

Revisit Intention in Trend Driven Casual Dining: A Stimulus-Organism-Response Approach in Trendy Noodle Restaurants

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ABSTRACT

As trendy noodle restaurants continue to proliferate in Indonesia, competition in this industry has become increasingly fierce, making it all the more important to understand the factors that drive customer satisfaction and the intention to return. This study focuses on modern casual dining restaurants characterized by customizable noodle menus, distinctive food presentation, and a socially oriented dining experience. Using the Stimulus-Organism-Response (SOR) model, this study examines three external stimuli (price, food quality, and restaurant ambiance) and their influence on customer satisfaction (organism) and intention to revisit (response). A quantitative research design employing Covariance-Based Structural Equation Modeling (CB-SEM) was used, with data collected from 243 respondents who had previously dined at trendy noodle restaurants in Indonesia. The results indicate that food quality is the strongest predictor of customer satisfaction, while restaurant ambiance and customer satisfaction are significant predictors of revisit intention. Interestingly, price had no significant effect on either customer satisfaction or intention to revisit, indicating that customers of trendy casual restaurants are more sensitive to quality and experience than to price. These results suggest that in an experience-oriented dining environment, customers prioritize food quality and atmosphere over price.

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1. Introduction

The new stylish noodle restaurants have emerged as one of the booming businesses of the casual restaurants in Indonesia. These restaurants have gained popularity with the young consumers and urban diners with their customizable spice options, presentation of their food in a visual format, low pricing, and their socially oriented dining experiences. With this in mind, the eating practices cease to be a simple ingesting of the foods but also entail an articulation of the way of life, consumption of social interaction, and experience [1], [2]. The increasing popularity of fashionable noodle restaurants has enhanced competition among restaurant operators, and businesses have to offer appealing products besides knowing what influences satisfaction of customer and intention to revisit.

Customer satisfaction and revisit intentions are two factors that are very pertinent to the sustainability of the business in the food sector. The satisfied customers will be better inclined to patronize restaurants again and will generate good perceptions and make positive word-of-mouth references. On the other hand, low quality of services at restaurants would make the customers move to other restaurants where they would find competition [3], [4]. Thus, the need to conceptualize the reasons that contribute to customer satisfaction and revisit intention has now gained greater essence, especially in the high competition and experience-based casual restaurants, which have become largely defined by high intensity of competition. One of the most common restaurant cues that customers take into account is price. However, the price is not simply determined as the amount of money paid. It is also affordable with regard to the price, considering what the customers get in terms of taste, quantity, atmosphere, and

experience they get. In hedonic eating conditions, price can no longer be a determinant, but a part of a more generalized value judgement.

Other key aspects, like food quality, are the essence of the restaurant offering in addition to price, since it is the direct aspect that consumers directly consume and experience [5]. The positive judgment of the food is influenced by the taste, freshness, texture, display, and even the consistency that the customers experience and how able they are to continue experiencing the positive judgment even after the first experience [5]. This is more so in restaurants that deal in noodles, where their competitors are also likely to have the same menu, which would look the same to the viewer.

The customers have also been equally concerned with the restaurant environment, besides their pricing and the quality of the food, as part of the experience they seek. The customer will have a happier experience of eating in a friendly environment, clean and tidy, as desirable to him or her. One of the strategies that can help facilitate the creation of a non-hostile restaurant is the creation of an environment that would make customers feel relaxed and increase their levels of satisfaction with the restaurant experience they have [6]. However, in the successful noodle restaurant, the ambience of a restaurant can be as important as the food itself, while people are not going there to eat, but to have fun, sit and take a break, and to have social experiences [7].

Satisfaction of customers is highly associated with the revisit intention of customers. Very Satisfied customers will be repeat customers [8]. Moreover, they will also be more inclined towards referral positivity, positive discussion about their journey with the business, and greater spending. Therefore, it is important for the managers to make the next best customer experience and always look for innovation so as to ensure customers' revisit intention in the long run [9]. The revisit intention, a measure of a successful revisit restaurant, is another factor contributing to the behavior of consumers that needs to be taken seriously, especially in the very competitive food service industry.

Though restaurant satisfaction and revisit intention are already researched topics in previous literature, the majority of the previous researches have viewed the relationship between the two variables in a generic restaurant environment and has rarely addressed the trend-driven casual restaurant environment, such as fashionable noodle restaurants. Moreover, the past scholars were more likely to emphasize direct relationships between the restaurant attributes and consumer responses without an explicit explanation of the behavioral controlling mechanism behind the development of revisit intention of the dining experiences. It is an exclusive environment since, under the same environment, we will be capable of obtaining casual, culinary trendiness, and social ambience [10]. In particular, the few studies that have been conducted have utilized the Stimulus-Organism-Response (SOR) model in their attempts to factor in the role played by restaurant features as expression stimuli in triggering customer satisfaction and behavioral response in the case of noodle restaurants in the modern setting.

It is a new study that has three aspects that are interlinked. To begin with, it focuses on the trendy noodle restaurants in particular, an environment which has been an empirical backburner, although with a rapid rate of increase in the market. Second, it uses the SOR framework to test the impact of price, the quality of food, and restaurant ambience on customer satisfaction and revisit intention in one framework. Third, it also leads to the empirical conclusion that atmosphere is more connected to revisit intention than is the relationship of atmosphere to satisfaction, an interesting gap between theory and practice in practical strategies in the restaurant industry. The model also elaborates on the special mechanisms by which the attributes of dining can be transformed into repeat-visit behavior by inserting customer satisfaction between the stimulus and behavioral response as an organism state.

From this, the study will analyze the influence of price, food quality, and ambience of the restaurant towards the increased customer satisfaction and revisit intention to trendy noodle restaurant, and also the influence of customer satisfaction towards the revisit intention.

2. Methods

2.1 Research Conceptual Model

The theoretical foundation of this study is largely based on the Stimulus-Organism-Response model, which is the system that clarifies how external environmental stimuli are arousing internal assessment and subsequently the behavioral response [11]. The price, quality of food, and atmosphere of the restaurant are the stimuli in the restaurant setting since these are some of the most visible stimuli that the customers are exposed to during consumption. Customer satisfaction is the organismic state as it embodies the inner appraisal of the customer about the dining experience. The response is revisit intention, as it exhibits revisit preference among the customers. This argument can equally apply to the expectation-confirmation thinking in which satisfaction would be the resultant experience of a comparison of expectation and actual experience.

Price refers to the money that is paid to get goods and services [2], [12]. In the case of restaurants, however, price is not gauged by only the customers in nominal terms. They assess the fairness of the prices in comparison to the portion, taste, atmosphere, as well as the overall eating experience [12]. When customers feel that the price is fair and it is just worth the value that they receive, they are likely to be satisfied and be willing to visit the same place again. When both the tests appear to be unfair, they can be subverted [3], [6], [12]. Thus, the following hypotheses are assumed:

H1: Price has a positive and significant effect on Customer Satisfaction.

H2: Price has a positive and significant effect on Revisit Intention.

The Quality of food is the characteristic of a meal that affects consumer perception, like taste and texture, freshness, smell, look, and other aspects that affect consumption [13]. Food quality is the main indicator in the restaurant industry that justifies the experience of the customer to meet his or her expectations. Favorable attitudes towards the quality of food enhance customer satisfaction and chances of returning to the store [13], [14]. Thus, the following hypotheses are proposed:

H3: Quality of Food has a positive and significant effect on Customer Satisfaction.

H4: Quality of Food has a positive and significant effect on Revisit Intention.

Restaurant atmosphere is the atmosphere that enhances the customer experience as he or she dines. In particular, trendy noodle restaurants provide a more pleasant experience when having a comfortable, clean, and well-designed environment [13]. Such attributes can bolster customer satisfaction and encourage repeat patronage. Since previous studies indicate that ambience in restaurants influences satisfaction and intention to come to the restaurant again, the hypothesis is as follows:

H5: The atmosphere at the restaurant has a positive and significant effect on Customer Satisfaction.

H6: The atmosphere at the restaurant has a positive and significant effect on Revisit Intention.

Customer Satisfaction is an appraisal product that occurs when consumers compare their final experience and their initial expectation [14]. In addition, satisfaction is a key driver that will make individuals return to a destination and drive trendy noodle restaurants to new customers. Hence, in order to retain market share and generate growth, customer satisfaction is necessary [15]. Since the positive correlation between customer satisfaction and desire to return can be proven in the previous research, the hypothesis as shown below will be proposed:

H7: Customer Satisfaction has a positive and significant effect on Revisit Intention.

The theoretical framework of the research being investigated is how the Price, Food Quality, and Restaurant Atmosphere influence Customer Satisfaction and Revisit Intention, and how Customer Satisfaction influences Revisit Intention, based on developed hypotheses. This conceptual model is represented in Figure 1.

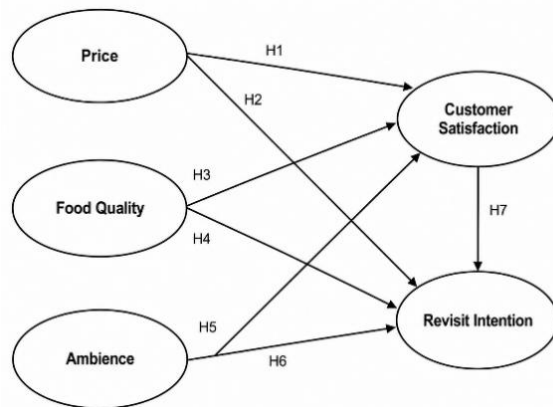


Figure 1. Research Conceptual Model

2.2 Research Procedure and Data Analysis

This study will focus on a fast-food restaurant chain of the fashionable noodle restaurant within the Indonesian approachable restaurants sector, with an aim of examining the relationship between the cost of meals and quality and atmosphere to customer satisfaction and desire to revisit. The systematic aspect of the research is implemented by arranging the research object, review of literature, problem elaboration, data gathering, measurement elaboration, data gathering, measurement evaluation and structuralization, results interpretation, and conclusion. The whole research process and data analysis process are presented in Figure 2.

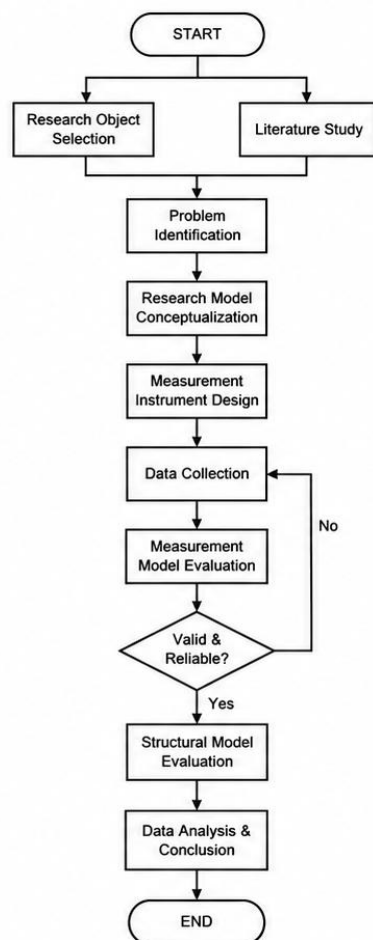


Figure 2. Research Flowchart

Indicators have been used to develop the questionnaire, which relies on numerous existing studies on the price [3], [12], the quality of food [5], [13], the atmosphere [4], [16], the customer satisfaction [9], [15], and the revisit intention [8], [17], [18]. To make the questionnaire consistent in measurement and close-ended questions that were easy to answer, the questionnaire was closed-ended with a five-point Likert scale (between 1 = strongly disagree and 5 = strongly agree). It was split into two subsections, with the former section comprising the demographics of the respondents (age, gender, occupation, income, frequency of visits, and amount spent monthly), whereas the latter involved the precise constructs of the study. The questionnaire was web-based and was given to individuals who had already eaten something in the target restaurant. To make the right evaluations about food and atmosphere, only those who had eaten there were considered. To reduce the bias of recall, respondents were requested to provide their answers based on their last visit.

Non-probability sampling was used in this study, which included snowball sampling and convenience sampling. The reason behind this was that these methods were chosen due to the absence of a complete sample frame of the complete customers, and this was going to be on real patrons who were allocated a limited research time to carry out the study. Even though these methods imply that the generalizability of the statistics is limited, some measures were undertaken to minimize evident sampling bias. The questionnaire link was dispatched through a number of networks of respondents, a screening question was implemented to determine the eligibility of the respondents, and only the total responses were stored so that they could be analyzed. In July 2023, there were 243 valid responses. The size is plausible when using a covariance-based SEM, where the size (not only exceeding the conventionally recommended 200 cases) is larger than the rule-of-thumb 10 observations/indicator. This model had 17 observed indicators, thus satisfying 170 observations [19].

Covariance-based Structural Equation Modeling (SEM) by Mplus was used in the analysis of the data. This analysis started by reporting respondent features and the overall picture of the data using descriptive statistics, which was followed by the assessment of the measuring model using the global goodness-of-fit measures, standardized loading factors, the Average Variance Extracted, and Composite Reliability. The measurements model was decided, and a structural model was tested to fit satisfactorily to bear witness to the hypotheses created. But the results were interpreted at the $\alpha = 0.10$ level, and those that approached the cut-point were taken with a pinch of salt, given the limited scope of the study overall and the limited study of this variable.

3. Results and Discussions

3.1 Respondent Characteristics

On the whole, 243 valid responses were obtained among those customers who have eaten at the fashionable noodle restaurant during the period of data collection in July 2023. Demography The demographic analysis showed that the majority of the respondents were male (62% and a few of them were female 38%). Regarding age, 35% of respondents fell into the 20–24 range, 16% were 40–45, and 15% were older than 45. In terms of education, most of the respondents had attained senior high school (37%) or undergraduate education (50%).

On the aspects of the number of visits, 65 percent of the respondents were rare visitors, 18 percent visited once a week, 11 percent 1-2 times a week, and 7 percent greater than 2 times a week. The highest classes of employment were students (34 percent) and the government or employees (29 percent); the rest are under the other category that encompasses entrepreneurs and lecturers. Concerning the income and monthly spending, the biggest percentage of the respondents (33 percent income and 46 percent spending) were in the Rp 1,000,000 to Rp 5,000,000 bracket. In general, the overall impression in the survey was that a typical customer was a young adult, an undergraduate, and did not frequent the restaurant enough.

3.2 Measurement Model Evaluation

This is done by administering a feasibility test of the measures model to find out whether the proposed model is viable. Fit (Goodness of Fit) index [4], [19] was utilized to ascertain whether the measurement model we are using in our study is a good fit. In GoF, there is a large variety of fit indices, including basic goodness of fit, absolute fit, and incremental fit. The results of the analysis, using the configural model as presented in Table 1, imply that the model suggested fits in a relatively acceptable fashion.

Table 1. Results of Goodness-of-Fit Evaluation for the Measurement Model

INDICATOR	VALUE	CRITERIA	DESCRIPTION
Basic Goodness of Fit			
Chi-Square	2924.366	Smaller is better	Marginal Fit
Degree of Freedom (DoF)	171	—	—
P-Value	0.000	> 0.05	Poor Fit
Absolute Fit			
RMSEA	0.069	< 0.08	Good Fit
SRMR	0.050	≤ 0.08	Good Fit
Incremental Fit			
CFI	0.944	> 0.90	Good Fit
TLI	0.931	> 0.90	Good Fit

As mentioned in Table 1, the model fits well based on the indication of the value of RMSEA (0.069), SRMR (0.050), CFI (0.944), and TLI (0.931); they all lie within the comfortable range. The combination of these values fulfills the suggested criteria, which is a good fit to the measurement model. Although the Chi-Square was huge and the p-value was 0.000, they are sensitive to the size of the sample [19]. However, the fact that all the values in the frequency of fit index lie in the acceptable range implies that there is a good fit in the measurement model, which can be further analysed.

To derive the estimate of the outer model, the validity and reliability of the relationships among the indicators and the constructs were tested. To test convergent validity, Standardized loading factors and Average Variance Extracted (AVE) were used to test Composite Reliability (CR) to test internal consistency. The loading factors of 0.5 and above are regarded as satisfactory in line with the best practices, AVE of more than 0.5 is a good indicator of convergent validity, whereas CR, which is a good indicator of internal consistency, is greater than 0.7 [19].

Table 2. Convergent Validity and Reliability Results

CONSTRUCT	INDICATOR	LOADING	AVE	CR
Price (P)	P1	0.886		
	P2	0.861	0.705	0.89
	P3	0.767		
Food Quality (FQ)	FQ1	0.701		
	FQ3	0.753	0.533	0.71
	FQ4	0.736		
Restaurant atmosphere (A)	A1	0.686		
	A2	0.82		
	A3	0.836	0.586	0.772
	A4	0.709		

CONSTRUCT	INDICATOR	LOADING	AVE	CR
Customer Satisfaction (CS)	CS1	0.817		
	CS2	0.841		
	CS3	0.761	0.62	0.81
	CS4	0.809		
	CS5	0.7		
Revisit Intention (RI)	RI1	0.926	0.715	0.897
	RI2	0.757		

Table 2 shows that the indicator loadings were all within the range between 0.686 and 0.926, in agreement that all the indicators were above the desirable level and have a significant contribution to their construct. In addition, the constructs possessed an Average Variance Extracted (AVE) index of above 0.5, and this meets the requirement of a good measurement instrument. In particular, Price, Food Quality, Restaurant atmosphere, Customer Satisfaction, and Revisit Intention were 0.705, 0.533, 0.586, 0.620, and 0.715, respectively. There is good convergent validity in these values. Moreover, each of the constructs, Composite Reliability (CR), was above the mark of 0.70, and they were 0.890 (Price), 0.710 (Food Quality), 0.772 (Restaurant atmosphere), 0.810 (Customer Satisfaction), and 0.897 (Revisit Intention).

Lastly, the discussion also reveals that the model of measurement used in this study is a valid and potential model for the measurement of the various constructs. The measurement model is consequently regarded as satisfactory, and it can be utilized to test the structural model.

3.3 Structural Model Evaluation

Then the structural models would be taken into consideration, and thereafter, the correlation between the constructs of the research model above would be taken into consideration. It evaluated the hypotheses to determine the significance of the relationships among these constructs, which are given in Table 3. Since the structural model had the same overall specifications as the validated measurement model, the goodness-of-fit indices were comparable to the previous analysis. The results of the test of the hypothesis and the structural relationship are presented in Table 3, in this comparison with the expression of the new fit values.

Table 3. Results of Goodness-of-Fit Evaluation for the Structural Model

INDICATOR	VALUE	CRITERIA	DESCRIPTION
Basic Goodness of Fit			
Chi-Square	2924.366	Smaller is better	Marginal Fit
Degree of Freedom (DoF)	171	—	—
P-Value	0.000	> 0.05	Poor Fit
Absolute Fit			
RMSEA	0.069	< 0.08	Good Fit
SRMR	0.050	≤ 0.08	Good Fit
Incremental Fit			
CFI	0.944	> 0.90	Good Fit
TLI	0.931	> 0.90	Good Fit

The type of structural model was more suitable, as shown in Table 3. The Chi-Square and P value showed no fitting was done, but the values of RMSEA (0.069), SRMR (0.050), CFI(0.944), and TLI(0.931) were within their recommended values. These results support the fact that the structural

model is suitable for carrying out hypothesis testing and elucidating the relationship between the constructs [19].

Table 4. Hypothesis Testing Results

Code	Research Hypothesis	Criteria (Alpha < 0.1)	p-value	Conclusion
H1	Price has a positive effect on Customer Satisfaction	< 0.1	0.195	Not Significant
H2	Price has a positive effect on Revisit Intention	< 0.1	0.470	Not Significant
H3	Food Quality has a positive effect on Customer Satisfaction	< 0.1	0.000	Significant
H4	Food Quality has a positive effect on Revisit Intention	< 0.1	0.170	Not Significant
H5	Restaurant atmosphere has a positive effect on Customer Satisfaction	< 0.1	0.931	Not Significant
H6	Restaurant atmosphere has a positive effect on Revisit Intention	< 0.1	0.047	Significant
H7	Customer Satisfaction has a positive effect on Revisit Intention	< 0.1	0.052	Significant

Table 4 summarizes the findings of the hypothesis testing, while Figure 3 visualizes the findings of the hypothesis testing. The significance level of 0.10 was selected as the research carried out here is exploratory, and a new conceptual model was used. Other methodological research has shown that other levels of significance can be used and that the impact of type II error can be minimized to test new phenomena or new relationships between concepts [19]. There are a total of seven hypotheses proposed, with the result that three hypotheses were supported (H3, H6, and H7). The findings indicated that the Food Quality as well as the Restaurant Atmosphere were both significant variables to Customer Satisfaction, and Customer Satisfaction was a significant variable to Revisit Intention. In this period, there were no remarkable distinctions regarding Customer Satisfaction and Revisit Intention regarding Price. Moreover, the quality of food did not have any significant impact on Revisit Intention and restaurant atmosphere on satisfaction of Customer.

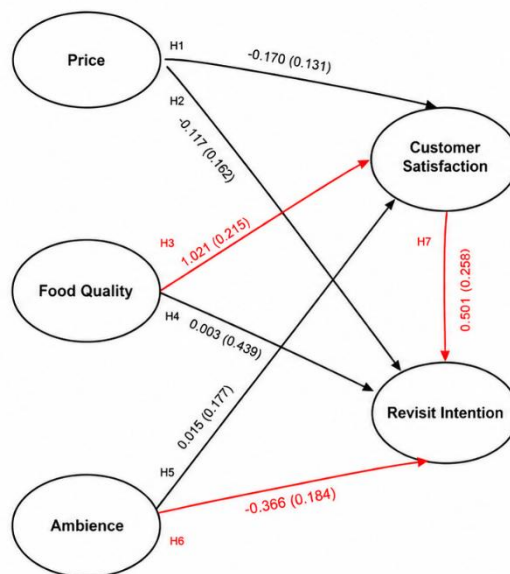


Figure 3. Structural Model and Hypothesis Testing Results

The findings are most likely to be relevant in the Stimulus-Organism-Response (SOR) framework; however, the findings reveal that not all the experience stimuli are as important in the fashionable noodle restaurant setting. Food quality proved to be the most important aspect of customer satisfaction, and restaurant atmosphere was more important in revisit intention. This is a negative trend showing that core product evaluation and experience dining are the two opposite aspects affecting the customers since they both equally respond to them.

These insignificant findings on the customer satisfaction/revisit intention effect of price imply that price might not be the most salient evaluative stimulus in the dining industry. The reason is that the look of the fashionable noodle restaurants is rather homogeneous and, therefore, the difference in prices is not dictated as the important factor that makes the customers evaluate the restaurant. Further, the young clientele in the casual meal segment dominated the profile of respondents, and perhaps in pursuit of a social and experience value, they are less sensitive to minor price changes [8], [9], [20]. In this situation, the customer seems to consider the overall experience of dining out as worthwhile as opposed to basing their response on price. This is unlike in restaurants, where customer behavior largely depends on price fairness or premium pricing [21], [22]. Nevertheless, it also follows the current findings, which state that hedonic eating decisions tend to be a result of symbolic, experiential, and social value of consumption [1], [8], [23].

The quality of food was also found to make a significant contribution towards customer satisfaction, proving the above-mentioned SOR perspective and expectation-confirmation arguments. When the clients are of the view that the food taste, freshness, consistency, and presentation are within or even beyond their expectations, then they will give a good rating of the food experience. In trend-based noodle restaurants, such a revelation is especially crucial since the initial excitement of the restaurant concept might only be short-lived, unless the quality of the main product matches the expectations and ensures lasting customer satisfaction. The finding is also compatible with the previous studies, which concluded that food characteristics are the primary means of measuring the restaurant setting [5], [13], [24]. However, there was no significant impact of revisit intention on food quality. This implies that customer satisfaction is generated irrespective of the good quality of food, although this might not be adequate to cause customer revisits. In this segment, the revisit intention appears to have a basis on more far-reaching, experiential, and contextual determinants of dining other than the quality of products.

The atmosphere of restaurants did not influence customer satisfaction to the extent that the atmospheric cues would not be the main factor on which the customers base their rating on whether they were pleased with the experience of dining at the restaurants. The core service delivery, in this instance, food quality, the capacity to meet the expectations of the customer, is often identified as key in enhancing customer satisfaction in the restaurant setting. The second reason can be the fact that the tastes of the atmosphere could differ in terms of customer groups. Others can want to have graphics and colorfully decorated surroundings, and others a more calm and cozy eating space. Therefore, an identical restaurant experience may not elicit similar evaluative responses from customers [6], [16].

On the other hand, the restaurant atmosphere was directly affected by the intent to revisit significantly. This is among the most important study findings. She seemed to dictate the stage of behavioral response rather than the organismic evaluation stage in a cluster of trend-oriented noodle restaurants where the atmospheric cues were involved in influencing the behavioral response stage. This does not mean that customers do not have to perceive atmosphere as being a crucial source of satisfaction, but rather the elements of atmosphere might influence the intention to visit the restaurant again. The latter should not come as a surprise given the reality that the experiences of eating in the trend-based casual restaurants are closely intertwined with leisure, interpersonality, visual self, and lifestyle-based consumption. The experience at a dining table could be more impressive and lead to a repeat visit, even in a case where atmosphere does not serve as a direct indicator of satisfaction that might be supplemented with lighting, interior design, decoration, music, and atmosphere in general [4], [14], [25], [26]. This finding can then give rise to the literature of hospitality in the sense that for the

future "noodle restaurant", the concept of restaurant atmosphere may be directly associated with future behavioral intention instead of immediate evaluation of satisfaction.

The beneficial effect on the intention to return also came with the customer satisfaction, as well as in the first two; hence, the customer, positively evaluated their dining experience, will feel more willing to revisit the restaurant. The resultant finding is similar to the previous research that had investigated that the level of satisfaction is an acceptable antecedent of a repeat behavioral intention [15], [17], [18]. The restaurant's positive reactions could help decrease the indecisiveness of the customers and present the user with a positive memory of what they had that persuades them to go to the restaurant again.

Collectively, these results make a number of theoretical contributions. The model used in this paper is the Stimulus-Organism-Response model to a somewhat under-studied context of trend-driven noodle restaurants with regard to the restaurant environment of the casual restaurant industry. Second, the results suggest that customer satisfaction and revisit intention are not interchangeable results; there are a lot of factors involved. Food quality was essentially used as a signal for assessment that could impact consumers' satisfaction, while ambiance emerged as a greater signal to strengthen intention for future behaviour. Third, the results suggest that the value of experience when dining can be a stronger predictor of customer behavior in contemporary casual restaurants than the price factor.

Critiques of the implications of the research on the practical aspect of restaurant managers are given as well. Although fairness/ affordability in terms of price remains of primary importance, price strategies may not suffice to support the retention of customers in trend-based noodle restaurants. The managers ought to be more concerned about the quality uniformity of the foods, especially in taste, freshness, appropriateness of the portion, and presentability of foods. In the meantime, restaurant operators are encouraged to invest in the emotional elements of the social experience of eating and enhancing the rates of memorability. The overall mood in the restaurant can be enhanced by home comfort, proper interior decoration, sufficient lighting, music, and healthy ambiance [14][26] [27]. Therefore, the rate will not be the most competitive strategy that will be applied to this food segment in the future, but high-quality food and a unique food experience setting.

4. Conclusion

The paper will use a trend about noodle restaurants to examine how price, quality of food, and ambiance of a restaurant influence customer satisfaction and intention to revisit. Results indicate that there is a strong relationship between customer satisfaction, the quality of food, and revisit intention, as well as between customer satisfaction, restaurant atmosphere, and revisit intention. Price is also not a highly significant factor in customer satisfaction and revisit intention as compared to price. It illustrates that factors predicting experience-dining are more influential on the customers than price predictors for a specific segment in the food industry, quality of the core product.

The theoretical value of the study is that the Stimulus-Organism-Response (S-O-R) components were applied to a contemporary restaurant offering noodles as its menu, and that it was able to demonstrate that this restaurant has different effective pathways through the different types of stimuli. In the organismic evaluation of satisfaction, the food quality plays a more significant role, and in the revisit decision, the restaurant image and satisfaction play a more significant role. Nevertheless, the results have to be evaluated within the framework of a number of constraints. The research was conducted in only one location of the restaurant, convenience and snowball sampling were employed, and self-reported cross-sectional data of the research were collected in the form of an online questionnaire. This has led to a poor generalizability of the results; the likelihood of common method bias may not be eliminated, and the temporal variation in behavior could not be observed. Furthermore, the study didn't distinguish between the customer groups in terms of restaurant brands, cities, or more targeted market groups.

Factors that can be added to this model in future research are the addition of a variety of restaurant brands and cities, customer group comparisons, and other constructs like service quality, perceived

value, brand image, and customer experience. Longitudinal designs would also be required in building up satisfaction and revisit intentions over the years in an ever-changing, trend-driven restaurant market.

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