many environmental cues (color, lighting, music, crowd, and smell) and their associated effects on the receiver's internal state and external response. Therefore, in this study, the elements that are effective on the stimuli of restaurant consumers within the scope of this theory will be determined and the effect on consumers' responses through environmental effects (restaurant shows) will be measured. In this direction, it is aimed to identify the restaurant quality effect on consumers' revisit intention through satisfaction, social media sharing intention, and the moderator effect of consumers' attitude towards shows in these relationships. In order to identify these effects, the Process Macro program created by Hayes (2022) was used. This study aims to make three important contributions to the literature. First, it attempts to provide evidence about the issue of whether the shows held in restaurants affect consumers. Thus, the adjustments related to these shows can be carried out more accurately by the restaurants. It can also pave the way for research in this direction. Secondly, the mediating effect of customer satisfaction and intention to share on social media on consumers' revisit intention is investigated. This can reveal that social media has become an end rather than a tool so that restaurants can be visited more. Thirdly, the moderator effect of consumers' attitudes towards shows is examined concerning the effect of restaurant quality on revisit. Thus, if the findings support the existence of such an effect, the results can motivate restaurants to keep their service quality high to support their meals with nice shows.

The study consists of literature, methodology, results, and conclusion sections. In the second part of the study, the theoretical background, model, and hypotheses are explained. In the third section, the research model, data and participants, measures, common method bias, and preliminary analysis are discussed. In the fourth section, the study findings are presented by explaining the direct, mediating, and

moderating relationships. In the fifth section, the theoretical and practical contributions of the study results are stated.

2. Theoretical Background, Conceptual Model and Hypotheses Development

This study aims to investigate the effect of restaurant quality on consumers' revisit intention through satisfaction and social media sharing intention and reveal the moderator effect of consumers' attitudes towards shows in these relationships. This relationship is evaluated within the framework of the stimulus-organism-response theory in the research. According to the theory, the stimulus (cognitive) activates the organism (affective) and as a result produces an output (Wu & Li, 2018). Stimuli refers to the cognitive responses of consumers. In this research, the reactions of consumers to restaurant quality form the cognitive aspect. While there are studies stating that the stimulus model constitutes the cognitive aspect, there are also opinions that it is an input (Kim et al., 2020). Thus, the restaurant quality discussed in the study can also be considered as an input in the restaurant evaluations of consumers. Therefore, the stimulus in the study refers to restaurant quality. Consumers satisfied with the quality of the restaurant will be eager to share it on social media. Shows held in restaurants can also increase this effect. Consequently, satisfaction, intention to share on social media and attitude towards shows create the consumers' emotional side in restaurants. Therefore, it can be considered as an organism in the study. The intention to revisit is also considered as consumers' response to restaurants in line with these cognitive and affective effects.

Restaurant shows refer to entertainment-oriented actions taken in the preparation and presentation of food in restaurants. These shows cover all entertainment activities carried out within the restaurant to impress consumers. A good example of these shows is the world-famous phenomenon Nusret's action of adding salt at the end of the food presentations. CZN Burak performs this show by preparing and presenting food in much larger pots than normal. Some restaurants serve their meals accompanied by musical entertainment, ballets or cabarets (Fado shows in Portugal, for example). In addition, some restaurants present desserts with a show. Therefore, it seems that customers' desire to eat a quality meal, as well as their desire to share these shows on social media, may be effective in consumers' restaurant selection. Consumer opinions about the quality of entertainment restaurants are increasing (de Gouvêa et al., 2020). Restaurant shows have become very popular in recent years and have become a phenomenon that seriously affects customers (Kim et al., 2020). However, while the number of restaurants that implement these shows is increasing, the number of studies in the literature on this subject is not sufficient. Turkish restaurant owners such as Nusret (Saltbae) and CZN Burak have come to the fore with their shows in this direction and have been able to increase the number of restaurants along with the number of customers. Nusret Gökçe has achieved worldwide recognition and has gained an important reputation in social media with a salting motion. He has 52.5 million followers on Instagram. In this direction, many restaurant owners followed this trend, but a significant part of them failed. It is foreseen that one of the main reasons for this is that they try to achieve success with these shows without ensuring the quality of the restaurant. Therefore, in this research, the effect of restaurant shows on the customers is investigated under the leading variable of restaurant quality. In addition to these, the effect of social media in fine-dining restaurants is evaluated as regards the shows.

2.1. Hypothesis Development

2.1.1. Food Quality

Restaurant quality is one of the most studied areas in hospitality (Bujisic et al., 2014; Foroudi et al., 2021; Slack et al., 2021; Zhong & Moon, 2020). Many variables such as food quality, environment, design, atmosphere, cleanliness, hygiene, price, and online reviews are evaluated for restaurant quality. In these studies, the variables frequently evaluated for restaurant quality in recent years are food quality (Chaturvedi et al., 2022; Han & Hyun, 2017) service quality (Chun & Nyam-Ochir, 2020), and physical environment quality (Rajput & Gahfoor, 2020; Zhong & Moon, 2020). Although past research has revealed that restaurant quality has an impact on consumers' behavior, the relationships between variables may differ in studies. Especially

with the increase in the effect of social media on restaurant customers, these relations are also being reshaped. Recent research by Foroudi et al. (2021) has revealed that restaurant quality creates positive word of mouth and revisits intention through social media. Similarly, Zhong and Moon (2020) and Slack et al. (2021) state in their research that restaurant quality (food, service, physical) affects consumer satisfaction. In addition, in their research on green restaurants, Chaturvedi et al. (2022) report that food quality influences revisit intention through customer satisfaction. However, Bujisic et al. (2014) argue that although restaurant quality (food, service, ambiance) positively affects consumers' behavioral intentions, this relationship does not increase linearly. In other words, although the perceived restaurant quality of the consumers increases, their intention to revisit does not increase after a certain level. Therefore, it is predicted that the shows held in restaurants could affect this relationship. In light of all the studies in the literature, it can be stated that the quality of the food affects the satisfaction of consumers and their intention to revisit. Therefore, the hypotheses are formulated as follows:

H₁: Food quality has a positive effect on consumer satisfaction.

H₂: Food quality has a positive effect on consumers' revisit intention.

H₃: Food quality affects consumers' revisit intention through satisfaction and sharing intention.

2.1.2. Service Quality

Service quality is a concept that shows the extent to which consumers' expectations for service are met (Chun & Nyam-Ochir, 2020). Service quality in restaurants is measured by researchers with many scales such as Servqual, Servperf, Dineserv, Dinescape, and Tangserv. Servqual (Zeithaml & Bitner, 1996) is designed to measure the quality of the service provided in the hospitality sector and can be used for all companies in the service sector. Servperf (Taylor & Cronin JR, 1992) focuses solely on service performance and aims to measure service quality through customer perception. Dineserv (Stevens et al., 1995) is also used for determining restaurant quality from customers' view. Dinescape (Ryu & Jang, 2008) is an element that measures the holistic quality of eating areas. The Tangserv (Raajpoot, 2002) is a scale for measuring physical features in the food service sector. Therefore, it is clear that service quality is an important variable for restaurants and researched in many prior studies.

In the study, three components are examined in line with these basic scales. One of them for restaurants is service quality. Rajput and Gahfoor (2020) and Choi et al. (2022), one of the recent studies conducted in this direction, have revealed service quality, food quality, and physical environment/atmosphere affect on revisit intention through customer satisfaction. In addition, Rajput and Gahfoor (2020) also display that word of mouth has a moderating effect on the relationship between satisfaction and revisit intention. Bichler et al. (2020) confirm the restaurant atmosphere and service quality effect on consumers' revisit intention. Polas et al. (2020) show service quality, physical environment quality, and price perception have an effect on revisit intention through customer satisfaction in their research on Generation Z. Therefore, in line with these researches, hypotheses related to service quality have been formed as follows:

H₄: Service quality has a positive effect on consumer satisfaction.

H₅: Service quality has a positive effect on consumers' revisit intention.

H₆: Service quality affects consumers' revisit intention through satisfaction and sharing intention.

2.1.3. Physical Environment Quality

Physical environment quality "atmosphere" is the regular and effective design of items such as temperature, cleanliness, and lighting to increase emotional reactions in customers (Mannan et al., 2019). This can affect consumers' satisfaction, purchase intention, and revisit intention. Examining the studies conducted in this direction in the literature, Singh et al. (2021) report that physical environment quality and food quality affect customer satisfaction. Tsaur and Lo (2020) also confirm the restaurant's physical environment and unique atmosphere effect for fine-dining restaurants. Also, Rajput and Gahfoor (2020)

argue about the effect of the physical environment/atmosphere on revisit intention through customer satisfaction. Similarly, Polas et al. (2020) and Mannan et al. (2019) state that the restaurant atmosphere affects the intention to revisit through consumer satisfaction. In line with this information, hypotheses regarding the quality of the physical environment include the following ones:

H₇: Physical environment quality has a positive effect on consumer satisfaction.

H₈: Physical environment quality has a positive effect on consumers' revisit intention.

H₉: Physical environment quality affects consumers' revisit intention through satisfaction and sharing intention.

2.1.4. Satisfaction

Customer satisfaction is a variable that is frequently studied in the literature and it focuses on the evaluations of customers. In the service sector, it addresses the issue of whether the consumers are satisfied with the service provided. In restaurants, consumers are expected to evaluate the service offered, and satisfaction from this shows that the consumer is emotionally closer to the company. Providing customer satisfaction also affects many factors such as loyalty, revisit intention, recommendation, and share intention on social media. Yang (2017) shows that customer satisfaction and motivation to share information affect electronic word of mouth communication. Wang et al. (2021) also display that social satisfaction affects social sharing. Therefore, the effect of customer satisfaction in restaurants is researched in the present study as well:

H₁₀: Customer satisfaction positively and significantly affects the intention to share on social media.

2.1.5. Share Intention on Social Media

Social media has created a very important effect in the field of hospitality as in other fields. The desire of consumers to share what they visit, see, and eat with their friends also increases the popularity in this area. Therefore, research in this direction is increasing. Dedeoglu et al. (2020) state that consumers who obtain information through social media have increased brand awareness and a significant difference can be made in their intention to visit. Wong et al. (2020) exhibit that the content shared on social media increases the intention to visit other tourist places. Kim and Jang (2019) state that restaurant customers want to share the food they eat on social media due to their social, status and self-express motivations. Ibrahim et al. (2021) write that social media activities affect consumers' revisit intention. In this research, taking the importance of sharing on social media with the shows made for restaurant customers into account, the following hypothesis is formulated:

H₁₁: Intention to share on social media positively and significantly affects consumers' revisit intention.

2.1.6. Attitude toward Restaurant Shows

Shows in restaurants have become an important element in attracting customers today (Kim et al., 2020). While the number of shows held in this direction was limited in the past, today each appetizer, food, dessert, etc. can be brought to our table with a separate show. This development is associated with consumer demands and behaviors. Consumers want to share what they eat/drink on social media and attach special importance to the shows. Accordingly, restaurant owners are trying to reach more consumers with their shows in order to be visible on social media. In this way, famous restaurant owners can attract more customers to their restaurants/businesses and increase their profitability. Therefore, the effectiveness of the shows has become very important for restaurant owners. Research (Chen et al., 2020; Kement et al., 2021; Lin & Chang, 2020) in this area also support this effect on consumers behaviors. Chen et al. (2020) examined the experiences of consumers towards the restaurant and found that consumers create different reactions depending on their floral styles. Lin and Chang (2020) state that consumers give importance to many issues such as ambiance, aesthetics, and table setting for repurchase. Kement et al. (2021) also say that customers

expect more from food quality to revisit restaurants. In this direction, the effect of the shows made in the restaurants is studied given the following hypotheses:

H_{1a}: Attitude toward shows has a moderator effect on food quality and satisfaction

H_{2a}: Attitude towards shows has a moderator effect between food quality and consumers' revisit intention.

H_{4a}: Attitude towards shows has a moderator effect between service quality and satisfaction

H_{5a}: Attitude towards shows has a moderator effect between service quality and consumers' revisit intention.

H_{7a}: Attitude towards shows has a moderator effect between physical environment quality and satisfaction

H_{8a}: Attitude towards shows has a moderator effect between physical environment quality and consumers' revisit intention.

2.1.7. Revisit Intention

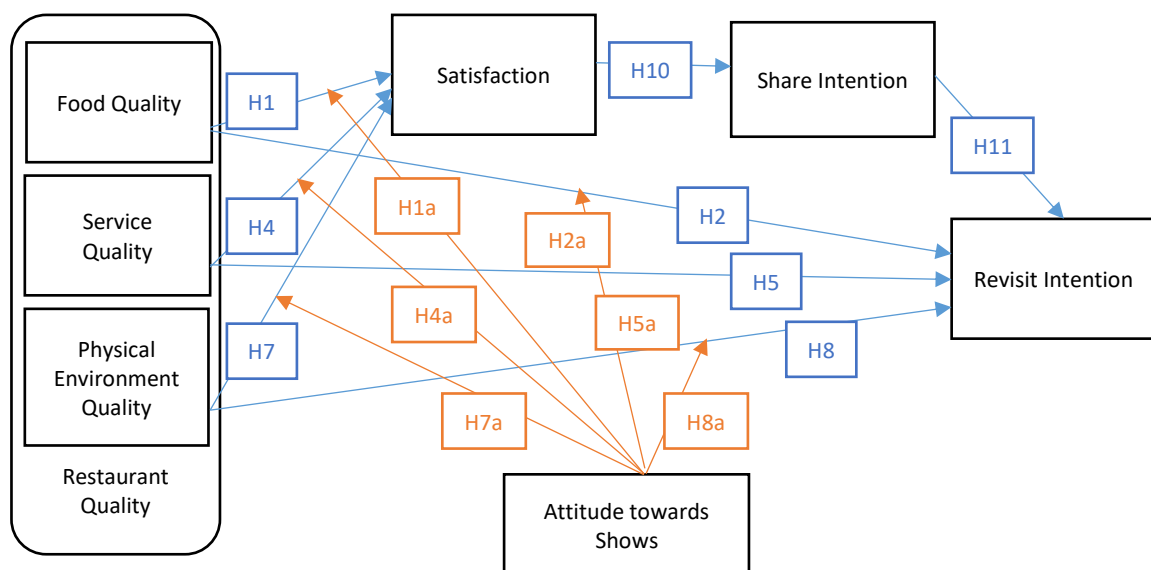
One of the most valuable outcomes in the hospitality sector is to attract consumers back to the same place. This gives companies a significant competitive advantage (Yang, 2017). Therefore, when the number of repeat customers increases, the lifetime value of the customer can be calculated and in this direction, the restaurants will be several steps ahead of the other restaurants in the competition (Konuk, 2019). Consumers who have a positive experience with the restaurant they come to can also attract more customers by conveying this to their surroundings, and even increase the impact by sharing this experience on their social media. Studies conducted in this direction also support this prediction. Chun and Nyam Ochir (2020) reveal the impact of four Dineserv variables on consumers' revisit intention and recommendation through customer satisfaction. Mannan et al. (2019) have also found the same effect on revisit intention. Polas et al. (2020) also confirm service quality, and physical environment quality effect on revisit intention through customer satisfaction. Therefore, in this research, revisit intention is evaluated by the response given by the consumers.

3. Methodology

3.1. Research Model

This study aimed to test a moderated mediation model to determine the relationship between restaurant quality, satisfaction, intention to share, attitude to demonstrations, and intention to revisit (Figure 1). An integrated approach of AMOS-SEM and Process Macro was used to test the identified model.

Figure1. Moderated Mediation Model



3.2. Data and Participants

The main universe of the study consists of customers in the restaurants where shows are held. Accordingly, the sample was selected from customers who received service from the restaurants where the show was held. In the research, purposeful sampling was used. For this purpose, participants were included in the study with a preliminary question. Firstly, an explanation was given to the participants about the restaurant shows. Afterwards, the participants were asked whether they had been to a restaurant where a show was held before, and they were included in the study according to the answer given to this question. The data in the research were collected over the internet. Google Forms was used to collect the data. Data were collected from 466 participants who agreed to participate in the study in Türkiye. The survey was applied in three months between February 2023 and April 2023. Considering Cohen's sample size calculation, the sample size in the study was calculated. Thus, the number of participants was calculated as 108 ($n=15/0.15+7+1=108$) (Cohen, 1992). However, considering the number of samples required for structural equation modeling in the study, $(20 \times 8) + 50 = 210$ was found according to the calculation of Tabachnick and Fidell (2007), and data was collected above this sample size. This study was carried out by ethical standards and was approved by the Research Ethics Board of the corresponding author's university. In addition, the participants in the study were informed with a voluntary consent form, and their consent was obtained.

3.3. Measures

Zhong and Moon's (2020) research was used for restaurant quality. This scale includes food quality, service quality, and physical environment quality. Within the food quality scale, there were 4 items: 'smells good', 'delicious', 'fresh', and 'looks attractive'; within the service quality scale, there were 4 items: 'staff is friendly', 'staff is helpful', 'serve quickly', 'comfortable service'; there were 3 items in the physical environment quality scale: 'clean', 'prompt lighting', and 'prompt temperature'. For the satisfaction scale, the study of Muskat et al. (2019) was used. Three items existed on the scale: 'satisfied', 'pleased', and 'enjoyed'. Ma et al. (2018) research was used to assess sharing intentions on social media. The scales were: 'intend to share', 'expect to share', and 'plan to share'. Kaushal and Kumar (2016) were used for attitudes towards shows. This scale was adapted for shows with a slight modification. The scale consisted of 3 items: 'favorable attitude', 'like this show', and 'positive attitude'. Finally, Konuk's (2019) research for revisit intention was used. In this scale, there were 'keep visiting', 'like to come back', and 'revisiting' items. All scales were made apprehensible by the translation-reverse translation method. A pre-test in this direction was applied to 25 participants. All items were measured with a 7-point Likert scale.

3.4. Assessment of Common Method Bias

Common method bias may increase in research conducted with questionnaires, especially due to reasons such as social desirability, more positive/negative self-evaluation, acquiescence biases, and consistent answers in social sciences (Kock et al., 2021). It was stated that the data collected from the same participants for the dependent and independent variables produced a positive correlation between the two variables (Mackenzie & Podsakoff, 2012). Accordingly, systematic error variance between these variables can cause common method bias. Therefore, in the study, the common method variance should be evaluated, since data was collected by the survey method and a moderated mediation test was performed with dependent and independent variables.

In the study, some procedural methods were applied to reduce the common method bias. Explanations have been added so that participants could give clear answers to the items. An attempt was made to avoid common method bias with inverted items. In addition to these, biases that may occur with items taken from many sources were eliminated. Secondly, IP numbers were controlled as the match code' with multiple responses. Thirdly, Herman's one-factor analysis in SPSS ($28\% < 50\%$), and one latent factor analysis in AMOS (Table 1) were used. As suggested by Afthanorhan et al. (2020) all of the item's differences with CLF were lesser than 0.2.

Table 1. Standardized Regression Weights

Standardized Regression Weight			Estimate with CLF	Estimate no CLF	Diff
FQ1	<---	Food Quality	0.834	0.701	-0.133
FQ2	<---	Food Quality	0.773	0.632	-0.141
FQ3	<---	Food Quality	0.752	0.611	-0.141
FQ4	<---	Food Quality	0.817	0.666	-0.151
SQ1	<---	Service Quality	0.831	0.727	-0.104
SQ2	<---	Service Quality	0.83	0.707	-0.123
SQ3	<---	Service Quality	0.81	0.683	-0.127
SQ4	<---	Service Quality	0.827	0.702	-0.125
PQ1	<---	Physical Quality	0.831	0.71	-0.121
PQ2	<---	Physical Quality	0.942	0.853	-0.089
PQ3	<---	Physical Quality	0.787	0.662	-0.125
SAT1	<---	Satisfaction	0.768	0.63	-0.138
SAT2	<---	Satisfaction	0.882	0.758	-0.124
SAT3	<---	Satisfaction	0.79	0.621	-0.169
SI1	<---	Share Intention	0.745	0.591	-0.154
SI2	<---	Share Intention	0.877	0.765	-0.112
SI3	<---	Share Intention	0.795	0.633	-0.162
ATT1	<---	Show Attitude	0.863	0.717	-0.146
ATT2	<---	Show Attitude	0.902	0.797	-0.105
ATT3	<---	Show Attitude	0.833	0.696	-0.137
RV1	<---	Revisit	0.841	0.737	-0.104
RV2	<---	Revisit	0.933	0.854	-0.079
RV3	<---	Revisit	0.843	0.725	-0.118

CLF: Common Latent Factor

3.5. Preliminary Analysis

In the study, the normality assumption required for regression analysis and mediation testing was provided (+1-1). Before the testing model, the items' reliability, and validity of the scales were examined (Table 2). Cronbach's alpha values were between 0.84 and 0.90. The threshold level of 0.60 or higher was accepted by researchers (Taber, 2018). In addition, reliability values (Jöreskog, 1971) related to internal consistency (C.R.) reached values between 0.85 and 0.91. Therefore, the scales in the study were considered reliable with high consistency (>.60). Also, in the research convergent validity was assessed by AVE scores. Thus, it was possible to see whether the structure converged to explain the variance. The threshold value above 0.5 was considered to explain the structure for all items (Bagozzi & Yi, 1988). Values between 0.63 and 0.76 obtained for implicit items in the research showed that convergent validity was achieved. In the study, confirmatory factor analysis was applied to test construct validity. According to the CFA results, it was calculated as $\chi^2/df:1.783$, RMSEA: 0.041, GFI: 0.94, AGFI: 0.92, CFI: 0.97, IFI: 0.98, TLI: 0.97. The calculated values showed that good fit values were achieved (Tabachnick & Fidell, 2007). Therefore, no modifications were made. Also, the Fornell-Larcker criterion was evaluated. According to this criterion, the square root value of the mean-variance of each latent variable should be greater than the correlation of each latent variable (Farrell, 2010). As shown in Table 3, this criterion was also fulfilled in the research.

Table 2. Data Reliability-Validity Indicators

Constructs	Items	Loadings	Alpha	C.R.*	AVE
Food	FQ1	0.834	0.87	0.87	0.63
	FQ2	0.773			
	FQ3	0.752			
	FQ4	0.817			
Service	SQ1	0.831	0.89	0.89	0.68
	SQ2	0.830			
	SQ3	0.810			
	SQ4	0.827			
Physical	PQ1	0.831	0.88	0.89	0.73
	PQ2	0.942			
	PQ3	0.787			
Satisfaction	SAT1	0.768	0.85	0.86	0.66
	SAT2	0.882			
	SAT3	0.790			
Share Intention	SI1	0.745	0.84	0.85	0.70
	SI2	0.877			
	SI3	0.795			
Attitude towards Shows	ATT1	0.863	0.90	0.90	0.75
	ATT2	0.902			
	ATT3	0.833			
Revisit Intention	RV1	0.841	0.90	0.91	0.76
	RV2	0.933			
	RV3	0.843			

*Composite Reliability

Table 3. Fornell–Larcker Criterion

Constructs	Food Quality	Service Quality	Physical Quality	Satisfaction	Share Intention	Attitude	Revisit Intention
Food	0.793*						
Service	0.195	0.824*					
Physical	0.253	0.051	0.854*				
Satisfaction	0.290	0.319	0.086	0.812*			
Share Intention	0.356	0.257	0.224	0.306	0.836*		
Show Attitude	0.298	0.371	0.175	0.141	0.293	0.866*	
Revisit Intention	0.318	0.253	0.231	0.326	0.290	0.148	0.871*

*The square root of the AVE values is presented diagonally in bold characters.

4. Results

Path analysis was performed with AMOS 22 to evaluate the direct effects. Hayes' Process Macro was used to verify the mediating and moderating effects between variables. The Process Macro presented by Hayes (2022) could reveal the magnitude of the direct and indirect effects of bootstrapping. Despite the advanced methods used to analyze mediation and moderation effects, although they represented different processes and required different analysis methods, researchers could analyze data in different ways. Direct, mediating and moderating mediation effects were evaluated separately in this study.

4.1. Direct Effects

Path analysis was used to test the direct effect between restaurant quality, satisfaction, share intention, and revisit intention in AMOS 22. As a result of the analysis, the values of $\chi^2/df:1.202$, RMSEA: 0.021, GFI: 0.99, AGFI: 0.98, CFI: 0.99, IFI: 0.99, TLI: 0.99 were reached. Food quality positively affected satisfaction ($\beta:0.23$, $p<0.00$). Also, service quality positively affected satisfaction ($\beta:0.27$, $p<0.00$). However, it was observed that physical environment quality did not affect satisfaction ($p>0.05$). In addition, it was found that food quality ($\beta:0.24$, $p<0.00$), service quality ($\beta:0.15$, $p<0.00$) and physical environment quality ($\beta:0.14$, $p<0.00$) had a positive and significant effect on share intention. As expected, satisfaction had a significant effect on share intention ($\beta:0.18$, $p<0.00$). Also, satisfaction's effect on revisit intention was confirmed ($\beta:0.19$, $p<0.00$). Share intention had a positive effect on revisit intention ($\beta:0.11$, $p<0.00$). Finally, the results showed that food quality ($\beta:0.16$, $p<0.00$), service quality ($\beta:0.12$, $p<0.00$), and physical environment quality ($\beta:0.14$, $p<0.00$) were effective on the revisit intention.

4.2. Mediation Effect

To examine mediation effects, Baron and Kenny's (1986) procedure, the Sobel test (1982), and the bootstrapping method (Hayes, 2022) were used. To test the mediating effects of the model Process Macro Model 6 was used in the study. In the study, the Process Macro program was used with a bootstrap analysis on 5,000 resamples, from which bias-corrected 95-percentile confidence intervals (CI) were estimated. In Table 4, the regression coefficients of the main variables with the bootstrapping method are represented. In addition, the table includes the mediation effect results.

Table 4. Mediation Results for Restaurant Quality, Satisfaction, Share Intention, and Revisit Intention

Variables	R2	S.E.	F	P	Mediation
FQ>SAT	0.0842	0.3359	42.633	0.000	-
SQ>SAT	0.1021	0.3293	52.735	0.000	-
PQ>SAT	0.0074	0.3640	3.4480	0.064	-
FQ>SAT>SI	0.1719	0.3011	48.055	0.000	Partial
SQ>SAT>SI	0.1220	0.3192	32.153	0.000	Partial
PQ>SAT>SI	0.1332	0.3151	35.580	0.000	Full
FQ>SAT>SI>RV	0.1796	0.4240	33.702	0.000	Partial
SQ>SAT>SI>RV	0.1614	0.4334	29.630	0.000	Partial
PQ>SAT>SI>RV	0.1735	0.4271	32.331	0.000	Full

FQ: Food, SQ: Service, PQ: Physical, SAT: Satisfaction, SI: Share Intention, RV: Revisit Intention

According to the results of the Sobel test, the mediation effect was confirmed for satisfaction ($p<0.05$) and share intention ($p<0.01$). In addition, satisfaction ($p<0.1$) and share intention (0.01) had a mediation effect between service quality and revisit intention. Also, this mediation effect was seen for satisfaction ($p<0.05$) and share intention ($p<0.01$) in the relationship between physical environment quality and revisit intention. Therefore, it was observed that satisfaction and share intention on share intention on social media mediated the relationship between restaurant quality and revisit intention.

4.3. Moderated Mediation Effect

To assess the moderated mediation effect three conditions were evaluated in the study (Guarana & Hernandez, 2016). Firstly a significant indirect effect was found. Secondly, the mediator and moderator should have a significant interaction. Thirdly, the indirect effect of predictor variables should show different levels towards to moderator. Moderated mediation occurred when any confidence interval did not contain 0, which indicates the moderation effect at some level of mediation (Farrell, 2010). Process Macro Model 86

was used to test the conditional indirect effect of moderated mediation in the study (Hayes, 2022). In Table 5, moderated mediation results are presented.

Table 5. Moderated Mediated Results for Restaurant Quality, Satisfaction, Share Intention, Show Attitude, and Revisit Intention

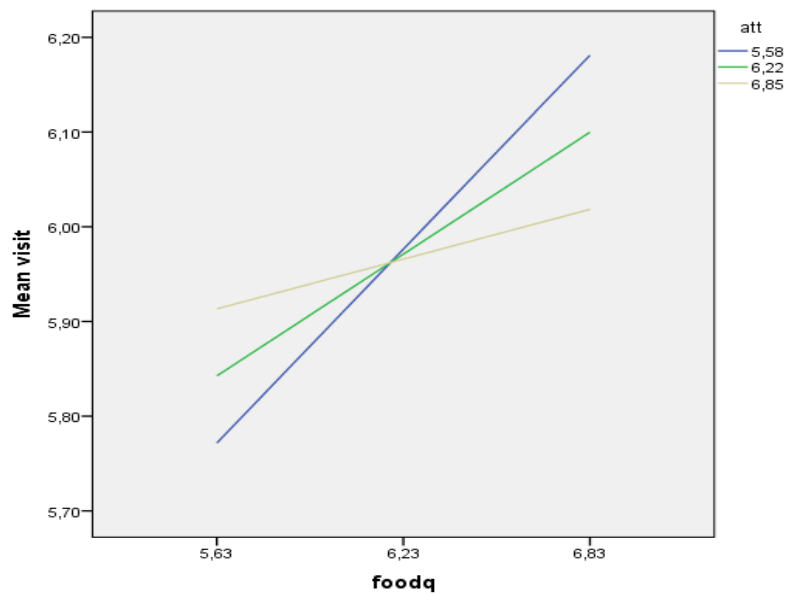
Path	Indirect effects of X on Y			P	Accepted/ Rejected
	SE	LLCI	ULCI		
Step1					
FQ>ATT>SAT	0.0604	-0.2686	-0.0313	0.013**	Accepted
SQ>ATT>SAT	0.0532	-0.2652	-0.0559	0.002**	Accepted
PQ>ATT>SAT	0.0611	-0.2467	-0.0067	0.038*	Accepted
Step2					
FQ>SAT>SI>ATT>RV	0.0684	-0.3333	-0.0646	0.003**	Accepted
SQ>SAT>SI>ATT>RV	0.0621	-0.2459	-0.0195	0.043*	Accepted
PQ>SAT>SI>ATT>RV	0.0669	-0.3138	-0.0511	0.006**	Accepted

*Number of bootstrap samples for percentile bootstrap confidence intervals: 5000, %95 confidence intervals, ATT: Attitude towards shows, *p<0.05; **p<0.01

Attitude towards shows had a moderating effect on the relationship between food quality and satisfaction (F:16.99, R2=0.10, p<0.01). Accordingly, H1a was accepted. In addition, the moderated mediation effect of attitude towards shows was confirmed for food quality and revisit intention (F:22.22, R2=0.19, p<0.01). Thus, H2a was accepted. Similarly, attitude towards shows was found to have a moderating effect on the relationship between service quality and satisfaction (F:20.98, R2=0.12, p<0.01). So, H3a was accepted. Also, it was observed that the attitude towards the shows had a moderated mediation effect on the effect between service quality and revisit intention (F:18.67, R2=0.17, p<0.05). Hence H4a was accepted. The moderating effect of attitude towards shows was also proven in the relationship between physical environment quality and satisfaction (F:5.20, R2=0.03, p<0.05), Thereby, H5a was accepted. In addition, the moderated mediation effect between physical environment quality and revisit intention was proven (F:21.26, R2=0.18, p<0.01). Thus, H6a was accepted. Also, bias-corrected CI did not include the zero value. Therefore, the results demonstrated that the attitude towards show moderated mediation effect on the relationship between restaurant quality variables and revisit intention. In addition, mediation effects of satisfaction and shared intention in these relations were observed.

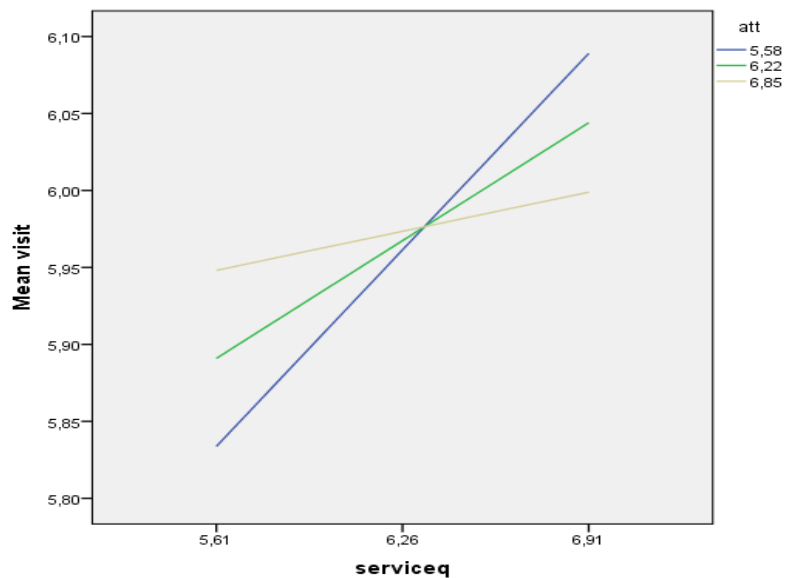
A simple slope test was also undertaken to plot the interaction effect at one standard deviation below, at the mean score, and above the one standard deviation of the mean (In Figures 2, 3, 4). Accordingly, the relationship between food quality and revisit intention was getting stronger with shows (one standard deviation under the mean score (-1SD), LLCI:0.2096, ULCI: 0.4716, p<0.001 and at the mean score (M), LLCI:0.1036, ULCI: 0.3245, p<0.001. However, it did not create a meaningful effect for consumers on high levels (one standard deviation above the mean score (+1SD), p>0.05). This showed that the intention of the revisit by the customers who find the food quality very good did not increase due to the restaurant shows, but the intention of the revisit by the customers who find the food quality good increased at a high rate with the restaurant shows (Figure 2).

Figure 2. Simple Slope Test for Attitude towards Shows, Food Quality, and Revisit Intention

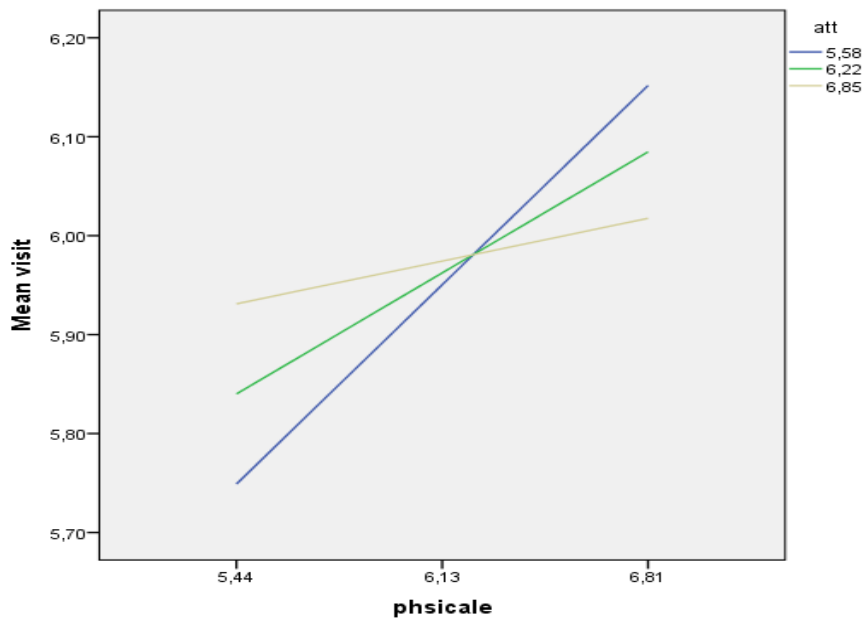


Similarly, the revisit intention of customers who think that they have a very high service quality did not increase with the restaurant shows, but the intention to visit again of the customers who think that they are well increased significantly with the restaurant shows (Figure 3). One standard deviation under the mean score (-1SD), LLCI:0.0789, ULCI: 0.3149, $p < 0.001$ and at the mean score (M), LLCI:0.0113, ULCI: 0.2248, $p < 0.001$ was found to be significant. However, one standard deviation above was not found significant ($p > 0.05$).

Figure 3. Simple Slope Test for Attitude towards Shows, Service Quality, and Revisit Intention



Finally, the relationship between the quality of the physical environment and the intention to revisit could be strengthened with the restaurant shows (Figure 4). One standard deviation under the mean score (-1SD), LLCI:0.1705, ULCI: 0.4206, $p < 0.001$ and at the mean score (M), LLCI:0.0897, ULCI: 0.2692, $p < 0.001$ was found to be significant. However, one standard deviation above was not found significant ($p > 0.05$).

Figure 4. Simple Slope Test for Attitude towards Shows, Physical Environment Quality, and Revisit Intention

These three moderation relations can be summarized as follows. Customers who find the quality of the restaurant to be very high did not increase their intention to revisit depending on the restaurant shows. They did not tie the revisit to the restaurant with shows anyway. However, the intention to visit the customers who find the restaurant quality good could be increased significantly with the restaurant shows. It revealed that customers were more reluctant to revisit the restaurant even if they found the quality of the restaurant to be good, but the intention to revisit increased more with the effect of the restaurant shows.

5. Conclusions

Although the shows held in restaurants are quite common in practice, they have not been adequately researched academically. Therefore, this study has proposed a moderated mediation model to examine the relationship between restaurant quality, satisfaction, sharing intention, attitude towards shows, and revisit intention. Thus, it was aimed to reveal the effect of shows in restaurants on consumers. In line with the proposed model, direct, mediating, and moderating effects were examined. In direct effects, the predicted hypotheses were confirmed. It was found that food quality and service quality affected consumer satisfaction. In addition, the satisfaction of consumers increased the desire to share on social media and increased the intention to revisit. The intention to share on social media positively affected the intention to revisit. In addition, it was revealed that restaurant quality increased the intention to revisit. However, it was observed that only physical environment quality did not affect customer satisfaction. If these relationships are evaluated, it can be seen that restaurant quality increases consumer satisfaction. Customers whose satisfaction level went, on the other hand, increased their intention to share the restaurant and foods on social media. The fact that consumers shared their visits to restaurants with shows on social media made it easier for them to revisit. In the next step, the mediating effects were examined and the full mediation effect of satisfaction and sharing intention was identified in the relationship between physical environment quality and revisit intention. In other words, when consumers had an intention to share a restaurant on social media and evaluated it in terms of satisfaction, they considered the quality of the physical environment. This increased their intention to revisit the restaurant. Another mediating effect was food quality and revisit intention. There was a partial relation here. Because the relationship between food quality and revisit intention was proven indirect relationship. Therefore, consumer satisfaction and the desire to share the restaurant on social media indirectly increased the revisit intention of customers who find the restaurant's food quality good. The last mediation effect was revealed in the relationship between service quality and

revisit intention. Here, too, there was a partial relationship. In other words, satisfaction and sharing intention increased the revisit intention of customers who find the service quality of the restaurant well. In the next step, the moderating effects were examined and all the hypotheses regarding the attitude towards the shows were confirmed. First, the attitude towards the shows was found to have a moderating effect on the relationship between food quality and satisfaction, and the relationship between food quality and revisit intention. In other words, consumers' satisfaction and revisit intentions may increase or decrease depending on the shows held in restaurants. In addition, this relationship was detailed with the simple slope test. It was revealed that the revisit intention of the customers who found the food quality very good did not increase due to the restaurant shows, but the revisit intention of the customers who found the food quality to be good increased at a high rate with the restaurant shows. Secondly, it was found that consumers' attitudes towards shows had a moderating effect on the relationship between service quality and satisfaction, and between service quality and revisit intention. While the revisit intention of the customers who thought that the service quality was very high here, did not increase with the restaurant shows, the revisit intention of the customers who thought that it was good increased significantly with the restaurant shows. Thirdly, the attitude towards shows had a moderating effect on the relationship between physical environment quality and satisfaction, and between physical environment quality and revisit intention. In this relationship, the intention to visit the customers who found the restaurant's physical environment quality good could increase significantly with the restaurant shows. Therefore, it was shown that consumers gave importance to the shows held in restaurants, and this needed to be investigated further academically. In this research, it was displayed that considering restaurant quality, customer satisfaction and the intention to share on social media affected the customers' revisit intention to a restaurant with the shows.

5.1. Theoretical Contributions

This study has made both theoretical and managerial contributions to the literature. From a theoretical perspective, researching consumers' attitudes towards shows completes the aspect that can be used effectively in this direction, but which is academically lacking. First of all, the research makes an important contribution to the literature as it reveals consumer behavior toward the shows held in restaurants. In the study, the moderating effect of shows held in restaurants on the relationship between restaurant quality and revisit intention has been revealed. This effect does not make a significant difference for customers who perceive restaurant quality very high, but creates a highly significant difference for customers who perceive restaurant quality well. The intention of these customers to revisit the restaurant increases significantly with the effect of the shows. Secondly, the mediating role of satisfaction and sharing intention has been proven in the relationship between restaurant quality and revisit intention. Although the mediating role of satisfaction has been demonstrated in previous studies (Choi et al., 2022; Mannan et al., 2019; Polas et al., 2020; Yang, 2017) the mediating role of the intention to share on social media for restaurants has been revealed in this study. Therefore, the role of social media in restaurant selection becomes an important element, as in other hospitality companies (Dedeoglu et al., 2020). Today, individuals may prefer restaurants even to share on social media. For this reason, it can be stated that social media has ceased to be a tool for customer satisfaction and has become a goal (Ibrahim et al., 2021). Thirdly, with the moderating effect of the shows, the effect of restaurant quality on revisit intention can be increased. If the customers find the restaurant quality sufficient but are not sure about choosing that restaurant again in their next choice, the shows are important at this point, and with the effect of social media, consumers may feel the desire to go to the restaurant again. The increase in revisit intention is quite high for such customers, as mentioned in the results section. Thus, as stated at the beginning of the study, the S-O-R model (Kim et al., 2020) shows its effect here, and the attitude towards shows made for cognitive customers based on restaurant quality do not show a high effect, but for customers who look more emotionally at dining and care about social media, the organism becomes more important and has a high impact on the revisit intention as a response. When evaluated together with the studies conducted in this direction, the effect of food quality on satisfaction (Chaturvedi et al., 2022; Zhong and Moon, 2020) and revisit intention (Chun & Nyam-Ochir, 2020; Rajpot & Gahfoor, 2020); the impact of service quality on satisfaction (Polas et al., 2020) and revisit intention (Mannan et al., 2019; Rajpot & Gahfoor, 2020); similar results are encountered in terms of the

effect of physical environment quality on revisit intention (Bichler et al., 2020; Choi et al., 2022). The effect of physical environment quality on satisfaction was not confirmed in this study as in previous studies. (Slack et al., 2021). It is thought that the evaluation made together with the shows is effective in this. When the mediation effects are evaluated, the full mediation effect of satisfaction and sharing intention has been proven in the relationship between physical environment quality and revisit intention. This is similar to the study of Megahed and Abbas (2021). In addition, a partial mediation effect of satisfaction and sharing intention has been found in other relationships. Satisfaction plays a mediating role in many hospitality studies (Wang et al., 2021; Yang, 2017). In this respect, the results are parallel to previous studies.

5.2. Practical Contributions

The study findings have revealed important implications for restaurant/hospitality owners. In the research, the moderating effect of the shows held together with the restaurant quality has been proven. Therefore, the priority of restaurant owners with low quality may not be to include shows, but to increase quality. This is a prerequisite. Today, restaurant owners who try to stand out with their shows have emerged without providing this prerequisite. Therefore, this research reveals that it is necessary to act in the opposite direction. This moderating effect emerges only in the shows held by restaurants that provide restaurant quality well. Therefore, it can be suggested that companies that keep the restaurant quality high should do their food service with a show. In addition, in the study, it has been seen that the customers finding the restaurant quality to be very high, want to revisit the restaurant. However, the revisit intention of the customers finding the restaurant quality sufficient is much higher than the other customers. This is a remarkable result. Because the customers who find the restaurant quality sufficient, are affected much by the shows. Therefore, customers who find the restaurant's quality to be high may prefer the restaurant again, while customers who find the restaurant's quality sufficient but may not prefer it again can be attracted to the restaurant with the shows. This creates a multiplying effect. Another important finding is the mediating effect of the intention to share on social media. Thanks to social media, restaurant owners can become famous and multiply this effect. It can be stated that restaurant owners, who are famous on social media such as Nusret and CZN Burak, have benefited from this effect and increased the number of customers and opened many new restaurants in a short time. In addition to these, the increase in the satisfaction level of the consumers depending on the restaurant quality is also an important criterion. Therefore, presenting the food in a fresh, delicious, and attractive way, providing a clean restaurant environment, suitable temperature, comfortable environment, and service provided with good staff will make the restaurant experience satisfactory for consumers.

5.3. Limitations and Recommendations

Although the study makes important contributions to literature, it also has some limitations that can be considered in future studies. Although fine-dining restaurants have branches in many countries, the data has been collected from Türkiye. Therefore, collecting data from more countries will allow for a more detailed evaluation. The second constraint concerns the type of restaurant. Although there are many restaurant types (casual, ghost, fast food, etc.), the effect of the shows has been investigated in fine dining restaurants. The low number of shows held in other restaurant types is also effective in this. Therefore, it will be possible to evaluate according to restaurant types when it occurs more in practice. In addition to these, in the current study, no research has been conducted on how many foods/desserts should be presented in a show. In addition, it is thought that the price increases that come with the shows are a subject that needs to be investigated in consumer behavior. Therefore, such research studies that can be done in the future will make important contributions to restaurant owners.

Declarations and Disclosures

Ethical Responsibilities of Authors: The author of this article confirms that her work complies with the principles of research and publication ethics.

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