

Abstract

The main focus of this study is on patrons' motivation visiting healthy food restaurant. In particular, the study aims to investigate the relationship between the healthy food restaurant experience of patrons' and their motivation for visiting. The healthy food restaurant experience as defined in this study includes the perception of store atmosphere and cognitive responses. Another interest of the study is to test the relationship between cognitive responses and store atmosphere in two different countries. Lastly, this study explores the relationship between healthy food restaurant experience and patrons' satisfaction, which in turn can influence patrons' repatronage intention. All the hypotheses in this study have been tested in Switzerland and Indonesia.

The methodology of the study uses mix method qualitative and quantitative analysis, as the research problems are exploratory in nature and rely on deductive inquiry. The study finds support for most of the hypotheses. The relationship between the perception of healthy food restaurant experiences and patrons motivation is partially supported in Switzerland, whereas the same relationship is fully supported in Indonesia.