

# new normal regulation, QSR in mal

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**NEW-NORMAL REGULATION OF COVID-19, PHYSICAL SERVICESCAPE,  
AND THEORY PLANNED BEHAVIOR: A STUDY CASE ON QUICK-SERVICE  
RESTAURANTS IN MALLS IN SURABAYA**

**ABSTRACT**

**Purpose**

'New-normal' is the adaptation period during the Covid-19 pandemic that affects daily activities and economics, which results in the application of strict health regulation in public places such as malls, tourists sites, and culinary areas. The physical servicescape appearance is adjusted to the new normal regulation health protocol as well as the visitor's planned behavior motivates the visiting intention to the quick-service restaurant (QSR) in malls. This study aims to, first, explore the influences of new-normal regulations towards the physical servicespace of QSR which are exterior design, interior design, and the location of QSR in the mall. Second, to explore the influences of new-normal regulations and the Theory of Planned Behavior (TPB) towards the QSR visiting intention with the mediating variable of physical servicescape.

**Design/methodology/approach**

The study sample is 313 visitors of QSR in malls in Surabaya in the period of June to December 2020, acquired through questionnaires distributed both online and offline. Data is analyzed using the SmartPLS 3.0 technique.

**Findings**

The results showed that the new-normal regulation significantly influences physical servicescape (exterior design, interior design, and QSR location). TPB, which are attitude, subjective norm,

and perceived behavioral control significantly influence QSR visiting intention. In the indirect path, new-normal regulation significantly influences visitor's intention with the mediating variable of interior design, while exterior design and QSR location do not significantly mediate.

#### Originality

This study discusses, in particular, the changes in the physical servicescape design since the implementation of the new-normal regulation caused by the Covid-19 pandemic, which both directly or indirectly influences the behavior of visitors in public areas.

#### Research implication/ Practical implication

In terms of literature, this study contributes to the deeper understanding of servicescape in the field of health that collaborates with architecture design and individual behavior in the field of marketing. Furthermore, this study practically helps mall management in deciding the marketing strategy and QSR outlet management to survive in the pandemic by adhering to the health protocols in place.

Keywords: new-normal, quick-service restaurant, physical servicescape, theory of planned behavior, visiting intention

Paper type: Research paper

#### Introduction

Based on the survey of Badan Pusat Statistik (Badan Pusat Statistik, 2017), the region of East Java, particularly Surabaya showed that 70,35% of middle-scaled culinary businesses are located

in commercial areas such as malls or shopping complexes. The majority of culinary businesses found in malls are fast-casual and fast food, which are categorized as quick-service restaurants (QSR). However, the growth was stunted when the Covid-19 pandemic struck in Indonesia in March 2020, and to re-activate the culinary business, health protocols and regulations are enforced especially in public areas. In the new-normal period, shopping centers and tourist attractions are allowed to operate under strict provisions, such as physical distancing, body temperature checks, usage of masks, and shortened operational hours (Bramasta, 2020; Laucereno, 2020). The impact of the Covid-19 pandemic caused 43% of businesses that relied on face-to-face service in the entertainment and culinary sector to close, and 42% of restaurant consumers to reduce their visit to culinary businesses (Bartik, et al., 2020; Widayat & Arifin, 2020). The Covid-19 pandemic encourages further studies regarding the visiting intention of consumers to culinary tours in public areas in consideration of their health.

The physical aspect of restaurants such as their design and location (Bitner, 1992; Turley & Milliman, 2000) experienced a change along with the implementation of new-normal regulations. Changes in the layout of the exterior design are based on physical distancing (Sterling-Rice Group, 2020) using the servicescape model that aims to create a certain response or behavior (Bitner, 1992; Williams & Dargel, 2004). Servicescape is the physical setting to create an exchange of service or transaction. The setting of servicescape in the exterior area of restaurants can be applied in the entrance door, windows, architecture, signage, and surrounding area (Turley & Milliman, 2000; Baskaya, et al., 2004), effects of colors (Tantanatewin & Inkarojrit, 2016), restaurants' interior area (Burns & Caughey, 1992) as well as the pattern of shops' outlet and culinary outlet locations in malls (Dogu & Erkip, 2000; Ebster & Garaus, 2011; Fong, 2005) designed as attractive as possible to attract visitors entering the QSR while also paying attention to the health protocols.

Visiting intention is the individual behavior of attraction to an object or a desire to visit a certain place in a certain period (Ajzen, 1991; Whang, et al., 2016). According to the Theory Planned Behavior (TPB), the intention of behavior is determined by attitude, subjective norms, and behavior control that is felt. A beneficial behavior and subjective norm that is supportive gives the motivation to be engaged in a certain behavior, but the concrete intention to carry it out is only formed when the control over the behavior is strong enough (Ajzen, 1991; Ajzen, 2005). The more positive the attitude and subjective norm, and the higher the behavior control, results in the stronger the individual's intention to visit QSR in the malls will be, and vice versa. In the end, a sufficient level of control will direct the behavior so that the individual is expected to carry out the visiting intention when an opportunity presents itself.

Previous studies focus on the role of physical servicescape (Bitner, 1992) towards individual intention, but this study is expanded with individual behavior according to the Theory of Planned Behavior (Ajzen, 1991). This study is conducted during the COVID-19 pandemic with the aim to explore, firstly, the direct relationship of new-normal regulation and QSR physical servicescape (exterior design, interior design, and QSR location). Secondly, to explore the relationship of physical servicescape towards visiting intention to QSR. Thirdly, to examine the relationship of attitude, subjective norm, and perceived behavioral control of visitors towards visiting intention to QSR within shopping centers. Lastly, the influence of physical servicescape mediation in terms of health is <sup>4</sup>also investigated. A proper understanding of the influence of physical servicescape mediation role can give insight into the relationship of new-normal regulation and individual behavioral intention that conducts culinary visits to QSR within the public area of shopping centers during the COVID-19 pandemic. Therefore, the benefit obtained from this study for mall managers is the determination of marketing strategy in managing QSR within the mall area to grow visiting intention to the mall while still following the health protocol.

## **Literature Review**

### *Servicescape and Theory Planned Behavior (TPB)*

Servicescape is a study on service design developed by Booms & Bitner (1981), which is an environment where service is assembled, seller and buyer interact, combined with a tangible commodity that facilitates the performance or communication of the service. The servicescape model is a stimulus-respond model (SOR model) that is applied especially for the service sector. SOR model (stimulus (S) → organism (O) → response (R) model) (Bitner, 1992; Mehrabian & Russell, 1974) describes how an organism, that includes customer and employee, respond toward environmental stimulation (e.g., lighting, music, interior design). Essentially, this model suggests that a person's response shows three types of wider stimulation within the external environment – physiology, emotional (affective), and behavioral response. The physical environment factor is a sensory, spatial, and symbolic stimulus (Bitner, 1992; Katz & Rossiter, 1991). The element of physical environment is divided into three categories that include the exterior of the facility (landscape, exterior design, signage, parking, surrounding environment), the interior of the facility (interior design and decoration, equipment, signage, layout), and ambiance condition (air quality, temperature, and lighting) (Bitner, 1992). Therefore, aesthetic factors or facility design, layout, and ambiance conditions are the most important components of the physical environment, also known as physical servicescape (Watts, 2019). A company that designs servicescapes will add an atmosphere that increases customer experience, thus influencing the buyer's behavior during the service encounter (Hooper, et al., 2013; Ali, et al., 2021).

The study of individual behavior is developed from the Theor of Planned Behavior (TPB) that is started from the Theor of Reasoned Action (TRA) in the year 1980. TPB is used to predict the intention of an individual involved in the behavior at a certain time and place. TPB explains

that an individual's behavior has the ability to self-control. The key component of this model is behavioral intention; the behavioral intention is influenced by the attitude towards the behavioral possibility of an expected result as well as the subjective evaluation of the result's risks and benefits. TPB states that behavioral achievement depends on motivation (intention) and ability (behavioral control), distinct from belief – behavior, normative, and control (LaMorte, 2019). In the last few years, TPB construction continues to be developed by adding other components from behavioral theory to be used as a more integrated model as found in hospitality (Abbasi, et al., 2021; Chen & Tung, 2014; Han & Kim, 2010; Wang, et al., 2018), culinary (Kim, et al., 2013; Liao & Fang, 2019) dan health industry (Ryan & Carr, 2010) as discussed in this study regarding the culinary industry during the Covid-19 pandemic.

#### **Effects of New Normal Regulation Towards Exterior Design, Interior Design, and QSR Location**

The culture of eating out, in restaurants that offer a certain “atmosphere” has been a part of a lifestyle that enjoys togetherness with families, friends, colleagues, and business partners. The “atmosphere” factor of restaurants <sup>4</sup> (known as “servicescape”) can influence a consumer's experience and his behavioral intention, as consumers do not enjoy the dish only, but also appreciates the environment of the restaurant. Walker (2017) showed restaurants' development into a few classifications which are Full-Service Restaurant (fine-dining, family-style, casual-dining); Foodcourt; Food Truck/Cart/Concession Stand; Quick-Service Restaurant (fast-food & fast-casual). Quick-Service Restaurant (QSR) is divided into sub-categories of fast-casual and fast food that prioritize speed of service over service luxuries. Fast-casual restaurants are developed from casual restaurants that offer speed of service, quality ready-to-serve food with a better atmosphere from fast-food restaurants. Moreover, fast-food restaurants offer speed and a cheaper price. However, the Covid-19 pandemic hit the restaurant business hard.

Numerous restaurants declared bankruptcy, and others are reported to be unable to cover their rent and pay the staff.

Officially, the new normal term is first coined from the protocol of WHO for countries who intend to loosen their policies regarding the handling of the Covid-19 pandemic, announced on April 16, 2020, by considering the economical, security, human rights factors, and the public sentiment. In Indonesia, ever since the Covid-19 pandemic the economic condition has been declining, including the culinary business, and various attempts have been made to increase the economic performance, among which is the implementation of the new-normal regulation in public areas particularly malls and culinary areas. Referring to the Letter of the Ministry of Trade Number 12 of the Year 2020 on the Recovery of Trade Activities During the Corona Virus Disease 2019 (COVID-19) Pandemic and New Normal, a basic protocol was implemented for shopping center managers and visitors, by limiting the number of mall visitors and tenants to 50 percent, reducing the operational hours, screening of body temperature, providing hand-washing stations (soap and hand sanitizer), making masks obligatory, physical distancing area with a radius of 1.5 meters, and periodic disinfection of public areas by the managers.

The New Normal regulation is expected to provide a solution for the culinary business to stay in business. As the result, changes in the exterior and interior design aspects need to be adjusted to eradicate the Covid-19 pandemic, which prompted the managers to apply various changes and innovations such as:

- a. Rearranging the layout of the fast-food restaurants to accommodate the physical distancing policy and relying on the takeaway system. The addition of a sterilization area at the entrance that has been designed to be a chamber with a double door, as well as providing hand-washing stations that have been considered in advance during the layout planning of the restaurant;



- b. Modifying the accessibility of the dining area to be more spacious by reducing the furniture to enable visitors to keep their distance towards each other;
- c. Using materials that are easily cleaned to keep them sterile and hygienic;
- d. Anticipating air contagion by creating more openings, or designing restaurants with an open-air concept.

Aside from design, the location of the QSR is also an important factor to be considered to start a culinary business. Food outlets should be positioned around a supermarket, but not necessarily in the main location. Restaurants can be positioned anywhere that has a view to be beneficial (Fong, 2005). A location that stands out, such as the business center that is packed with pedestrians or a mall next to a busy street, acts as a marketing tool. A peculiar location does not always ruin a business, but might encourage the owner to work harder and requires more resources on marketing to attract customers. A location that stands out helps customers to find the restaurant, even without them looking for the restaurant. During the pandemic, however, the location aspect of the QSR in malls might experience a change in accessibility and wayfinding from the implementation of the change in visitors' pathway direction, vertical transportation usage limitation (lifts, escalators), the addition of the touchless feature in elevator design, as well as placement of restaurants with an open area (skylight, plants, open windows) (Doherty, 2021). As a result of the Covid-19 pandemic, more restaurants are offering deliveries to increase their income during the pandemic. Therefore, QSR in malls are not always visited but might act as a "ghost" kitchen. In the conditions above, QSR needs to innovate on the physical servicescape according to the health protocol.

(H<sub>1</sub>) New-Normal Regulation influences Exterior Design

(H<sub>2</sub>) New-Normal Regulation influences Interior Design

(H<sub>3</sub>) New-Normal Regulation influences QSR Location

### **Effects of Exterior Design, Interior Design, and Location on QSR Visiting Intention**

The servicescape element that includes ambiance conditions, interior design, and exterior design triggers an individual's behavior. The study of Ali, Ting, & Salim (2021) stated that the holistic effect of servicescape directly influences behavior intention. Visiting intention regarding the physical aspects such as exterior, color, lighting, and interior style are the first thing that the consumer sees so as to influence an individual's intention to approach it (Baker, et al., 1994; Mower, et al., 2012). Design is a significant contributor to behavioral intention (Hooper, et al., 2013). Turley & Milliman (2000) and Djekic, et al. (2016) stated that exterior design in servicescapes such as entrance door, window, architecture, signage, and surrounding area ought to be set as attractive as possible to trigger consumer's visiting intention. The personal impression brought by service environments plays a key role in attracting and keeping customers, by exploring the interior design to create a certain expected response (Orth, et al., 2012). Furthermore, Burns & Caughey (1992) and Djekic, et al. (2016) added that the interior factor of the restaurant such as layout, color, and furniture as the first impression that a restaurant should show. Color and lighting are important elements in creating a psychological service environment or neuro-marketing that will in turn influence customer satisfaction tour service encounters (Ozkul, et al., 2019). Tantanatewin & Inkarojrit (2016) also added that interior color is closely linked to a positive emotional level that significantly increases the probability of a visit. The use of warm and intimate lighting may grab more of the visitor's attention (Wu, et al., 2021). On the contrary, Han & Ryu (2012) and Chong (2018) found that layout and table setting have no significant impact in grabbing visitor's attention, whether on the first-time or revisits. This is linked to the location and the demographic profile of a restaurant/café, where visitors prefer general aesthetics and togetherness to interior layout (Chong, 2018).

The location aspect of the outlet in malls may both increase or decrease visitor's intention. Dogu & Erkip (2000) stated that wayfinding and accessibility in malls in the form of signage alone will not suffice in helping visitors find a shop in the mall, although Turley & Milliman (2000) found otherwise. The complementary aspect such as location landmark or a specific area such as a gallery, atrium, or foodcourt/food gallery is also needed to garner attention and help visitor's navigation in the mall (Bor, 1986; Dogu & Erkip, 2000). Fong (2005) found that the sporadic placement of a number of restaurants is insignificant in triggering intention or as a sales strategy in malls. The placement of locations of the same kind (agglomeration) such as culinary areas or restaurant strips is needed to attract visitors in malls (Ebster & Garaus, 2011). Aside from agglomeration, other factors that might attract visitors to malls are the proximity of entrance access from the parking area (Roberson & Kleynhans, 2015) or the proximity of anchor stores from escalator's accessibility (Nabi & Rao, 2013).

(H<sub>4</sub>) Exterior design influences QSR Visiting Intention

(H<sub>5</sub>) Interior Design influences QSR Visiting Intention

(H<sub>6</sub>) QSR Location influences QSR Visiting Intention

#### **Effects of Attitude, Subjective Norms, and Perceived Behavioral Control towards QSR Visiting Intention**

TPB is the behavior model that is widely implemented to understand how a person's behavior might change. This model assumes that behavior is planned; therefore, predicts an intentional behavior. The basis of an individual's behavior in TPB includes an individual's intention, which in turn encourages said individual to have a certain behavior. The stronger his conviction, the stronger the urge to take an action will be (Ajzen, 1991). The behavior of QSR customers shows that emotion influences customers' level of involvement. More than that, motivation and implementation of continuous practice correlates to TPB. Every predictor of

attitude, subjective norm, and perceived behavior control influences QSR visiting intention positively (Raab, et al., 2018; Ottenbacher, et al., 2019).

Attitude is an individual's evaluation of an object and an individual's belief of the consequence caused by said object, whether positive or negative (Ajzen, 2005). Attitude can also be influenced by the proximity to a neutral stimulus (person or object) through affective stimulus (such as dislike), and attitude can change as the result of a persuasive message (such as an advertisement) or consumer product (Walther & Langer, 2011; Pereira & Iglesias, 2020). Subjective norm refers to the peer pressure felt by an individual to perform or not to perform a certain behavior. Individuals are easily influenced by other parties in the form of persuasion or limitation of existing choices. Sometimes, individuals might be willing to trade satisfaction from making an independent decision for social acceptance from friends or family. Perceived behavioral control refers to the ease or difficulty felt by an individual when behaving. When said individual intends to behave, he pays attention to the opportunity, resources, and obstacles he has (Abbasi, et al., 2021).

In the restaurant business, the relationship between stimulus and response is synthesized in the S-O-R model: Stimulus–Organism–Response, which is the design stimulus with consumer's emotion and intention. The stimulus component acts as an initial stimulus which are the outlet's atmosphere (exterior storefront, signage or marquee and entrance), display windows, and building architecture. Design stimulus will trigger a response from the consumer in the form of attraction (positive intention) or repulsion (avoidance) (Kusumowidagdo, et al., 2015). The end result of the consumer's behavior, both positive and negative, is also determined by the organism aspect in the form of the personal emotional level, which is determined by gender and personal experience. This emotional level is the individual's control, which is influenced by the belief of a consequence of a certain action, the influence of

the people nearby, and perception of the ability that said individual possesses to perform a behavior (Ajzen, 1991; 2005) which is visiting intention (Walther & Langer, 2011).

(H<sub>7</sub>) Attitude influences QSR Visiting Intention

(H<sub>7</sub>) Subjective Norm influences QSR Visiting Intention

(H<sub>7</sub>) Perceived Behavioral Control influences QSR Visiting Intention

#### **INSERT FIGURE 1**

#### **RESEARCH METHODOLOGY**

The sample gathering technique is done incidentally on mall visitors in Surabaya who also visit fast food and/or fast-casual during the Covid-19 pandemic, starting from July to December 2020. Data gathering was done on respondents using questionnaires distributed online using Google Form, and offline while also keeping health procedures. The questionnaire was compiled to deeply explore the variables used in the study, which include exterior design aesthetics, interior designs, location aspect, as well as components of TPB which are attitude, subjective norm, perceived behavioral control of visitor, and QSR visiting intention. The variables of the study were compiled using the Likert scale with a score of 1 to 5, starting from statements highly disagreed to highly agreed. The variables used in this study are developed from the part of previous project and various sources as seen in Table 1.

#### **INSERT TABLE 1**

In the hypothesis testing, the SEM-PLS (software SmartPLS3) data analyzing technique was used to conduct a structural analysis (relationships among variables) and measurement analysis (relationships between variables and indicators) where the SEM-PLS was based on variants to

test new theories or theory developments with no tangible ground. The first step is to create a study model in the form of a path diagram, followed by outer model analysis, inner model analysis, and hypothesis testing. The outer model analysis was used for validity and reliability test on indicators that explain the formation of the variables, starting from (a) Convergent Validity that measures the relationship between loading value and its latent variables. Each indicator is considered to meet the criteria of the outer loading value is greater than 0.6. (b) Discriminant Validity is used to see the cross-loading value of each indicator with its construct, if the cross-loading value of the indicator towards the construct is greater than other variables, then the indicator is considered valid. (c) Composite Reliability is used to state an indicator is reliable if the CR value is greater than 0.7. (d) Average Variance Extracted shows that an indicator is reliable if  $AVE > 0,5$ . Furthermore, (e) Cronbach's Alpha is used to test the reliability of the indicator if the value of  $CA > 0,6$  (Hair, et al., 2017). The Inner Model analysis is used to measure the level of compatibility of the data in the model, by testing the relationship between endogenous variables ( $R^2$ ) as well as predictive relevance ( $Q^2$ ). The extend of the influence of the value of  $R^2$  is divided into three categories, which are 0.19 (weak), 0.33 (moderate), and 0.67 (substantial). On the other hand, the predictive relevance  $Q^2$  model test is used if the value is greater than zero ( $> 0$ ), where said model will be considered of having a predictive relevance, and vice versa. The last step is the Hypothesis test using the estimate path coefficient procedure to acquire a coefficient value from the t-statistic test. If the p-value  $< 0,05$  or under the cut-off value of 0.05, there is a significant relationship.

## **ANALYSIS AND DISCUSSION**

This study used the online media Google Forms and offline media, from which 313 eligible respondents who filled the questionnaire completely were acquired and can be used for data processing. The criteria of the respondents in this survey are the visitors of quick-service

restaurants (fast-food and fast-casual) in 10 (ten) malls in the regional to super-regional scale in Surabaya, as the second-largest city after Jakarta. Data distribution was done during the Covid-19 pandemic period from July to December 2020, which is called the “new normal” period in Surabaya. The respondents’ demographic profile that includes gender, age, occupation, and income shows that the majority of the respondents are young (16-25 years old), also called the generation “Z” (59.1%), students (38.7%), and have an income of under Rp. 5 million per month (57.5%). Other characteristics of the respondents are shown in Table 2.

#### **INSERT TABLE 2**

Table 2 shows that the majority of the respondents visit QSR in malls at the lowest frequency, which is 1-2 time(s) in July-December 2020 (55,9%) and are dominantly done by respondents aged 16-25 years who are students, private-sector workers, and self-employed workers with an income in the range of under Rp. 20 million, spending under Rp. 300,000 at the QSR and accompanied by 3 persons.

#### **INSERT TABLE 3**

Table 3 shows that visitors view new-normal regulations which are applied on QSR as an indicator of cleanliness in dining areas ( $\mu=4.55$ ) and hygiene, through the availability of hand-washing stations or hand-sanitizer in restaurants’ entrance area ( $\mu=4.44$ ). The variable of exterior design regarding color and signage, as well as interior design regarding lighting, layout, and accessibility are all equally important variables to visitors. Location with the indicator of agglomeration, or the proximity of a culinary stand to another is important for wayfinding or visitor’s navigation to a QSR ( $\mu=4.31$ ). Visitor’s attitude leans towards an affirmative behavior to

visit a certain restaurant because of security ( $\mu=4.12$ ). Subjective norm points to the willingness to visit QSR caused by the approval of close acquaintances ( $\mu=3.68$ ). Perceived behavioral control points to the confidence of visitors to visit the QSR ( $\mu=4.27$ ). Furthermore, visiting intention leads to the visitor's willingness to visit and the probability of visiting possibility the QSR ( $\mu=4.20$ ).

The next step is the hypothesis test through several stages, starting from the formation of the model, to the validity and reliability test. Figure 2 shows the path diagram on the model study of the relationship of physical QSR and TPB towards visiting intention to QSR on the new normal regulation implementation period.

#### **INSERT FIGURE 2**

Figure 2 shows the indicators with a loading factor value greater than 0.6 as seen in Table 4 that deem the indicators valid in the first model.

#### **INSERT TABLE 4**

The Reliability Test was done to show the reliability of the variable of construct while paying attention to the Cronbach Alpha value (CA) > 0.6, Composite Reliability value (CR) > 0.7, and Average Variance Extracted value (AVE) > 0.5. Table 5 shows all three reliability test results of the variable of construct are satisfactory, although the CA value for the variable of interior design is 0.584, it is still considered reliable.

#### **INSERT TABLE 5**



The outer model test that includes the validity and reliability test has been carried out and it was found that all indicators are valid and all variable of constructs are reliable. Next, the inner model test was done by bootstrapping analysis from the model, the result of which is shown in Table 6. Figure 3 shows the inner model test that tests the relationships among the variable of construct.

#### **INSERT FIGURE 3**

Table 6 shows the result of the hypothesis test for the direct path, that the new-normal regulation influences QSR physical attributes (exterior design, interior design, and QSR location in malls).

#### **INSERT TABLE 6**

Next, Interior Design (ID) and QSR Location correlates with QSR Visiting Intention (VI). Psychologically, the variable of attitude, Subjective Norms (SN), Perceived Behavioral Control (PBC) correlates with QSR Visiting Intention (VI). This relationship is considered significant with the value under p-value 1%, 5%, and 10%. In contrast, there is no significant relationship between exterior design towards QSR Visiting Intention (VI). The indirect path shows the relationship of New-Normal Regulation (RN) to Interior Design (ID) continued to QSR Visiting Intention (VI) significantly with the value of 0.056, that is under the p-value of 10%. On the contrary, the relationship of New-Normal Regulation (RN) to Exterior Design (ED) and QSR Location (LQ) continued to QSR Visiting Intention (VI) is not significant. Goodness of Fit is shown on the  $R^2$  value as data supporting percentage towards the model as shown in Table 7, then followed by  $Q^2$  value calculation as predictive relevance of 34.7%. The said number shows that

34.7% of the data supports the model and the rest 65.3% is other latent variables that are considered to build the model, so there is a chance to conduct further studies by adding other latent variables.

#### **INSERT TABLE 7**

#### **Discussion**

The result shows that exterior design, interior design, and QSR restaurant location (physical servicescape) are significantly influenced by new-normal regulations. In the mall area, the application of strict regulations such as visitors' circulation, UV chamber, the addition of hand sanitizer, the addition of glass chamber, etc. changes the malls' appearance both directly or indirectly. Outlets, public areas, mall atrium, and entire mall interior more or less experience "modification" based on the regulations applied. On the entire mall interior, the addition of health instruments also influences QSR's appearance, focusing on exterior and interior designs of the outlet of the restaurant. These changes have been implemented vividly in the design by practitioners and stakeholders, in both minor and major changes in the dining area and the exterior aesthetic appearance according to the regulation in place, as also stated by Sterling-Rice Group (2020). Furthermore, the form of new-normal regulation such as the addition of pathways and changes in visitor's circulatory direction influences the location aspect of QSR. This is related to the changes in wayfinding, accessibility, and traffic of visitors, so as to significantly influence QSR location placement. Visitors can access and find QSR in various corners of the mall even quicker and easier due to the less traffic of visitor and the implementation of pathways that effectively guides visitors around the mall.

In the second part, the result of the study shows that interior design significantly influences QSR visiting intention, therefore interior design plays a role as a mediating variable

between new-normal regulation and QSR visiting intention during the Covid-19 pandemic. The continuous reminder from the government and related instances for the visitors to raise their awareness for cleanliness and public hygiene more or less changes the public's perception about the importance of well-being within the interior area of a restaurant or other public places. This condition is in line with the statement of Saragih (2020). Moreover, design aesthetics and the physical aspect of the servicescape that includes color and lighting influence visitor's behavior positively or their visiting intention (Hidayetoglu, et al., 2012; Tantanatewin & Inkarojrit, 2016; Wu, et al., 2021). In contrast, the exterior design does not significantly influence QSR visiting intention during the pandemic. Visitors' description shows that the QSR visiting frequency and duration in malls are insufficient (1-2 time(s) for 2-3 hours within 6 months) for the visitors to notice the exterior design intensively. Design aesthetics also decreased from the addition of health instruments that are seemingly 'just placed' in front of the restaurant's façade, triggering a displeasing sight for the restaurant's visitors. This study results show a contrast to Chong (2018), Marinkovic, Senic, & Mimo (2015), and Yuksel (2009) that stated that exterior design influences the visiting intention to the restaurant. Finally, QSR location significantly influences QSR visiting intention. Agglomeration, accessibility, and proximity with anchor stores prove to significantly influence visiting intention. Changes in access, visitors' pathway, and less traffic caused by limiting regulations giving visitors more freedom to find and reach QSR. This finding is in line with Ebster & Garaus (2011), Fong (2005) dan Roberson & Kleynhans (2015). This study proves that location directly influences visiting intention, however, location proves unsuitable to be a mediating variable between new normal regulation and visiting intention.

Behavior, attitude Towards QSR, Subjective norm, and perceived behavioral control significantly influence QSR visiting intention. This finding agrees with the effect of the Theory of Planned Behavior (TPB) on the intention of restaurant consumers and servicescapes (Kim, et al., 2013; Meng & Choi, 2018). A real stimulus is the occurrence of Covid-19 that influences almost

every aspect of life. Visitors' evaluation towards the pandemic and the restaurant condition creates a positive attitude that includes enthusiasm and excitement towards the hygiene of the restaurant's physical aspect (interior design, location) that are influenced by the new-normal regulation. Recommendation from close acquaintances also encourages visiting intention with self-control over personal willingness to visit QSR during the pandemic. Mall visitors' behavior followed by a desire to enjoy food in QSR requires deep consideration regarding the Covid 19 pandemic. This carefulness and attentiveness toward health procedures are critical in this post-pandemic situation.

## **CONCLUSION**

This study proves that, first, new-normal regulation regarding the area cleanliness significantly influences the exterior design, interior design, and QSR location. Second, interior design (artificial lighting comfort) and location (culinary area agglomeration which is wayfinding and visitor accessibility) significantly influence QSR visiting intention, while on the contrary exterior design has no significant influence due to the lack of visit intensity during the pandemic. This study also proves that interior design is capable of mediating new-normal regulation towards visiting intention. Lastly, attitude towards QSR, subjective norm, and perceived behavioral control significantly influence QSR visiting intention. Behavioral consideration regarding health and hygiene factors, peer pressure, as well as visitors' self-control influences visiting intention.

The suggested model in this study still requires further development due to the existence of other variables that might influence visiting intention to QSR in malls during the pandemic. Factors of restaurant's theme, auditory, or QSR surrounding area as well as human relation (service and managerial) may be used for study model development. Furthermore, this study focuses on the physical servicescape design (the combination of design and service aspect)

so that the risk factor as well as visitors' behavior such as overconfidence can also contribute to the next study model.

This study contributes to mall property managers regarding managerial strategy and rent marketing in malls. Hopefully, malls can still be visited while complying with the health procedures in public spaces as well as the availability of health facilities without ruining the atmosphere inside and outside of the malls. The aim is so that visitors will not feel that the addition of health instruments is disturbing their convenience and aesthetics when visiting. Circulatory direction and visitors' pathway should always pay attention to physical distancing and visitors' traffic so that no outlet is disadvantaged from the implementation of the regulation. Culinary business managers who prepare health facilities inside or outside of their rented outlets ought to care for the aesthetics and design balance so as not to reduce visitors' visiting intention caused by misplacement or sub-optimal design of health equipment. In the interior area, the hygiene and cleanliness of the dining area need to be maintained, so that mall visitors are confident in their visiting decision.

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