

Pengaruh Familiaritas, Lokasi, dan Kualitas Makanan terhadap Niat Berkunjung Kembali ke Restoran Legendaris

Examining How Familiarity, Location, and Food Quality Influence Legendary Restaurant Revisit Intentions

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Abstrak

Kesediaan pelanggan untuk kembali mengunjungi sebuah restoran umumnya muncul dari kesan positif atas pengalaman bersantap sebelumnya, serta keinginan untuk merekomendasikan tempat tersebut kepada orang lain. Faktor-faktor seperti tingkat familiaritas, lokasi, dan kualitas makanan diketahui berkontribusi dalam memperkuat niat berkunjung kembali. Penelitian kuantitatif deskriptif ini mengkaji bagaimana pengaruh familiaritas, lokasi, dan kualitas makanan terhadap niat berkunjung kembali ke restoran legendaris. Studi ini melibatkan 100 responden yang pernah mengunjungi restoran legendaris di Jakarta Barat, dengan pengumpulan data melalui penyebaran kuesioner. Data yang diperoleh dianalisis menggunakan *teknik partial least squares structural equation modeling* (PLS-SEM) untuk menilai hubungan antarvariabel yang diteliti. Temuan penelitian menunjukkan bahwa familiaritas dan kualitas makanan memberikan pengaruh positif yang signifikan terhadap niat berkunjung kembali, sedangkan faktor lokasi tidak menunjukkan pengaruh yang signifikan. Selain itu, kualitas makanan muncul sebagai faktor yang paling dominan memengaruhi niat berkunjung kembali dibandingkan familiaritas. Hasil ini mengindikasikan bahwa meskipun lokasi bukan faktor penentu, menjaga kualitas makanan yang tinggi serta meningkatkan familiaritas secara konsisten dapat secara signifikan mendorong pelanggan untuk kembali ke restoran legendaris. Implikasi praktis dari penelitian ini adalah bahwa pemilik dan pengelola restoran legendaris sebaiknya berinvestasi pada strategi untuk meningkatkan familiaritas dan memastikan kualitas makanan yang selalu terjaga demi memperkuat niat berkunjung kembali pelanggan.

Kata Kunci: familiaritas, kualitas makanan, restoran legendaris, lokasi, niat berkunjung kembali

Abstract

Customers' willingness to revisit a restaurant generally arises from positive impressions of their previous dining experience, as well as the desire to recommend the place to others. Factors such as familiarity, location, and food quality have been found to contribute to strengthening revisit intention. This descriptive quantitative research investigated how familiarity, location, and food quality influence the revisit intention of legendary restaurants. The study involved 100 respondents who had visited legendary restaurants in West Jakarta, recruited through the distribution of structured questionnaires. The collected data were analyzed using partial least squares structural equation modeling (PLS-SEM) to assess the relationships among the studied variables. The research findings showed that familiarity and food quality exerted significant positive effects on revisit intention, while the location factor did not exhibit a significant influence. Furthermore, food quality emerged as the most dominant factor affecting revisit intention compared to familiarity. These findings suggested that while location may not be a determining factor, maintaining high food quality and increasing familiarity could significantly encourage customers to revisit legendary restaurants. The practical implication of this study is that owners and managers of legendary restaurants should invest in strategies to enhance familiarity and ensure consistently high food quality to foster stronger revisit intentions among customers.

Keywords: familiarity, food quality, legendary restaurant, location, revisit intention

Introduction

Revisit intention refers to the repetitive act of purchasing the same services and products, independent of the buyer's emotional attachment (Kotler & Armstrong, 2021). Recognizing this, it becomes evident that revisit intention stands as a crucial factor for companies to consider, as it ensures maximum satisfaction for every visitor, fostering a desire to return and fostering loyalty to a restaurant. This cycle of returning visitors contributes to the longevity of the business. Revisit intention typically occurs after visitors return more than twice, indicating that the products and services provided by the company align with or exceed their expectations.

The restaurant industry, offering a variety of culinary delights, requires strategies that prioritize customer satisfaction to ensure consistent revisit intentions among patrons. Therefore, it is essential for culinary business actors to thoroughly understand consumer preferences (Nathalia et al., 2025). Jakarta, with its diverse population of over ten million from various ethnic backgrounds, showcases a rich culinary heritage that caters to every palate, including those who favor traditional foods. The city stands as a gastronomic paradise, hosting numerous establishments with authentic menus that have withstood the test of time. Distinguishing a renowned establishment as a culinary legend depends on several factors. According to an Indonesia culinary expert, a restaurant earns this distinction by persevering across generations, maintaining operational success and food quality. Nevertheless, another Indonesia culinary expert argues that merely surviving through multiple generations does not alone qualify an establishment for such recognition (Ananda, 2018).

Kota Tua Jakarta, often referred to as the "Old Town," in West Jakarta a bustling hub for culinary tourism, boasting architecture reminiscent of the Dutch colonial era, a significant draw for tourists. According to Statistics Indonesia report on West Jakarta City for February 2023, the area recorded 701,932 visitors (Susanto, 2023). The number of restaurants in the West Jakarta area has reached more than 1,000 and has shown an increase compared to previous years. This growth reflects the strong development of the culinary sector and indicates a positive business climate that supports the continued expansion of food and beverage establishments in the region. To ensure the sustainability of these restaurants, strategies focusing on fostering revisit intentions are imperative. Despite this competition, each restaurant maintains its unique identity and allure. In a brief interview with the proprietor of one legendary restaurant, emphasis was placed on offering timeless cuisine, appealing to a broad audience regardless of fleeting trends, setting it apart from transient specialty eateries.

The West Jakarta is renowned for its diverse culinary offerings, presenting a plethora of dining options. Glodok Pancoran area in West Jakarta stands out as a convenient destination, particularly for those seeking authentic Indonesian cuisine. Hence, this research selected the Glodok Pancoran location in West Jakarta for its study.

This research conducted preliminary observations followed by direct interviews with select restaurant owners. Through observation, challenges concerning retaining customer revisit rates were identified within the restaurant. This directly correlates with the concept of revisit intention. Based on these observations, a preliminary conclusion was drawn emphasizing the significance of familiarity, location, and food quality in sustaining revisit intentions. Indeed, these three elements are pivotal in establishing the restaurants under scrutiny as legendary, as indicated by articles and local opinions. However, this study is confined to investigating these three factors and does not delve into the impact of menu alterations on legendary restaurants specifically.

Prior to delving into research on the three aforementioned factors, it is essential to establish their definitions as they pertain to formulating questionnaire inquiries. One interpretation posits familiarity as the recollection ingrained in an intricate and sophisticated memory structure, gradually

acquired through repeated encoding and representation of a stimulus object (Chun et al., 2020). According to Keller and Swaminathan (2019), brand familiarity denotes the recognition and favorable association consumers have with a brand or product from a company. Meanwhile, Thu Ha and Gizaw (2014) describe brand familiarity as the level of information consumers possess about a brand, instilling in them the desire and confidence to purchase its products. Brand familiarity significantly influences consumer purchasing decisions.

The second factor, location, is defined by Armstrong and Kotler (2022) as the site where business activities take place, whether for production or sales purposes targeting the intended market. Understanding location's significance is crucial, as it directly impacts customers' decisions regarding patronage and purchase of products and services from a restaurant. However, it's essential to note that this research focuses on repeat visits, rather than initial ones.

The third factor, food quality, is defined by Kotler and Armstrong (2021) as a product's ability to meet its intended purpose, encompassing attributes such as durability, accuracy, reliability, ease of use, and repairability. The quality of food served in a restaurant significantly influences customers' intentions to return. High-quality food enhances the likelihood of repeat visits and customer loyalty.

Hence, with a diverse array of captivating culinary offerings in the West Jakarta, many of which have thrived for over three decades and earned the esteemed status of legendary eateries among local residents and various media outlets, the inquiry into the factors bolstering the longevity of these legendary restaurants becomes an intriguing research endeavor. This study aims to offer a comprehensive perspective and empirical evidence concerning the influence of familiarity, location, and food quality on revisit intentions towards legendary restaurants.

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Literature Review and Hypothesis Development

Familiarity

Familiarity refers to an individual's memory of a stimulus object, stored within a complex and intricate memory structure, which develops gradually through repeated encoding and representation (Chun et al., 2020). Brand familiarity is determined by the level of closeness consumers feel toward a brand, whether directly or indirectly (Naseem & Yaprak, 2022). According to Morgan et al. (2021), brand familiarity significantly aids customers in recognizing and gathering information about a brand through its logo. The importance of brand familiarity as a factor that encourages customer revisits is also supported by Derivanti et al. (2022). Derivanti argues that consumers are more likely to choose and trust a brand that is well-known or has gained recognition among other consumers for its quality. According to Yunaida (2018), a brand name embedded in and remembered by customers enhances the brand's recognition.

Location

The opportunity to secure a favorable piece of land greatly influences business location decisions. According to conventional economic theory, land and its production potential are essential elements of production. Desired locations in this category include those near busy roads, well-known areas, or appealing environments. A good location is the outcome of transportation infrastructure modifications and alignment with population density (Barrows et al., 2012). As noted by Lupiyoadi and Hamdani (2011), location refers to a company's decision regarding its operational base where employees are assigned. Location is a critical factor, as accessibility affects the attraction of potential

customers. Location convenience also impacts market share and business profitability (Szende et al., 2021). A strategic, accessible location increases customer purchasing interest. From these perspectives, it is evident that location significantly influences consumer purchase intentions on both initial and subsequent visits. However, more than just location is required to convert visitors into loyal customers.

Food Quality

Kotler and Armstrong (2021) define product quality as a product's ability to fulfill its functions, encompassing characteristics such as durability, reliability, accuracy, ease of operation, and repairability, among others. In this study, product quality refers specifically to food quality within a dining establishment, with a focus on evaluating the quality of food offerings. According to Potter & Hotchkiss (2012), food quality pertains to attributes that are acceptable to consumers. Indicators of food quality include size, shape, color, consistency, texture, and flavor. Additional indicators for assessing product quality (Alvian, 2020) are: 1) Freshness, ensuring the food served is suitable for consumption; 2) Presentation, where the food's visual appeal is enhanced to attract customers; 3) Taste, the sensory experience derived from the food, acknowledging that each individual's background and taste perception influence their experience; and 4) Innovative Food, which refers to how a product can be developed by adding unique flavors or making the appearance more enticing.

Revisit Intention

According to Bintarti and Kurniawan (2017), revisit intention is the desire to return to a place, combined with the inclination to recommend the location to others and leave a positive impression of the visit. Bae et al. (2018) suggest that revisit intention is an aspect that can be easily managed, yet it can also quickly diminish if neglected. This intention strongly depends on customer satisfaction and various efforts by the restaurant to encourage repeat patronage. In the food and beverage industry, customers have a wide range of choices, which is crucial for companies and their teams to consider. These customer choices provide insight into what motivates guests to revisit a dining establishment, as stated by Mannan et al. (2019).

Familiarity and Revisit Intention

There is an observed influence of familiarity on revisit intention at legendary dining establishments in West Jakarta. A study by Agustina and Artanti (2020), which involved 200 respondents who visited artificial tourism destinations in Surabaya over the past two years, found that novelty seeking plays a negative role in revisit intention. This finding is supported by Gülertekin and Genç (2021), whose study shows that although substantive and communicative services do not significantly impact restaurant customers' brand familiarity, brand familiarity mediates revisit intention. Similarly, Shi et al. (2022) demonstrated that brand equity, moderated by destination familiarity, positively affects revisit intention. Based on this analysis, the hypothesis proposed is:

H1: Familiarity has positive effects on revisit intention.

Location and Revisit Intention

Location also appears to influence revisit intention at legendary dining establishments in West Jakarta. Research by Ju Seung-Wan (2021) on the relationship between location characteristics, customer satisfaction, and revisit intention suggests that locations with attributes such as suitability, accessibility, and visibility increase customer satisfaction and revisit intention. This finding is further supported by research from Khairi and Darmawan (2021), which concluded that attractiveness, location, and facilities contribute to customers' revisit intention. Widyawati (2019) also found that location factors, such as those of coffee shops in Jakarta, impact revisit intention, with customer satisfaction mediating the relationship between these attributes and revisit intention. From these studies, it can be

concluded that aspects such as cleanliness, atmosphere, and available facilities at a location influence a customer's revisit intention. Based on these insights, the hypothesis proposed is:

H2: Location has positive effects on revisit intention.

Food Quality and Revisit Intention

Food quality has a notable impact on revisit intention at legendary dining establishments in West Jakarta. Rajput and Gahfoor's (2020) study conclude that there is a positive relationship between customer satisfaction in fast-food restaurants and food quality, service, and environment, which in turn positively affects revisit intention. Similarly, Khoo (2020) suggests that service quality significantly enhances brand image and customer satisfaction, both of which significantly boost revisit intention and word-of-mouth recommendations. Polas et al. (2020) also confirm a strong correlation between service quality, physical environment, price perception, and revisit intention, with customer satisfaction moderating the relationship between the physical environment and price perception and revisit intention. Thus, the hypothesis proposed is:

H3: Food quality has positive effects on revisit intention.

Research Method

The research adopts a quantitative approach, following a deductive method owing to its quantitative orientation, aiming to discern relationships among various variables. It commences with establishing a theoretical framework, advances to formulating hypotheses, proceeds to gather sample data, and culminates in validating the findings of the analysis. In this study, the unit of analysis is the individual. Information is gathered from each participant, and the responses from each individual constitute individual data (Sekaran & Bougie, 2020).

According to calculations derived from the Cochran formula, the minimum sample size needed for this study is 96 respondents (Sugiyono, 2021). A total of 100 respondents, determined through the Cochran formula, who have dined at legendary restaurants in West Jakarta, took part in the study. A self-administered questionnaire was distributed to respondents. Participants were encouraged to offer considerate responses, expressing their positive or negative sentiments. Using a six-point scale, respondents were asked to rate their agreement level, spanning from 1 (strongly disagree) to 6 (strongly agree). This approach can help clarify responses and potentially produce more insightful data by encouraging respondents to engage more thoroughly with the questions. It also lowers the chance of respondents choosing the neutral option out of convenience or indecision, ensuring that the collected data more accurately represents the participants' true opinions.

Data analysis for this study involved utilizing the Partial Least Squares Structural Equation Model (PLS-SEM) with the assistance of SmartPLS software. SmartPLS shows robustness in managing non-normal data distributions by employing bootstrapping techniques. It stands out as a versatile and reliable tool for conducting advanced structural equation.

Results and Discussions

Profile of the Respondents

The sample (n = 100) of the study comprised about 68% female respondents as against 32% male respondents. The majority of respondents have an age range of 20-24 years, namely 78 respondents (78%), then the age criteria of 15-19 years as many as 14 respondents (14%), followed by the age criteria >30 years as many as 5 respondents (5%) and the lowest is the criteria of 25-39 years as many

as 3 respondents (3%). It is known that the majority of respondents live in Tangerang, namely 57 respondents (57%), 35 respondents (35%) live in West Jakarta, 4 respondents (4%) live in North Jakarta, 3 respondents (3%) live in South Jakarta, and 1 respondent (1) lives in East Jakarta. The profile of the respondents is summarized in Table 1.

Table 1. Profile of the respondents

Respondents' Details		Frequency	%
Gender	Male	32	32%
	Female	68	68%
Age	15-19 years	14	14%
	20-24 years	78	78%
	25-29 years	3	3%
	>30 years	5	5%
Residence	North Jakarta	4	4%
	West Jakarta	35	35%
	East Jakarta	1	1%
	South Jakarta	3	3%
	Tangerang	57	57%

Source: Analyzed data (2025)

Measurement Model

The reliability and validity of a measurement or outer model can be assessed through internal consistency, convergent validity, and discriminant validity. Hair et al. (2021) defined a set of criteria for evaluating validity and reliability.

Outer Loading

To assess convergent validity, it is necessary for loading factor values to surpass 0.6, with the AVE value exceeding 0.5. For discriminant validity, the square root of the Average Variance Extracted (AVE) should exceed the correlation value between variables. The criterion for the reliability test is a composite reliability value greater than 0.7. The outcomes are detailed in Table 2. The outcomes depicted in Table 4 correspond to the evaluations of reliability and validity. Reliability assessment was carried out utilizing both the Outer Loading value and Composite Reliability (CR) value, while the Average Variance Extracted (AVE) value was utilized for validity evaluation. The results reveal that all variables demonstrate an outer loading value and composite reliability value surpassing 0.6, ensuring the reliability of all indicators for the variables. Furthermore, the examination of the AVE value indicates that each variable attains a value surpassing 0.5, affirming the validity of both the variables and their corresponding indicators.

Table 2. Validity and reliability results

Variable	Item	Loading Factor	CR	AVE
Familiarity (F)	F1	0.815	0.813	0.597
	F2	0.856		
	F3	0.626		
Location (L)	L1	0.873	0.863	0,679
	L2	0.764		
	L3	0.832		
Food Quality (K)	K1	0.664	0.761	0.517
	K2	0.684		
	K3	0.801		
Revisit Intention (RI)	RI1	0.805	0.812	0.592

Variable	Item	Loading Factor	CR	AVE
	RI2	0.808		
	RI3	0.690		

Source: Analyzed data (2025)

Discriminat Validity

Cross Loading

Cross-loading is utilized as an indicator for measurements at the indicator level, and the correlation of the variables themselves is compared to the square root of the AVE value at the variable level. Consequently, there should be no strong correlations between the measurement values of the same variable and other variables (Hair et al., 2017). Thus, each variable has a standardized cross-loading value above 0.7, which is higher than that of other variables. The results are presented in Table 3.

Table 3. Cross loading values

	Familiarity	Location	Food Quality	Revisit Intention
Familiarity 1	0.815	0,524	0,585	0,540
Familiarity 2	0.856	0,524	0,457	0,463
Familiarity 3	0.626	0,584	0,446	0,334
Location 1	0.609	0,873	0,523	0,390
Location 2	0.555	0,764	0,343	0,371
Location 3	0.542	0,832	0,474	0,439
Food Quality 1	0.465	0,285	0,664	0,450
Food Quality 2	0,497	0,501	0,684	0,414
Food Quality 3	0,450	0,405	0,801	0,566
Revisit Intention 1	0,444	0,383	0,599	0,805
Revisit Intention 2	0,496	0,393	0,537	0,808
Revisit Intention 3	0,425	0,352	0,387	0,690

Source: Analyzed data (2025)

Fornell-Larcker Criterion

The Fornell-Larcker criteria can be employed to evaluate discriminant validity. As outlined by Hair et al. (2019), this criterion entails comparing the square root of the AVE values with the correlations between variables. Discriminant validity is established if the square root of the AVE value for each variable exceeds the correlation value between variables in the model. The findings of the Fornell-Larcker criterion are presented in Table 4. In the analyzed data presented below, the square root of the AVE value for each variable exceeds the correlation value with other variables. Therefore, it can be concluded that the discriminant validity of the familiarity, location, food quality, and revisit intention variables is satisfactory.

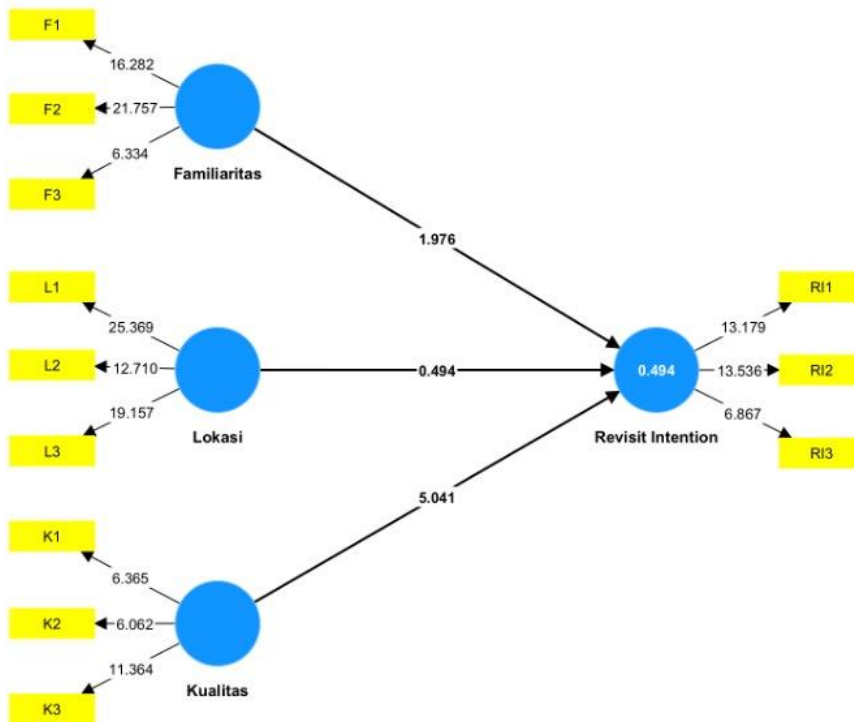
Table 4. Fornell-Larcker criterion results

	Familiarity	Location	Food Quality	Revisit Intention
Familiarity	0,772			
Location	0,689	0,824		
Food Quality	0,647	0,545	0,719	
Revisit Intention	0,591	0,488	0,670	0,769

Source: Analyzed data (2025)

Structural Model

In this section, the importance and significance of the path coefficients are assessed. The hypotheses were examined utilizing the bootstrapping technique in PLS-SEM, and they were also verified using the regression model. The results of the structural model testing are displayed in Figure 1.



Source: Field data (2025)

Figure 1. Structural model

The coefficient of determination (R^2) was employed to assess the effectiveness of the structural model. A value exceeding 0.333, considered as moderate according to Chin et al. (2008), was observed. Table 5 shows R-Square (R^2) values.

Table 5. R-Square (R^2) values

	R-Square	Adjusted R-Square
Revisit Intention	0,494	0,478

Source: Analyzed data (2025)

The aim of hypothesis testing is to determine whether there is evidence to support or reject the relationship between variables. In this research, hypothesis testing was conducted using a one-tailed test with a t-table threshold of 1.65 (at a 5% significance level). The hypotheses were formulated directionally, and if the calculated t-value exceeds the t-table value of 1.65, the hypothesis is considered supported. Table 6 displays hypothesis testing results.

Table 6. Hypothesis testing results

Hypotheses	Standardized Path Coefficient	ρ values	t-statistics	Results
H1: Familiarity have positive effects on revisit intention	0.234	0.024	1.976	Supported

Hypotheses	Standardized Path Coefficient	ρ values	t-statistics	Results
H2: Location have positive effects on revisit intention	0.063	0.311	0.494	Not supported
H3: Food quality have positive effects on revisit intention	0.485	0.000	5.041	Supported

Source: Analyzed data (2025)

Discussion

The first hypothesis, which posits that familiarity have positive effects on revisit intention, is supported. This is evidenced by the presence of familiarity aspects implemented and maintained in a legendary restaurant in West Jakarta. This familiarity encourages customers to have an intention to revisit a restaurant because they feel familiar and comfortable when visiting it. These research findings are consistent with Agustina and Artanti's (2020) study, which demonstrated that familiarity has a significant influence on revisit intention. Gülertekin and Genç's (2021) research also showed that familiarity plays a crucial role in customers' decisions to revisit a place. Previous research has shown that familiarity leads to emotional responses from customers. Therefore, familiarity in this study refers to the amount of information obtained by customers about a restaurant, customers' desire to return to a restaurant they already know, and menus and tastes that are familiar to customers' palates. This study demonstrates that familiarity with legendary restaurants that provide characteristic cuisine and restaurants that are widely known by the public can show a close connection with revisit intention. These findings may even serve as a reference that familiarity can greatly assist a restaurant in opening branches in other locations or relocating to other areas.

The second hypothesis of this study, which posits that location have positive effects on revisit intention, is not supported. The findings of this study are not in line with previous research results. For instance, in a study by Ju Seung-Wan (2021), it was concluded that a restaurant's location enhances revisit intention of customers. Similarly, research by Khairi and Darmawan (2021) also stated that location can support customers' revisit intention. The results of this study can be justified for two reasons. First, location does not emerge as the primary factor influencing customers' revisits to legendary restaurants. For example, one restaurant that underwent a location change still received visits from customers who were familiar with it before the move. Second, there are other factors such as brand familiarity and consistent food quality that prompt customers to revisit restaurants that are already considered legendary.

The third hypothesis, which posits that food quality have positive effects on revisit intention, is supported. Thus, indicating that good food quality is an important aspect in fostering revisit intention among customers visiting restaurants. These findings are consistent with the research conducted by Rajput and Gahfoor (2020), which demonstrates that food quality in restaurants positively influences revisit intention. Similarly, research by Polas et al. (2020) also indicates a positive impact of food quality on revisit intention. Previous studies have shown that food quality plays a crucial role in creating loyal customers and influences customers' judgments to return to restaurants. Taste is a sensory characteristic of food, and taste can be evaluated once the food is tasted. The results of this study strengthen the argument that maintaining food quality is important. Good food quality is one that remains consistent even though the restaurant has been established for a long time and can become a signature dish that customers remember.

Conclusion

The research findings indicate that the variables influencing revisit intention towards legendary restaurants are familiarity and food quality. The food quality variable has a stronger influence compared to the familiarity variable. The research also indicates that the location variable does not have an impact on revisit intention. The practical implications of this research are that the owners of these legendary restaurants can enhance restaurant familiarity to increase revisit intention. Restaurant owners can promote their establishments through social media to ensure they remain memorable to their customers. Familiarity can significantly aid a restaurant in expanding to new locations or moving to different areas. Additionally, food quality must be consistently maintained to ensure customer satisfaction and ultimately foster revisit intention.

The variables used in this study to influence revisit intention are familiarity, location, and food quality. For future research, other variables that may affect revisit intention could be added, such as price. This research focused solely on West Jakarta and did not consider other areas within Jakarta, which may restrict the applicability of its results to different parts of the city. Future studies should consider examining various areas across Jakarta that could impact the findings.

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