Aesthetic Appeal and Beyond: Examining the Influence of Restaurant Interior Design on Bangladeshi Consumers' Satisfaction and Revisit Intention

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Keywords:	Abstract.
Restaurant business, Consumer satisfaction, Interior design, Revisit intention.	The primary motivation of the restaurant business is to serve consumers food and beverages and trigger them to make a repurchase. Moreover, it is a highly competitive business. The restaurant authorities employ several strategies to attract consumers to compete in the highly competitive industry and one of the leading practices in the restaurant industry is attracting guests with innovative and fascinating interior design. The purpose of conducting this study is to quantify the role of restaurants' interior design on consumers' revisit intention. Consumer satisfaction served as a mediator between restaurants' interior design and consumer revisit intention. An online survey was conducted on 393 Bangladeshi consumers to collect the data. The present study found a positive association among consumer satisfaction, restaurant interior design, and consumer revisit intention. This study contributes several theoretical and practical contributions for the academicians and the stakeholders of the restaurant industry.

Kata Kunci:	Abstrak.
Bisnis restoran, Kepuasan konsumen, Desain interior, Niat berkunjung kembali.	*Motivasi utama bisnis restoran adalah untuk menyajikan makanan dan minuman kepada konsumen dan memicu mereka untuk melakukan pembelian kembali, dan ini merupakan bisnis yang sangat kompetitif. Otoritas restoran menerapkan beberapa strategi untuk menarik konsumen agar bersaing dalam industri yang sangat kompetitif; salah satu praktik unggulan dalam industri restoran adalah menarik tamu dengan desain interior yang inovatif dan menarik. Tujuan melakukan penelitian ini adalah untuk mengukur peran desain interior restoran terhadap niat berkunjung kembali konsumen. Kepuasan konsumen berperan sebagai mediator antara desain interior restoran dan niat berkunjung kembali konsumen. Survei online dilakukan terhadap 393 konsumen Bangladesh untuk mengumpulkan data. Penelitian ini menemukan hubungan positif antara kepuasan konsumen, desain interior restoran, dan niat berkunjung kembali konsumen. Penelitian ini memberikan beberapa kontribusi teoritis dan praktis bagi para akademisi dan pemangku kepentingan industri restoran.*

1. Introduction

The restaurant industry is considered one of the revenues generating industries that provides millions of employment opportunities around the world. Both international and local chain restaurant brands are trying out new products and services to sustain themselves in the industry and satisfy customer demand. (Eze, 2019). The growth of the hospitality industry has led to a greater emphasis on the industry's overall outlooks, especially the restaurant's interior design, which enhances the satisfaction of consumers within these dining facilities (Agbenyegah et al., 2022). Eze (2019) mentioned that it is complicated to establish a lucrative restaurant unless several elements are in sync with each other. These elements include architecture, design, lighting, seating, colours, acoustics, and unique and delicious food items and drinks. All these essential elements are required to establish an appropriate interior design and enhance the restaurant's overall outlook (Shields, 2006).

The International Interior Design Association (IIDA) stated that interior design is a specialised and comprehensive activity of creating an internal environment that addresses and accommodates human requirements (IIDA, 2022). Interior design compiles the practical knowledge, creativity, technical competence, and sustainable solution for the inside of a building or other enclosed area while also taking into account the building's architecture and occupants' needs in terms of comfort, health, and safety(Nilufar, 2022; Wan et al., 2022). However, Liu and Jang (2009) considered interior design as an outwardly apparent characteristic and found it to significantly affect the perceived value and elicit positive emotions. Senel (2021) coined that postmodernism in the 2000s prompted restaurants to invest in interior design to distinguish themselves and remain competitive. In contrast, Wall and Berry (2007) coined that customer satisfaction is highly impacted by the restaurant's interior design. In today's restaurant sector, an entrepreneur must be inventive and distinguish themselves from the competition by providing not only excellent cuisine and service but also a pleasant environment that leads to total customer satisfaction (Hatammimi & Andini, 2022).

Bitner (1992) used the term "servicescape", which is also denoted as "atmospheres". The researcher also mentioned several features of the built environment or physical surroundings that impact the satisfaction of customers and behaviour in service-related businesses (e.g., restaurant business) (Bitner, 1992). Hooper et al. (2013) stated that customer satisfaction is increased by a top-quality physical environment, including ambient aspects like lighting and colours and suitable layouts and space. In current years, the significance of the physical environment in the service industry has been increased as a growing number of researchers examining the effect of the services cape and interior design on customer satisfaction (Haobin et al., 2021; Liu et al., 2022). However, Magnini and Parker (2009) mentioned that a restaurant with a pleasing ambience influences consumers' satisfaction, even if the food quality is average.

The revisit intention of consumers has been studied in numerous fields, such as tourism services (Alegre & Cladera, 2006, 2009; Lyu et al., 2022), catering services (Chou et al., 2022; Kim & Moon, 2009), bank services (Sirimongkol, 2022), telecom business (Amani, 2022), etc. Furthermore, the restaurant business is a rapidly growing sector, focusing on developing those factors that influence the consumers' intention, which will result in revenue (Nawawi et al., 2018). Both local and international restaurant chains are adapting new technology and strategies to meet the changing demands of consumers. In the highly competitive hospitality sector, developing innovative business strategies to increase consumer satisfaction has increased (Chun & Nyam-Ochir, 2020). Restaurants provide excellent service to each customer, encouraging them to revisit (Abdelkafi & Täuscher, 2016; Chun & Nyam-Ochir, 2020; Gupta et al., 2019). Moreover, numerous research found several driving factors of revisit intention of consumers, such as consumers' satisfaction, trust, frequency of visits, product cost, and perceived value, but one of the most significant factors was the level of satisfaction (Iofrida et al., 2022; Kim & Lee, 2022; Yan et al., 2015). However, in the current era, consumers get

many options when choosing restaurants because of technological advancement (Bhatt, 2022). Due to the abundance of restaurants, everyone is seeking to attract consumers in different ways. Developing the restaurant's interior design is considered one of the most crucial factors in seeking consumers' attention (Ryu et al., 2021). Therefore, restaurant owners are more motivated to enhance the quality of interior design to attract more consumers. The purpose of this study is to quantify the impact of a restaurants' interior design on consumers' revisit intention with the mediating role of consumer satisfaction.

2.   Theoretical Background and Hypotheses Development

2.1.   *Stimulus-Organism-Response (S-O-R) Model*

The Stimulus-Organism-Response (S-O-R) model was proposed by Mehrabian and Russell (1974), and the research framework of the present study (see Figure 1) was developed based on the S-O-R model. The stimulus (S), organism (O), and response (R) are the three components of the S-O-R model. Stimulus is the external component that influences a person's psychological state, and response is the individual's actual behaviour (Fu et al., 2021). Between an external stimulus and an individual's actual behaviour, or response, the organism is the internal process (Zhang et al., 2021). The stimulus and response are the components of an individual's external environment and the consequent behaviour. External variables influence an individual's psychological and emotional stability, hence inducing behavioural changes (Zhang et al., 2021). In this study, interior design is the external element (stimulus) that influences the consumers' revisit intention (response) through the consumers' satisfaction (organism).

2.2.   *Restaurants' Interior Design and revisit intention*

Polas et al. (2020) indicated that consumers' revisit intention is highly influenced by the restaurant's physical environment. Taqwim et al. (2021) stated that the interior design of café and food quality substantially impact customer revisit intention. Whereas Sofia et al. (2020) noted that the quality of coffee shops' service and physical environment influence customer satisfaction. Lam et al. (2011) emphasised that a restaurant's artefacts and other decorations generate artistic feelings in the customers' minds towards the restaurants and enhance customer revisit intention. In the context of theme-based restaurants, the researchers found different variables, such as engagement, perceived authenticity, and services that inspire consumers to return to a restaurant (Andari & Putri, 2021). Kim and Moon (2009) revealed that the revisit intention of a consumer is influenced by the servicescape.

Furthermore, a previous study also found that those who are extra sensitive about authenticity are more expected to experience hedonistic feelings, which results in higher customer revisit intention (Tsai & Lu, 2012). Ha and Jang (2010) added that guests who dine at a themed restaurant and are fully involved in the experience are more likely to become loyal. Pressly and Heesacker (2001) coined that consumers would like to revisit a restaurant if they perceive that the interior atmosphere is meeting their expectations. In the context of customer revisit intention to bars,   Aderele et al. (2020) found that consumers' intention to revisit a bar depends on the standard of the bar's food, quality of service, and, most importantly, the interior design. Therefore, the study proposes that:

H₁: Interior design significantly influences the consumers' revisit intention.

2.3.   *Restaurants' Interior Design and Consumer Satisfaction*

Consumers are often attracted to a restaurant's interior design and exterior setting (Murdowo & Lazaref, 2021). The outside environment is important since it is consumers' initial and final point of

interaction as they enter and depart from the restaurant. However, the restaurant's interior design is also a significant factor in providing pleasant and unpleasant experiences to consumers. Perceived restaurant quality is a crucial aspect of the interior design of a restaurant. Multiple studies have revealed that the interior design of a restaurant not only influences expectations but also influences the restaurant's quality judgments, suggesting that the restaurant's interior environment has a substantial effect on the satisfaction of customers (Eskander & Wagih, 2021; Wall & Berry, 2007). Unique services cape, environment, or atmosphere is an important aspect of enticing and pleasing the guests in the hospitality industry (Adzoyi & Klutse, 2015; Ryu & Han, 2011). The mindset of a hotel's customers is deeply impacted by the hotel's physical environment or servicescape (Adzoyi & Klutse, 2015).

Additionally, restaurant managers and owners regard interior design as a feature influencing the satisfaction of customers to develop and deliver the appropriate products (Andaleeb & Conway, 2006). Hooper et al. (2013) argued that customer satisfaction is enhanced by providing a pleasant physical environment with proper layout and space and ambience-inducing components like colour and lighting. Pecotić et al. (2014) suggested that consumers who cared more about a specific element of a restaurant's decor (such as the colour or the furnishings style) spent much more money overall than those who cared less about similar factors. Similarly, Omar et al. (2015) examined the impact of the restaurant's interior design on customer satisfaction. The findings showed that the restaurant's interior colour is one of the most significant and influential factors in customer satisfaction. Liu and Tse (2018) mentioned that appealing food presentation, delicious food, enjoyable background music, responsive service, comfortable seating arrangements, qualified personnel, and interior design significantly influence diners' overall satisfaction in a restaurant. Ahmadi and Akbay (2022) argued that colour attributes have little impact on the satisfaction of restaurant consumers. In addition, quick-casual restaurants' ambient colours significantly influence consumers' satisfaction (Ahmadi & Akbay, 2022). Ryu et al. (2021) revealed that ambience also plays a vital role in the degree of customer loyalty and customer satisfaction impacted substantially by the physical environment in the hospitality industry. A restaurant's good atmosphere also affects customer satisfaction through the food is also important (Magnini & Parker, 2009). However, different consumers will have different experiences of a restaurant's atmosphere depending on their expectations, motives, and emotions (Kim & Moon, 2009). Numerous studies have revealed that the ambience and interior design of a restaurant significantly affect the level of satisfaction of its consumers (Agbenyegah et al., 2022; Ahmadi & Akbay, 2022; Eze, 2019; Walter & Edvardsson, 2012; Yang & Luo, 2021). Hence, the study proposes that:

**H₂:** The interior design of a restaurant significantly influences consumer satisfaction.

2.4. *Revisit Intention and Consumer Satisfaction*

Abdullah et al. (2018) defined consumer satisfaction as the post-purchase assessment of products or services the consumer consumed. Prior study revealed that customer satisfaction is important in retaining consumers (Jahanshahi et al., 2020). Consumers are more content and inclined to return if the physical environment is satisfactory, which stimulates repeat restaurant visits. The level of satisfaction makes stronger the intention to revisit (Polas et al., 2020; Ryu et al., 2021). Zeithaml et al. (1996) considered satisfaction as a measure for assessing whether a service or product provides adequate quality to satisfy the demands of individuals. Customer satisfaction includes pleasure and well-being; it is also raised when the service meets the customer's expectations. Customer satisfaction is a subject of substantial research in customer behaviour and social psychology (Hoang & Suleri, 2021; Rajput & Gahfoor, 2020). Consumer satisfaction is the degree to which a customer is pleased with their purchase. The definition of customer satisfaction is the assessment of a customer's

impression of a service or product's performance, quality, or other results to a standard that can be evaluated (Westbrook & Oliver, 1991).

Customer satisfaction increases revisit intention and repeat purchase behaviour, but dissatisfied customers are reluctant to revisit; therefore, a great experience at a restaurant can boost a customer's intention to return (Chaturvedi et al., 2022; Rajput & Gahfoor, 2020). Revisit intention is a customer behavioural intention essential in the service sector. Intention to return has traditionally been seen as a proxy for customer happiness (Jani & Han, 2011; Li, 2020; Matsuoka, 2022; Um et al., 2006), signifying guests who are delighted with a service provider are more expected to repurchase the similar service. Three crucial components comprise consumer revisit intention: visit, evaluation, and future behavioural intention (Chen & Tsai, 2007; Majeed et al., 2022). The concept of subsequent evaluation is related to how the evaluation of services is done by customers, which they receive from service providers and is inextricably associated with consumer satisfaction. Consumer satisfaction is a crucial aspect of revisit intention across these three elements (Li, 2020). Several studies indicated that customer satisfaction is a determinant of the revisit intention of the customer (Alegre & Cladera, 2009; Chaturvedi et al., 2022; Handayani et al., 2022; Yan et al., 2015). Hence, the study proposes that:

H₃: Consumer satisfaction significantly influences the consumers' revisit intention.
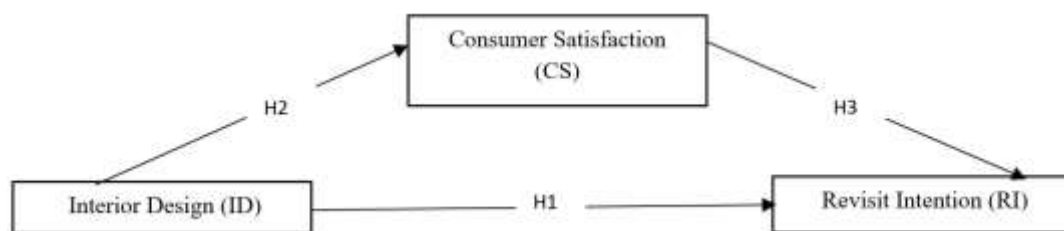
Figure 1. Conceptual Research Framework

3.   Methodology

The present research is a quantitative correlational study and aids in establishing the relationships between two or more variables (Curtis et al., 2016). Respondents were selected by purposive sampling technique. In this strategy, researchers choose the participants from the population to participate in the Study (Etikan, 2016). This study's target population includes Bangladeshi consumers with the restaurant dining experience. For the data collection purpose, an online self-administered, closed-ended questionnaire was utilised, which was developed through Google docs. The questionnaire contained three sections, started with some basic description about the survey, the second section contained questions about the variables used to identify the objectives of the study, and the last section contained information about the demographic profile of the respondents. All measurement items for all variables were adapted from existing literature, and all the variables were measured by a 5-point Likert scale. Nine measurement items of consumer satisfaction, interior design, and revisit intention were adapted from Kim et al. (2020); Kamyabi and Bstieler (2021); Leong (2018), Rajput and Gahfoor (2020); and Tajeddini et al. (2022).

For the pre-test, the questionnaire was sent to two academicians to reduce the questionnaire error (Teijlingen & Hundley, 2001), and necessary modifications were carried out based on their feedback. A pilot study was conducted by collecting data from thirty (30) respondents to evaluate the questionnaire's quality and reliability (Teijlingen & Hundley, 2001). The Cronbach's Alpha value of all the constructs was found above 0.7 in the pilot study, which ensured the reliability of the

questionnaire. Social media networking sites (Facebook and WhatsApp) were used to distribute the questionnaire among the target population, and the data was collected from 10th February 2022 to 10th April 2022. According to the technique of Krejcie and Morgan (1970), a minimum 384 sample size was determined for the current study. A total of 398 data were collected, and 393 data were perceived as valid for conducting the analysis. Table 1 represents the respondent's demographic profile.

Table 1. Demographic Characteristics (Respondents)

Category	Frequency	Percentage
Female	177	45.04
Male	216	54.96
Age Group		
18-24	139	35.37
25-34	134	34.10
35-44	81	20.61
More than 44 Years	39	9.92
Education Level		
School	38	9.67
Under Graduation	259	65.90
Post-Graduation	92	23.41
Others	04	1.01
Occupation		
Private Service	91	23.16
Public Service	55	14.00
Business	40	10.18
Student	165	41.98
Others	42	10.68
Monthly Income (in USD)		
Less than 300	181	46.06
301-600	84	21.37
601-900	54	13.74
901-1200	51	12.98
More than 1200	23	5.85
Restaurant Visit Frequency (In a Month)		
Less than 3 times	89	22.65
3-5	169	43.00
6-8	112	28.50
More than 8 times	23	5.85

The respondents' demographic profile revealed that the female and male respondents ratio was 45.04% and 54.96%. The age group of most of the respondents belongs to the 18-24 age, which is 35.37% of the total respondents. In addition, 65.90% of respondents were at the undergraduate level in the university. Regarding respondents' occupations, the majority (41.98% of the total) were identified as students. 46.06% of respondents reported a monthly income of less than USD 300. Most respondents visit the restaurant between three to four times a month.

Smart PLS (v. 3.3.9) and SPSS (v. 26) were used to analyse the data. SPSS (v.26) was used to analyse the demographic profile of the respondents, whereas, SmartPLS (v.3.3.9) was used to assess the reliability and validity of constructs and conduct structural equation modelling (SEM). In addition, the common method bias (CMB) was evaluated through SPSS (v.26) software. The result of the CMB indicated that in the present study, there are no issues with common method bias as the total variance extracted by one factor was 40.53% which is lower than the suggested cutoff value of 50% as indicated by Podsakoff et al. (2003).

4.   Data Analysis dan Results

The value of items loading, Cronbach's α (CA), average variance extracted (AVE), and composite reliability (CR) were utilised to assess the reliability and validity of the constructs (see Table 2). Hamid et al. (2017) suggested that an outer loading value above 0.7 is acceptable, and in the current study, all the item loading values are found above 0.8. Tavakol and Dennick (2011) denoted that a CA value above 0.7 is acceptable, and all the CA values were greater than 0.7 in the present study. Moreover, all the CR values were above 0.7, which is in the acceptable range according to Hamid et al. (2017). According to Fornell and Larcker (1981), more than 0.5 (50%) is the accepted Average Variance Extracted value and in our study value of all the variables is acceptable as it is found to be above 0.6 (60%). The outcome of the reliability and validity of the constructs revealed that there are no issues with reliability and validity.

Table 2. Construct Reliability and Validity

Constructs	Items	Loading	CA	CR	AVE
CS	CS1	0.914	0.933	0.951	0.858
	CS2	0.927			
	CS3	0.924			
ID	ID1	0.914	0.835	0.912	0.757
	ID2	0.901			
	ID3	0.795			
RI	RI1	0.812	0.853	0.911	0.786
	RI2	0.917			
	RI3	0.928			

Fornell Larcker criterion and Hetero trait- Mono trait (HTMT) were utilised to assess the discriminant validity as presented in Table 3. According to Fornell and Larcker criterion (1981), the value of square roots of the AVE of all the variables is greater than their respective intercorrelations. Fornell Larcker's criterion result revealed that the value is in an acceptable range. HTMT is an alternate technique for assessing discriminant validity. HTMT values showed that the maximum and minimum values of the Hetero trait- Mono trait (HTMT) are 0.824 and 0.766. Henseler et al. (2015) mentioned that discriminant validity is achieved when the HTMT values are below 0.9.

Table 3. Discriminant Validity

Fornell Larcker Criterion			
Constructs	CS	ID	RI
CS	0.931		
ID	0.723	0.869	
RI	0.881	0.807	0.883

Hetero trait- Mono trait (HTMT)		
Constructs	CS	ID
ID	0.824	
RI	0.787	0.766

The data of coefficient of determination (R^2) and predictive relevance (Q^2 value) are presented in Table 4. The good fit of a model is predicted through the value of R^2. In the current study, the R^2 values have been found 0.665 (67%) and 0.857 (86%), respectively. Cohen (1988) denoted an R^2 value above 0.26 as substantial, which ensures the good fitness of the current study's model. Q^2 value measures predictive relevance. Q^2 this value indicates whether or not a model is predictively relevant. In the current study, the Q^2 values are 0.566 and 0.666, respectively, which are above zero (0), which ensures the existence of predictive relevance in the current model (Chin, 1998).

Table 4. Coefficient of Determination (R²) and Predictive relevance (Q² value)

Coefficient of Determination (R²)		
Constructs	**R Square**	**Remarks**
CS	0.665	Substantial
RI	0.857	Substantial
Predictive relevance (Q² value)		
Constructs	**Q² (=1-SSE/SSO)**	**Presence of Predictive Relevance**
CS	0.566	Yes
RI	0.666	Yes

Table 5 presents the result of the effect size (f²) and multicollinearity test. To evaluate the significance of the predictor variables, Cohen's f² has been employed (Cohen, 1988). Cohen (1988) characterised the effect size, f² value > 0.34 as large, > 0.14 and < 0.34 as medium, and > 0.01 and < 0.14 as small. Consumer satisfaction on revisit intention had a large effect size, while interior design on consumer satisfaction and revisit intention had a medium effect size. The multicollinearity was tested through the Inner VIF value. According to Pallant (2020), multicollinearity exists in the study if the VIF value is greater than 10 and less than 0.1. This study did not find any multicollinearity presence, as the VIF values range was between 2.981 and 1.790.

Table 5. Effect size (f²) and Multicollinearity (Inner VIF)

Effect size (f²)		
Constructs	**CS**	**RI**
CS		0.574
ID	0.255	0.292
Multicollinearity (Inner VIF)		
Constructs	**CS**	**RI**
CS		2.981
ID	1.790	2.250

Bootstrapping was used to test the significance of the hypothesis (Chin, 1998). Table 6 indicates the results of the hypotheses test result, which was done with a bootstrapping procedure using 5000 subsamples to find out the p-values and T-statistics values in the present study.

Table 6. Hypotheses Test Result

Hypothesised Relationship	Standardised β	T Statistics	P Values	Result
ID → RI	0.306	7.01	0.000	Significant
ID → CS	0.392	5.13	0.001	Significant
CS → RI	0.493	8.37	0.000	Significant

As indicated in Table 6, all the hypotheses were accepted as the values of T statistics are above 1.96 and p values are below 0.05 (Greenland et al., 2016). Hence, there is a significant relationship between interior design and revisit intention, interior design and consumer satisfaction, and consumer satisfaction and revisit intention. The standardised β value indicates how strongly independent and dependent variables are associated. β value showed that the relationship between consumer satisfaction and customer revisit intention is the strongest among all the relationships.

5.   Discussion

This study demonstrated the restaurant interior design's influence on consumer intention to revisit, with the mediating role of customer satisfaction. The data was gathered from Bangladeshi consumers to meet the study's aims. The findings indicated that consumer satisfaction mediates the association between the restaurant's interior design and consumers' revisit intention. Consumers are more likely to revisit a restaurant that has a high-quality interior design. Previous research indicated that interior design boosts the restaurant's reputation and develops customer loyalty and satisfaction towards the restaurants (AbuThahir & Krishnapillai, 2018; Jang & Namkung, 2009; Jiang & Rosenbloom, 2005). In addition, a prior study indicated several criteria (e.g., perceived authenticity, engagement, and servicescape) that encourage consumers to return to a restaurant (Harris & Ezeh, 2008). The physical environment is a prominent factor in influencing the consumer to determine whether to purchase and revisit a place. Sulaiman et al. (2021) also found that guests who develop a positive outlook toward the interior design of a hotel are more likely to visit there again.

Consumers' revisit intention to a restaurant has a significant association with their level of satisfaction, as found in this study. A customer's revisit intention is crucial in the service industry as it is a form of customer behavioural intention. The relationship between revisit intention and consumer satisfaction was also indicated in the past literature (Jani & Han, 2011; Li, 2020). Rajput and Gahfoor (2020) argued that consumers are more inclined to make repeat purchases after being satisfied with their previous purchase, while consumers who are disappointed are less likely to do so. As a result, a pleasant and nice restaurant improves a customer's desire to make a repurchase. Omar et al. (2016) mentioned that consumers' perceived satisfaction is essential because it reflects their assessment based on their experiences, which builds their loyalty toward the brand and enhances their likelihood to revisit and provide positive feedback. The study's outcomes indicate that the restaurant's interior design positively affects customer satisfaction.

The interior design of a restaurant influences both client expectations and quality judgments, indicating that the restaurant's ambience significantly affects customer satisfaction. The unique interior environment within a restaurant is a critical factor in attracting consumers, as found by Jang and Namkung (2009). In addition, restaurants' physical environment details like colour, lighting, and layout might positively affect consumer satisfaction. Choi and Kandampully (2019) stated that when the hotel's aesthetics are up to the mark, consumers are more persuaded to have a positive experience and satisfaction. Moreover, prior research has demonstrated that consumers' perceptions, emotions, and actions in hotels profoundly affect their physical environments (Ali et al., 2016; Nanu et al., 2020). As a consequence, hotels update their interior design to stand out from the competitors, which positively affects the overall performance of the hotels (Nanu et al., 2020).

Restaurant consumers' satisfaction and their intention to revisit depend on a wide range of factors. The present study contributes with several theoretical and practical implications. The study theoretically contributes with a framework for identifying the role of restaurant interior design on the revisit intention of consumers, where customer satisfaction has been placed as a mediator. The S-O-R model was adopted in the current study, where interior design acts as a stimulus, consumer satisfaction is the organism, and revisit intention is the response of the individuals. The S-O-R model was adopted in numerous prior studies to measure consumer revisit and repurchase intention. However, the current study provides a framework based on the S-O-R model to examine the influence of interior design on customer revisit intention.

Practically, the stakeholders of the hospitality industry, more specifically the owners and new entrepreneurs, will be benefited from the study's findings. Although many factors (e.g., service quality, quality of food, the versatility of the food, pricing policy, standards of hygiene, staff etiquette

and professionalism, etc.) contribute to consumers' decisions to return to a restaurant, this study's empirical evidence shows that interior design is significantly associated with this decision. The findings will assist the restaurant's owners and new entrepreneurs in developing new strategies and re-deign the existing strategy for attracting consumers and triggering new and existing consumers' intention to purchase from their brand and revisit their brands.

6.   Conclusion and Limitation

The present study showed the relationship between a restaurant's interior design, consumer satisfaction, and their revisit intention to the restaurant. The findings provide insights into the significance of interior design and its influence on consumers' satisfaction and intention to return in the context of the restaurant industry. The conclusion was based on the collection of 393 responses from Bangladeshi consumers with dining experiences. The structural equation model's findings support all three hypotheses, indicating that interior design significantly impacts consumers' satisfaction and desire to return.

Despite its significant contributions, the present study contains a few limitations. First, the current research is cross-sectional; however, researchers recommended that future studies can be conducted in the longitudinal method as consumer behaviour keeps changing over time. Secondly, according to a recent article in a national newspaper, there are around 60,000 restaurants in Bangladesh, with nearly 8,000 alone in Dhaka (Hasan, 2020). Whereas the study was carried out based on responses from only 393 people, more responses will help make the study more generalisable. Thirdly, the present study was conducted based on only three variables; further research could include more variables. A few more variables that impact revisit intention to a restaurant can be assessed in further study.

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