Kasetsart Journal of Social Sciences

Examining the influence of attitude, subjective norms, and enjoyment on revisit intention: A study of casual dining restaurants

Rachel Dyah Wiastuti[a],*, Cloudia Darmawan[a], Anwari Masatip[b], Enos Julvitra Sinuraya[b], Basri Rashid[c]

[a] *Hotel Management Department, Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University, Jakarta 11480, Indonesia*
[b] *Hospitality Management Department, Politeknik Pariwisata Palembang, Sumatra Selatan 30267, Indonesia*
[c] *Hospitality Management Department, School of Tourism, Hospitality, & Event Management, Universiti Utara Malaysia, Kedah 06010, Malaysia*

Article Info

Abstract

This study aims to assess the influence of attitude, subjective norms, and enjoyment on revisit intention at casual dining restaurants. A quantitative approach was employed using covariance-based structural equation modeling analysis with AMOS. A total of 133 valid responses were obtained from the questionnaire from those who had dining experience in the restaurant premises with the concept of casual dining located in Indonesia. Findings showed that the majority of respondents tend to dine out during the weekends at lunchtime with friends and family. Customers indicated that dining out is not only to satisfy their appetite but most importantly to enjoy the experience and to socialize, which ultimately boosts the feeling of happiness. When they feel happy, enjoy, and realize its benefit, they will positively and significantly possess the intention to revisit. Despite attitude, subjective norms, and enjoyment being proven to have a positive and significant impact on revisit intention, with the effect size of 20.2 percent, 25.4 percent, and 53.1 percent consequently, enjoyment was revealed to be the most dominant factor. This study provides theoretical significance by contributing to the hospitality management literature, specifically restaurant business sustainability. It implied that customer revisit intention can be determined not only from restaurant attributes, for instance, food, service, ambiance, and experience that are mostly from the restaurant side but also from the customer side itself. To add, several practical contributions are proposed for the business owner to better enhance the customer revisit intention.

© 2024 Kasetsart University.

* Corresponding author.
    E-mail address: rwiastuti@binus.edu (R. D. Wiastuti).

Introduction

The tendency of people to enjoy ready-to-eat food and eat out has led to the emergence of many new companies in the food and beverage sector, including in Indonesia (Hastuti, 2019). This growing number of food and beverage industries (Rosita & Gantino, 2017) has changed people's lifestyles in dining out rather than dining at home, especially at restaurant premises as a part of recreation and self-actualization (Hutama & Subagio, 2014; Syana, 2018). Among the diverse concepts of the restaurant, one that is quite popular these days is the casual dining concept (Ha & Jang, 2017), which has started to emerge everywhere (Sekarsari et al., 2016). A casual dining restaurant is a type of restaurant that is designed to attract customers who want to enjoy eating out in a relaxed atmosphere with full table service, more varied and quality food, and professional employees (Sekarsari et al., 2016).

During dining out in a restaurant, consumers, whether they realize it or not, assess their overall dining experience from the food quality to the service and the environment. One of the keys to a restaurant's sustainable competitive advantage depends on the restaurant's ability to provide a memorable dining experience for consumers. In this sense, when they have memorable experiences, they tend to build the intention to revisit in the future, which eventually will help the business to keep the business sustainable (Ryu et al., 2012). Revisit intention is crucial in the restaurant business because it also indicates that consumers have the intention to spread positive word-of-mouth to others (Bintari & Kurniawan, 2017) and give recommendations (Canny, 2017). It might also lead to customer willingness to pay more (Wiastuti et al., 2022a).

With all the food service business growth, it is important for the restaurant business to come up with a strategy to stay competitive (Hutama & Subagio, 2014). Businesses must prepare strategies so that they can please and build consumer enthusiasm into an experience in consuming products and services so that consumers can be impressed. Restaurants should understand what are the internal and external factors that enhance consumer dining experiences (Canny, 2017). By doing so, it broadens the possibilities for the consumer to pose future behavioral intentions, including revisiting intention. The more the consumer has the intention to revisit, the more likely they pose actual behavior to revisit, thus the restaurant will keep its business alive. Despite the intention to revisit can be influenced by external factors, it can also come from someone's internal motive thus it is one of the most critical factors for the restaurant owner to control (Mulyono et al., 2021).

The underlying motive for these actions comes from the Theory of Reasoned Action (TRA) from Fishbein and Ajzen (1975) which determines an individual's intention or interest in carrying out an action (Yoopetch & Chaithanapat, 2021). These intentions can be considered as a factor that can motivate and influence the behavior of an individual (Tommasetti et al., 2018). TRA argued that a person's behavior is not only influenced by individual control (Zhong et al., 2021; Natawibawa et al., 2018). However, two things which can influence a person's intention to behave are the attitude towards behavior and subjective norms (Yoopetch & Chaithanapat, 2021; Zhong et al., 2021).

Although many past studies have been conducted on the research of revisit intention in the context of the food and beverage industry, including restaurants, there is still limited research that emphasizes the casual dining concept, especially in Indonesia. This study tries to fill the gap in that context by extending the TRA theory with enjoyment. Researching the determinant factors of restaurant revisit intention can shed light on how this action can be incorporated by restaurants. The findings can help casual dining restaurants in particular to tailor their management and operational strategies to win the customer intention to revisit in the future. Therefore, this study tries to provide new insights by adding the theoretical contribution of enjoyment to the existing literature. The objective of this study is to assess the influence of attitude, subjective norms, and enjoyment on revisit intention at casual dining restaurants. This study posits to answer the 'Do attitude, subjective norms, and enjoyment significantly influence casual dining customers to have the intention to revisit?"

Literature Review

Revisit intention is a concept derived from behavioral intention, where there is a desire to come back, suggest to others, and spread a positive impression (Bintarti & Kurniawan, 2017). Rungklin et al. (2023) in the traveler's revisit intention context, defined it as the willingness to reuse the service, which is further explained as the determination resulting from the received impression from the service. Wu et al. (2015) argue that revisit intention also refers to a psychological condition, in which if a commitment is formed when using a product or service, this will lead to a desire to consume it repeatedly. Revisit intention is easy to maintain and control, but it can also easily be lost (Mulyono et al., 2021). This depends on consumer satisfaction with the restaurant and

the actions of the restaurant in encouraging consumers to make return visits (Bae et al., 2018). However, two things which can influence a person's intention to behave are the attitude towards behavior and subjective norms (Yoopetch & Chaithanapat, 2021; Zhong et al., 2021).

Attitude is considered as the first antecedent of behavioral intention, it is formed from positive or negative beliefs to show a certain behavior (Mihartinah & Coryanata, 2018). This can put a person into a mind to like and dislike something, and move towards or away from something (Tarmizi, 2017). Furthermore, attitude is also defined as a person's beliefs and values toward an object which makes attitude a great predictor of purchase intention (Khan et al., 2022). Subjective norms, on the other hand, are behavioral expectations felt by individuals from people whose opinions are valued, for example, spouses, family, friends, and others (Andryani & Kurniawati, 2015). Therefore, subjective norms can then be seen as social pressure from the environment around the individual which will influence the intention to revisit intention (Wilson & Grant, 2013).

The study by Alnsour and Al Faour (2020) showed that attitude and subjective norms had a positive influence on revisit intention. Tommasetti et al (2018) also conducted similar research in Campania regions, which also found that attitude and subjective norms had a positive influence on revisit intention. In the same vein, Winahyu R. B. (2013) studied Muslim consumers and also proved that attitude and subjective norms have a positive influence on revisit intention. Further, attitude turned out to be the most dominant determinant factor in the purchase intention of healthy food, compared to subjective norms and perceived behavioral control, despite all having a positive and significant impact (Siaputra & Issac, 2020). Another study on Food Delivery Applications also proved that customer intention can be influenced by their attitudes (Wiastuti et al., 2022b). In this sense, revisit intention, specifically in the restaurant or food industry context, can be determined and or influenced by many factors from external factors.

Enjoyment or what can be interpreted as pleasure is defined as the extent to which an activity is considered to provide pleasure and joy in influencing an individual's intention to carry out these activities to become routine (Venkatesh, 2000). Liu et al. (2019) state that enjoyment is divided into two factors, (1)extrinsic motivation focuses on the usefulness or benefits obtained after taking part in an activity or carrying out a behavior, and (2) intrinsic motivation focuses on satisfaction or enjoyment obtained from an activity . Moreover, enjoyment and subjective norms in the context of Chinese and Korean

customers had a positive influence on dine-out intention (Zhong et al., 2021). Thus, this study is to extend the existence of enjoyment in conjunction with attitude and subjective norms toward customer revisit intention in the context of casual dining restaurants, and therefore three research hypotheses are proposed below:

H_1: Attitude has positive and significant influences on revisit intention

H_2: Subjective norm has positive and significant influences on revisit intention

H_3: Enjoyment has positive and significant influences on revisit intention

Methodology

This research employed a quantitative approach with a survey. The target population of this study is Indonesian citizens who have experienced visiting and dining in casual dining restaurants on an on-site basis in the past two years (due to the COVID-19 era in which there were many restrictions for dine-in at restaurants). The casual dining restaurant intended in this study refers to a food and beverage establishment that offers a complete menu for either food or beverage, with table service and a comfortable setting and is normally famous among family markets (Line & Hanks, 2020; Sekarsari et al., 2016). Several casual dining restaurant brands were listed at the beginning of the survey to ensure that participants were in the same vein with this understanding. Most of them are Indonesian chain brands and located in various places across many cities, for instance, Sate Khas Senayan, Warung Tekko, Gerobak Betawi, Kafe Betawi, Abuba, Bebak Kaleyo, Bakmi GM, Zenbu, Sushi Tei, Solaria, Steak 21, HolyCow, Pancious, Shaburi, Kintan, and Ikkudo Ichi.

Questionnaires were used as a tool for primary data collection. The questionnaire was distributed using an online form during June 2022. In the end, 133 valid responses were finally used to be further analyzed, of which 12 were excluded due to the response biases. According to Hair-Jr et al. (2017) specifically for an unknown population, this study should apply between 100 to 200 samples, in conjunction with a 5 to 10 ratio to the total number of measurement items. In addition, for data analysis with SEM, a sample below 100 is not recommended unless it is a very simple model (Kline, 2016). Therefore 133 samples in this study met the criteria.

Referring to Figure 1, the framework of this study consists of four variables with three hypotheses. The first variable is attitude as the independent variable,

measured by four items adopted from Alnsour and Al Faour (2020). The second variable is subjective norms as the independent variable, measured by five items adapted from Alnsour and Al Faour (2020). The third variable is enjoyment as the independent variable, measured by six items adopted from Zhong et al. (2021). The fourth variable is revisit intention as the dependent variable, measured by five items adopted from Cakici et al. (2019); Seo et al. (2018). In total, there are 20 measurement items in this research, which are all measured on a five-point Likert scale, from one being strongly disagree to five being strongly agree. In addition, there are also other questions to gather the respondent demographic data and their dining characteristics. Data were analyzed using covariance-based structural equation modeling with AMOS software.
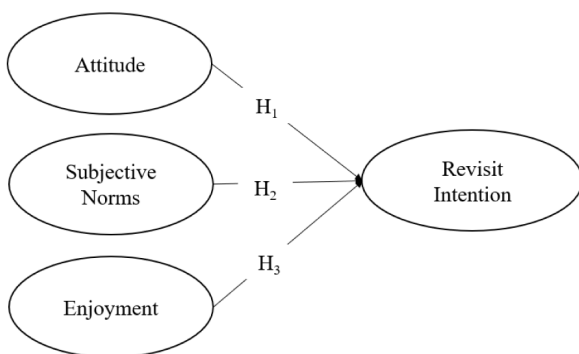

Figure 1 Research framework

Results

The respondents are 36.1 percent male and 63.9 percent female, Indonesian citizens, and mostly at present as employees or students. The majority is below 42 years old and domicile in the city of Jakarta (85.7%), followed by the city of Tangerang (7.5%) and Bogor (5.3%). Regarding respondent characteristics for dining out, the findings showed that 73.7 percent visited the restaurant mostly during weekends (Saturday to Sunday), while 26.3 percent visited during weekdays (Monday to Friday). Surprisingly, respondents prefer to dine in the restaurant mostly for lunch (69.9%), followed by 19.5 percent for dinner, 8.3 percent for afternoon tea or evening snacks, and 2.3 percent for breakfast. Breakfast turns out to be the lowest due to Indonesian culture where breakfast takes place mostly at home, despite being only a light breakfast. Meanwhile, lunch and dinner are considered not only for dining purposes solely for food, but instead, the opportunity to socialize with colleagues, friends, and relatives. While dining out, 44.4 percent of respondents tend to spend

on average for one person's meal in the range of US$6.5 to US$10. Only 20.3 percent are willing to spend over US$10, while 35.3 percent prefer to spend less than US$6. In addition, while dining out in the restaurant, respondents were mostly accompanied by friends (45.1%), family (33.8%) partner or couple (12%), and colleagues (9%).

In terms of respondents' attitudes while dining out, it was found that the main reason they dine out is that they perceived eating or socializing at restaurants as good (X1.1) and beneficial (X1.3) for them, as well as making them happy (X1.4). Furthermore, respondent's subjective norms while dining out are mainly influenced by friends-colleagues (X2.4) as well as social media or news (X2.5). They also considered people who were important to them and whom they valued (X2.1, X.2.2, X2.3). Moreover, in terms of respondents' enjoyment while dining out, it was found that the time spent dining with family and friends, and the moment they cherished together are the main sources of enjoyment behind dining out (X3.5, X3.6). It is true that good food is important, but in reality, what also matters is the moment that they experience while dining. Respondents also agree that they are happy when they dine out (X3.1), which leads to their own satisfaction (X3.2). Indeed, dining out is also one of the enjoyable experiences (X3. 3). On top of this, in terms of respondents intention to dine out again in the future, they agreed that they would come, return, recommend, and say positive things about the restaurant, without any objection in paying extra.

For the multivariate normality assumption, it was found that the C.R Kurtosis value is 71.192, or greater than 2.58, and therefore does not satisfy the multivariate normality. To address this issue, a Bollen-Stine Bootstrap was performed, with the result of a p-value greater than 0.05, meaning that the data fit into the model. As a general rule, data were tested from the degree of freedom with a positive df value of 167, over-identified, and the minimum was attained (Santoso, 2021). In terms of Goodness of Fit from the Incremental Fit Measure, the result reveals the value of NFI, CFI, TLI, and IFI to be close to the value of 1, indicating that the model is fit and capable of explaining the data (Santoso, 2021). Referring to Table 1, all items' loading factor values are more than 0.6, indicating that the items are reliable and able to explain their latent variable. In addition, the CR values are 0.916 (X1), 0.914 (X2), 0.923 (X3), and 0.877 (Y), which are greater than 0.7 as the minimum threshold, with the VE value of 0.735 (X1), 0.628 (X2), 0.668 (X3), and 0.590 (Y) respectively, which are more than 0.5. This demonstrates that the items satisfy the criteria and have credible indicators for measuring the latent variables, and therefore we continued further analysis with the structural model.

Table 1 Measurement items

Measurement Item	Mean	LF	CR	VE
Attitude (X1)			0.916	0.735
X1.1 Dining out in restaurants when I want to eat or socialize is a good thing for me	4.63	0,704		
X1.2 It is wise for me to eat at a restaurant when I want to eat or socialize	4.49	0.918		
X1.3 Dining out in restaurants when I want to eat or socialize is beneficial for me	4.55	0.896		
X1.4 Dining at a restaurant, when I want to eat or socialize, is what makes me happy	4.56	0.896		
Subjective Norms (X2)			0.914	0.682
X2.1 When I want to eat or socialize, the people who are important to me think that I should eat at a restaurant	4.27	0.669		
X2.2 When I want to eat or socialize, people whose opinions I value prefer me to eat at restaurants	4.36	0.797		
X2.3 When I want to eat or socialize, people who are important to me want me to eat at restaurants	4.42	0.871		
X2.4 I may be influenced by friends or colleagues to eat at restaurants	4.53	0.897		
X2.5 I may be influenced by the mass media to eat in restaurants	4.48	0.876		
Enjoyment (X3)			0.923	0.668
X3.1 I feel happy when I dine out	4.59	0.854		
X3.2 I feel satisfied when I dine out	4.54	0.856		
X3.3 I consider dining out to be a pleasurable experience	4.56	0.873		
X3.4 I feel happy while eating when I dine out	4.54	0.829		
X3.5 I enjoy eating out with my family	4.71	0.797		
X3.6 I enjoy eating out with friends	4.61	0.682		
Revisit Intention (Y)			0.877	0.590
Y1 I want to return to this restaurant in the future	4.55	0.735		
Y2 I would recommend this restaurant to friends or others	4.59	0.738		
Y3 I want to come to this restaurant more often	4.54	0.819		
Y4 I will say positive things about this restaurant to others	4.55	0.847		
Y5 I do not mind paying more at this restaurant	4.47	0.692		

Referring to Table 2 and Figure 2, hypothesis 1 shows a positive estimated parameter value of 0.202 or 20.2 percent; with a standard error value of 0.054; value C.R. of 3,750 > 1.96; and a probability value of ***, which shows the number .000 < .05. Therefore, it can be concluded that attitude has a positive and significant influence on revisit intention is accepted, which is in line with previous research conducted by Soliman (2021); Meng and Choi (2018); Choonhawong and Phumsathan (2022). Furthermore, hypothesis 2 has a positive estimated parameter value of 0.254 or 25.4 percent; with a standard error value of 0.048; a value C.R. of 5.247 > 1.96; and a probability value of ***, which shows the number .000 < .05. Hence, it can be concluded that subjective norms has a positive and significant influence on revisit intention is accepted, which is in line with previous research conducted by Zhong et al., (2021); Meng & Choi (2018). Moreover, hypothesis 3 has a positive estimated parameter value of 0.531 or 53.1 percent; with a standard error value of 0.063; a value C.R. of 8.444 > 1.96; and a probability value of ***, which shows the number .000 < .05. Then, it can be concluded that enjoyment has a positive and significant influence on revisit intention is accepted,

and in accordance with previous research conducted by Pai et al. (2021); Zhong et al. (2021); Ettis (2017). In sum, all three hypotheses are accepted, meaning that attitude, subjective norms, and enjoyment are positive and significantly impact customer revisit intentions.
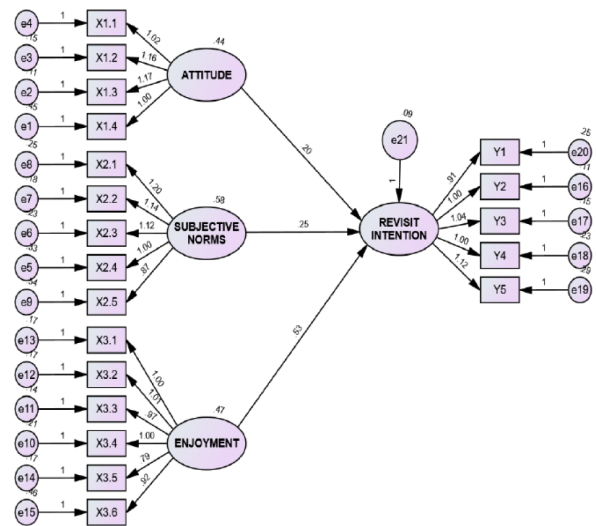
Figure 2 Structured model

Table 2 Hypotheses results

Hypotheses	Estimate	S.E.	C.R.	*P*	R-Square	Result
H1: Attitude → Revisit Intention	.202	.054	3.750	***	.496	Accepted
H2: Subjective Norms → Revisit Intention	.254	.048	5.247	***	.635	Accepted
H3: Enjoyment → Revisit Intention	.531	.063	8.444	***	.761	Accepted

Note: *** significant at .000 level.

Discussion

Findings indicate that customers nowadays decide to dine out not only to satisfy their appetite but most importantly to enjoy the experience and to socialize with friends and family, which ultimately boosts the feeling of happiness. Additionally, following Maslow's hierarchy of needs (Kim et al, 2021), dining out has shifted not only to fulfill physiological needs but also to accomplish psychological needs and self-actualization, which reflects on the high influence of enjoyment and subjective norms variable, compared to the attitude variable.

Enjoyment is the most prominent factor that determines revisit intention, inferred to what customers feel, in terms of happiness and enjoyable during their dining in the restaurant. This can be reflected in various aspects, one of them being product quality. Should the food and beverage be good, well-presented, and fit their expectations, customers are more likely to enjoy their dining experience. This encompasses the flavor, texture, and freshness of the product itself. Furthermore, the availability of food alternatives available can increase consumer satisfaction by catering to varied tastes and preferences. Aside from the cuisine, the restaurant's décor and environment also affect customer satisfaction. A well-designed and pleasant setting may improve the whole eating experience and leave consumers feeling calm and happy. The restaurant's lighting, music, and design may set an atmosphere and contribute to overall satisfaction. It may also be influenced by the level of service provided. Friendly and attentive employees who give timely and effective service may improve the entire experience. Moreover, any personalized service provided at a restaurant can add a feeling of enjoyment on another level. This includes the ability to customize customer meals, nutritional alternatives for specific requirements, and customized advice from staff.

Meanwhile, subjective norms in restaurant eating are inferred from the perceived social pressures or expectations from others about how one should act and make judgments when dining. This can include standards for tipping, dress code, table manners, and etiquette. These conventions may differ based on the type of restaurant, cultural background, and individual preferences. They can impact a person's decisions and actions, causing conformity or divergence from the norm. In a fine dining restaurant, for example, the usual may be to dress properly and practice excellent table manners, but the norm in a casual dining facility may be more relaxed and informal. Overall, subjective standards have a big impact on how customers dine and interact with others at restaurants.

Furthermore, when casual restaurants can at least meet the diners' expectations, they will likely revisit and recommend the experience positively to others. Seeing the fact that customers are willing to pay more in the restaurant that they like, creates implications for restaurant managers to seize the opportunities by maintaining and even creating more unique experiences for them, which is in line with the experience economy (Chang, 2018). In the experience economy, the industry revenue increases to the extent that customers enjoy the experience.

Conclusion and Recommendation

This study aims to assess the influence of attitude, subjective norms, and enjoyment on revisit intention at casual dining restaurants. It was revealed that attitude, subjective norms, and enjoyment are positive and significantly impact customer revisit intentions in the context of casual dining restaurants. It implies that the more the customer feels enjoyment when they dine in the restaurant, the more they are likely to dine again in the future. In a similar vein, the stronger the external influence from friends and colleagues, the more likely they will pose to dine out. Others' opinions and values are also critical in influencing someone to dine out.

On the other hand, an individual's attitude also plays a crucial role in dining out decisions. When someone sees the utilitarian value or the hedonic value from their actions, they might perceive that action is important for them, thus opening more possibilities to repeat the same action in the future. In this sense, actions based on attitude solely come from one's own or internal influence while actions based on subjective norms come from external influence. Despite attitude, subjective norms, and enjoyment being proven to have a positive influence on revisit intention, it was discovered that enjoyment is the one that plays the biggest role. To conclude, this study provides theoretical significance by contributing to hospitality management literature, specifically business sustainability. It implies that customer revisit intention can be determined not only from restaurant attributes, for instance, food, service, ambiance, and experience that are mostly from the restaurant side but also from the customer side itself. Thus, the restaurant can learn and pay attention to attitude, subjective norms, and enjoyment should they want their customer to have the intention to revisit them in the future.

To address this issue, three practical contributions can be proposed for the restaurant business owner. First, restaurants are recommended to not only create but also maintain and keep on promoting the loyalty

or membership program that offers various benefits, perks, promotions, and discounts. Through this strategy, customers will realize the benefit that they can get if they dine, thus emanating their attitude from the inside. Second, restaurants should strongly encourage their customers to do word-of-mouth as it is proven to significantly influence someone else's decision upon dining out. Of course, this can be achieved if the restaurant provides good value and service for their customer. In this sense, the role of social media and news should not be undervalued. The restaurant should acknowledge how nowadays communication is in the form of digital content and the spread of news, and how a brand image is important. Thus, maintaining a good communication program from the restaurant's marketing division definitely should be taken into consideration.

Third, restaurants should ensure that their customers feel enjoyment as this is the most prominent factor that influences customers to have the intention to revisit. This can be achieved by creating a comfortable environment in the dining area, either from the interior, design, music, and regulations, thus providing a great place for customers to enjoy their time upon visiting the restaurant. Also, since customers put a high value on the warmth of family and friends during dining, restaurants should cater to these needs. For instance, providing an innovative family menu that not only serves kids, but also for the elderly, women with special needs (pregnancy), and nutritional considerations (as such healthy menu). To add, offering a special package for family or friends can also be a good offer. This can be in any form of sales promotion tools such as free samples, discounts, coupons, contests, and sweepstakes. On top of that, customer happiness and satisfaction should come first, and therefore maintaining good service and product quality, again, are crucial.

The first limitation of this study is the low sample number. Therefore, it is strongly advised to increase the sample size in future studies. The second limitation is the study context, which is limited to only one restaurant setting of casual dining. Hence, investigating other restaurant settings will provide new insight by comparing such, for example, fast food, coffee shops, fine dining, and bars or clubs; thus, the findings will cater to all business types. It is also recommended that future studies explore other determinant factors that might enhance restaurant customer revisit intention, such as satisfaction, loyalty, and how recent technology and innovation may take place.

Conflict of Interest

The authors declare that there is no conflict of interest.

References

Alnsour, M., & Al Faour, H. R. (2020). The influence of customers social media brand community engagement on restaurants visit intentions. Journal of International Food and Agribusiness Marketing, 32(1), 79–95. https://doi.org/10.1080/08974438.2019.1599751

Andryani, D., & Kurniawati. (2015). Pengaruh attitude, subjective norm, perceived behavioral control pelanggan non-muslim terhadap intention to purchase. Prosiding Seminar Nasional Cendekiawan. Universitas Trisakti. Jakarta- Indonesia. https://doi.org/10.25105/semnas.v0i0.200

Bae, S., Slevitch, L., & Tomas, S. (2018). The effects of restaurant attributes on satisfaction and return patronage intentions: Evidence from solo diners' experiences in the united states. Cogent Business & Management, 5(1493903). 1–16. https://doi.org/10.1080/23311975.2018.1493903

Bintarti, S., & Kurniawan, E. N. (2017). A study of revisit intention: Experiential quality and image of muara beting tourism site in Bekasi District. European Research Studies Journal, XX(2A), 521–537. https://doi.org/10.35808/ersj/657

Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: The mediating effect of revisit intention. Tourism Review, 74(3), 443–462. https://doi.org/10.1108/TR-02-2018-0025

Canny, I. U. (2017). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. International Journal of Innovation, Management and Technology, 5(1), 25–29. https://doi.org/10.7763/IJIMT.2014.V5.480

Chang, S. (2018). Experience economy in hospitality and tourism: Gain and loss values for service and experience. Tourism Management, 64, 55–63. https://doi.org/10.1016/j.tourman.2017.08.004

Choonhawong, W., & Phumsathan, S. (2022). Critical review of patterns, roles, and influences of social media in tourism. Kasetsart Journal of Social Sciences, 43(4), 1025–1034. https://doi.org/10.34044/j.kjss.2022.43.4.27

Ettis, S. A. (2017). Examining the relationships between online store atmospheric color, flow experience and consumer behavior. Journal of Retailing and Consumer Services, 37, 43–55. https://doi.org/10.1016/j.jretconser.2017.03.007

Hair-Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. International Journal of Multivariate Data Analysis , 1(2), 107–123. https://doi:10.1504/IJMDA.2017.087624

Hastuti, S. (2019). Pengaruh Kualitas Pelayanan Food and Beverage Service Terhadap Kepuasan Pelanggan Hotel Grand Dafam Rohan Syariah [The influence of service quality on customer satisfaction at Grand Dafam Rohan Syariah]. Jurnal Ekobis Dewantara, 2(3). https://doi.org/10.26460/ed_en.v2i3.1532

Ha, J., & Jang, S. (2017). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. International Journal of Hospitality Management, 29(1), 2–13. https://doi.org/10.1016/j.ijhm.2009.03.009

Hutama, C. L., & Subagio, H. (2014). Analisa pengaruh dining experience terhadap behavioral intention dengan customer satisfaction sebagai variabel intervening (Studi Kasus: Domicile Kitchen and Lounge) [Analysis of dining experience on behavioral intention with customer satisfaction as the intervening: case study at Domicile Kitchen and Lounge]. Jurnal Strategi Pemasaran, 2(1), 1–8. https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/2027

Khan, Y., Hameed, I., & Akram, U. (2022). What drives attitude, purchase intention and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective. British Food Journal, 125(7), 2572–2587. https://doi.org/10.1108/BFJ-07-2022-0564

Kim, M., Kim, E. J., & Bai, B. (2021). Examining restaurant purchase intention during crises: the role of message appeal. International Journal of Contemporary Hospitality Management, 33(12), 4373–4390. http://dx.doi.org/10.1108/IJCHM-03-2021-0306

Kline, R. B. (2016). Principles and practice of structural equation modeling. The Guilford Press.

Line, N. D., & Hanks, L. (2020). A holistic model of the servicescape in fast casual dining. International Journal of Contemporary Hospitality Management, 32(1). 288–306. https://doi.org/10.1108/IJCHM-04-2019-0360

Liu, F., Ngai, E., & Ju, X. (2019). Understanding mobile health service use: An investigation of routine and emergency use intentions. International Journal of Information Management, 45, 107–117. https://doi.org/10.1016/j.ijinfomgt.2018.09.004

Meng, B., & Choi, K. (2018). An investigation on customer revisit intention to theme restaurants: The role of servicescape and authentic perception. International Journal of Contemporary Hospitality Management, 30(3), 1646–1662. https://doi.org/10.1108/IJCHM-11-2016-0630

Mihartinah, D., & Coryanata, I. (2018). Pengaruh Sikap Terhadap Perilaku, Norma Subjektif, dan Kontrol Perilaku Persepsian terhadap Niat Mahasiswa Akuntansi untuk Mengambil Sertifikasi Chartered Accountant [The influence of accounting student on their attitude, subjective norms, and behavioral control percepsian toward intention to take Chartered Account certification]. Jurnal Akuntansi, 8(2), 77–88. https://doi.org/10.33369/j.akuntansi.8.2.77-88

Mulyono, A. V., Septiano, B., & Aprilia, A. (2021). Pengaruh Dining Experience terhadap Kepuasan Konsumen dan Revisit Intention di Restoran Korea di Surabaya pada Era New Normal [The influence of dining experience on customer satisfaction and revisit intention at Korean restaurant during new]. Jurnal Manajemen Perhotelan, 7(1), 20–31. https://doi.org/10.9744/jmp.7.1.20-31

Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An examination of revisit intention based on perceived smart tourism technology experience. Sustainability (Switzerland), 13(2), 1–14. https://doi.org/10.3390/su13021007

Rosita, M., & Gantino, R. (2017). Pengaruh Utang terhadap Profitabilitas pada Perusahaan Food & Beverage yang Terdaftar di Bursa Efek Indonesia Periode 2011–2015 [The effect of debts on return of assests, return of equity, and earning per share on food & beverage company listed in the Indonesian stock]. Jurnal Riset Akuntansi dan Keuangan, 5(1), 1243–1260. https://doi.org/10.17509/jrak.v5i1.6729

Rungklin, D., Trichan, K., & Rinthaisong, I. (2023). Satisfaction, revisit and electronic word of mouth intention among medical tourists in southern thailand during COVID19 Situation. Kasetsart Journal of Social Sciences, 44(1), 105–114. https://doi.org/10.34044/j.kjss.2023.44.1.11.

Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. International Journal of Contemporary Hospitality Management, 24(2), 200–223. https://doi.org/10.1108/09596111211206141

Santoso, S. (2021). Analisis Structural Equation Modelling (SEM) menggunakan AMOS 26. Elex Media Komputindo.

Sekarsari, L. A., Rohman, F., & Hussein, A. S. (2016). Pengaruh dining experience terhadap customer satisfaction, restaurant image, dan behavioral intention pada casual dining restaurant di Kota Malang [The influence of dining experience on customer satisfaction, restaurant image, and behavioral intention in casual dining restaurant in Malang]. Ekonomi Bisnis, 21(1), 1–14. http://dx.doi.org/10.17977/um042v21i1p1-14

Seo, S., Kim, K., & Jang, J. (2018). Uncertainty avoidance as a moderator for influences on foreign resident dining out behaviors. International Journal of Contemporary Hospitality Management, 30(2), 900–918. https://doi.org/10.1108/IJCHM-03-2016-0152

Siaputra, H., & Isaac, E. (2020). Pengaruh attitude, subjective norm, dan perceived behavior control terhadap purchase intention Makanan Sehat di Crunchaus Surabaya [The effect of attitude, subjective norms, and perceived behavior control toward purchase intention on healthy food at Crunchaus Surabaya]. Jurnal Manajemen Perhotelan, 6(1), 9–18. https://doi.org/10.9744/jmp.6.1.9-18

Soliman, M. (2021). Extending the theory of planned behavior to predict tourism destination revisit intention. International Journal of Hospitality and Tourism Administration, 22(5), 524–549. https://doi.org/10.1080/15256480.2019.1692755

Syana, A. B. (2018, December). Mencicip Bisnis Restoran Indonesia di 2019 [Overview of Restaurant Business in Indonesia on 2019]. Marketeers. https://marketeers.com/mencicip-bisnis-restoran-indonesia-di-2019

Tarmizi, A. (2017). Analisis sikap konsumen terhadap keputusan pembelian produk sepeda motor Honda merek Vario pada PD. Daya Motor Sungai Bahar Muaro Jambi [Analysis of attitude toward purchase decision on Vario brand at PD Daya Motor Sungai Bahas Muaro Jambi]. Ekonomis: Journal of Economics and Business, 1(1), 18–31. http://dx.doi.org/10.33087/ekonomis.v1i1.4

Tommasetti, A., Singer, P., Troisi, O., & Maione, G. (2018). Extended Theory of Planned Behavior (ETPB): Investigating customers' perception of restaurants' sustainability by testing a structural equation model. Sustainability (Switzerland), 10(7). https://doi.org/10.3390/su10072580

Natawibawa, I. W. Y., Irianto, G., & Roekhudin, R. (2018). Theory of Reasoned Action sebagai Prediktor Whistleblowing Intention Pengelola Keuangan di Institusi Pendidikan [Theory of Reasoned Action as the predictor of whistleblowing intention among finance administrator in higher education]. Jurnal Ilmiah Administrasi Publik, 4(4), 310–319. https://doi.org/10.21776/ub.jiap.2018.004.04.5

Wiastuti, R. D., Liawatimena, L., & Masatip, A. (2022a). Behavioral intention and willingness to pay premium for green hotel concept: The role of trust and green hotel attributes. International Journal of Sustainable Development and Planning, 17(8), 2493–2501. https://doi.org/10.18280/ijsdp.170817

Wiastuti, R.D., Prawira, O., Lusyana, L., Lestari, N.S., Masatip, A., & Ngatemin, N. (2022b). The relationship between convenience motivation, attitude and behavioral intention of food delivery applications user's. Geojournal of Tourism and Geosites, 41(2), 548–554. http://dx.doi.org/10.30892/gtg.41228-862

Wilson, J. A., & Grant, J. (2013). Islamic marketing: A challenger to the classical marketing canon?". Journal of Islamic Marketing, 4(1), 7–21. https://doi.org/10.1108/17590831311306327

Winahyu, R. B. (2013). Pengaruh Risk Attitude, Risk Perception, Dan Subjective Norm Terhadap Risk Intended Behavior Dari Restoran Makanan Yang Tidak Memiliki Sertifikasi Halal Bagi Konsumen Muslim, Dengan Variabel Moderator Religiusitas [The effect of risk attitude, risk perception, and subjective norm toward risk intended behavior for Muslim customer at non halal restaurant: religiosity as moderating variable]. BISMA (Bisnis dan Manajemen), 5(2), 130–146. https://doi.org/10.26740/bisma.v5n2.p130-146

Wu, H. C., Ai, C. H., Yang, L. J., & Li, T. (2015). A study of revisit intentions, customer satisfaction, corporate image, emotions and service quality in the hot spring industry. Journal of China Tourism Research, 11(4), 371–401. https://doi.org/10.1080/19388160.2015.1110545

Venkatesh, V. (2000). Determinants of perceived ease of use: Integrating control, intrinsic motivation, and emotion into the technology acceptance model. Information Systems Research, 11(4), 342–365. https://www.jstor.org/stable/23011042

Yoopetch, C. & Chaithanapat, P. (2021). The effect of financial attitude, financial behavior, and subjective norm on stock investment intention. Kasetsart Journal of Social Sciences, 42(3), 501–508. https://doi.org/10.34044/j.kjss.2021.42.3.08

Zhong, Y., Oh, S., & Moon, H. C. (2021). What can drive consumers' dining-out behavior in China and Korea during the COVID-19 Pandemic?. Sustainability (Switzerland), 13(4), 1–17. https://doi.org/10.3390/su13041724