DOES CUSTOMERS SATISFACTION MEDIATE THE RELATIONSHIP BETWEEN HEDONIC AND UTILITARIAN VALUES TO BEHAVIORAL INTENTION?

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Abstract
This study investigated the effects of hedonic and utilitarian values on behavioral intentions and the mediating effects of satisfaction in the restaurant industry. A survey was conducted in the setting of culinary industry. Purposive sampling method was used to collect 125 samples. The data was analyzed using linier regression.
The result showed that the hedonic and utilitarian value has a significant and positive direct effect on satisfaction. The hedonic and utilitarian values, and the satisfaction as well also have significant and positive effect on behavioral intention. This study also showed that customer satisfaction acts as a partial mediator in the relationship between hedonic value and utilitarian value on behavioral intentions.
Keywords: hedonic value, utilitarian value, satisfaction, and behavioral intention.

INTRODUCTION

The needs of consumers today are not only limited to basic necessities such as clothing, food and shelter, but also the needs related to desire such a pleasure and entertainment. When consumers have a need, then consumers will be compelled to make a purchase. Before consumers make purchases, consumers will find information first and then form the expectations towards the product or service he has chosen. When the product or service capable of delivering results more than consumer expectations, then consumers will be satisfied. The consumer will choose the products and services that can provide a sense of satisfaction because when consumers were satisfied with a product or service, then the consumer will tend to make purchases on the same product or service and recommend products to others. This means consumers are complacent towards a product or service will establish a positive behavioral intention on the consumer.

However, if otherwise then the consumer will have the intention of negative behaviour towards a product or service, such as switching to another product or service.

Restaurant is the place where consumers satisfy their hunger and experience the excitement, enjoyment, and sense of personal well-being (Finkelstein, 1989 in the Ha and Jang, 2010). Not all consumer have the same feeling when consumption experience in the restaurant industry (Ryu *et al.*, 2010). According to Ryu *et al*. (2010) the differences occur due to the presence of two types of different consumption i.e. consumption tends to be associated with the utilitarian purpose of consumers like ordering a healthy meal at the restaurant because the goals for healthy living and consumption of the hedonic tends to be associated with pleasure and enjoyment are often considered insignificant things such as choosing a restaurant can enjoy *live music* as well as having space are more interesting and convenient. The existence of such differences raises questions on some earlier researchers, where between the two aspects of those values that are more significantly affect consumer behaviour especially in the restaurant industry.

The value measurement in this research not only limited on the value or functional benefits, but also consider the benefits of hedonic. Person's shopping experience could generate value through two ways, that success in achieving the desired objectives, or through a sense of comfortable or happy during the process to take place. To understand the role of perceptions of value in providing the best service, it is crucial to understand the perception of the consumer value as the value of hedonic and utilitarian values associated with consumer response to post consumption such as consumer satisfaction and intention behavior. So the research objectives are as follows: (1) To analyze the effect of hedonic value on customer satisfaction. (2) To analyze the effect of utilitarian value on consumer satisfaction. (3) To analyze the effect of consumer satisfaction on behavioral intent. (4) To analyze the effect of hedonic values on behavioral intentions. (5) To analyze the effect of utilitarian values on behavioral intentions. (6) To analyze the mediation effect of satisfaction in the relationship of hedonic value and behavioral intention. (7) To analyze the mediation effect of satisfaction in the relationship of utilitarian value and behavioral intention.

LITERATURE REVIEW

Hedonic Value

Hedonic is derived from the Greece hedonic means pleasure or enjoyment. The hedonic value describe as the behavior of a person because that person feels like to something. According to Babin *et al.* (1994) the hedonic value is a value that contains an element of fun and filled with playful compared with the fulfillment of a need. Hedonic value reflect the adventurous nature of shopping as entertainment and emotional potential resulting from experience (1982, Holbrook and Hirchman). Hedonic consumption is regarded by consumers as an escape from problems. This is because the consumer is hedonic consider shopping can help consumers to forget about the problem. The dimensions of the value of the hedonic of consumer experience consists of a unique product or service, the meaning of the symbolic, emotional stimulation, and the image (Ha and jang, 2010). Based on the previous explanation, hedonic value according to definition Overby and Lee (2006) as the overall assessment of the benefits of experience and sacrifice as entertainment and escapism.

Utilitarian Value

Utilitarian Value reflects a person's consciousness in the Act in order to achieve certain results. According to Babin *et al.* (1994) the utilitarian value based on whether the needs that drive consumers to make purchases has been reached, and often done efficiently. In the utilitarian concept of an activity is consumption or the purchase is said to be providing value to consumers when the main objective of these activities has been achieved successfully and can be completed quickly. In the Babin *et al.* (1994) obtained the fact that consumers want to spend minimal time possible in conducting the activities of the purchase. Utilitarian value dimension consists of efficient, specific objectives, and economical aspects of a product or service (Ryu *et al.*, 2010). Based on the previous explanation then utilitarian value according to definition Overby and Lee (2006) is overall assessment is as functional benefits and tradeoffs.

Satisfaction

Satisfaction is defined as feeling happy or not happy of a person resulted from compared between the perceptions about the product or performance results obtained with expectations (Kotler and Keller, 2012). Consumer expectations are formed from a variety of factors, such as the presence of a perceived need and desire by the consumer, the experience of a purchase in the past, the advice of friends, as well as information and promises given by marketers. Customer satisfaction is the main goal of marketing, consumers are satisfied it means the consumer will come back to visit the providers of the same service and are willing to recommend the provider of the service to others. Satisfaction with regards to what is expected by consumers, so a good service provider should offer a service that is greater than the expectations of consumers.

Behavioral Intention

According to Mowen and Minor (2002) intention of behaviour defined as the desire of consumers to behave according to certain ways in order to possess, dispense, and use a product or service. So, the consumer can form a desire to seek information, inform others about his experiences with a product, buy a particular product or service, or dispose of the product with certain way. Zeithaml (1988) indicated the perception of value plays an important role in making purchase decisions of consumers, shows that the emergence of behavioral intentions are the result of the presence of the consumer's perception of value (Ha and Jang, 2010). When customers perceive a high value of consumer experience, they tend to reveal a positive behavioral intentions. Based on the above explanation, intent behavior in this study can be described as likely to return to visit the restaurant and recommend it to others in the future (Ryu *et al.*, 2010).

Hypothesis:

H_1: Hedonic value has a positive effect on consumer satisfaction

H_2: Utilitarian value has a positive effect on consumer satisfaction

H_3: Consumer satisfaction has a positive effect on behavioral intention
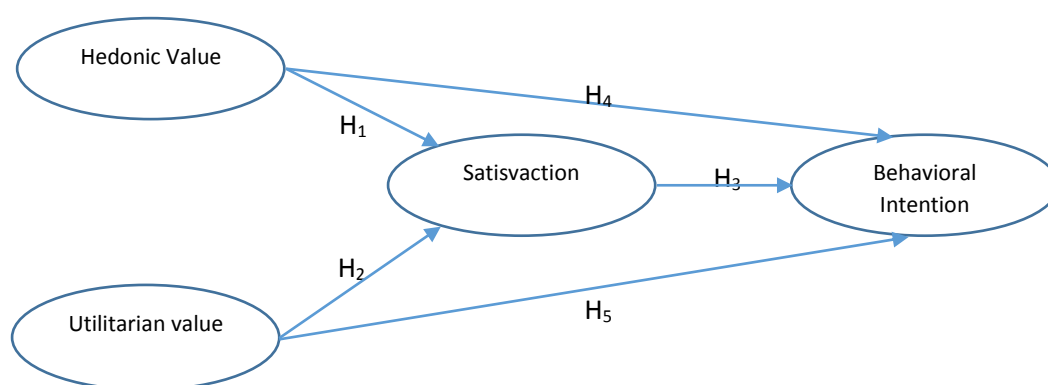
H_4: Hedonic value has a positive effect on behavioral intention

H_5: Utilitarian value has a positive effect on behavioral intention

H_6: Satisfaction has a mediation effect in the relationship of hedonic value and behavioral intention.

H_7: Satisfaction has a mediation effect in the relationship of utilitarian value and behavioral intention.

Research Model

Gambar 1. Model Penelitian

RESEARCH METHODS

This research is quantitative research which contains both descriptive and analitical research. Data was analyzed using causal studies where researchers would investigate the reason of one or more problems (Sekaran, 2006).

Objects used in this research is Restoran Gubug Makan Mang Engkin jalan Godean Km. 16 Sleman, Yogyakarta with the subject of its consumer. Primary data was used from collected directly by the researcher.

Sampling technique used a non-probability sampling with purposive sampling. The criteria used are the consumers who are aged above 17 years and have visited the object at least twice. The number of samples used in the study as many as 125

respondents, referring to Roscoe (1975) in Sekaran (2006) the magnitude of the research sample for analysis Multivariate regression preferably between 30 up to 500 samples.

Data collection techniques used questionnaire. The questionnaire used was a close ended questionnaire, where the questionnaires given to the respondents had been provided a choice to answers. Data measurement techniques used in this research is the Likert scale.

The instruments quality testing used in this research is validity test and reliability tests. To find out if the questions instrument asked by researchers to respondents is valid or not, then the questionnaire tested using bivariate analysis by looking at the table of correlation and see the value of *the sig (2-tailed)*. Questions instrument are valid if significant score (α) < < 5% or 0.05 (Rahmawati *et al*, 2012). To find out if the instrument questions are reliable or not then in tested by using reliability test. Instruments are reliable if the value of *cronbach alpha* > 0.6 (Rahmawati *et al*, 2012).

Analysis Methods used is multiple regression analysis with the hypothesis test is using t-test (partial test) coefficient determinant test (R^2), and simple mediation test.

RESULTS AND DISCUSSION
Respondents Profile

The following is a descriptive analysis of the data on the characteristics of the respondents. With total of sample as much of the 125 respondents:

Table 1.Respondents Description

Respondents Characteristics	Description	Total Respondents	percentage	The total number
Age	> 20-29	61	48.8%	100%
	> 30-39	33	26.4%	
	> 40-49	23	18.4%	
	> 50-59	4	3.2%	

	> 60	4	3.2%	
	Total	**125**		
Gender	Male	58	46.4%	100%
	Women	67	53.6%	
	Total	**125**		
Jobs	Student	34	27.2%	100%
	TNI/POLRI	0	0%	
	PNS	35	28.0%	
	Private employee	24	19.2%	
	Self employed	15	12%	
	Others	17	13.6%	
	Total	**125**		
Last Education	JSS	0		100%
	SLTA	33	26.4%	
	D3	21	16.8%	
	S1	57	45.6%	
	S2	13	10.4%	
	S3	1	0.8%	
	Total	**125**		
Average income per month	< Rp 2 million	30	24.0%	100%
	> Rp 2 million – Rp 4 million	30	24.0%	
	> Rp 4 million – Rp 6 million	39	31.2%	
	> Rp 6 million – Rp 8 million	15	12.0%	
	> Rp Rp 8 million – 10 million	9	7.2%	
	> Rp 10 million	2	1.6%	
	Total	**125**		

Based on Table 1 can be known that the largest percentage of respondents age is > 20-29 years as much as 61 respondents or 48.8%, The largest percentage to gender is female as much as 67 respondents or amounting to 53.6%, the largest percentage for a job is civil servant (PNS) as many as 35 respondents or of 28.0%, the largest percentage of Undergraduate education is to as much as 57 respondents or amounted to 45.6%, and the largest percentage for earnings average per month is Rp 4 million – > Rp 6 million by as much as 39 respondents or amounting to 31.2%.

Instrument Quality Test

Validity Test

Validity of the Test used to measure whether valid or not a legitimate questionnaire. A questionnaire is valid if the questions on the questionnaire were able to reveal something that will be measured by the questionnaire (Sekaran, 2006). Validity tested using alpha < 0.05 or 5%. To the extent of the validity of the test of significance is done by comparing the value of the *alpha* with a value of *sig (2-tailed),* the result could be seen in Table 2:

Table 2. Instrument Validity Test Results

Variable	Item of Question	Sig. (2-tailed)	Alpha	results
Hedonic Values	I think the flavor of the seafood menu offered by Gubug Makan Mang Engking is unique.	0,000	0,05	Valid
	I think the concept of Gubug Makan Mang Engking with saung made from bamboo is very unique.	0,000	0,05	Valid
	Gubug Makan Mang Engking is a restaurant and cozy place for family recreation.	0,000	0,05	Valid
	The food menu offered Gubug Makan Mang Engking describes the traditional aspects of typical village food.	0,000	0,05	Valid
	Sundanese traditional music played at Gubug Makan Mang Engking adds a distinctive element of rural Sundanese.	0,000	0,05	Valid
	The interior design offered by Gubug Makan Mang looks like the typical of rural Sundanese.	0,000	0,05	Valid
	Gubug Makan Mang Engking has a natural feel of rural Sundanese culture.	0,000	0,05	Valid
	The seafood menu offered Gubug Makan Mang Engking has the best quality.	0,000	0,05	Valid

	The menu of seafood served Gubug Makan Mang Engking is delicious.	0,000	0,05	Valid
	Eat at Gubug Makan Mang Engking is comfortable.	0,000	0,05	Valid
	The service provided by Gubug Makan Mang Engking is very friendly.	0,000	0,05	Valid
	The rural atmosphere offered by Gubug Makan Mang Engking made me feel like I was in a village environment.	0,000	0,05	Valid
	The natural atmosphere offered by Gubug Makan Mang Engking makes me feel relax.	0,000	0,05	Valid
	Eating at Gubug Makan Mang Engking is so much fun.	0,000	0,05	Valid
	The dining experience I had while in Gubug Makan Mang Engking made me love to try other menu choices.	0,000	0,05	Valid
	I like to eat at Gubug Makan Mang Engking because I can feel the pleasure when I'm in an amazing place.	0,000	0,05	Valid
Utilitarian value	I ate at the Gubug Makan Mang Engking to enjoy seafood.	0,000	0,05	Valid
	Gubuk Makan Mang Engking offers a varied menu of seafood dishes.	0,000	0,05	Valid
	The portion of food offered by Gubuk Makan Mang Engking satisfied my hunger.	0,000	0,05	Valid
	Eating at the Gubuk Makan Mang Engking is affordable.	0,000	0,05	Valid
	I feel the price I pay to eat at Gubuk Makan Mang Engking is not in vain.	0,000	0,05	Valid
	The price of the product and or service I paid from Gubuk Makan Mang Engking was in accordance with the quality of the food provided.	0,000	0,05	Valid

	The cost of eating at Gubuk Makan Mang Engking is reasonable.	0,000	0,05	Valid
	The services provided by the Gubuk Makan Mang Engking are fast.	0,000	0,05	Valid
	Eating at Gubuk Makan Mang Engking is practical	0,000	0,05	Valid
	To enjoy the food menu served Gubuk Makan Mang Engking does not need to wait a long time.	0,000	0,05	Valid
Satisfaction	I am satisfied with the services provided by Gubug Makan Mang Engking.	0,000	0,05	Valid
	I am satisfied with the food menu that served at Gubug Makan Mang Engking.	0,000	0,05	Valid
	I am satisfied with the experience of eating at Gubug Makan Mang Engking.	0,000	0,05	Valid
	Overall, I am satisfied with the Gubug Makan Mang Engking	0,000	0,05	Valid
Behavioral Intentions	I will return to Gubug Makan Mang Engking at a later time	0,000	0,05	Valid
	I will visit Gubuk Makan Mang Engking more often.	0,000	0,05	Valid
	On another occasion, Gubug Makan Mang Engking is the first place I will visit when I want to eat seafood.	0,000	0,05	Valid
	I would recommend Gubuk Makan Mang Engking to others.	0,000	0,05	Valid
	I will tell positive things about Gubuk Makan Mang Engking to others.	0,000	0,05	Valid
	I will bring my relatives and friends to eat at Gubuk Makan Mang Engking	0,000	0,05	Valid

From table 2 above can note that each item is question has the *sig (2-tailed)* < 0.05 and is positive. Thus the question of grain stated is valid. So all the *item* question

qualified or can be used for further research and able to represent the variables examined.

Reliability Test

Test reliability used to reveal the internal stability of the answers of the respondents in one variable. Reliability test used in the study are using *Cronbach Alpha* scores. According to Rahmawati *et al.* (2012) reliability test results considered reliability if the score of *cronbach alpha* > 0.6. Based on the calculations obtained the following results:

Table 3. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Hedonic Value	0,889	Reliable
2	Utilitarian value	0,829	Reliable
3	Satisfaction	0,658	Reliable
4	Behavioral Intention	0,850	Reliable

From table 3 above can note that each variable has a cronbach alpha > 0.6. Thus the grain question representing each such variable declared reliability. So all the *item* question qualified or can be used for further research and able to represent the variables examined.

Hypothesis Test Results

Hypothesis test in this study used regression multiple linear analysis. The data processing is performed with the SPSS program version 21. 0. Multiple linear regression analysis results can be seen in the table below:

Analysis of the regression equations I (Hypotheses 1 and 2)

Table 4. Results of Multiple Regression Test Analysis I

Model	Unstandardized Coefficients		Standardized Coefficients	t-statistic	Sig.
	Beta	Std. Error	Beta		
Constant	7,267	1,478		4,917	0,000
Hedonic Value	0,083	0,027	0,310	3,089	0,002

Utilitarian value	0,087	0,040	0,214	2,140	0,034
R^2		: 0,222			
Adj. R^2		: 0,209			
N		: 125			
Variable Dependent		: Satisfaction (Y)			

According of the table, known influence of independent variables on the dependent variable: (1) Based on the results of the processed data, the hedonic value has a significant value 0.002 or probability smaller than the defined significant level that is $<\alpha$ 0,05 and regression coefficient value 0,310. Based on the above, it can be explained that partially, the hedonic value has a significant and positive effect on the satisfaction. So the first hypothesis (H1) in this study is accepted. (2) Based on the results of the processed data, the utilitarian value has a significant value 0.034 or probability smaller than the stipulated significance level that is $<\alpha$ 0.05 and obtained regression 0.214. Based on the above, it can be explained that partially, the utilitarian value has a significant and positive effect on the satisfaction. So the second hypothesis (H2) in this study is accepted. (3) Based on the results of the processed data, obtained coefficient value of determination (R^2) by looking at the value of Adjusted R Square of 0.209. This means that the variation of the dependent variable in the model of satisfaction (Y) can be explained by independent variables ie hedonic value (X1) and utilitarian value (X2) of 20.9%, while the rest of 79.1% is explained by other variables such as consumer motivation to visit restaurants not included in this research model.

Analysis of the regression equation II (3.4 Hypothesis, and 5)

Table 5. Results of Multiple Regression Test Analysis II

Model	Unstandardized Coefficients		Standardized Coefficients	t-statistik	Sig.
	Beta	Std. Error	Beta		
Constant	-4,428	2,240		-1,976	0,050
Hedonic Value	0,108	0,039	0,221	2,793	0,006
Utilitarian value	0,268	0,057	0,365	4,699	0,000

Satisfaction	0,606	0,125	0,333	4,834	0,000
N		: 125			
Variabel Dependen		: Behavioral Intentions (Y)			

Based on the table, it can be seen the influence of independent variables to the dependent variable. The meaning of the regression equation as follows: (1) Based on the results of the processed data, satisfaction has a significant value. 0.000 or probability smaller than the stipulated significant level that is $<\alpha$ 0,05 and obtained regression 0,333. Based on this it can be literally, positively and positively to behavioral intentions. The right of the third hypothesis (H3) in this study is accepted. (2) Based on the results of the processed data, the hedonic value has a significant value 0.006 or probability smaller than the defined significant level that is $<\alpha$ 0.05 and obtained the value of regression coefficient 0.221. Based on the above, it can be explained that partially, the hedonic value has a significant and positive effect on behavioral intention. So the fourth hypothesis (H4) in this study is accepted. (3) Based on the results of the processed data, the utilitarian value has a significant value 0.000 or probability is smaller than the stipulated significance level that is $<\alpha$ 0,05 and obtained regression coefficient value 0,365. Based on that it can be explained that partially, utilitarian values have a significant and positive effect on behavioral intentions. So the fifth hypothesis (H5) in this study is accepted. (4) Based on the regression results obtained coefficient of determination (R^2) by looking at Adjusted R Square value of 0,542. This means that the variation of dependent variable in the model that is behavior intention (Y) can be explained by independent variable that is hedonic value (X1), utilitarian value (X2), and satisfaction (M) equal to 54,2%, while the rest equal to 45,8% Other variables such as consumer motivation to visit restaurants are not included in this research model.

Simple Mediation Test

Based on the results of the processed data, the hedonic values still have a significant effect on behavioral intentions when controlling satisfaction. So satisfaction acts as a simple mediation variable. This is in accordance with the opinion of Kenny et al. (1998) in Baron et al. (2004) which states that if the influence of independent variables to

the dependent variable decreases but still differs from 0, after controlling the mediator variable, then the partial mediation is declared. So the sixth hypothesis (H6) is accepted.

Based on the results of the processed data, the utilitarian values still have a significant effect on behavioral intent when controlling satisfaction. So satisfaction acts as a simple mediation variable. This is in accordance with the opinion of Kenny et al. (1998) in Baron et al. (2004) which states that if the influence of independent variables to the dependent variable decreases but still differs from 0, after controlling the mediator variable, then the partial mediation is declared. So the seventh hypothesis (H7) is accepted.

Discussion

The first hypothesis test results (H_1) shows that the hedonic value in the restaurant industry has a positive and significant effect on the satisfaction with significance $\alpha < 0.05$ 0.002. This suggests that the higher the consumer experience to the restaurant and fulfill the expectations of consumers, it will be increasingly higher satisfaction that arises within the consumer. The hedonic value illustrates a sense of happy and entertained obtained through consumer consumption. This suggests that consumers who visit Mang Engking is satisfied in addition because it is getting what it wants (the utilitarian benefits), also due to feeling happy and entertained when consumers are in Gubuk Makan Mang Engking. This study supports previous research by Hanzae and Rezaeyeh (2012), where research results showed that hedonic value has positive and significant effect on satisfaction.

The second hypothesis test results (H_2) shows that the utilitarian value on the restaurant industry has positive and significant effects on satisfaction $\alpha < 0.034$ 0.05 significance. Consumers come to Gubuk Makan Mang Engking because they has specific needs and satisfaction can be created when those needs can be met. This is in line with the opinion of the Babin *et al.* (1994) which states that the activities of consumption is considered a mission by consumers, which consumers will feel its mission accomplished if you've got what they need, so the pace is satisfaction. This study supports previous

research done by Hanzae and Rezaeyeh (2012), where his research results showed that utilitarian value has positive and significant effect against complacency.

The third hypothesis testing results (H₃) shows that consumer satisfaction in the restaurant industry are positive and significant effect on behavior intention α < 0.000 0.05 significance. This shows that consumers are satisfied with the overall of Gubuk Makan Mang Engking and then consumers formed the intention of behaviour favourable for the restaurant. This study supports previous research done by Hanzae and Rezaeyeh (2012), where his research results showed that satisfaction has positive and significant effect against the intention of consumer behavior.

The fourth hypothesis testing results (H₄) shows that hedonic value has positive and significant effect on behavior intention 0.006 α < 0.05 significance. Based on the results of the study showed that when consumers are in Gubuk Makan Mang Engking, they get to experience the fun that can form behavior intention for the restaurant. This study supports previous research done by Ryu *et al.* (2010), where his research results showed that hedonic value has positive and significant effect behavior intention.

The results of the fifth hypothesis testing (H₅) shows that utilitarian value on the restaurant industry has positive and significant effect against behavior intention because it has a value of α < 0.000 0.05 significance. Consumers visit Gubuk Makan Mang Engking due to consumer purpose to enjoy *seafood* and to satisfy their sense of hunger. When all the things that the consumer can be obtained, then does not close the possibility that consumers will have positive behavioral intentions that can be valueable to the restaurant. This study supports previous research done by Hanzae and Rezaeyeh (2012), where his research results showed that utilitarian value has positive and significant effect against the intention of the behavior.

The results of hypothesis testing six (H6) shows that the satisfaction has a mediation effect between the hedonic value on behavioral intention. Experience can give satisfaction to the consumer so that the consumer will have an profitable behavior intentions for the restaurant. This study supports previous research done by Ryu *et al.* (2010) where his research results showed that satisfaction has a mediation effect between the hedonic value on behavioral intention.

The results of hypothesis testing seven (H7) shows that satisfaction has a mediation effect between the utilitarian value on behavioral intention. The specific purpose of consumers who can be immediately fulfilled can give satisfaction to the consumer so that the consumer will have a profitable behavior intentions for the restaurant. This study supports previous research done by Ryu et al. (2010) where his research results showed that satisfaction has a mediation effect between the utilitarian value on behavioral intention.

CONCLUSIONS, LIMITATIONS, AND SUGGESTION

Conclusion

The hedonic value has a significant and positive effect on the satisfaction of the restaurant industry. So the first hypothesis (H1) is accepted. This indicates that the hedonic value created by Gubug Makan Mang Engking Yogyakarta is able to provide satisfaction for the consumers.

Utilitarian values has a significant and positive effect on satisfaction in the restaurant industry. So the second hypothesis (H2) is accepted. This shows that the utilitarian value created by Gulug Makan Mang Engking Yogyakarta is able to provide satisfaction for the consumers.

Satisfaction has a significant and positive effect on behavior behavior in restaurant industry. So the third hypothesis (H3) is accepted. This indicates that the satisfaction obtained by consumers during their stay in Gubug Makan Mang Engking Yogyakarta can form the intention of consumer behavior to visit re-visit and recommend it to others.

Hedonic values has a significant and positive effect on behavioral intentions in the restaurant industry. So the fourth hypothesis (H4) is accepted. This indicates that the hedonic value created by Gulug Makan Mang Engking Yogyakarta can form the intention of consumer behavior to visit re-visit and recommend it to others.

Utilitarian values has a significant and positive effect on behavioral intent on restaurant industry. So the fifth hypothesis (H5) is accepted. This indicates that the utilitarian value created by the Mang Engking Yogyakarta Graveyard can shape the intentions of consumer behavior to visit re-visit and recommend it to others.

The hedonic value influences behavioral intentions in the restaurant industry with satisfaction as a mediating variable. In this study satisfaction does not become a full mediation variable but becomes a partial mediation variable. So the sixth hypothesis (H6) is accepted. This suggests that satisfaction is a variable that can mediate the relationship between hedonic values against behavioral intentions.

Utilitarian values has a significant and positive effect on behavior in restaurant industry with satisfaction as mediation variable. In this study satisfaction does not become a full mediation variable but only becomes a partial mediation variable. So the seventh hypothesis (H7) is accepted. This suggests that satisfaction is a variable that mediates the relationship between utilitarian values against behavioral intentions.

Limitations

Based on the results of this study there are some limitations: (1) This research is only done on one restaurant only that is Gubug Makan Mang Engking located on Godean Street 16, Minggir, Sleman, Yogyakarta. (2) This study only examines the phenomenon at a certain point of time or called the cross sectional method, so that the data is taken only once. (3) The number of samples used in this study is limited, thus limiting generalization of the results of this study.

Suggestion

Based on the results of the research there were some suggestions from the author for further research as follows :

Suggestions in the methodology field

Further research is suggested to conduct research on the same restaurant industry but with different concepts or in different industries but still included in the service category. Further research is suggested to increase the number of research samples in order to explain the phenomenon or the concept that there is generalization.

Suggestion of practitioners for restaurant companies

The results of this study indicate that hedonic values and utilitarian values affect the satisfaction and behavioral intentions. Based on the results of this restaurant restaurant should be in this research is Gubug Makan Mang Engking located on Godean

Street 16, Minggir, Sleman, Yogyakarta consider the two aspect value when will formulate marketing strategy. For example, when the restaurant management designs the hedonic aspect of the restaurant then it is better that the management also consider the utilitarian aspects, and vice versa. This is because consumers are satisfied with the experience (hedonic value) that is obtained during the consumer is in the restaurant as for example consumers are satisfied with the concept of the restaurant and consumers feel happy when the restaurant. However, the company also should not ignore the utilitarian value of the restaurant, because it could be consumers have the intention to come back to the restaurant because they want to meet the functional needs of these consumers.

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