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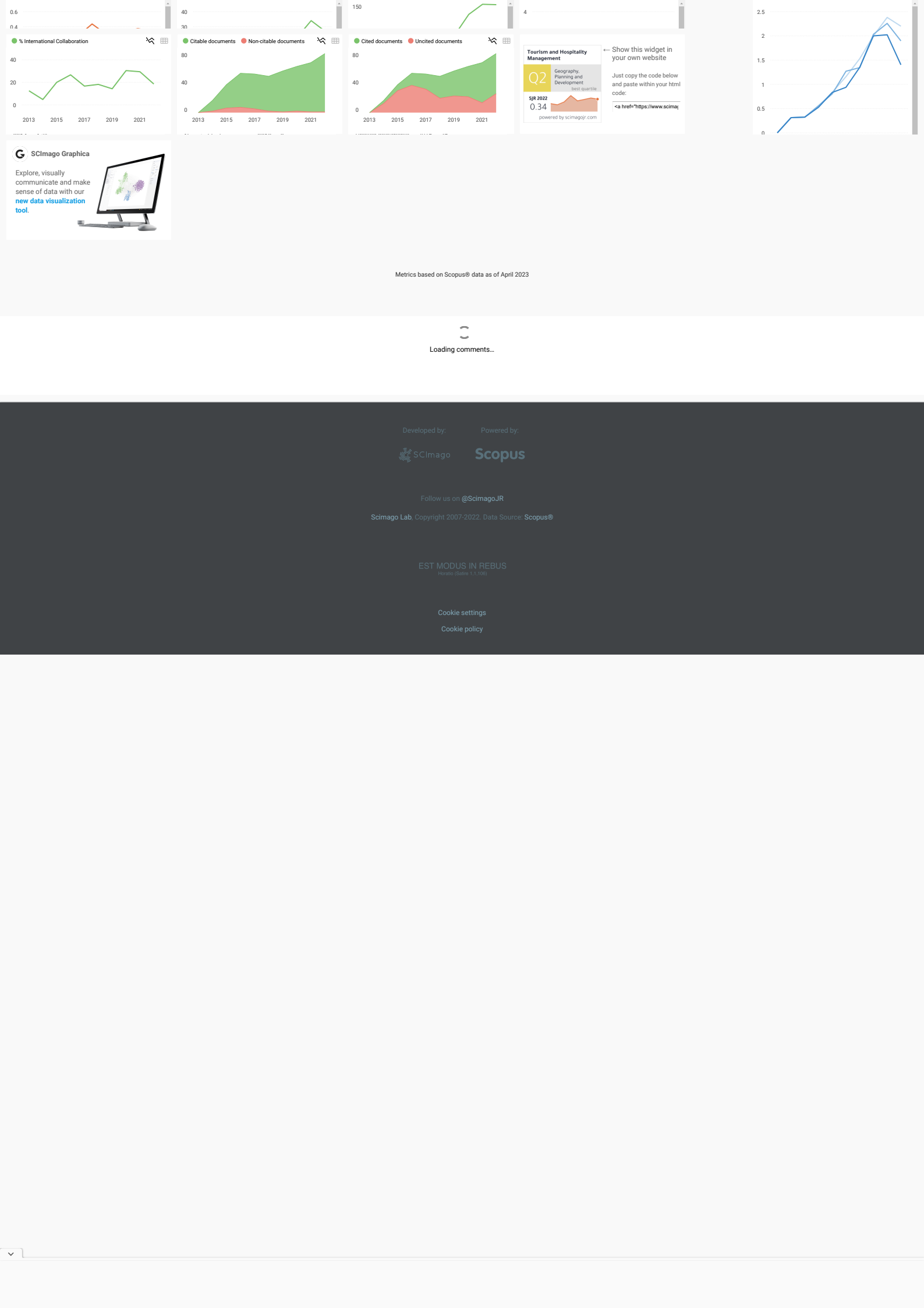
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SURVIVING THE NEW-NORMAL: A STUDY ON PHYSICAL SERVICESCAPE AND VISITOR BEHAVIOR IN QUICK-SERVICE RESTAURANTS IN MALLS IN SURABAYA, INDONESIA

 Njo Anastasia

Kevin Gunawan

Jani Rahardjo

Abstract

Purpose - The "new normal" is the period of adaptation during the pandemic COVID -19 that affects both daily and economic activities, leading to the application of strict health regulations in public places such as shopping malls, tourist sites and gastronomic areas. The appearance of the physical service landscape is adapted to the new normal health regulations. The aim of this study is to firstly investigate the influence of the new regulations with the mediating variable of physical service landscape on QSR visit intention. Second, this study aims to examine the influence of Theory of Planned Behavior (TPB) on QSR visit intention.

Design/methodology - This study uses convenience sampling on mall visitors in Surabaya who also visit QSR during the COVID-19 pandemic, starting from July to December 2020. The study sample is 313 visitors which are acquired through questionnaires distributed both online and offline. The data will be analyzed using the technique PLS-SEM 3.0.

Findings - Firstly, in the direct path, the results showed that the new-normal regulation significantly influences physical servicescape (exterior design, interior design, and QSR location). Secondly, TPB, which are attitude, subjective norm, and perceived behavioral control, significantly influence QSR visiting intention. In the indirect path, new-normal regulation significantly influences visitors' intention towards the mediating variable of interior design, while in contrast exterior design and QSR location do not significantly mediate.

Originality - This study specifically discusses the changes in the design of the physical service landscape since the implementation of the new-normal regulation caused by the COVID-19 pandemic, which both directly and indirectly influences the behavior of visitors in public areas.

Research implication/practical implication - In terms of literature, this study contributes to a deeper understanding of the healthcare service landscape, which interacts with both architecture and marketing, in terms of individual behavior. Furthermore, this study practically helps mall management in deciding the marketing strategy and QSR outlet management to survive in the pandemic by following applicable healthcare protocols.

Keywords new-normal, quick-service restaurant, physical servicescape, Theory of Planned Behavior, visiting intention

INTRODUCTION

Based on the survey of Statistics Indonesia (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). QSR provides fast food which is prepared in a short time with little variety on the menu, where the customer can self-serve (Roseman and Dipietro 2005). However, the growth was stunted when the COVID-19 pandemic struck 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 in the entertainment and culinary sector that relied on face-to-face service to close, and 42% of restaurant consumers to reduce their visits to culinary businesses (Bartik et al. 2020; Widayat and 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 and 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) while using the servicescape model that aims to create a certain response or behavior (Bitner 1992; Williams and Dargel 2004). Servicescape is the physical setting established to create an exchange of service or transaction. The setting of servicescape in the exterior area of restaurants can be applied to the entrance, windows, architecture, signage, surrounding area (Turley and Milliman 2000; Baskaya et al. 2004), effects of colors (Tantanatewin and Inkarojrit 2016), restaurants' interior area (Burns and Caughey 1992) as well as the pattern of shops' outlet and culinary outlet locations in malls (Dogu and Erkip 2000; Ebster and Garaus 2011; Fong 2005) that are designed as attractive as possible to attract visitors entering the QSR while also paying attention to the health protocols.

Visiting intention is an 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 of Planned Behavior (TPB), the intention of behavior is determined by attitude, subjective norms, and behavior control that is felt by an individual. A beneficial behavior and supportive subjective norm give 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). A more positive attitude and subjective norm, and a higher behavior control results in a stronger individual's intention to visit QSR in the malls, 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 on individual behavior according to the Theory of Planned Behavior (Ajzen 1991). This study is conducted during the COVID-19 pandemic (after the peak period of the pandemic, it is called the New-Normal period) with the aim to explore, firstly, the direct relationship between 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 also investigated. A proper understanding of the influence of physical servicescape mediation role can give further insight into the relationship between 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 cultivate visiting intention to the mall while still following the health protocol.

1. LITERATURE REVIEW

1.1. Servicescape and Theory of Planned Behavior (TPB)

Servicescape is a study on service design developed by Booms and 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 to the service sector. SOR model (stimulus (S) → organism (O) → response (R) model) (Bitner 1992; Mehrabian and Russell 1974) describes how an organism, that includes the customer and employee, responds 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 and 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 the 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 Theory of Planned Behavior (TPB) which began with the Theory 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, which 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 in order to be used as a more integrated model as found in hospitality (Abbasi et al. 2021; Chen

and Tung 2014; Han and Kim 2010; Wang et al. 2018), culinary (Kim et al. 2013; Liao and Fang 2019) and health industry (Ryan and Carr 2010), as this study discusses the culinary industry during the COVID-19 pandemic.

1.2. Influences of New Normal Regulation on Physical Servicescape

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 (known as servicescape) can influence a consumer's experience and their behavioral intention, as consumers do not enjoy the dish only, but also appreciates the environment of the restaurant (Hooper et al. 2013). 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 and quality ready-to-serve food with a better atmosphere than fast-food restaurants. Furthermore, Roseman and Dipietro (2005) stated that fast-food restaurants offer menus in a short amount of time with the addition of self-service. 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 by the protocol of WHO announced on April 16, 2020, for countries who intend to loosen their policies regarding the handling of the COVID-19 pandemic, 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. Various attempts had 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, the 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 (Menteri Perdagangan 2020).

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 from 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 (Sterling-Rice Group 2020).

Aside from design, the location of the QSR is also an important factor to be considered when starting 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 a 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 (Dogu and Erkip 2000) 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 (Austin 2021). In the conditions above, QSR needs to innovate on the physical servicescape according to the health protocol.

(H_1)   New-Normal Regulation influences Exterior Design
(H_2)   New-Normal Regulation influences Interior Design
(H_3)   New-Normal Regulation influences QSR Location

1.3. Influences 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 by Ali et al. (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 and Milliman (2000) and Djekic, et al. (2016) stated that exterior design in servicescapes such as entrance, 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 and Caughey (1992) and Djekic, et al. (2016) added 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 during service encounters (Ozkul et al. 2019). Tantanatewin and 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 visitors' attention (Wu et al. 2021). On the contrary, Han and Ryu (2012) and Leong (2018) found that layout and table setting have no significant impact in grabbing visitors' attention, whether on the first time or on revisits. This is linked to the location and the demographic profile of a restaurant/café, where visitors prefer general aesthetics and togetherness to the interior layout (Leong 2018).

The location aspect of the outlet in malls may both increase or decrease visitors' intention. Dogu and 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 and 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 visitors' navigation in the mall (Bor 1986; Dogu and 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 and Garaus 2011). Aside from agglomeration, other factors that might attract visitors to malls are the proximity of entrance access from the parking area (Roberson and Kleynhans 2015) or the proximity of anchor stores from escalator accessibility (Nabi and Rao 2013).

(H$_4$) Exterior design influences QSR Visiting Intention
(H$_5$) Interior Design influences QSR Visiting Intention
(H$_6$) QSR Location influences QSR Visiting Intention

1.4. Influences 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 correlate 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 and Langer 2011; Pereira and 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 involving the consumer's emotion and intention. The stimulus component acts as an initial stimulus which includes 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 the perception of the ability that said individual possesses to perform a behavior (Ajzen 1991; 2005), which is visiting intention (Agnihotri et al. 2021; Walther and Langer 2011).

(H_7) Attitude influences QSR Visiting Intention
(H_8) Subjective Norm influences QSR Visiting Intention
(H_9) Perceived Behavioral Control influences QSR Visiting Intention

Figure 1. **Development Model**
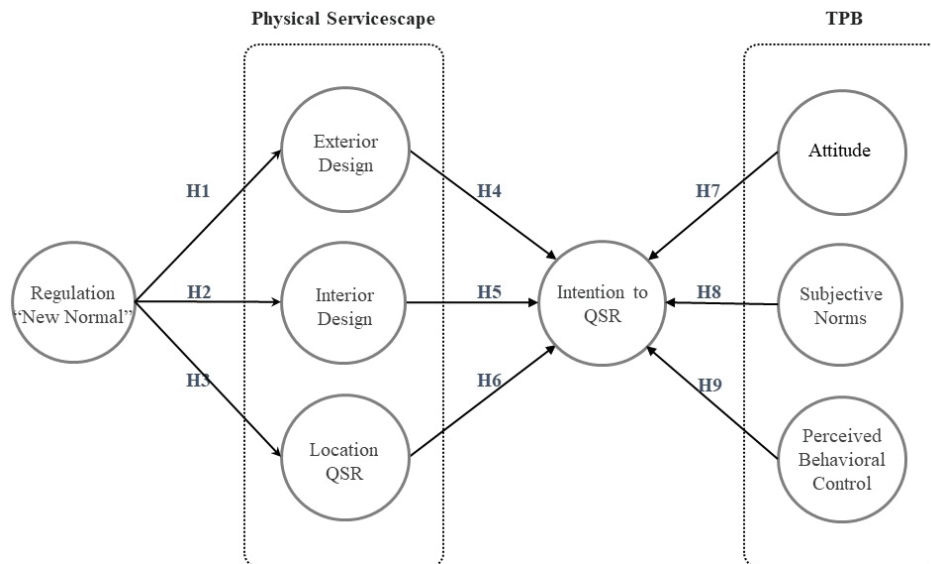
2. METHODOLOGY

The sample gathering technique was done by convenience sampling on mall visitors in Surabaya who also visited fast food and/or fast-casual during the COVID-19 pandemic, starting from July to December 2020 (the period after the peak of the pandemic called the New-Normal period). Data gathering was done on respondents using questionnaires distributed online using Google Forms, and offline while also practicing health procedures. The questionnaire distributed offline was focused on visitors who did not have a gadget and thus were unable to access Google forms. 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 a previous project and various sources as seen in Table 1.

Table 1. **Summary of Construct Variables and Variable Indicators**

Construct Variable	Code	Variable Indicators
New-Normal Regulation (Kementerian Koordinator Bidang Pembangunan Manusia dan Kebudayaan Republik Indonesia 2020; Sterling-Rice Group 2020).	RN1	Availability of hand-washing station/hand sanitizer prior to entering the restaurant
	RN2	A more open dining area concept compared to adjacent restaurants of its kind; or having an outdoor area such as a terrace or balcony
	RN3	Spacing between visitors' tables that reflect physical distancing pattern
	RN4	A clean and sterile dining area that creates a hygienic impression
	RN5	Restaurants are not in close proximity to crowd centers (such as atriums/convention halls)
Exterior Design (Ebster and Garaus 2011; Gao 2014; Mower et al. 2012; Nabi and Rao 2013; Turley and Milliman 2000).	ED1	Artistically designed restaurant entrance area that is attractive or easily recognized
	ED2	A comprehensively attractive architectural design compared to adjacent restaurants
	ED3	A comforting view from the restaurant's window
	ED4	An interesting color combination on the restaurant's exterior
	ED5	An interesting signage design of the restaurant (brand) that can be seen from afar
Interior Design (Hidayetoglu et al. 2012; Malekshahi 2013; Tantanatewin and Inkarojrit 2016; Turley and Milliman 2000).	ID1	A comprehensively interesting layout of the restaurant's interior to give a spacious impression that is comfortable
	ID2	The distance between dining tables is not close together, so there is sufficient space for people to pass through
	ID3	Physical interior design that blends with the restaurant's theme
	ID4	A well-thought lighting scheme to not be blinding but cozy
	ID5	A trendy interior decoration that is in with the current trend

Construct Variable	Code	Variable Indicators
QSR Location (Dogu and Erkip 2000; Ebster and Garaus 2011; Nabi and Rao 2013).	LQ1	Restaurant is conveniently located near the escalator so that it can be easily found after riding the escalator
	LQ2	Restaurant is located near anchor stores (e.g., Department store, hypermarket, bookstore) so that it can be easily found
	LQ3	Restaurant is located in the middle of the mall's corridors, easily accessed from all sides
	LQ4	Restaurant is located in the culinary area or food court to be easily found
	LQ5	Restaurant can be easily accessed with its close proximity to the mall entrance and/or parking area
Attitude Towards QSR (Meng and Choi 2018; Moslehpour et al. 2015; Shen 2017).	ATT1	I visited the restaurant for its visually attractive design
	ATT2	I agree that this restaurant is fashionable
	ATT3	I think this restaurant is safe to visit
	ATT4	I feel happy visiting this restaurant
	ATT5	Visiting this restaurant is the right choice
Subjective norm (Ajzen 2006)	SN1	My close acquaintances suggested that I visit this restaurant
	SN2	People whose opinions I value are pleased if I visit this restaurant
	SN3	My close acquaintances agreed that I visit his restaurant
	SN4	My close acquaintances believed that visiting this restaurant is the right action
	SN5	I visit this restaurant under the influence or based on my acquaintances' recommendation
Perceived Behavioral Control (Ajzen 2006)	PBC1	I have enough time and chances to visit this restaurant
	PBC2	My decision to actually visit this restaurant or not is entirely up to me
	PBC3	I believe that if I wanted to, I can visit this restaurant
	PBC4	No one can stop me from visiting this restaurant
	PBC5	I have decided to visit this restaurant no matter what

Construct Variable	Code	Variable Indicators
QSR Visiting Intention (Ajzen 2006; Kim and Jun 2016; Meng and Choi 2018).	VI1	I think I will visit that restaurant
	VI2	Most likely I will visit that restaurant
	VI3	I am willing to visit that restaurant
	VI4	I am very excited to visit that restaurant
	VI5	I plan to visit that restaurant as soon as possible

In the hypothesis testing, the PLS-SEM 3.0 (software SmartPLS3) data analyzing technique was used to conduct a structural analysis (relationships among variables) and a measurement analysis (relationships between variables and indicators), where the PLS-SEM 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. Testing with a path diagram can display how the direct and indirect effects of the path are. The direct effect is the influence of independent variable on dependent variable without going through another variable (mediating variable). The core of indirect path analysis or mediation analysis is to assume a sequence of relationships between variables that affect mediation, which then affect the dependent variable (Latif 2022)

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 which measures the relationship between loading value and its latent variables. Each indicator of the outer loading value is > 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 > 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 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, where the said model will be considered of having a predictive relevance, and vice versa. The hypothesis test uses the estimate path coefficient procedure to acquire a coefficient value from the t-statistic test. If the p-value < 0.05, there is a significant relationship (Hair et al. 2017).

3. RESULTS

This study used a questionnaire distributed in 10 (ten) shopping malls within the regional to super-regional scale in Surabaya and obtained 313 respondents. The respondents' demographic profile 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.

Table 2. **QSR Visiting Frequency (July-December 2020) based on visitors' profiles**

Profile of Respondents		1-2 time(s)	3-4 times	5-6 times	> 6 times	Total
(1)		(2)	(3)	(4)	(5)	(6)
Gender	Male	69	34	10	21	134
	Female	106	44	13	16	179
Age	< 15 y.o	3	0	0	1	4
	16-25 y.o	95	53	11	26	185
	26-35 y.o	17	6	2	1	26
	36-45 y.o	25	6	4	2	37
	46-55 y.o	27	9	4	6	46
	> 56 y.o	8	4	2	1	15
Occupation	Students	62	33	6	20	121
	Civil Worker	1	2	0	0	3
	Private Sector	53	15	7	6	81
	Self-employed	34	19	4	8	65
	Professional	8	2	1	2	13
	Others	17	7	5	1	30
Income per month (in Rupiah) (Rupiah: US$ 1= Rp. 14.000)	< 5 million	107	45	10	18	180
	5-20 million	60	28	9	11	108
	21-40 million	4	5	4	3	16
	> 40 million	4	0	0	5	9
Duration of mall visit	≤ 1 hour	15	1	0	0	16
	2-3 hours	131	65	17	29	242
	≥ 4 hours	29	12	6	8	55
Number of QSR visitor company	1 person	11	1	0	0	12
	2 persons	39	20	8	8	75
	3 persons	56	27	5	8	96
	4 persons	46	24	6	12	88
	≥ 5 persons	23	6	4	9	42

Expenditure during QSR visit (in Rupiah) US$ 1= Rp. 14.000	< Rp 150.000	78	24	4	13	119
	Rp 150.000-300.000	74	44	10	13	141
	Rp 300.001-500.000	18	8	9	6	41
	> Rp 500.000	5	2	0	5	12
Total Respondents		175	78	23	37	313
		(55.9%)	(24.9%)	(7.3%)	(11.8%)	(100%)

Source: data analysis; note: y.o = years old

Table 2 shows that the majority of the respondents' visit QSR in malls is 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.

Table 3. **Descriptive data, Cronbach's Alpha, Composite Reliability, and AVE**

Variable	Code	Mean	SD	Loading	CA	CR	AVE
"New Normal" Regulation (RN)	RN1	4.44	0.807	0.737	0,814	0,871	0,575
	RN2	4.00	1.101	0.726			
	RN3	4.39	0.809	0.803			
	RN4	4.55	0.687	0.829			
	RN5	4.19	0.929	0.689			
Exterior Design (ED)	ED1	4.26	0.781	0.807	0,852	0,894	0,628
	ED2	4.20	0.838	0.815			
	ED3	4.15	0.871	0.768			
	ED4	4.24	0.770	0.803			
	ED5	4.24	0.804	0.767			
Interior Design (ID)	ID1	4.35	0.740	0.820	0,820	0,881	0,648
	ID2	4.30	0.817	0.804			
	ID3	4.28	0.749	0.782			
	ID4	4.36	0.699	0.814			
QSR Location (LQ)	LQ1	3.49	1.130	0.687	0,747	0,836	0,562
	LQ2	3.37	1.133	0.833			
	LQ3	3.72	1.015	0.714			
	LQ5	3.52	1.092	0.757			

Attitude towards QSR (ATT)	ATT1	3.75	0.997	0.683	0,847	0,889	0,618
	ATT2	3.75	1.032	0.734			
	ATT3	4.12	0.821	0.777			
	ATT4	4.07	0.802	0.867			
	ATT5	3.93	0.869	0.854			
Subjective Norm (SN)	SN1	3.58	1.04	0.776	0,884	0,915	0,685
	SN2	3.44	1.04	0.844			
	SN3	3.68	0.99	0.877			
	SN4	3.56	1.00	0.892			
	SN5	3.58	1.06	0.739			
Perceived Behavioral Control (PBC)	PBC1	3.74	0.95	0.737	0,782	0,859	0,606
	PBC3	4.27	0.79	0.673			
	PBC4	3.70	1.12	0.841			
	PBC5	3.34	1.25	0.850			
QSR Visiting Intention (VI)	VI1	4.20	0.759	0.847	0,921	0,941	0,760
	VI2	4.11	0.842	0.905			
	VI3	4.20	0.813	0.854			
	VI4	3.90	1.000	0.907			
	VI5	3.71	1.136	0.844			

Source: data analysis

Table 3 shows that visitors view new-normal regulations which are applied on QSR as an indicator of cleanliness in dining areas (μ=4.55) and of health (the availability of hand-washing station or hand sanitizer in the restaurant's entrance area) (μ=4.44). The variable of exterior design (color, signage), as well as interior design (lighting, layout, accessibility), are variables that are equally important for visitors. A location that is in close proximity to other culinary outlets is considered as wayfinding or mall visitors' navigation towards QSR (μ=4.31). Visitors' attitude leans toward an affirmative behavior to visit a certain restaurant because of security (μ=4.12). Subjective norm points to the willingness to visit QSR caused by the approval of close acquaintances (μ=3.68). Perceived behavioral control points to the confidence of visitors to visit the QSR (μ=4.27). Furthermore, visiting intention leads to the visitors' willingness to visit and the probability of visiting possibility of the QSR (μ=4.20).

The next step is the hypothesis test, beginning with the formation of the model, to the validity and reliability test. The indicators with a loading factor value > 0.6 which deem the indicators valid in the first model, except ID5, LQ4, and PBC2, those indicators are not used in the model. Table 3 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. 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 is shown in Figure 2.

Figure 2. **Final Model**
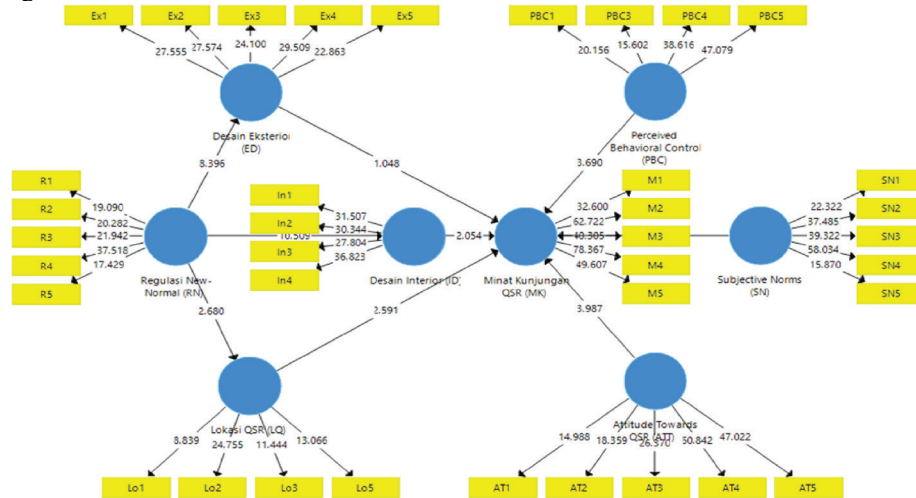
Table 4. **Inner model value, direct and indirect effect relationship**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics (|O/STDEV|)	p-values
Direct path					
RN → ED	0.421	0.426	0.050	8.396***	0.000
RN → ID	0.493	0.496	0.047	10.509***	0.000
RN → LQ	0.154	0.164	0.057	2.680***	0.008
ED → VI	0.069	0.070	0.066	1.048	0.295
ID → VI	0.139	0.134	0.068	2.054**	0.041
LQ → VI	0.110	0.118	0.042	2.591***	0.010
ATT → VI	0.280	0.277	0.070	3.987***	0.000
SN → VI	0.157	0.154	0.056	2.816***	0.005
PBC → VI	0.236	0.244	0.064	3.690***	0.000
Indirect Path					
RN → ED → VI	0.029	0.030	0.029	1.013	0.311
RN → ID → VI	0.068	0.067	0.036	1.913*	0.056
RN → LQ → VI	0.017	0.020	0.011	1.593	0.112

Note: *sig at 10% (1.64) **sig at 5% (1.96); ***sig at 1% (2.58)

Table 4 shows the result of the hypothesis test for the direct path, that the new-normal regulation influences QSR physical attributes. Interior Design (ID) and QSR Location

correlates with QSR Visiting Intention (VI). Psychologically, the variable of attitude, Subjective Norms (SN), and Perceived Behavioral Control (PBC) correlate with QSR Visiting Intention (VI). This relationship is considered significant with the value under p-value of 1%, 5%, and 10%. In contrast, there is no significant relationship between exterior designs towards QSR Visiting Intention (VI).

Path diagrams can also display indirect relationships. 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 (p-value < 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 5, 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.

Table 5. **R^2 value and adjusted R^2 from model**

	R^2	**adjusted R^2**
Exterior Design (ED)	0,177	0,174
Interior Design (ID)	0,243	0,241
QSR Location (LQ)	0,024	0,020
QSR Visiting Intention (VI)	0,533	0,523

Source: data analysis

4. THEORETICAL IMPLICATIONS

The results of this study contribute to the literature on servicescape and TPB. First, The 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. change the mall's appearance 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 visitors' 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 visitors and the implementation of pathways that effectively guides visitors around the mall.

Second, 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 of 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 visitors' behavior positively or their visiting intention (Hidayetoglu et al. 2012; Tantanatewin and 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's results show a contrast to Leong (2018), Marinkovic et al. (2015), and Yüksel (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 give visitors more freedom to find and reach QSR. This finding is in line with Ebster and Garaus (2011), Fong (2005) and Roberson and 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.

Third, from the behavioral point, 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 and Choi 2018). A real stimulus is the occurrence of COVID-19 which 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.

5. MANAGERIAL IMPLICATIONS

The results of the study imply that the QSR managers must pay close attention to health protocols related to the COVID-19 pandemic or other outbreaks in the future. One of the strategies that ought to be done by managers is to provide knowledge, training, and monitoring services to QSR employees. An employee's independence and motivation based on their knowledge will give positive support in responding to problems that occur

during the operational activities within the service recovery period. Agnihotri, et al. (2021) stated that a positive behavior by the employee increases trust in the minds of the customer so as to increase customer joy in continuing to visit.

QSR managers need to actively update services to customers by providing foods that are safe, hygienic, properly packaged, and delivered effectively, that can be provided through a drive-through lane. Managers also need to improve the cooperation with third parties to improve marketing and sales of the restaurant, by launching an online ordering platform on QSR websites, or through a partnership with third-party deliveries (e.g., Go-food, Shopee-food, etc.). Strategies that further the to-go/carry-out operations can increase the market reach so that QSRs who previously function as a "ghost" kitchen to survive during the pandemic can return to their normal function, with a wider market reach. Managers also need to reorganize the operational schedules and employee roles, rearrange the dining space to the health protocol requirements, develop new menus, and improve communication between customers and employees. Rajput and Gahfoor (2020) states that QSR managers who understand the importance of food quality, service quality, and environmental quality as a marketing tool can maintain customers, so the visit intention becomes a repeating visit because customers are satisfied with the QSR service.

Mall managers also need to rearrange the health procedure in public places to not ruin the atmosphere inside and outside the mall. This includes rearranging the circulation flow and visitors' path while implementing physical distancing and visitor traffic, so that no booth is harmed by the implementation of the regulation. Mall managers and QSR managers also need to work together in preparing the health facilities inside and outside of the booth by minding the aesthetics and design balance. Within the interior, hygiene of the dining area is important to ensure mall visitors are confident in their visit decision.

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 visiting intensity during the pandemic. This study also proves that interior design is capable of mediating new-normal regulations 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 influence visiting intention.

The limitations of this study are the research period which was only carried out for 6 (six) months and the data search process was constrained because during the pandemic there were still restrictions on activities outside of the home. Also, research is focused on QSR which changes the physical servicescape due to the pandemic. The extension of the range of studies and the inclusion of other study methodologies to analyze the physical servicescape of restaurants and customer behavior can develop the implications of this

research. A larger sample size and/or a different set of research variables according to each type of restaurant can be used to improve future studies.

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.

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