A RECIPE FOR OVERALL QUALITY OF LIFE AMONG INDONESIAN MILLENNIALS THROUGH RESTAURANT BASE ON SUBSTANTIVE AND COMMUNICATIVE STAGING

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Abstract - The Food and Beverage Industry is a priority sub-sector in 2018. The subsector is expected to be the driving force for achieving the non-oil and gas industry growth target in 2018, which is 5.67 percent. Along with the growth of the food and beverage industry in Indonesia, the emergence of various restaurants targeting various segments. Domicile Kitchen & Lounge is one restaurant that has a segment for the upper middle class that was established in 2014 in Surabaya. Domicile combines an equivalent concept between dining experience and design and ambience that supports everything. Domicile has a variety of western and asian fusion menu choices and comes with a choice of homemade dessert (http://dataresto.com, downloaded on July 12, 2018). The results showed that the greatest regression coefficient was shown by the effect of communicative staging on customer emotion, which was 0.424. Next is the influence of subjective wellbeing on overall quality of life that is equal to 0.370. Then the influence of satisfaction on overall quality of life is equal to 0.336. Next is the influence of substantive staging on customer emotion with a regression coefficient of 0.272. Next is the influence of satisfaction on subjective wellbeing that is equal to 0.254, and the last is the influence of customer emotion on satisfaction with a regression coefficient of 0.235.

Keywords - Substantive Staging, Communicative Staging, Customer Emotion, Satisfaction, Subjective Well-Being and Overall Quality of Life.

I. INTRODUCTION

The Food and Beverage Industry is a priority sub-sector in Indonesia in 2018. The subsector is expected to be a driver for achieving the growth target of the non-oil and gas industry in 2018, namely 5.67 percent. This sector also increases investment realization. According to the Minister of Industry, Mr. AirlanggaHartarto stated that the Indonesian food and beverage industry sector contributed 34% to the Indonesian industry. The 34 percent contribution is to the gross domestic product (GDP) of the non-oil and gas industry in 2017. The food and beverage industry also has the highest growth in 2017, which is 9.23 percent. This figure was followed by the growth of the base metal industry sub-sector, which was 5.87 percent. (https://bisnis.tempo.co, downloaded on June 6, 2018).

Cafe and restaurant entrepreneurs, especially in East Java, said that the growth of the cafe and restaurant industry in the first semester of 2016 was quite significant, reaching 20%. Chairman of the East Java Cafe and Restaurant Entrepreneurs Association (Apkrindo), TjahjonoHaryono, said that the number of new entrepreneurs in the food and beverage sector continues to grow, especially in Surabaya and Malang. According to him, the growth of the cafe and restaurant industry is because these entrepreneurs see that there are still opportunities in the culinary business compared to opening up other sector businesses. Moreover, the people's purchasing power is still quite good even though Indonesia's economy in 2016 has not improved (http://kabar24.bisnis.com, downloaded on June 6, 2018). One of the restaurants in Surabaya is the Domicile Kitchen & Lounge which was established. In early 2014, Domicile Kitchen & Lounge was present as a modern premium restaurant, first opened on Jalan Sumatra No 35, Surabaya. Domicile Kitchen & Lounge is owned by Ritchie Wenas Domicile Kitchen & Lounge and has received an award in 2015, including the 'Best Western Restaurant'. When entering Domicile Kitchen and Lounge, customers are welcomed with a pastry showcase and coffee corner with an industrial atmosphere in terms of building interior design. Industrial atmosphere is supported by the use of bricks as walls, chandeliers, glass doors, and ceramics used as seating. Customers can choose to sit in the outdoor area or indoor area.

Domicile Kitchen & Lounge was founded by Richie Wenas, the restaurant was successfully awarded in 2015 as "The Best Western Restaurant". In the 2015 Surabaya Restaurant Award (SRA) in addition to getting the "The Best Western Restaurant" award Domicile Kitchen Lounge also won the award "The Most Favorite Western Restaurant 2015" (http://www.beritajatim.com, downloaded on June 6, 2018)

As one of the restaurants in Surabaya that wants to continue to survive in the face of the emergence of new competitors targeting the middle and upper segments and growing, Domicile Kitchen & Lounge needs to improve overall quality or overall quality of life from customers of Domicile Kitchen & Lounge. Therefore, it is important to know the variables that affect the overall quality of life of Domicile Kitchen & Lounge

customers. In this study, as for the factors examined, namely, dimensions of servicescape namely substantive staging and communicative staging, customer emotion, satisfaction, and subjective well-being in influencing overall quality of life. Domicilie Kitchen & Lounge is a restaurant that counts as a new restaurant in Surabaya, therefore to be able to survive and be able to compete Domicile Kitchen & Lounge needs to pay attention to the overall quality of life so that later consumers will repurchase. Overall quality of life is associated with overall living conditions that depend on several factors, including work, income, personal and family life, social support, stress and crisis, health conditions and relationships with the environment. Basically, this consists of a dynamic link between material wealth, social conditions, and physical well-being (Sirgy, 2001), and is considered a prerequisite for achieving happiness. Service quality is also an expected level of excellence and control over the level of excellence to meet consumer desires (Tjiptono, 2006).

II. LITERATURE REVIEW

A. Overall Quality of Life
Overall quality of life is an overall life condition that depends on several factors, including work, income, personal and family life, social support, stress and crisis, health conditions and relationships with the environment (Meng and Choi, 2017). Basically, this consists of a dynamic link between material wealth, social conditions, and physical well-being (Sirgy, 2001), and is considered a prerequisite for achieving happiness.

Overall quality of life refers to satisfaction in the domain of individual life and general quality of life, which is a global evaluation of life satisfaction (Kim, 2015; Kim et al., 2015). Bottom-up spillover theory assumes that overall quality of life or overall quality of life is influenced by satisfaction with all domains of life and sub-domains. Because overall life satisfaction is considered to be at the top of the satisfaction hierarchy, overall quality of life will be influenced by lower levels of life associated with that domain (Kruger, 2012).

B. Subjective Well-being
Subjective well-being and overall quality of life are two terms to evaluate quality of life (Gilbert and Abdullah, 2004). Meanwhile, overall quality of life refers to satisfaction in the domain of individual life and general quality of life, which is a global evaluation of life satisfaction (Kim et al., 2015). In addition, other explanations about well-being show how people value their lives, and can include variables such as life satisfaction, lack of deployment, and anxiety, and positive moods or emotions (Diener et al., 1999). Diner (2000) also defines subjective well-being as the number of individual perceptions about their lives and their 'living' environment which consists of social, economic and environmental factors. Psychologists further describe subjective well-being as an individual's cognitive evaluation of their own lives which is more positive, and can include pleasure, the absence of negative emotions, and high satisfaction with life (Diener. et al 2009). Previous research shows that subjective well-being customers and overall quality of life are shaped by satisfaction from the consumption process (Andereck and Nyaupane, 2011; Kim et al, 2015; Dolnicar et al., 2012). The results of other studies conducted by Meng and Choi (2017) show a positive and significant relationship of subjective well-being towards the overall quality of life. From these statements, we can make hypotheses that:

H1: Subjective well-being has a significant influence on overall quality of life

C. Satisfaction
According to Ardhanari (2008), customer satisfaction is a feeling of pleasure or disappointment that appears after comparing between perceptions or impressions of the performance (or results) of a product and its expectations. Customers will feel satisfied with the service or product that is produced if the service or product can meet their needs and expectations, but if the service and product produced cannot meet their needs or desires, it will cause dissatisfaction for the customer. Customer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals for business activities. Customer satisfaction contributes to a number of crucial aspects, such as the creation of customer loyalty, increasing store reputation, reduced price elasticity, reduced future transaction costs, and increased employee efficiency and productivity (Tjiptono, 2006). Meng and Choi (2017) define satisfaction through a process of assessment or assessment based on differences in individual perceptions between the initial standards and the actual performance of products or services in themed restaurants. Dagger and Sweeney (2006) found that service satisfaction positively affected perceived quality of life. Meng and Choi (2017) also found a positive significant relationship between satisfaction with subjective well-being. Bottom-up spillover theory assumes that overall quality of life is influenced by satisfaction with all domains of life and sub-domains. Because overall life satisfaction is considered to be at the top of the satisfaction hierarchy, the overall quality of life will be influenced by lower levels of life associated with that domain (Kruger, 2012). The findings of Meng and Choi (2017) also confirm the significant positive effect of satisfaction on the overall quality of life. From these statements, we can conclude hypotheses as follows:

H2: Satisfaction has a significant influence on overall quality of life

H3: Satisfaction has a significant influence on the Subjective Well-being

1. Customer Emotion

Bagozzi, et al (1999) describe emotions as positive or negative actions or stages of mental readiness that arise as a consequence of certain events or circumstances. In addition, Meng and Choi (2017) define customer emotions in theme restaurants as emotional reactions or stages of readiness that arise due to themed communication or themed environments in certain themed restaurants. Rust and Oliver (1994) show that customers decide whether they are satisfied according to the positive emotions they experience when receiving service. When they experience more positive effects, they will increase their positive evaluation of consuming experience (Clark and Isen, 1982), which produces more positive results for the organization (Babin and Babin, 2001; Machleit and Mantel, 2001). In empirical studies, Lin and Mattila (2010) showed that emotions contribute to the formation of satisfaction in restaurant settings. Another finding that states a positive positive relationship between emotions and customer satisfaction (Babin et al., 1994; Kim and Moon, 2009; Mehrabian and Russell, 1974). Thus, the following hypothesis is proposed:

H4: Customer Emotion has a significant influence on Satisfaction

E. Servicescape

As defined by Bitner (1992), servicescape is the overall arrangement of the overall environmental dimension or overall rather than a single component. Turley and Milliman (2000) show that the atmosphere, as a component of servicescape, can create cognitive responses. In this study also compiled servicescape in the theme restaurant as a two-dimensional concept consisting of substantive staging and communicative staging. Substantive staging refers to the entire physical environment created by theme restaurants, while communicative staging refers to the entire service environment created by employees of themed restaurants.

E1. Substantive Staging

Substantive staging is all the physical environment created by theme restaurants, while communicative staging refers to the entire service environment created by themed restaurant employees (Meng and Choi, 2017). In particular, the substantive staging of serivicescape forms functional and mechanical clues that refer to the physical creation of service environments (Arnould et al., 1998; Dong and Siu, 2013). Substantive or substantive stagimg staging is

defined as physical elements including spatial layouts (for example, out and in layout) (Bitner, 1992), equipment layout (for example, machines, furniture) (Ryu and Jang, 2007), facilities (for example, design architecture, color, outward appearance, and interior design) (Lucas, 2003), symbols and artifacts (for example, nameplate, decorating style) (Wakefield and Blodgett, 1996), atmosphere (for example, internal climate, music, temperature, and aroma) (Bitner, 1992; Ryu and Jang, 2007), and tableware (eg, high-quality cutlery, porcelain, glass, and linen) (Ryu and Jang, 2007). Kim and Moon (2009) identified a significant influence between servicescape on emotions, namely the feeling of pleasure in a theme restaurant.

In addition, Kim and Moon (2009) identified a significant influence between servicescape on emotions, namely the feeling of pleasure in a theme restaurant. The results of previous studies conducted Meng and Choi (2017) show a significant relationship between substantive staging of emotion customers. Thus, we tested the following hypotheses:

H5: Substantive Staging has a significant influence on Customer Emotion

E2. Communicative Staging

Communicative staging can be explained as the overall service environment created by employees of themed restaurants (Meng and Choi, 2017). Communicative staging can also be explained as the performance of employee personnel (for example, customer-oriented and credible employees; employee competence and physical attractiveness; and their willingness to help customers, and be interactive with them) (HarrisandEzeh, 2008; Dolen et al., 2004) and cultural aspects (for example, cultural atmospheric design) (Chang, 2016; Dong and Siu, 2013).

In addition, customers feel happy if employees are attractive, polite, willing to help them, and give them special attention (Dong and Siu, 2013). Thus, when a customer is involved in pleasant service arrangements, positive perceptions and feelings will be generated (Kim and Moon, 2009; Mattila and Wirtz, 2001). Chang (2016) empirically verifies that perceptions of servicescape, such as interactions between employees and customers will influence customer emotions.

This is consistent with the servicescape point of view (Arnould et al., 1998; Bitner, 1992; Dong & Siu, 2013), which presupposes that the overall perceived environment can influence individual emotions and behavior. Thus, we tested the following hypotheses:

H6: Communicative Staging has a significant influence on Customer Emotion

III. RESEARCH METHODOLOGY

A. Research Issue

From all of the non-probability sampling method, one of the method that is considered and can be used in the research is the Purposive Sampling. That means the sample that is used in the method is the customer that is aged around 18 years old to 60 years old that is coming to the domicile restaurant. The age limit that is chosen because it is considered as the age that can answer the question of questionnaire based on the criteria of the fulfillment of the questionnaire. The respondents of the customers of bazaar in Surabaya selected or chosen to be a sample should be within this certain characteristics: male and female, aged between 16-60 years old, staying in surabaya (since is conducted in Surabaya), coming and dine in to restaurant in the last 3 months. From 150 questionnaires distributed, 135 questionnaires were returned and can be used for data formulation.

In this research, there will be 5 variables that will be used and tested in the study, the variables can be classified into two types of variables ; where it can be a depended or an independent variable. The purpose of this study is to test whether the variables that are related are affecting the dependent variable which is Overall Quality of Life. There were 27 indicators for 6 variables tested, and these can be seen from the following research model:
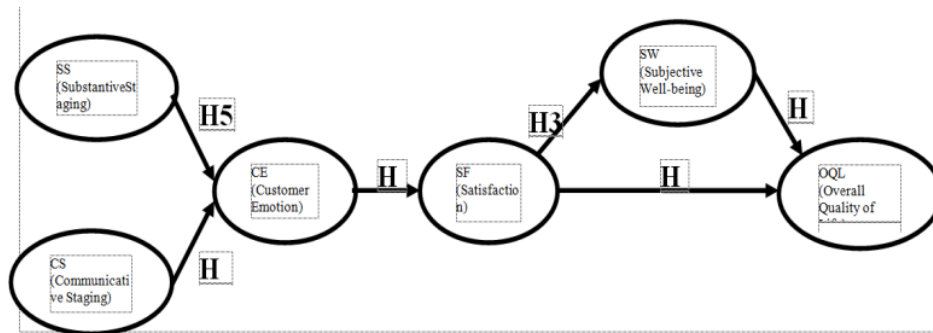

Figure 1. Research Model
Source: Analysis, 2018

B. Methodology

Aras which was used within this research were interval level measurement. Type of scale used was Summated Likert, a statement which has a range from 1 = disagree to 7 = agree, the scale represent the respondents opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.

IV. FINDING AND DISCUSSION

A. Findings

In Table 1 explains the respondents in this study are Domicile Kitchen & Lounge restaurant customers in Surabaya. Profile of respondents in this study will be described by sex. Following is the profile table of respondents obtained from this study

Respondents based on sex		Frequency	Percent
Valid	Men	66	48.9
	Women	69	51.1
	Total	135	100.0

Table 1. Characteristic Respondent Based on Gender
Source: data, compiled by researcher (2018)

Tabel 2 explain the characteristics of respondents based on age, and it is seen that 79.3% are aged 18-35 years and the remaining 20.7% are 36-50 years. This explains that the respondents used in this study are mostly millennial generations.

		Frequency	Percent
Valid	18-35 Years	107	79.3
	36-50 Years	28	20.7
	Total	135	100.0

Table 2. Characteristic Respondent Based on Age
Source: data, compiled by researcher (2018)

Based on the results of testing the quality of the data, it is stated that the processed data can pass the evaluation of normality, outliers evaluation namely univariate outliers and multivariate outliers, evaluation of Multicollinearity and Singularity, and validity test for each indicator through confirmatory factor analysis. Then the data is processed for the Full Structural Equation Model, with the following results:
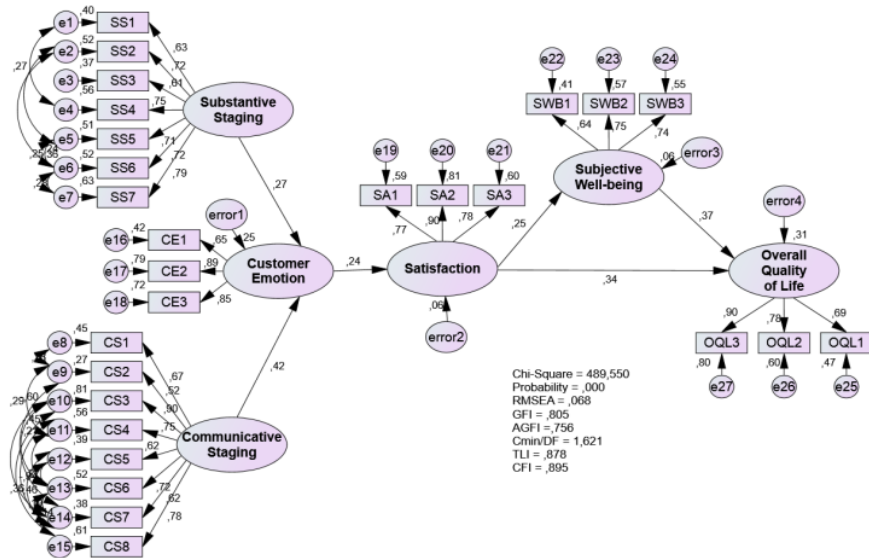
Figure 2. Research Results

Looking at the results of calculations through confirmatory factor analysis and structural equation model, the model in this study is acceptable, as in figure 4.5. The measurement results have met the Significant RMSEA criteria = 0.068; CMIN / DF = 1,621; TLI = 0.878; CFI = 0.895; GFI = 0.805. Furthermore, based on this fit model, we will test the six hypotheses proposed in this study, as shown in table 3.

			Result
Customer_Emotion	<---	Substantive_Staging	Accepted
Customer_Emotion	<---	Communicative_Staging	Accepted
Satisfaction	<---	Customer_Emotion	Accepted
Subjective_Wellbeing	<---	Satisfaction	Accepted
Overall_QualityofLife	<---	Satisfaction	Accepted
Overall_QualityofLife	<---	Subjective_Wellbeing	Accepted

Table 3. Hypothesis Testing

Table 3. describes the six hypotheses proposed in the conceptual framework model, the six hypotheses have a significant influence. This can be seen based on the value of CR> 2 or the probability value <0.05 which explains that the influence between two variables is significant.

B. Discussion

Of the 135 respondents, most of the age of Domicile Kitchen Lounge restaurant customers in Surabaya were 79.3% or 107 respondents were aged 18-35 years namely generation Y or generation of mellennials (Solomon, 2009) whereas according to Kotler (2008) this age was categorized as age starting adults which at this age consumers are assumed to be an age that has a high level of lifestyle and high consumption patterns as well.

The greatest regression coefficient value is indicated by the communicative staging effect on customer emotion which is equal to 0.424. Furthermore, the influence of subjective well being on the overall quality of life is 0.370. Then the effect of satisfaction on the overall quality of life is 0.336. Next is the effect of substantive staging on customer emotion with a regression coefficient of 0.272. Next is the effect of satisfaction on subjective wellbeing which is equal to 0.254, and the last is the influence of emotion customers on satisfaction with a regression coefficient of 0.235.

Of the six hypotheses studied, the overall hypothesis was accepted. The accepted hypothesis includes: hypothesis 1, namely substantive staging, has a positive and significant influence on the customer emotion of the Domicile Kitchen & Lounge restaurant in Surabaya. This hypothesis is supported by a CR value where the significance is 2.817 (CR ≥ ± 2.0) which indicates that the hypothesis this is accepted. In the context of themed restaurants, customers feel comfortable if lighting, background music, spatial, and function are appropriate (Bitner, 1992; Smith and Curnow, 1966). Thus, when a customer is involved in

pleasant service arrangements, positive perceptions and feelings will be generated (Kim and Moon, 2009; Mattila and Wirtz, 2001).

The second hypothesis, communicative staging, has a positive and significant influence on the customer emotion of the Domicile Kitchen & Lounge restaurant in Surabaya. This hypothesis is supported by the value of C.R where the significance is 4.149 (C.R. ≥ ± 2.00) which indicates that this hypothesis is accepted. From the results of the study it was found that with restaurant employees Domicile Kitchen & Lounge willing to help, employees are friendly, employees give customers attention to customers, employees are passionate in serving, employees provide comfort when there are long lines, neat employees, attractive employees, and restaurant employees Domicile Kitchen & Lounge has an attractive hospitality for customers, it will further enhance the emotion customer which makes customers feel comfortable while in the Domicile Kitchen & Lounge restaurant, feeling enthusiastic, and feeling excited.

The third hypothesis is that customer emotion has a positive and significant influence on the satisfaction of Domicile Kitchen & Lounge restaurant customers in Surabaya. This hypothesis is supported by the value of C.R where the significance is 2.257 (C.R. ≥ ± 2.00) which indicates that this hypothesis is accepted. From the results of the study, it was found that Domicile Kitchen & Lounge customers felt comfortable, felt enthusiastic, and felt excited, thus increasing customer satisfaction with overall customers satisfied at Domicile Kitchen & Lounge restaurant, overall enjoying Domicile Kitchen & Lounge, and visiting restaurants. to Domicile Kitchen & Lounge restaurant is a wise decision for the customers.

The fourth hypothesis is that satisfaction has a positive and significant influence on the subjective well-being of customers in the Domicile Kitchen & Lounge restaurant in Surabaya. This hypothesis is supported by the value of C.R where the significance is 2.347 (C.R. R ± 2.00) which indicates that this hypothesis is accepted. From the results of the study it was found that with the overall customer satisfied at the Domicile Kitchen & Lounge restaurant, overall enjoying the Domicile Kitchen & Lounge restaurant, and visiting the Domicile Kitchen & Lounge restaurant was a wise decision for the customers so that it would further improve the subjective well-being with In general, customers consider themselves happy after visiting Domicile Kitchen & Lounge, compared to their colleagues who consider themselves happier after visiting Domicile Kitchen & Lounge, customers generally enjoy life by visiting Domicile Kitchen & Lounge.

The fifth hypothesis is that satisfaction has a positive and significant influence on overall quality of life at Domicile Kitchen & Lounge restaurant customers in Surabaya. This hypothesis is supported by the value of

C.R where the significance is 3.329 (C.R. ≥ ± 2.00) which indicates that this hypothesis is accepted. The results of the study show that overall customers are satisfied with the Domicile Kitchen & Lounge restaurant, as a whole, enjoying Domicile Kitchen & Lounge restaurants, and visiting Domicile Kitchen & Lounge restaurants is a wise decision, thus increasing the overall quality of life with customers as a whole. Happy with Domicile Kitchen & Lounge restaurants, customer satisfaction is generally improved after visiting the Domicile Kitchen & Lounge restaurant, and overall the experience at the Domicile Kitchen & Lounge restaurant is impressive.

The sixth hypothesis is that Subjective well-being has a positive and significant influence on overall quality of life at Domicile Kitchen & Lounge restaurant customers in Surabaya. This hypothesis is supported by the value C.R where the significance is 3.161 (C.R. ± 2.00) which indicates that this hypothesis is accepted. From the results of the study, it was found that in general customers consider themselves happy after visiting Domicile Kitchen & Lounge, compared to their colleagues who consider themselves happier after visiting Domicile Kitchen & Lounge, customers generally enjoy life by visiting Domicile Kitchen & Lounge, thus increasing the overall quality of life with customers as a whole feel happy with Domicile Kitchen &Lounge restaurants, customer satisfaction generally increases after visiting the Domicile Kitchen & Lounge restaurant, and overall the experience at the Domicile Kitchen & Lounge restaurant is impressive. The more tangible variables in forming overall quality of life are substantive staging and communicative staging variables. Substantive staging in influencing emotion customers has a regression coefficient of 0.272 while communicative staging in influencing emotion customers has a regression coefficient of 0.424. Therefore it is important to improve communicative staging at Domicile Kitchen & Lounge restaurants. The indicators with the highest factor loading value from communicative staging are CS3 (I feel, the employees at Domicile Kitchen & Lounge pay close attention to customers.) With the highest factor loading value of 0.898 and the mean value of 4.47 where this indicator can most measure store variables atmosphere and perceived strongly agree by respondents. Because it has been perceived as strongly agreeing, it is necessary to maintain it. Therefore, it is important for Domicile Kitchen & Lounge to maintain this indicator by placing a waiter or waitress in every corner so that if there are customers who need something, customers can easily call the waiter or waitress. In addition, Domicile Kitchen Lounge also needs to add employees to the front office when the weekend ends because at certain moments visitors who come to the Domicile Kitchen Lounge are quite crowded, besides that tolerance from employees to customers must also be emphasized by

the restaurant, for example when customers bring children toddlers should immediately offer children special benches to these customers.

The preparation of the discussion below is based on the magnitude of the regression coefficient on each influence between variables.

No	Indicator	Factor Loading	Mean
1	Give attention to customers well. (CS3)	0.898	4.47
2	Hospitality that is attractive to customers. (CS8)	0.781	4.47
3	Passionate about serving customers. (CS4)	0.751	4.46
4	Dress neatly.(CS6)	0.721	4.5
5	Willing to help me, when I have a problem. (CS1)	0.671	3.5
6	Provides comfort when there is a long line. (CS5)	0.621	4.51
7	Looks attractive (CS7)	0.618	4.59
8	Polite (CS2)	0.521	4.45

Table 4. Indicator for Variable Communicative Staging
Source: Data processed, 2018

Besides CS3 indicators that have the highest factor loading value next are CS8 (In my opinion, Domicile Kitchen & Lounge has interesting hospitality for customers) with a factor loading value of 0.781 and a mean value of 4.47 where this indicator can measure communicative staging variables and is perceived strongly agree by respondents. Because it has been perceived as strongly agreeing, it is necessary to maintain it. Therefore, it is important for Domicile Kitchen & Lounge to maintain this indicator by means of Domicile's party must be more selective in selecting prospective employees, especially in the front office. In addition, there is a system control from Domicile to keep an eye on employees while serving restaurant customers whether employees serve well or not. In addition, respect from employees also needs to be considered when customers enter the restaurant employees should give a warm smile so that customers feel valued.

The last variable which is more tangible in forming overall quality of life is the substantive staging variable. substantive staging in influencing emotion customers has a regression coefficient of 0.272. Therefore, it is important to improve substantive staging at Domicile Kitchen & Lounge restaurants. The indicators with the highest factor loading value are substantive staging, SS7 (In my opinion, the facilities at Domicile Kitchen & Lounge are well maintained) with the highest factor loading value of 0.792 and the mean value of 4.46 where this indicator

can best measure substantive staging and perceived variables strongly agree with the respondent. Because it has been perceived as strongly agreeing, it is necessary to maintain it. Therefore, it is important for Domicile Kitchen & Lounge to maintain this indicator by always maintaining the existing facilities by always maintaining cleanliness such as toilets even though visitors of restaurants are busy at least the cleanliness of toilets must always be considered. In addition, if there are facilities that are damaged or defective, for example, the paint attached to the table is opaque, immediately replaced so that it always looks good and perfect. In addition, for ornamental plants in outdoor areas, warning signs should not be touched by restaurant visitors.

No	Variable	Factor Loading	Mean
1	Facilities are well maintained (SS7)	0.792	4.46
2	Have good hygiene (SS4)	0.748	3.54
3	Has an elegant interior design (SS2)	0.72	4.45
4	Modern room decor (SS6)	0.719	4.49
5	Suitability of attractive design (SS5)	0.712	4.43
6	Good background music (SS1)	0.634	4.4
7	Comfortable atmosphere (SS3)	0.606	4.37

Table 5. Indicator for Variable Subtantive Staging
Source: Data processed, 2018

Besides SS7, the indicator that has the highest factor loading value is SS4 (For me, Domicile Kitchen & Lounge has good cleanliness) with a factor loading value of 0.748 and a mean value of 3.54 where this indicator can measure substantive staging variables but is perceived low by respondents. Although perceived low by respondents, this indicator still gets an agreed response from respondents. Because it has been perceived as agreeing, this indicator needs to be increased to strongly agree. Therefore, it is important for Domicile Kitchen & Lounge to improve this indicator by means that Domicile must tighten controls for cleanliness, especially in the restaurant industry, Domicile must add employees to the cleaning service section. In addition, the decorations must be well maintained and get rid of the decorations that are already used because the worn decorations will not be pleasant to the eye. The restaurant must also maintain that the room is always fragrant so customers feel comfortable when visiting Domicile. From the explanation above, it can be seen that the variables that most influence the overall quality of life are variables of subjective well-being and then satisfaction. Satisfaction variable is also formed by customer emotion variables. Therefore, it is important

for Domicile Kitchen & Lounge restaurants to be able to always increase emotion customers. But customer emotion variables, customer satisfaction and subjective well-being are affective variables so that they can use other variables that are more real and can be controlled by the company. Real variables that can be controlled by the company are substantive staging and communicative staging. So in improving the overall quality of life can be done by increasing substantive staging and communicative staging.

V. CONCLUSION, LIMITATION, AND RESEARCH EXTENTION

Conclusion

Based on the results of substantive staging, communicative staging, customer emotion, satisfaction and subjective well-being have a very important influence on the overall quality of life in Domicile Kitchen & Lounge restaurant customers in Surabaya. So that managerial implications should be more focused on these variables.

Of the 135 respondents, most of the age of Domicile Kitchen Lounge restaurant customers in Surabaya were 79.3% or 107 respondents were aged 18-35 years namely generation Y or generation of millennials (Solomon, 2009) whereas according to Kotler (2008) this age was categorized as age starting adults which at this age consumers are assumed to be an age that has a high level of lifestyle and high consumption patterns as well.

The managerial implications of these findings can be based on the theory that has been developed as follows: First, communicative staging is an important element for customers as a process to increase customer emotion in Domicile Kitchen & Lounge restaurant customers in Surabaya. The thing that can be done by Domicile Kitchen & Lounge is to place a waiter or waitress in every corner so that if there are customers who need something, customers can easily call the waiter or waitress. In addition, Domicile Kitchen Lounge also needs to add employees to the front office during the weekend because at certain moments visitors who come to Domicile Kitchen Lounge are quite crowded, besides that tolerance from employees towards customers themselves must also be emphasized by the restaurant for example when customers bring children toddlers should immediately offer children special benches to these customers. Domicile must be more selective in selecting prospective employees, especially in the front office. In addition, there is a system control from Domicile to keep an eye on employees while serving restaurant customers whether employees serve well or not. In addition, respect from employees also needs to be considered when customers enter the restaurant employees should give a warm smile so that customers feel valued.

Second, substantive staging is an important element for customers as a process to increase customer emotion for Domicile Kitchen & Lounge restaurant customers in Surabaya. As for the Domicile Kitchen & Lounge, what can be done is always taking care of existing facilities by always keeping clean, for example toilets, even though visitors to the restaurant are busy, at least the cleanliness of toilets must always be considered. In addition, if there are facilities that are damaged or defective, for example, the paint attached to the table is opaque, immediately replaced so that it always looks good and perfect. In addition, for ornamental plants in outdoor areas, warning signs should not be touched by restaurant visitors. Domicile must tighten controls for cleanliness especially in the restaurant industry, Domicile must add personnel to the cleaning service section. In addition, the decorations must be well maintained and get rid of the decorations that are already used because the worn decorations will not be pleasant to the eye. The restaurant must also maintain that the room is always fragrant so customers feel comfortable when visiting Domicile.

Third, emotion customer is an important element for the customer as a process to increase satisfaction for Domicile Kitchen & Lounge restaurant customers in Surabaya. Domicile Kitchen & Lounge can be done by Domicile Kitchen & Lounge to maintain this indicator by providing various attractive promos for certain seasons, for example a 20% discount for the August program. In addition, the uniqueness of the decoration must also be considered, for example the addition of locations for photos for both outdoor and indoor areas. Besides that Domicile must also pay attention to the menus sold at Domicile which must be up to date with similar restaurant menus. In addition, the restaurant Domicile Kitchen Lounge to always improve this indicator by presenting a variety of food and beverage menus at affordable prices which are not too far from the prices of similar restaurants, besides that that can be done by the restaurant domicile kitchen lounge by holding events on certain days such as the new year party with fireworks and blowing the trumpet together.

Fourth, satisfaction is an important element for customers as a process to improve subjective well-being and overall quality of life in Domicile Kitchen & Lounge restaurant customers in Surabaya. The thing that can be done by Domicile Kitchen & Lounge is to regulate the room temperature which is not too hot and not too cold so that customers feel comfortable, besides that employees must also show respect to customers and must always serve food according to customer orders. Another thing that can be done by Domicile Kitchen Lounge is with the addition of live music so that visitors feel entertained. Domicile can also make certain events should Domicile invite famous artists to fill in the event so

that visitors are interested in coming to Domicile Kitchen & Lounge. In addition, domicile must also set competing prices for similar restaurants. Domicile can provide attractive promos to customers. In addition, the services provided by Domicile employees must also be better and always pay attention to customer needs.

Fifth, subjective well-being is an important element for customers as a process to improve overall quality of life in Domicile Kitchen & Lounge restaurant customers in Surabaya. The thing that can be done by Domicile Kitchen & Lounge is always to provide excellent service to customers, for example by always paying attention to customer needs, being friendly and polite when facing customers. In addition, Domicile Kitchen & Lounge must also provide attractive promos to customers, such as discounts for credit card users, or rewards in the form of discounted voucher for purchases above the minimum limit. In addition, Domicile Kitchen & Lounge must also provide quality menu choices that are currently trendy in the world class restaurant with Domicile Kitchen & Lounge. Domicile must always provide an attractive physical appearance and ambient condition in the restaurant environment, Domicile must also complete an Instagramable room decoration that is suitable for the location of photographs considering the majority of restaurant customers aged 18-35 years or generation Y are familiar with the use of technology. In addition, Domicile must also provide good service to customers so that customers feel valued and respected.

Sixth, what can be done to improve the overall quality of life itself in Domicile Kitchen & Lounge restaurant customers in Surabaya is as follows, always providing the best quality for all types of products served at Domicile Kitchen & Lounge restaurants, Domicile Kitchen & Lounge must also always be serving varied menus, for example serving special vegetarian food, in addition Domicile must also be up to date with menus that are currently in the trend of the world, for example, adding the caviar fish egg menu. always pay attention to the environmental conditions in the restaurant so that they are always neatly arranged, clean and fragrant, Domicile Kitchen & Lounge must also pay attention to the services provided by employees to visitors, for example in terms of friendliness, employee care for customer needs and besides Domicile Kitchen & Lounge also must always pay attention to the menus in restaurants that must remain healthy.

Limitation and Research Extension

There are several limitations within this research, first, this research is only using limited sample in Surabaya. It also can be concluded that researchers and strategists need to consider other issues relating to Substantives Staging, Communicative Staging, Customer Emotion, Satisfaction, and Subjective

Well-being to increase Overall Quality of Life. In further research, it is expected to increase the sample used in order for the data to be more generalized. Secondly, consider other issues such as socio – demographics factors related to Overall Quality of Life.

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