

ABSTRACT

Indonesia is the fourth most populous country in the world. By 2017 the total population is about 260 million people with a larger middle class level, so population density encourages industry growth in the food and beverage sector. Growth in the food and beverage sector is attributed to increased public incomes and the growing middle class population. Along with the growth of food and beverage industry in Indonesia encourage the emergence of various restaurants targeting various segments. Domicile Kitchen & Lounge is one of the restaurants that has segment for upper middle class which was established in 2014 in Surabaya.

The results showed the largest lamda loading value indicated by the influence of pleasure to the behavioral intention of 0.763. The next largest lamda loading value is the effect of arousal to pleasure of 0.937. Of the three dimensions of second order in affecting arousal there is the largest lamda loading value indicated by the influence of non environmental environmental cues of 0.656, then the influence of aesthetic labor variables of 0.338 and the last is environmental cues variable that is equal to 0.264.

The recommendation given to the Domicile Kitchen Lounge restaurant with regard to the practical implications described above is that when the Domicile Kitchen Lounge opens a new branch, they should place greater emphasis on interesting sights such as close proximity to the beachfront featuring beautiful beach views and can also build a restaurant location on a hill close to the villa and other attractions

Key Words: Environmental Cues, Non Environmental Cues, Aesthetic Labor, Emotional Response, and Behavioral Intention