



## Revisit intentions in local food restaurants: a critical review

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Article Info	Abstract
<p><i>Keywords: revisit intention, local food, restaurants, critical review</i></p>	<p><i>This study examines the factors influencing revisit intention at local food restaurants, emphasizing the need for a broader methodological approach. Through a critical review of relevant studies, this study identifies customer satisfaction, service quality, and food value as essential determinants of predicting revisit intention. Furthermore, this study critiques methodological approaches in the literature, highlighting limitations such as selection bias and limited sample representation due to standard non-random sampling methods. A mixed-methods approach, incorporating quantitative and qualitative data, is recommended to provide a more comprehensive understanding of diners' motivations and experiences. Expanding sampling techniques to incorporate random or stratified methods is suggested to increase the generalizability of the findings. This approach would also allow for richer insights into how social, cultural, and technological factors influence revisit intention across contexts. Restaurant owners can greatly raise customer satisfaction by putting an emphasis on food value and service quality. This will result in more repeat business and positive word-of-mouth recommendations. Similar to this, politicians may support a flourishing tourism sector by putting policies in place that incentivize eateries to improve their food and service, which will ultimately help local companies as well as the overall traveler experience. Ultimately, this study contributes to a deeper understanding of the complexity of customer behavior, particularly as it relates to culinary experiences, and proposes future research directions that integrate multiple sampling and analysis methods to capture the dynamic nature of revisit intention.</i></p>

### 1. INTRODUCTION

The factors that influence the intention to revisit local culinary experiences and destinations have been the subject of recent research. Revisit and recommendation intentions are positively influenced by customer satisfaction, perceived quality, and value of local dishes (Angelakis et al., 2023). Customer satisfaction and revisit intentions in fast food restaurants are influenced by atmosphere, price, food quality, and service quality (Chun & Nyam-Ochir, 2020). Grocers' revisit intentions are influenced by food healthiness and experiential factors (Yoo et al., 2020). Eudaimonia and positive behavioral intentions are the results of local food consumption experiences, which enhance cultural competence (Lin et al., 2023). The relationship between local food consumption motivations and destination



visit intentions has been moderated by the COVID-19 pandemic (Dedeoğlu et al., 2022). Digital support (e-mystery) and mystery guest approaches provide dependable alternatives for evaluating the quality of service in establishments (Bichler et al., 2020). Revisit intentions for food expositions are significantly influenced by holistic on-site experiences (Jeon et al., 2020; Yoo et al., 2020).

In the context of culinary and heritage tourism, recent research has investigated the factors that influence revisit intention. Authenticity has been identified as a critical factor in the intention to revisit heritage tourism, which is influenced by place attachment and memorable experiences (Zhou et al., 2022). Revisit intention has been demonstrated to be influenced by service quality, atmosphere, and cuisine quality in food tourism (Bichler et al., 2020). Experiential factors, such as perceive, feel, think, act, and relate, also significantly influence revisit intentions for food events (Jeon et al., 2020). Tourists' intentions to revisit and recommend destinations are positively influenced by the quality, value, and contentment of local food (Angelakis et al., 2023). Nevertheless, the relationship between food consumption motivations and visit intentions can be negatively moderated by risk perceptions associated with COVID-19 (Dedeoğlu et al., 2022). Tourists' attitudes and behavioral intentions are influenced by local food consumption value, experiential value, and social media influencers, while food authenticity is socially negotiated and influenced by a variety of actors and market cultures (Shahrin & Hussin, 2023; Soltani et al., 2020).

The role of authenticity in tourism experiences and revisit intentions has been the subject of recent research. Tourist co-creation, satisfaction, and revisit intentions have been positively influenced by existential authenticity in a variety of contexts, such as wellness tourism and heritage sites (Atzeni et al., 2022; Chen et al., 2023; Zhou et al., 2022). Revisit intentions are also influenced by object-based authenticity, which is contingent upon the site's characteristics (Stepchenkova & Belyaeva, 2021). Destination brand engagement and loyalty have been demonstrated to be influenced by authenticity, brand equity, and self-congruence (Shi et al., 2022; Chen et al., 2020). The direct impact of authenticity on revisit intentions may be limited in dark tourism, but it can elicit awe, which in turn influences national identity (Wang, 2023). These results emphasize the significance of authenticity in the formation of visitor experiences and behavioral intentions in a variety of tourism contexts.

Authenticity and positive emotions are the mechanisms by which storytelling in festivals positively influences revisit intentions (Ko et al., 2022). Tourists' behavioral intentions and experiences are positively influenced by cultural differences and food authenticity (Gupta & Duggal, 2020). In fast food restaurants, revisit intentions are positively correlated with food quality, service quality, and exterior environment quality (Rajput & Gahfoor, 2020). Tourist contentment mediates the influence of destination brand equity and authenticity on revisit intention (Shi et al., 2022). Service quality has a substantial influence on revisit intention in street food contexts (Mohamad et al., 2021). Existential authenticity and memorability are the mechanisms by which the wellness tourism experiencescape influences the intention to revisit (Chen et al., 2022).

[Thio et al. \(2022\)](#) present that consumer's perceived consumption value has a significant effect on destination attractiveness and revisit intention three gastronomic regions of Central Java (Jogjakarta, Solo, and Semarang). Moreover, the attractiveness of tourism destination has a direct and significant influence on revisit intention, and those findings confirm the potential role of food in tourism as a development tool to promote a destination and to enhance tourists when visiting the destination ([Thio et al., 2022](#)). Customer satisfaction was also found to have a mediating effect between customer-positive emotions and revisit intention for customers who have visited ethnic restaurants ([Tan et al., 2022](#)).

This study reviews how empirical studies have uncovered factors that may influence revisit intention in local culinary experiences and tourist destinations. Variables such as customer satisfaction, service quality, and food value have been shown to strongly influence revisit intention. However, from a critical perspective, we consider several shortcomings in the existing coverage, especially in understanding how social, cultural, and technological factors can influence revisit intention more broadly across contexts.

In addition, the heavy focus on intrinsic factors such as food quality or atmosphere tends to ignore the complexity of new elements such as sustainability, digital engagement, and the role of social media that can change tourists' perceptions and expectations of culinary experiences. Therefore, researchers can expand the approach taken by adding a more comprehensive and holistic perspective to these factors, including the impact of extrinsic elements that may be more prominent in the current digital era, thus offering new perspectives in understanding the complex and dynamic motivations of tourists in the context of revisit intention.

Our aim is to describe and analyze the elements of recent empirical studies investigating factors that may influence revisit intention. We address the research objectives by conducting a critical literature review describing our methods.

## **2. RESEARCH METHOD**

This study uses a critical review method according to previous studies ([Sari et al., 2023](#); [Nieminen et al., 2023](#); [Uslu & Eren, 2020](#)). This article will critique the research methodology in previous studies related to revisit intention. Critiquing the research methodology of previous studies on revisit intention is essential for identifying methodological flaws, building on existing knowledge, and enhancing the reliability and validity of findings. This study focuses on searching for the title, keywords, or abstract using "revisit intention," "local food," and "restaurants". Relevant literature is searched in the most significant electronic databases for tourism, such as Scopus, and focused since 2020.

## **3. RESULT AND DISCUSSION**

This study reviewed articles matching the keywords revisit intention, local food, and restaurants in Scopus since 2020. The articles found were then examined for similarities and differences between each journal. The findings were then compiled into a study with various concepts (see Table 1).

Table 1. Research's Result

No.	Author	Method	Sample Size Limitations	Methodological Strength	Critical Review
1.	Rahman et al. (2023)	This study applies a quantitative approach. Data were obtained from 291 customers who had a dining experience at full-service restaurants in Malaysia through an online platform using Google Forms. The data that have collected were entered into SPSS for further analysis using the partial least squares method with Smart-PLS 3.0 software.	The number of samples can still be increased, because The larger the target population, the larger the sample size needed to ensure representativeness.	Quantitative research is a powerful tool that empowers us to understand the world around us. Its objectivity, reliability, ability to uncover patterns, generalizability, and efficiency make it a cornerstone of scientific inquiry.	This research should apply a mixed methods approach by including qualitative interviews. This approach can complement the quantitative data and provide a deeper understanding of the experiences of different customer groups.
2.	Anggraeni et al. (2020)	This study involved 150 respondents who were determined using judgment sampling. The respondents' criteria were defined as visiting a full-service restaurant within one month before data collection. The reliability and validity of the measurements were tested using confirmatory factor analysis and reliability analysis. Hypothesis testing was conducted through simple and multiple linear regression analysis to obtain the proposed model and measure satisfaction and intention to revisit.	Respondents that collected for research have visited the restaurant one month or less than that. This limits the number of research respondents	By harnessing the strength of quantitative research, researchers can make informed decisions, solve complex problems, and shape a better future.	This study used judgment sampling, which allows researchers to select participants based on subjective considerations that can cause selection bias and reduce the generalizability of research results to a broader population. In addition, the number of respondents, 150 people, is considered less representative if the study aims to understand complex phenomena or targets a diverse population. External validity testing can be strengthened by evaluating sampling techniques such as random, stratified, or cluster sampling that can be applied to research in a broader context or group.
3.	Salomão and Santos (2022)	Data collection was carried out through a survey involving 442 respondents in the Portuguese context, and the analysis was carried out using structural equation modeling. A snowball sampling technique was employed to distribute an online survey across four Portuguese cities: Lisbon, Porto, Faro, and Covilhã. The data was analyzed using	Sample only in the Portuguese context, not necessarily generalizable.	Quantitative research minimizes the influence of personal biases, ensuring that the findings are grounded in facts, not feelings. The results are reliable, consistent, and can be replicated by other researchers, adding to their credibility.	This study used snowball sampling technique, which can be biased because it relies on participants to recruit others, potentially resulting in an unrepresentative sample. The use of stratified random sampling may be considered for more representative results.

No.	Author	Method	Sample Size Limitations	Methodological Strength	Critical Review
		Structural Equation Modeling (SEM) with Partial Least Squares (PLS-SEM) in SmartPLS 3 software.			
4.	Angelakis et al. (2023)	The survey in this study was conducted at Chania International Airport in Crete, Greece, between May and September 2021. A total of 4,268 international travelers completed a structured questionnaire and face-to-face interviews. Data analysis was conducted using Structural Equation Modeling (SEM).	Sample only in Chania International Airport, not necessarily generalizable.	Quantitative research can uncover hidden patterns and trends within large datasets. It can identify correlations, test hypotheses, and make predictions about future outcomes.	The study conducted face-to-face interviews to reduce some bias, but there is still the potential for selection bias. Travelers more willing to participate in the survey may have different experiences and attitudes than those who decline. Therefore, a more random sampling technique could be considered to mitigate this, such as an intercept survey at various locations within the airport.
5.	Talukder et al. (2023)	This study collected 280 responses from guests at five-star hotels in Bangladesh. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). This study used purposive sampling to select the best five-star hotels in Bangladesh.	The number of samples can still be increased, because The larger the target population, the larger the sample size needed to ensure representativeness.	With standardized data collection methods and automated analysis tools, researchers can gather and analyze large amounts of data in a relatively short time.	This study used purposive sampling, which can be helpful in selecting a particular group but can introduce bias. The sample may not represent the entire population of guests at five-star hotels in Bangladesh. Consider using a more rigorous sampling technique, such as stratified random sampling, to ensure a more representative sample. This study also needs to use a mixed method to understand the research results better.
6.	Zhu et al. (2024)	This study focused on Nanjing Impressions, a popular restaurant chain known for its Nanjing cuisine. Of the 500 questionnaires distributed, 458 were valid and used for data analysis. SPSS 20.0 and AMOS 21.0 were used for data analysis.	Sample only in Nanjing cuisine, not necessarily generalizable.	The speed of quantitative research enables timely insights and quick responses to emerging trends.	The sampling method in this study was not explicitly stated. Therefore, it is necessary to understand how the 500 questionnaires were distributed. If a convenient sampling method was used, it may limit the generalizability of the findings.
7.	Song et al. (2023)	Data collection in this study involved a web-based survey administered to 428 Chinese restaurant dinners who had prior experience with robotic service in restaurants. Respondents were targeted at individuals	Sample only in Chinese restaurant dinners, not necessarily generalizable.	The results of quantitative research are reliable, consistent, and can be replicated by other researchers, adding to their credibility.	This study has not explained the determination of the sample used. Therefore, this study needs to use a mixed-method approach to provide deeper insights into the perceptions and experiences of

No.	Author	Method	Sample Size Limitations	Methodological Strength	Critical Review
		who had used robotic services in restaurants in Mainland China in the past six months. Hypotheses were tested using structural equation modeling (SEM), and multigroup analysis was applied to assess moderation effects.			respondents. This study also needs to be conducted longitudinally to provide valuable information about the long-term impact of robotic services over time.
8.	Nam (2023)	In this research, 580 surveys were conducted in popular tourist destinations in Seoul, South Korea, with 545 cases ultimately used for the final analysis. Statistical procedures included demographic, confirmatory factor analyses (CFA), and SEM. Quota sampling ensured that the sample size reflected the segment's proportion, especially to represent the number of international tourists accurately.	This research does not separate domestic and foreign tourists in analysis, furthermore it not necessarily generalizable.	With its powerful statistical tools, quantitative research can uncover hidden patterns and trends within large datasets.	This study requires a mixed-method approach that can provide a more comprehensive understanding. In addition, this study needs to be strengthened with triangulation, such as surveys, observations, and interviews, to increase the credibility and validity of the findings.
9.	Králíková et al. (2020)	The study collected data using a questionnaire survey, applying quota sampling to ensure representation by gender, age, and region across the Czech Republic. In total, 435 respondents participated. The analysis included the Kruskal-Wallis test and regression analysis.	It is necessary to add income to the questionnaire, because income affects restaurant visit referrals.	Quantitative research can identify correlations, test hypotheses, and make predictions about future outcomes.	This study used quota sampling, which helped ensure demographic representation. Still, this sampling may introduce sampling bias, as participants were not randomly selected, which may affect the generalizability of the findings. In addition, the Kruskal-Wallis test, although appropriate for comparing non-normally distributed groups, only identifies differences between groups without providing details about specific pairwise comparisons.
10.	Chun and Nyam-Ochir (2020)	Data collection in this study was conducted over two weeks in October 2018. Data analysis was based on 151 valid questionnaire responses from a Google survey. The data collection period was short, and for this reason, only 151 questionnaires were	Respondents that collected for research just nearly two weeks. This limits the number of research respondents	Quantitative research is often efficient and fast.	The short data collection period was conducted over just two weeks in October 2018, limiting the sample size to 151 responses and potentially reducing the representativeness and statistical power of the study. With such a small sample size, findings may not be generalizable

No.	Author	Method	Sample Size Limitations	Methodological Strength	Critical Review
		returned. Data were analyzed using SPSS.			to the broader population. Additionally, relying solely on survey responses via Google may introduce self-selection bias, as only respondents comfortable with online surveys are likely to respond. While SPSS is suitable for data analysis, this study may have benefited from additional statistical methods to enhance the robustness and depth of the analysis, given the limited sample size.
11.	Sutanto and Antonio (2023)	This study employed a quantitative approach grounded in a specific research framework. Data collection was conducted via a survey using purposive sampling across five major cities in Indonesia, resulting in 221 respondents. The gathered data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS™ version 3.3.3.	Respondents that collected for research just in five major cities. This limits the number of research respondents	Quantitative research's objectivity, reliability, ability to uncover patterns, generalizability, and efficiency make it a cornerstone of scientific inquiry.	Using purposive sampling targets specific participant criteria, which can benefit-focused studies. However, it also introduces potential bias, as the sample may not fully represent the broader population. The sample size of 221 may limit the generalizability of the study and reduce statistical power, mainly if divided into subgroups. In addition, this study needed to use a mixed-method approach to gain depth in the findings.
12.	Bichler et al. (2020)	This study combines the often overlooked mystery guest approach with partial least squares structural equation modeling (PLS-SEM) to provide deeper insights into customer service perceptions. The mystery guest approach is updated with a digitally supported smartphone questionnaire (e-mystery) that provides more reliable results because previous measurements could not be conducted in a time-limited setting. The respondents in this study were 247 people who were determined using snowball sampling.	The use of snowball sampling may be biased towards individuals within specific social circles, potentially excluding marginalized or underrepresented groups.	By harnessing the strength of quantitative research, researchers can make informed decisions, solve complex problems, and shape a better future.	Snowball sampling can limit the sample to a particular network, potentially limiting the diversity of respondents and compromising the representativeness of the findings. Furthermore, while suitable for complex models, PLS-SEM can be sensitive to sample size, and a sample size of 247 may not be large enough to ensure generalizability.

Table 1 provides an overview of the methods, strengths, and weaknesses of various studies that have addressed factors influencing revisit intention. Many of the studies in Table 1 have used non-random sampling methods such as judgment sampling (e.g., [Anggraeni et al., 2020](#)) and snowball sampling (e.g., [Salomão and Santos, 2022](#)). These techniques often narrow the data representation, making the results less generalizable to the broader population. As a solution, stratified random sampling can be applied to increase external validity and ensure that critical demographic groups are proportionally represented.

Furthermore, most studies have adopted quantitative methods (e.g., [Rahman et al., 2023](#); [Talukder et al., 2023](#)). While these methods allow for efficient hypothesis testing, they often overlook the deeper dimensions of customer experience that can only be achieved through qualitative interviews. Combining methods, such as a mixed-methods approach, can help capture the nuances of customer motivations and perceptions.

Some studies have focused on specific geographic contexts, such as restaurants in Malaysia ([Rahman et al., 2023](#)) or international airports in Greece ([Angelakis et al., 2023](#)). While providing local insights, these locational limitations highlight the relevance of the findings to a global context. Studies such as [Song et al. \(2023\)](#) suggest the need for longitudinal analysis to understand the long-term impact of services such as robotics on revisit intentions. Such studies would provide insight into how technological changes or market trends affect customer perceptions.

Table 1 shows that various studies are using multiple methods. The results of the studies mostly use quantitative-based surveys analyzed using techniques such as Partial Least Squares Structural Equation Modeling (PLS-SEM) and regression analysis (e.g., [Rahman et al., 2023](#); [Talukder et al., 2023](#)). These approaches allow an understanding of general patterns in variable relationships but often fail to capture the in-depth experiences of respondents. Many studies use non-representative sampling methods, such as judgment sampling ([Anggraeni et al., 2020](#)) or snowball sampling ([Salomão and Santos, 2022](#)). These limitations result in a selection bias that reduces the generalizability of the findings.

Table 1 also reveals the Key Findings and Contributions to Understanding Revisit Intention. Most studies focus on service quality, customer satisfaction, and food value as the main determinants of revisit intention. For example, [Rahman et al. \(2023\)](#) emphasized the importance of service quality in building customer loyalty. Furthermore, findings from Many studies only focus on a specific geographic context or restaurant type, such as full-service restaurants in Malaysia ([Rahman et al., 2023](#)) or fast-food restaurants in Portugal ([Salomão and Santos, 2022](#)). This context outlines the application of the findings. Meanwhile, the results of [Song et al. \(2023\)](#) suggest the need for longitudinal analysis to capture revisit dynamics in new service contexts such as robotics.

The studies in Table 1 under-explored external factors such as social media influence, desire, or digital engagement. Adding these elements to the research could provide new perspectives on how modern variables influence customers' revisit intention. Culture is a timeless force that has a tremendous impact on our expectations and experiences. Recurrence intentions can be strongly influenced by traditional features such as regional cuisine, historical landmarks, and cultural acts. For example, the historical value of a monument or the authenticity of a culinary experience might evoke feelings of longing and

nostalgia in visitors, encouraging them to return. The way we travel and engage with the world has been completely transformed by the digital age. Online reviews and social media influence are examples of digital engagement that has become a potent factor in determining the inclination to return. A destination's reputation can be improved by positive internet reviews, which can draw in new tourists and promote return trips. Conversely, social media networks enable tourists to post about their experiences, generating excitement and encouraging others to visit.

Recurrence intentions are influenced by the dynamic environment created by the interaction of traditional and modern variables. For instance, digital platforms can increase the impact of food and service quality, even though they are still crucial. A mouthwatering dinner and an eye-catching Instagram photo can go viral and draw in a new generation of foodies. In a similar vein, historical sites can use technology to improve the experience of visitors. Visitors can travel back in time via virtual reality tours or augmented reality experiences, making for a more engaging and unforgettable experience. The variables affecting revisit intentions will grow more intricate as technology develops further. For example, artificial intelligence can be used to customize travel experiences by making recommendations based on user preferences. This degree of personalization has the potential to greatly increase loyalty and happiness.

#### **4. CONCLUSION AND SUGGESTIONS**

This study identified several shortcomings in the sampling methods and analysis techniques that affect the generalizability and depth of the study results. Sampling techniques, such as judgmental, purposive, quota, and snowball sampling, were used to select participants based on specific criteria or networks. Although these methods allow for a focus on a particular group, they tend to introduce selection bias and limited representativeness, reducing the results' external validity and generalizability. In addition, the short data collection time and limited number of respondents also limited the statistical power of this study.

Analysis methods, such as PLS-SEM and the Kruskal-Wallis test, were chosen to test the study hypotheses. However, these methods can be sensitive to small sample sizes, and PLS-SEM requires a sufficiently large sample to ensure the stability of the results. With a limited sample and less comprehensive representation, this study may not reflect the experiences of the entire population or capture wider variations in perceptions.

This study would be more valuable if it used a mixed method approach, namely a combination of quantitative surveys and qualitative interviews, to improve understanding of respondents' perceptions and experiences. In addition to quantitative surveys and qualitative interviews, researchers can use additional data collection methods such as field observations or document analysis to enrich data and validate findings. Further research suggestions for researchers can consider using Big Data or Digital Analytics, for example, from social media, IoT devices, or other applications that can complement surveys and interviews. This will provide a broader and more dynamic behavioral perspective.

Further research can conduct pre-test or pilot study testing before applying surveys and interviews on a large scale, which aims to identify weaknesses in questions, structures, or procedures. Researchers can also use inter-rater validation for qualitative interviews to ensure consistency in data interpretation. For future research using mixed methods, it is necessary to use analysis methods that can integrate both data types directly, such as joint displays or framework matrices, to provide a more transparent relationship between numbers and contextual insights.

Further researchers, besides stratified sampling, can consider using quota sampling to ensure adequate representation of minority groups or underrepresented demographics. Meanwhile, if future researchers need to conduct in-depth analyses on important subgroups (e.g., by age, location, or educational background), they may consider oversampling to ensure sufficient data are available. Future studies may also involve local communities or stakeholders in the data collection process to increase participation and relevance of the results. If researchers have concerns about strengthening causal relationships in future studies, they may add experimental elements (e.g., specific treatments) or quasi-experimental elements to validate the results.

Extending the data collection period could also have helped increase the representativeness of the results, reducing the risk of bias due to a short period or specific conditions. The application of data triangulation by combining surveys, observations, and interviews would have increased the credibility and validity of the findings, as it allowed for cross-verification from different data sources. Furthermore, beyond fundamental analysis with SPSS and PLS-SEM, considering additional statistical analysis techniques, such as longitudinal analysis or comparative tests, would have enriched the understanding of complex phenomena. Thus, the research results are expected to be more generalizable, valid, and able to capture the full complexity of respondents' experiences. Further research is recommended to examine the relationship between revisit intention and destination awareness (Sari et al., 2020) and local food (Artha et al., 2024).

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