

Determinants of Memorable Dining Experiences: The Role of Service Quality, Ambience, and Staff Behavior

Abhiram M.¹, Athique Ahmed M.², Prof. Subramanian. B.³

^{1,2}MBA Student, CMR University, Bangalore

³Assistant Professor, CMR University, Bangalore

DOI: <https://doi.org/10.51244/IJRSI.2026.1307000085>

Received: 16 July 2026; Accepted: 22 July 2026; Published: 29 July 2026

ABSTRACT

The paper discusses the outcome of a study on the memorable experience of restaurant customers and that how it is impacted by service quality ambience and behaviour of staff, and similar things. The data collected on 175 respondents through a structured questionnaire administered on Google Forms. The information collected was analyzed quantitatively to gauge customers' perceptions about different dimensions of dining experiences, ranging from food quality, service speed, staff courtesy, restaurant ambience, cleanliness, value for money, and online services.

The study found that respondents were aware that service quality, a pleasant ambience, and good relations with staff are important for creating memorable experiences in restaurants. These factors significantly influence customer satisfaction, their decision to revisit the restaurant, and their willingness to recommend it. Conversely, it appears that consumers are beginning to factor in things like squeaky cleanliness, digital convenience and overall experience quality while checking out a restaurant experience. The study shows how crucial it has become for people to create a memorable environment to ensure customer loyalty so that a restaurant can generate profits.

Keywords: Memorable dining experiences, service quality, ambience, staff behavior, customer satisfaction, revisit intention, restaurant industry.

INTRODUCTION

The restaurant industry has radically altered due to changing tastes, rise in disposable incomes and growing emphasis on anything experiential in recent years. As dining was no longer a mere activity to fill our stomachs, but an overall experience that included quality of food, service interaction, ambience, and feeling. Younger generations and urban consumers look for dining experiences that are memorable and create an impression that can later influence behavior. The hospitality industry is an increasingly important topic for researchers and practitioners in understanding the determinants of memorable dining experiences.

As per Pine and Gilmore, the experience economy has permitted the growth of many experiences and their commercialization has become a source of competitive advantage. In a similar way, Schmitt (1999) argues that marketers can facilitate stronger customer relationships through experiential marketing. In the restaurants, service quality, ambience and behaviour of staff play an important role in shaping customers' perception and satisfaction level. Service quality indicates the capacity of restaurants to consistently meet or exceed customer expectations while ambience, which includes lighting, music, décor and seating arrangements, contributes to the overall atmospheric effect. Friendly, professional, and responsive staff behavior also contributes to customers' emotional attachment and perception of value.

The hospitality industry continuously relates experiential factors and customer outcomes, says researchers consistently. According to studies which conducted, it was found that a customer is satisfied with dining

experiences. Restaurants need to develop a restaurant marketing strategy that helps them to adapt their offerings, and services. Likewise, they need customer-client memories that are not only memorable but also distinguishable. Thus, it is vital for restaurant managers to grasp the relative importance of these experiential drivers in forming relationships with customers towards sustained competitiveness.

The hospitality scenario in metropolitan cities like Bengaluru serves as a point of reference for these factors. Bengaluru has a continually growing restaurant culture thanks to its diverse food options, rapid urbanization and populating youth. In a city with many food options, customer decision making is more influenced by experience rather than food and price. Because of this, restaurants need to really look at all the things guests appreciate that will keep them coming back for more.

In light of the issues discussed earlier, this study reported in this paper will explore the determinants of memorable dining experiences focusing especially on service quality, ambience and behavior of restaurant customers. A structured questionnaire was used to gather data from 175 respondents for the study. The author begins the paper by reviewing relevant literature on memorable dining experience and experiential consumption. Following that, the research methodology is presented. It includes the research objectives, sampling design, techniques of data collection as well as analytical methods which are used. After this, an interpretation and analysis of the findings. In the end, the paper ends with results discussion, managerial implications, study limitations and future research directions.

LITERATURE REVIEW

Memorable Dining Experiences:

The memorable dining experiences (MDE) have gathered much attention in the hospitality and tourism research over the last twenty years. Given the research, it is now increasingly accepted that people are not only eating food at restaurants but enjoying the complete experience involving emotions, socialising, sensations and not just a meal. Based on Pine and Gilmore (1999), consumer demand for experiences that will not be forgotten is leading organizations to stage value rather than just provide products and services. The restaurant industry regularly provides evaluation experiences that encourage repeat consumer behavior.

A memorable experience is an experience that a customer positively remembers and is able to recall after it has occurred (Kim et al. 2012). Experiences become memorable when they trigger feelings, are engaging, and relate to people's life. In the same vein, Walls et al. (2011) explained that hospitality experiences are intermediate and influenced by both the physical (food quality, ambience, and decoration) and the emotional (staff member, atmosphere, feelings).

The theory of experiential marketing was introduced by Schmitt (1999), who argued that what consumers evaluate is the experience itself through the various sensory, affective, cognitive, behavioral, and social response to that experience. Within restaurants, the dimensions are embodied in the presentation of food, service encounters, environmental cues, and interactions with employees. This means that restaurants that create lasting experiences are more likely to retain customers and get positive word-of-mouth.

Recent studies show that consumers increasingly value memorable dining experiences. Consumers highly value the experiences they have and authenticity, personalisation and opportunities to share socially (Priporas et al., 2017). As a result, restaurants need to create unique experiences that are in line with those customer expectations.

According to Ali et al. (2016), researchers found that the dining experience has a positive effect on customer satisfaction, revisit, and recommendation behaviour. As a result, restaurant managers need to understand the factors that lead to memorable dining experiences to gain a competitive advantage in the hospitality industry.

Service Quality in the Restaurant Industry:

Service quality in the hospitality industry has been a well-researched topic which might affect customer

satisfaction and behavioural intentions. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model which consists of five dimensions: Reliability, Assurance, Empathy, Tangibles and Responsiveness. The model has become a widely used tool in the restaurant industry to assess guest perspectives on service delivery.

Service quality is the customer's assessment of the overall excellence or quality of a service (Zeithaml, Bitner, & Gremler, 2018). In restaurants service level tends to consist of the speed of service and accuracy of orders, response of staff and consistency. Research shows that customers experience satisfaction and have rebuying intentions through services or product offerings that show high service quality.

According to a study conducted by Namkung and Jang 2007, the perception of restaurant experience and satisfaction of customer is significantly impacted by service quality. Similarly, Ryu and Han (2010) reported that customers that positively perceive service quality develop positive attitude towards restaurant and show stronger revisit intention.

The growing demand of customers and stiff competition in the market, have made service quality become one of the major concerned issues in the eatery industry. For restaurants to stay competitive, they are likely to provide efficient, reliable and personalized services. Additionally, the dimensions of service quality have included digital innovations such as online bookings, QR code menus, and cashless payments in recent years.

Studies have also shown that service quality can help make a dining experience memorable. Establishments offering consistent outstanding service are likely to be remembered by customers, thereby developing emotional connections with the brand (Kivela, Inbakaran, & Reece, 1999). Service quality is therefore one of the most important factors that create memorable dining experience.

Restaurant Ambience and Customer Experience:

The experience at the restaurant is an important factor as well. Bitner (1992) coined the term "servicescape," which refers to the physical environment of service delivery. Lighting, music, temperature, seating arrangements, décor and cleanliness all shape the emotions and behaviours of customers.

Evidence from the research strongly supports that ambience enhances consumers' satisfaction. As per Ryu and Jang, (2008), the surroundings in restaurants invoke the emotions of customers that impact their intention to revisit and recommend the place. The results also underscore the critical contribution of elements in the atmosphere for pleasurable and memorable dining experiences.

Kotler (1973) was one of the first modern scholars to recognize the importance of atmospheric cues. He said that sensory elements could aid customers in making purchase decisions and overall experiences. In restaurants, nice music, good design, and comfortable seating can encourage customers to stay longer and spend more money.

In the post-pandemic world, cleanliness and hygiene have become an essential part of restaurant ambience. A hygienic environment is regarded as a trustworthy and safe setting that enables service (Kim & Lee, 2020). Thus, clean restaurants create positive impressions.

Contemporary research into consumers' behaviour indicates the importance they place on pleasurable environments that are Instagrammable and shareable (Priporas et al., 2017). The ambience of the restaurant has largely moved from functionality to become an important part of the experience.

Staff Behavior and Customer Satisfaction:

Customer experience is greatly determined by the behavior of the staff of the hotel. Employees are the first level of contact between customers and organizations, their behaviours and attitude are thereby important determinants of service outcome. Employee interaction as a service quality and satisfaction judge: According to Bitner, Booms and Tetreault (1990), employees may affect customers' perception about service quality and satisfaction.

Being friendly, polite, and professional gives customers positive feelings. As per Lovelock and Wirtz (2016), employees who show empathy, pay attention and communicate well will build closer relationships with the customers. Restaurants have a high level of service encounter, making them prime sites for study.

Many studies that have been conducted showed staff behavior to be a variable of customer loyalty. In the hospitality context, for example, friendliness and responsiveness of employees result in greater customer retention, according to Kandampully and Suhartanto (2000). In the same way, Han and Ryu (2009) found that positive staff interactions enhance customer satisfaction and revisit intentions.

Worker behavior also influences the memorability of dining experience. Restaurants can be remembered by customers for things like a service encounter, attention, and interaction that are personalized and meaningful.

Positive experiences create an emotional bond. Customers may share their experiences online and through word-of-mouth when they feel a bond.

Taking into consideration the growing focus on customer centricity, the restaurant manager is investing in training the employee regarding their communication skills, professional conduct, and service orientation. These efforts help to create unforgettable dining experiences while encouraging customer loyalty.

Memorable Dining Experiences and Revisit Intentions:

The hospitality literature has widely documented the relationship of memorable experiences and revisit intention. Revisit intention is the customer's intention to return to the service provider in the future (Baker & Crompton, 2000). Customer retention rate is a metric that determines business sustainability and shows customer loyalty.

Studies show that memorable experiences increase customers' intention to return to the restaurant. According to Ali et al. (2016), experiential quality affects customer satisfaction and behavioral intentions. Similarly, Jeong and Jang (2011) noted that enjoyable dining experiences increase customers' likelihood of revisiting and recommending the restaurant.

Experiential factors are the most influential when consumers make dining choices. Findings show that this group prefers different experiences, personalised services, and social interactions (Priporas et al., 2017). As such, restaurants that have memorable experiences are more likely to see younger diners return.

It has been further suggested by literature on behavioral intentions that satisfied customers exhibit positive word of mouth and more likely to pay a higher price for a better experience (Zeithaml et al., 1996). So, memorable dining experiences will drive customer retention which also enhance the brand reputation and profitability.

Overall, prior studies suggest that service quality, ambience, and staff behaviour are among the most significant factors influencing memorable experiences. A combination of these can cause customer satisfaction, emotional attachment, and revisit intentions amongst customers. Despite that, there were not many studies conducted on the joint effects of these determinants in empirical settings like restaurants. So, this research is needed.

METHOD

Research Question:

Dining experiences have become an all-important focus for many levels of restaurant owners, from fast food to fine dining. The experience is especially important for the Gen Z crowd who seek more than just good food, but also great service in a nice ambience along with meaningful conversations with restaurant workers. Previously, it was examined in consumer behaviour how experiential quality plays an important part in satisfaction, loyalty and intention to revisit. Given the rise in restaurant culture and the increased impact of experiential aspects on food preferences, the present research paper sought to examine the factors leading to memorable dining experiences among customers.

This study addressed the following research question.

To what extent does service quality, ambience, and behaviour of staff affect memorable dining experience of customers? Moreover, how do these experiential factors influence the customers' revisit intentions and their willingness to recommend restaurants?

To answer this question of the study, a research was conducted on customers' perception about food quality, service efficiency, staff professionalism, ambience, cleanliness, value for money, digital services and overall, experiential quality.

Participants:

The study involved 175 respondents who are frequented customers of various restaurants. Information was gathered by using a structured questionnaire through Google Forms. The respondents were of different age, gender, occupation, dining frequency and spending nature.

Of the respondents, 89(50.9%) were males and 86(49.1%) were females. Most respondents were within the 21-23 years age bracket, with lesser numbers 18-20-years, and 24-26-years and above 26 years. A varied pool of respondents, specifically students, employed persons, self-employed persons, and others gave their views.

Throughout the sample, each participant reported visiting restaurants with varying regularity, from one or two times to several times a month. The participants showed a broad range of dining experiences across the different restaurants. Because this study investigated Generation Z consumers, only respondents who fell into the relevant age categories were included in the analysis.

Data Collection and Analysis:

The structured survey questionnaire was utilized for data collection which consisted of demographic questions and statements measured on a 5-point Likert Scale measuring 1 being 'Strongly Disagree' and 5 being 'Strongly Agree'. The survey was constructed specifically to measure the important dimensions on memorable dining experience and revisit behavior.

The online survey was conducted using Google Forms and the data was gathered in July 2026. 175 Responses were valid. The participants were informed of the study covered before they responded to the questionnaire, and the information they are going to give will remain anonymous and will only be used for academic purposes.

The data collected were coded and analyzed using Microsoft Excel and SPSS. The responses of the respondents were summarized in reasonable and understandable manner using descriptive statistics (frequencies, percentages, mean scores and composite indices Experiential Score and Revisit Score). In addition, it was established which factors are more important for consumers with respect to dining experience and revisit intention among the service quality, ambience staff behaviour and memorable experience.

Correlation was used to identify the relationship between the dining experience and the independent variables (Service quality, ambience and staff behavior). In addition a multiple regression model is constructed to study the extent of influence of the independent variables on dining experience.

The results of the investigation revealed how restaurants can improve their services, ambience, and staff behaviour to enhance customer experience and cultivate long-term customer loyalty.

Objectives:

1. To examine the influence of service quality on memorable dining experiences among restaurant customers.
2. To analyze the impact of restaurant ambience on customers' memorable dining experiences.
3. To investigate the effect of staff behavior on customer perceptions of memorable dining experiences.

4. To determine the relationship between memorable dining experiences and customers' revisit intentions.
5. To evaluate the extent to which memorable dining experiences influence customers' willingness to recommend restaurants to others.

Hypothesis:

H1: Service quality has a significant positive influence on memorable dining experiences among restaurant customers.

H2: Restaurant ambience has a significant positive influence on memorable dining experiences among restaurant customers.

H3: Staff behavior has a significant positive influence on memorable dining experiences among restaurant customers.

FINDINGS

An in-depth examination of the data resulted in a thematic categorization namely, profile of the respondents, dining behaviour, service quality, ambience and staff behaviour, noteworthy dining experience, revisit intention and customer spending behaviour.

Respondent Profile:

Table 1 shows the respondents' demographic characteristics. Most respondents were from the age group of 21 – 23 years (43.4%) followed by 18–20 years (30.9%). With 89 males (50.9%) and 86 females (49.1%), the sample was almost equally distributed in terms of gender.

In terms of occupation, students were the highest respondents which were (69.7%) followed by employed (14.3%) self-employed (9.7%) and unemployed (6.3%). The evidence of this report suggests that the study reflects the views and the dining experience

Age Group Count

18-20	54
21-23	76
24-26	45

Dining Behavior:

The examination has shown that eating out is popular with customers. Most respondents eat at restaurants once in a while (30.3 per cent) and 2–3 times a month (28.0 per cent). In addition, 25.7% of respondents rounded up to visit restaurants once a week while only 16.0% came once a month.

Most respondents (42.3%) spent between ₹500 and ₹1000 on a restaurant visit in spending behaviour. Roughly one-fifth had expense between ₹1001 and ₹2000 while around 25.7% had expense less than ₹500. A relatively small number (12.6%) stated to spend above ₹2000/ visit. According to the finding, consumers don't mind spending on food dining but are indeed price-sensitive.

Service Quality:

The service quality dimension analysis showed that most respondents view restaurant services favorably. The mean score for “Restaurants offer the quality food I expect” was 3.51, while “Restaurants generally offer fast and efficient service” received a mean score of 3.43.

Among the service-related variables, consistency in service is an important determinant of customer loyalty. The mean score for the statement “I will return to restaurants that offer good service” was comparatively high (3.86). This indicates that service quality plays an important role in influencing customers' revisit behaviour.

Customers are looking for reliability, timeliness and consistency of services and with such offerings they can provide memorable experiences.

Ambience and Staff Behavior:

The results indicate that the ambience and service are important components of dining experiences. The average score for the statement “The ambience of restaurants (lighting, music, seating, and décor) makes my dining experience better” was 3.72 while it was 3.76 for “I usually feel comfortable and relaxed while dining at restaurants”.

Likewise, respondents saw positive perceptions on staff behaviour. Restaurant workers are usually friendly, polite and professional an average score of 3.59 was given to this statement. Moreover, cleanliness and hygiene were regarded as essential factors like 3.59 average score.

According to these findings, the results saw that customers prefer the restaurant with a great environment, hygiene standards, and well-mannered staff members that enhance dining.

Memorable Dining Experiences:

The findings disclosed that customers viewed their restaurant visits as memorable experiences. Restaurants generally provide a memorable dining experience. (Mean = 3.59)

Furthermore, the online reservation, QR menu, and digital payment service recorded a positive response at an average score of 3.69. Technology-enabled services are helpful in enhancing customer satisfaction and convenience.

Restaurants these days are not just a place to eat. So, the memorable dining experiences rely on ambience, staff behavior, cleanliness, technology, etc. It is not just food quality.

Revisit Intentions:

Strong evidence indicates memorable dining experiences significantly influence customers to return. The statement “Good food quality encourages me to revisit a restaurant” scored the highest mean rating of 3.93. In the same way, respondents were very willing to recommend restaurants offering good dining experience (mean=3.90).

Also noteworthy are the other findings.

- Customers are likely to revisit restaurants they enjoy dining at.
- A pleasant environment helps customers revisit the place.
- High quality service enhances revisit intention (mean score is 3.86).

What customers want in a restaurant is sufficient food quality, ambience, and service consistency according to a study. Further, it determined that these are some of the strongest predictors of customer loyalty.

Customer Spending Behavior:

The research investigated the customers’ willingness to spend more on better dining experiences. The average score for the statement, “I am willing to spend more at the restaurants which provide superior dining experience” is 3.70.

This finding suggests that customers value more than just pricing, and they will pay a premium when the restaurant provides an excellent experience. Thus, restaurant managers should strive to create a holistic dining experience that fuses the quality of food with service, ambience and staff professionalism.

The key takeaway from the research is that memorable dining experiences are created by service quality, ambience and behaviour of staff. Furthermore, these experiential factors positively influence the customer's willingness to return to, recommend and spend more at restaurants. In summary, restaurants aiming to improve

customer retention and loyalty must focus on delivering consistent and memorable dining experiences through all service touchpoints.

Results of Hypothesis Testing:

H1- Service quality has a significant positive influence on memorable dining experiences among restaurant customers. (Accepted)

H2- Restaurant ambience has a significant positive influence on memorable dining experiences among restaurant customers. (Accepted)

H3- Staff behavior has a significant positive influence on memorable dining experiences among restaurant customers.(Accepted)

Explanation:

Correlations

		Experiential score	Servicequality
Experiential score	Pearson Correlation	1	.894**
	Sig. (2-tailed)		.000
	N	175	175
Servicequality	Pearson Correlation	.894**	1
	Sig. (2-tailed)	.000	
	N	175	175

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the variable experiential quality and service quality is 0.894 which is **Strong Positive Correlation**. Hence the hypothesis (H1) has been accepted .

Correlations			
		Experiential score	Restaurant ambience
Experiential score	Pearson Correlation	1	.861**
	Sig. (2-tailed)		.000
	N	175	175
Restaurant ambience	Pearson Correlation	.861**	1
	Sig. (2-tailed)	.000	
	N	175	175

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the variable experiential quality and service quality is 0.861 which is **Strong Positive Correlation**. Hence the hypothesis (H2) has been accepted.

Correlations			
		Experiential score	Staff behaviour
Experiential score	Pearson Correlation	1	.793**
	Sig. (2-tailed)		.000
	N	175	175
Staff behaviour	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	175	175

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the variable experiential quality and service quality is 0.793 which is **Strong Positive Correlation**. Hence the hypothesis (H3) has been accepted.

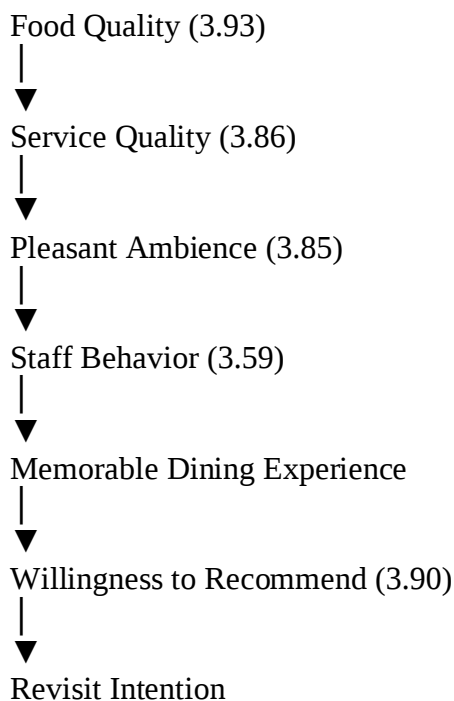
Multiple linear regression:

Coefficients											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	.121	.100		1.207	.229	-.077	.319			
	Service quality	.448	.055	.438	8.208	.000	.341	.556	.894	.532	.213
	Restaurant ambience	.250	.045	.283	5.534	.000	.161	.340	.861	.390	.143
	Staff behaviour	.241	.027	.315	8.826	.000	.187	.295	.793	.559	.229
Dependent Variable: Experiential score											

The results show that service quality, restaurant ambience, and staff behaviour all have a significant positive influence on the experiential score. Therefore, the null hypotheses stating that these factors have no significant influence can be rejected, while the corresponding alternative hypotheses can be accepted.

Among the three factors, service quality has the strongest influence, followed by staff behaviour and restaurant ambience. This suggests that improving service delivery and employee interactions may be particularly important for enhancing the overall restaurant experience among customers

Research Findings Framework



Summary of Findings :

Factor	Mean Score	Impact
Food Quality	3.93	Highest
Recommendation Intent	3.90	Very High
Service Quality	3.86	High

Ambience	3.85	High
Positive Experience	3.83	High
Comfort While Dining	3.76	Moderate-High
Digital Services	3.69	Moderate
Staff Behavior	3.59	Moderate
Memorable Experience	3.59	Moderate

DISCUSSION AND CONCLUSION

After analyzing 175 responses collected for the study on what makes dining experiences memorable, the results show that multiple experiential factors influence memorable dining experiences. Factors like service quality, restaurant ambience, and staff behavior were found to be particularly useful in making dining experiences memorable. Most of the respondents have a positive perception with regard to restaurant experience. According to the responses, ambience (Mean = 3.72), the level of comfort and relaxation while dining (Mean = 3.76), and professionalism and courteous behavior of staff (Mean = 3.59) had a good level of agreement. Furthermore, the respondents rated cleanliness and hygiene (Mean = 3.59) and digital services such as online reservations and QR menus (Mean = 3.69) quite highly in terms of overall dining satisfaction.

The outcomes also offer evidence that memorable dining experiences directly damage customers' behavioral intentions. According to most respondents they are willing to go back to restaurants where the experience is good (Mean = 3.83) and the service is consistent and of a good range (Mean = 3.86). Moreover, a good food quality the most influential factor encouraging revisit behaviour (Mean = 3.93), it is followed closely by the customers' willingness to recommend restaurants to others (Mean = 3.90). According to the results, those eating places that can successfully combine superior food quality with ambience and professional staff interaction are likely to build consumer loyalty for life.

Experiential aspects exist outside the usual dimensions of service from service theories. More and more consumers are placing greater value on convenient features like digital payment and technology-enabled services in restaurants. Researchers have reasoned that customers are no longer just looking out for the quality of food but also good memorable experiences in a good atmosphere that match with their lifestyle and expectations. The positive correlation of experiential quality and revisit intention shows that restaurants must adopt customer-oriented strategies to stay competitive dynamic hospitality.

While there were mostly positive responses, there were still areas of intent. According to the results, prompt and efficient service (Mean = 3.43) and perceived value for money (Mean = 3.43) received lower scores. This shows that while customers like ambience and food quality, service delivery and pricing perception inconsistencies may impede truly memorable dining experiences. As a result, restaurant managers should pay more attention to service efficiency, train their staff & pricing to retain customers.

In light of the findings, memorable dining experiences are multidimensional in nature and significantly shaped by service quality, ambience, and behaviour of the staff. Customers are more likely to return back to restaurants that maintain quality service, care about their ambience, and foster a good employer-customer relationship with their employees. For this reason it is recommended for hospitality managers to utilize experiential quality as a strategic tool to improve customer loyalty and achieve a competitive advantage.

The current research, like all studies, has some limitations. The research gathered responses from 175 respondents. It had a limitation since most of the respondents were consumers, it may not be used for others. The employed study deploys a structured questionnaire that is administered at a single point in time. This may not capture the changing customer perception over a very long time. Future research could include longitudinal studies, larger and varied samples, as well as qualitative measures such as interviews or focus groups to help understand the determinants of memorable dining experience. While this study includes only respondents from Bengaluru, future research could focus on customers from different regions and specific types of restaurants.

The influence of additional factors like menu diversity, pricing strategies and restaurant location on revisit behavior can also be further studied.

Notwithstanding the aforementioned limitations, the study contributes valuable insights regarding the components of memorable meal experiences in the restaurants. The quality of service, ambience of the restaurant and behaviour of the staff have an impact on customer satisfaction which leads to their revisit and recommendation behaviour. By identifying and responding effectively to these determinants, restaurants can create meaningful and memorable experiences that not only delight customers but also encourage the nurturance of long-term relationships.

REFERENCES

1. Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. **Journal of Services Marketing*, 20*(1), 3–11.
2. Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. **Journal of Marketing*, 56*(2), 57–71.
3. Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. **Journal of Hospitality & Tourism Research*, 33*(4), 487–510.
4. Harrington, R. J., Ottenbacher, M. C., & Kendall, K. W. (2011). Fine-dining restaurant selection: Direct and moderating effects of customer attributes. **Journal of Foodservice Business Research*, 14*(3), 272–289.
5. Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants. **Journal of Business Research*, 62*(4), 451–460.
6. Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. **Journal of Travel Research*, 57*(7), 856–870.
7. Kim, W. G., Ng, C. Y. N., & Kim, Y. S. (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. **International Journal of Hospitality Management*, 28*(1), 10–17.
8. Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment: Part 1. A conceptual model of dining satisfaction and return patronage. **International Journal of Contemporary Hospitality Management*, 11*(5), 205–222.
9. Kotler, P. (1973). Atmospherics as a marketing tool. **Journal of Retailing*, 49*(4), 48–64.
10. Ladhari, R., Brun, I., & Morales, M. (2008). Determinants of dining satisfaction and post-dining behavioral intentions. **International Journal of Hospitality Management*, 27*(4), 563–573.
11. Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? **International Journal of Hospitality Management*, 28*(3), 338–348.
12. Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. **Journal of Hospitality & Tourism Research*, 31*(3), 387–409.
13. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. **Journal of Retailing*, 64*(1), 12–40.
14. Pine, B. J., & Gilmore, J. H. (1999). **The Experience Economy: Work Is Theatre and Every Business a Stage**. Boston: Harvard Business School Press.
15. Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants. **Journal of Hospitality & Tourism Research*, 34*(3), 310–329.
16. Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. **International Journal of Contemporary Hospitality Management*, 24*(2), 200–223.
17. Schmitt, B. (1999). **Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands**. New York: Free Press.

-
18. Walls, A. R., Okumus, F., Wang, Y., & Kwun, D. J. W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing & Management*, 20*(2), 166–197.
 19. Wakefield, K. L., & Blodgett, J. G. (1994). The importance of servicescapes in leisure service settings. *Journal of Services Marketing*, 8*(3), 66–76.
 20. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). New York: McGraw-Hill Education.