Antecedents and Consequences of Customer Satisfaction: A Study of Sundanese Restaurant

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Abstract. This study investigates the positive effects of price, food quality, and physical environment on customer satisfaction and examines how customer satisfaction influences revisit intention in the context of Sundanese restaurants in Greater Jakarta, Indonesia. Additionally, the research explores the moderating role of trust in the relationship between customer satisfaction and revisit intention. The study utilized a convenience sampling method, collecting data from 243 respondents through an online questionnaire distributed via Google Forms. The data were analyzed using partial least squares-structural equation modeling (PLS-SEM) with the SmartPLS 4 software. The findings demonstrate that price, food quality, and physical environment significantly and positively influence customer satisfaction. Moreover, customer satisfaction has a strong positive impact on revisit intention. However, the moderating role of trust in the relationship between customer satisfaction and revisit intention was not supported. These results emphasize that price perception, food quality, and physical environment are critical drivers of customer satisfaction and revisit intentions. Restaurant managers should focus on improving these factors to enhance customer satisfaction and loyalty. The absence of trust's moderating role suggests that alternative approaches or specific conditions may be necessary for trust to influence customer behavior meaningfully in this context.

Keywords: Customer satisfaction, Food quality, Physical environment, Price fairness, Revisit intention trust, Sundanese Restaurant, Jakarta.

1 | INTRODUCTION

The COVID-19 pandemic had caused a series of unprecedented challenges to various sectors and industries, including Indonesian ethnic restaurant industry. A considerable number of restaurants ceased operations and went out of business. As a result, workers of this industry experienced a significant wave of unemployment (McCarthy, Sitorus, Kutanegara, & Budianto, 2020). To thrive in the current economic climate, business actors must make several adjustments and adapt their practices. These included limiting restaurant business hours, increasing food and beverage prices, offering a smaller selection of dishes on the menu, and responding to the growing popularity of local cuisines (Deloitte, 2020). The business actors must also establish new business models due to the government regulations which restricted people's travel and activities.

Customer satisfaction has been a major concern for hospitality industry, including the restaurants. Prior to the COVID-19 pandemic, the customer satisfaction towards the menus and overall restaurant services was heavily influenced by their ability to dine in the restaurants. Todays, in addition to competing on pricing and food quality, the level of competition in this industry is intensifying. Transformations in ordering and delivery services have a significant impact on the customer satisfaction. Additionally, the customers' perceptions of the restaurants' physical environment and services also play a role in attracting more customers.

Ethnic restaurants are expanding at a rapid pace in Jakarta, Indonesia. Nevertheless, a considerable number of them have faced challenges due to a combination of factors, including poor management, intense competition, and etc. One of ethnic restaurants that has gained considerable popularity is Sundanese ethnic restaurants. In a 2024 review, Southeast Asian travel platform Traveloka recommended several Sundanese ethnic restaurants that are worth visiting. In the reviews, the recommended restaurants have high-quality cuisines, authentic Sundanese ethnic ambiance, and competitive price. These positive reviews can be considered as a benchmark for increasing the customer satisfaction to generate positive customer revisit intention. The revisit intention can be defined as the desire to return to the same place or service that the customers have previously enjoyed. It may be attributed to a positive evaluation of the product or service, leading to a desire to repeat the experience (Ibzan, Balarabe, & Jakada, 2016; Saodin, Arifin, & Sunarti, 2019). The customer satisfaction represents the primary driver and differentiating factor in competitive advantage (Kotler & Keller, 2012; Pei, Guo, Wu, Zhou, & Yeh, 2020). Furthermore, it can serve to mitigate disappointment with the products, considering that dissatisfied customers are less likely to continue using them (Kotler & Keller, 2012). Consequently, the degree of customer satisfaction may be employed as an evaluative instrument to determine a business quality. In the food and beverage industry, the most significant challenge is to establish a positive perception of value among the customers, making the customer satisfaction as the primary determinant of success (Han & Ryu, 2009; Nguyen & Leclerc, 2011). According to Kotler and Keller (2012) and Harrington, Ottenbacher, and Fauser (2017) the customer satisfaction can be regarded as a strategic instrument in the context of the restaurant industry.

The existing literature presents mixed findings regarding the relationship between customer satisfaction and revisit intention in restaurants. Some studies Chun and Nyam-Ochir (2020); Rajput and Gahfoor (2020) and Sriyalatha and Kumarasinghe (2021) highlight customer satisfaction as a significant predictor of revisit intention. In contrast, other research Fatimah and Mulyono (2024); Khasanah, Oktafiani, Putri, Anggraini, and Suhud (2020) and Lee and Christiarini (2021) suggests that customer satisfaction has no measurable impact on revisit intention. Moreover, there is limited research focused on customer revisit rates specifically for Sundanese ethnic restaurants in Indonesia.

This study seeks to fill the identified gap by analyzing the influence of price, food quality, and physical environment on customer satisfaction and its subsequent effect on revisit intention. It also explores the moderating role of trust in the connection between customer satisfaction and revisit intention. The results are anticipated to provide practical insights for

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Sundanese ethnic restaurant entrepreneurs, guiding them in formulating strategies to increase customer revisit rates and boost overall profitability.

2 | HYPOTHESIS DEVELOPMENT

2.1 | Customer Satisfaction

In general, companies want their customers to be satisfied with the products they offer (Kotler & Keller, 2012). Satisfied customers will wish to continue using, consuming or purchasing the products in the future (Oliver, 2010). This repeated purchase of products leads to higher transactions (Fornell et al., 2023) and consequently the company revenue will increase (McKinsey & Company, 2023). Profit is obtained when total revenue is greater than total cost, indicating that the company works efficiently (Qualtrics, 2023). According to Kotler and Keller (2012) satisfaction occurs when the customers are delighted because the perceived product performance meets their expectations, and vice versa. The expectancy-disconfirmation model of satisfaction developed by Oliver (2010) reveals that the customer satisfaction is determined by the company's confirmation or non-confirmation of customer expectations. When the company product performance meets the expectations – or the expectations are positively confirmed, then the customers will be satisfied (Oliver, 2010). In the opposite, if the company product performance fails to meet the customer expectations – or the expectations are negatively confirmed, then the customers will not be satisfied.

The model by Oliver (2010) emphasizes how the companies can manage the customer expectations. Customer experience is an important aspect in shaping the customer expectations (Esmaeilpour & Mohseni, 2019; Manguerra-Mahusay & Liu, 2024). In the context of restaurants, positive customer expectations are formed when the customers have a positive experience when they visit a restaurant for the first time, such as delicious cuisine and a pleasant setting (Fornell et al., 2023). In their next visit to the restaurants, they already have preconceived expectations about the food and environment of the restaurant. Furthermore, marketing activities, particularly promotion (Blom, Lange, & Hess, 2021; Jamil et al., 2022) can also have an impact on the customer expectations. Restaurants use promotion to attract more customers. The promotion must be done carefully since excessive promotion done without measuring the ability to fulfill it might be detrimental for the restaurants (Kotler & Keller, 2012). However, overly simple promotion may not be of the customers' interest. Thus, balancing the customer expectations with consistent product performance is such a challenge (Kotler & Keller, 2012; Rust & Oliver, 2000).

2.2 | Price Fairness and Customer Satisfaction

Price plays a crucial role in shaping customer behavior in the restaurant industry, where trust in service quality significantly influences decision-making. Customers inherently compare their expectations with their actual experiences (Anggraeni, Sulistyo, & Affandy, 2020; Parasuraman, Zeithaml, & Berry, 1994). A key aspect of customer behavior is evaluating the fairness of prices relative to the perceived value of the products or services received. Price fairness refers to customers' perception of discrepancies between what they expect and what they actually receive after a transaction (Kahneman, Knetsch, & Thaler, 2019).

Dodds, Monroe, and Grewal (1991) argue that customers often use price as an indicator of expected service performance. Ryu, Lee, and Kim (2012) demonstrated that an appropriate price, which reflects a customer's evaluation of the price paid in relation to the service received, positively influences customer satisfaction. Conversely, when customers perceive prices as unfair, they may choose to take no action, defend themselves, or even provide negative feedback about the product or service (Malc, Mumel, & Pisnik, 2016). Research further supports that price fairness enhances customer satisfaction (Bernarto, Purwanto, & Masman, 2022; Mulyawan, Tulsi, & Rafdinal, 2022). Based on this, the first hypothesis is proposed:

H_1: Price fairness has a positive impact on customer satisfaction.

2.3 | Food Quality and Customer Satisfaction

Food quality in the restaurant industry has been studied further (Bujisic, Hutchinson, & Parsa, 2014; Namkung & Jang, 2007). Prior studies have identified several factors that contribute to the food quality, including taste, temperature, aroma, portion size, healthy choices, menu variety, and presentation (Clark & Wood, 1999; Ha & Jang, 2010). Additionally, studies have shown that the food quality is influenced by the availability of healthy choices and the variety of menu options (Ryu et al., 2012; Sulek & Hensley, 2004). The customers are willing to spend more money on high-quality food and wait in lengthy queues, which they perceive as a sign of superior food quality (Sulek & Hensley, 2004). The food quality has been demonstrated to have a positive impact on the customer satisfaction across various restaurant segments, including fast food, full-service, and fine dining (Ha & Jang, 2010; Namkung & Jang, 2007; Qin & Prybutok, 2009; Ryu et al., 2012). Therefore, the second hypothesis that can be proposed is as follows:

H_2: Food quality has a positive impact on customer satisfaction.

2.4 | Physical Environment and Customer Satisfaction

Physical environment of restaurants encompasses visible aspects that directly affect the food and beverages, experience with the purchased products, and spatial arrangement of the restaurant that affects the customer comfort (Ryu et al., 2012). In this study, the physical environment of restaurant is represented by tangible and intangible aspects, including the restaurant setting, display of socio-cultural ornaments, and enough lighting. The restaurant's internal atmosphere is determined by the activities that occur and the convivial ambiance established in which the customers are able to relax, foster a positive attitude, and enjoy unforgettable experiences with their loved ones while partaking in the restaurant's services (Bichler, Pikkemaat, & Peters, 2021).

Babolian Hendijani (2016) advocated for the practice of displaying local cultural heritage artifacts in the restaurants. This approach has the potential to represent local culture and local community, and contribute to increasing the customer satisfaction. Heung and Gu (2012) showed that there is a positive correlation between the physical environment of restaurants and the satisfaction of middle- and upper-class customers in Hong Kong. In addition, other supporting elements related to the local culture, especially Sundanese culture, such as the sound of music, attires, paintings and photographs, interior design, are an integral part of the atmosphere that the customers enjoy. These combinations are expected to have an impact on the customer satisfaction (Smith & Doe, 2023).

Prior researches have also indicated that the atmosphere and location of a restaurant are significant factors influencing the customer satisfaction (Heung & Gu, 2012; Kim, Eves, & Scarles, 2009; Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic, 2014; Wu & Liang, 2009). Kala (2020) mentioned that a number of factors, including trustworthy service, competent employees, good interiors, good furnishings, hygienic restrooms, visually pleasing

decoration, and high quality food, can all contribute favorably to overall customer satisfaction. Thus, the third hypothesis that can be proposed is as follows:

H₃: Physical environment has a positive impact on customer satisfaction.

2.5 | Customer Satisfaction and Revisit Intention

The theory of planned behaviour (TPB) (Ajzen, 1991) explains that when individuals hold a favorable attitude toward an object, they are more likely to behave in a manner that reflects the attitude. It can be reasonably assumed that the satisfied customers will hold a positive attitude towards the food quality, price affordability, and pleasant ambiance of the restaurant. This positive attitude will, in turn, lead to a strong revisit intention. Repeated visits can be used to determine whether or not the customers are satisfied with the product or service in question (Han & Ryu, 2009). Prior researches have supported that the customer satisfaction exerts a positive influence on the revisit intention (Hasman, Ginting, & Rini, 2019; Rita, Oliveira, & Farisa, 2019; Santoso & Aprianingsih, 2017; Saodin et al., 2019). Then, the fourth hypothesis that can be proposed is as follows:

H₄: Customer satisfaction has a positive impact on revisit intention.

2.6 | Trust, Customer Satisfaction, and Revisit Intention

According to the commitment-trust theory (Morgan & Hunt, 1994) trust between businesses and their customers is important. When the restaurants consistently deliver products and services that meet the customer expectations, the customers will be satisfied. This increases the customer trust and revisit intention to the restaurants. The higher the customer trust, the stronger the revisit intention of satisfied customers. Trust is identified as a pivotal factor in establishing any fruitful correlation (Rehman, Qingren, & Weiming, 2017). It is regarded as a significant factor in shaping the customer perceptions of services or brands (Bowden-Everson, Dagger, & Elliott, 2013; Chang, 2013; Morgan & Hunt, 1994). It provides the customers with assurance and convenience, thereby enhancing the efficiency and effectiveness of transactions (Hansen, Saridakis, & Benson, 2018). As evidenced by Aydin and Özer (2005) the customer satisfaction has a positive effect on trust. The customers are more likely to utilize and repeat the same product or service that satisfies them (Ribbink, Van Riel, Liljander, & Streukens, 2004).

Conversely, trust has been demonstrated to mitigate customer confusion (Chen & Dibb, 2010; Morgan & Hunt, 1994) and to positively influence customer behavioral intentions (Bart, Shankar, Sultan, & Urban, 2005). The customer satisfaction towards a restaurant is a necessary prerequisite to increased customer trust in the restaurant, which in turn will have a positive effect on the revisit intention. Nevertheless, researches examining the impact of trust on the relationship between customer satisfaction and revisit intention remain scarce, particularly within the context of the ethnic restaurant industry in Indonesia. As a result, the last hypothesis that can be proposed is as follows:

H₅: Trust moderates the positive impact of customer satisfaction on revisit intention.

3 | RESEARCH METHOD

The population for this study included all customers of Sundanese ethnic restaurants in the Greater Jakarta area, encompassing Jakarta, Bogor, Depok, Tangerang, and Bekasi. Data collection was conducted in February 2023 using an online survey distributed via WhatsApp through Google Forms, employing a convenience sampling method. A total of 243 respondents participated, exceeding the minimum required sample size of 160, as determined by the inverse square root method (Kock & Hadaya, 2018). The data were analyzed using the partial least squares-structural equation modeling (PLS-SEM) approach.

The survey questionnaire measured six variables, with items adapted from prior studies. Price fairness items were sourced from Konuk (2019) and Zhong and Moon (2020) while food quality items were drawn from Konuk (2019) and Ryu et al. (2012). Physical environment items were adapted from Canny (2014) and Ryu et al. (2012). Customer satisfaction items were based on the work of Konuk (2019); Zhong and Moon (2020) and Ryu et al. (2012). Revisit intention items were adapted from Konuk (2019) and Thahir and Krishnapillai (2018) trust items were sourced from Shin and Yu (2020) and Bowden-Everson et al. (2013). All items were measured on a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree").
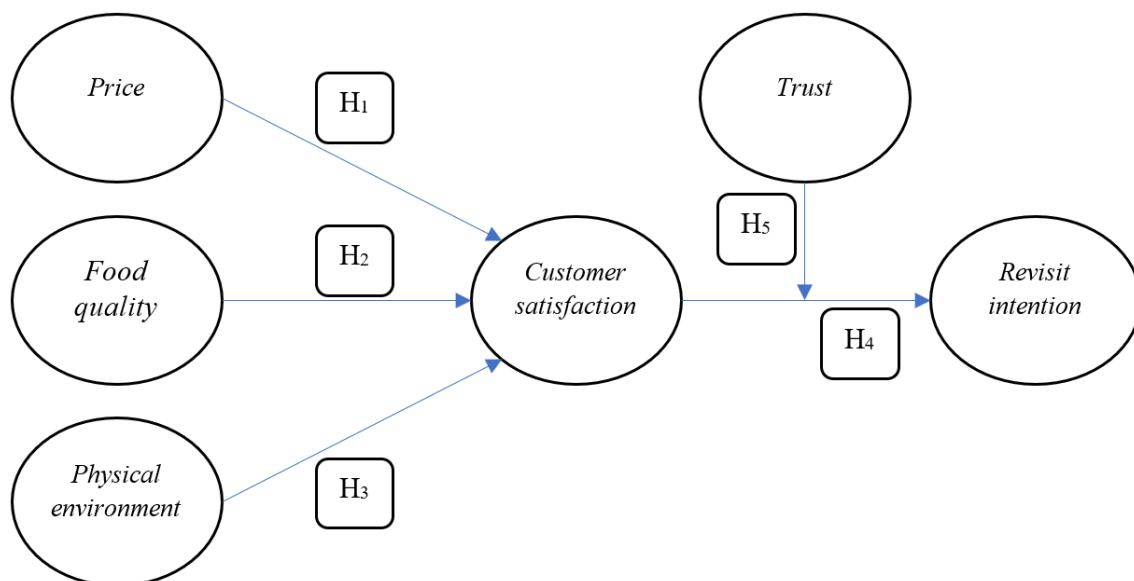

Figure 1: Research model.

This study seeks to fill the identified gap by analyzing the influence of price, food quality, and physical environment on customer satisfaction

and its subsequent effect on revisit intention. It also explores the moderating role of trust in the connection between customer satisfaction and revisit intention. Figure 1 illustrates the research model, depicting the hypothesized relationships between price, food quality, physical environment, customer satisfaction, revisit intention, and trust as a moderating variable.

4 | RESULTS AND DISCUSSION

4.1 | Respondent Profile

The following Table 1 displays the respondent profile of this study. Most of the respondents were female (54%), older than 30 years old (49.8%), and private employees (45.3%). They had visited the Sundanese ethnic restaurant more than twice (81.9%), spent IDR 200,000 – IDR 400,000 per visit in average (32.1%), and came to enjoy the dishes with their family (70.4%).

Table 1: Respondent profile.

Characteristic	Frequency	Percentage
Gender		
Male	112	46%
Female	131	54%
Age		
17 - 20 years old	25	10.2%
21 - 25 years old	43	17.7%
26 - 30 years old	54	22.2%
≥ 30 years old	121	49.8%
Job		
Student	44	18.1%
Civil servant	8	3.3%
Private employee	110	45.3%
Professional	30	12.3%
Entrepreneur	35	14.4%
Others	16	6.6%
Frequency of visit		
Not yet	5	2.1%
Once	18	7.4%
Twice	21	8.6%
More than twice	199	81.9%
Average expenditure per visit		
≤ IDR 100,000	22	9%
IDR 100,000 – IDR 200,000	66	27.2%
IDR 200,000 – IDR 400,000	78	32.1%
IDR 400,000 – IDR 600,000	50	20.6%
≥ IDR 600,000	27	11.1%
Companion		
Alone	4	1.6%
Friend	41	16.9%
Colleague	12	4.9%
Partner	15	6.2%
Family	171	70.4%

4.2 | Measurement Model

The following Table 2 present the measurement model evaluation based on the outer loading value. These constructs and items must have an outer loading value of higher than 0.7 (Hair et al., 2017) to be used for further analysis. Table 2 also shows the value of average variance extracted (AVE) and composite reliability (CR), which must also be higher than 0.5 and 0.7, respectively. The results show that all constructs and items can be used for further analysis.

Table 2: Measurement model evaluation.

Construct & item		Outer loading
Price (AVE = 0.774; CR = 0.954)		
PR1	Food prices at this restaurant are reasonable.	0.904
PR2	Food prices at this restaurant are fair.	0.913
PR3	Food prices at this restaurant are acceptable.	0.903
PR4	Food prices at this restaurant are affordable.	0.804
PR5	Food prices at this restaurant are comparable to the benefits I receive.	0.857
PR6	Food prices at this restaurant meet my expectations.	0.814
Food quality (AVE = 0.697; CR = 0.902)		
FQ3	This restaurant serves delicious food.	0.850
FQ4	This restaurant serves fresh food.	0.778
FQ5	The smell of food at this restaurant is tempting.	0.827
FQ6	The food served at this restaurant is tasty.	0.881
Physical environment (AVE = 0.677; CR = 0.926)		
PE1	The interior design of this restaurant is visually appealing.	0.813

Construct & item		Outer loading
Price (AVE = 0.774; CR = 0.954)		
PE2	The lighting at this restaurant creates a cozy atmosphere.	0.774
PE3	The layout of the tables and chairs at this restaurant makes it easy for me to move around.	0.833
PE4	The dining room at this restaurant is very clean.	0.828
PE5	The employees at this restaurant are neatly dressed.	0.808
PE6	This restaurant has a comfortable dining room.	0.876
Customer satisfaction (AVE = 0.731; CR = 0.942)		
CS1	I am satisfied with my decision to visit this restaurant.	0.839
CS2	My decision to visit this restaurant was a wise one.	0.845
CS3	Overall, this restaurant puts me in a good mood.	0.820
CS4	This restaurant meets most of my expectations.	0.897
CS5	I enjoy the food at this restaurant.	0.882
CS6	I have a positive overall experience at this restaurant.	0.844
Trust (AVE = 0.652; CR = 0.918)		
TR1	This restaurant is a reliable place.	0.739
TR2	This restaurant is honest in serving the customers.	0.789
TR3	This restaurant prioritizes the quality of its products.	0.833
TR4	This restaurant is very accommodating.	0.781
TR5	This restaurant offers excellent service to its customers.	0.839
TR6	This restaurant is trustworthy.	0.859
Revisit intention (AVE = 0.760; CR = 0.914)		
RI1	I will return to this restaurant in the future.	0.908
RI2	If there is a chance, I wish to return to this restaurant.	0.894
RI4	I would like to experience the pleasant atmosphere in this restaurant again.	0.809
Note: AVE = Average variance extracted; CR = Composite reliability; *significant (One-tailed test, $\rho < 0.05$)		

Table 3 displays the results of the discriminant validity test using the Fornell-Larcker criterion. Discriminant validity measures the degree to which a construct is empirically distinct from other constructs in the model (Hair Jr, 2014). This test ensures that each variable captures unique aspects of the phenomenon under study, distinct from other variables. To meet this criterion, the square root of the AVE for each construct must exceed its correlation with other constructs. The findings confirm that the requirements for discriminant validity have been satisfied.

Table 3: Fornell-Larcker criterion.

Variable	PE	FQ	PR	CS	TR	RI
PE	0.823					
FQ	0.474	0.835				
PR	0.385	0.469	0.880			
CS	0.558	0.764	0.564	0.855		
TR	0.630	0.633	0.578	0.753	0.808	
RI	0.510	0.596	0.597	0.689	0.632	0.872
Note: PE = Physical environment; FQ = Food quality; PR = Price; CS = Customer satisfaction; TR = Trust; RI = Revisit intention.						

4.3 | Structural Model

At this stage, the calculation of the coefficient of determination (R^2) and hypothesis testing were conducted. Table 4 shows that the R^2 value for the dependent variable (customer satisfaction) is 0.669. This indicates that the customer satisfaction could be explained by the price, food quality and physical environment variables by 66.9%, meanwhile the remaining 33.1% could be explained by other variables not included in the research model. Likewise, the revisit intention variable could be explained by the price, food quality, physical environment, satisfaction, and trust by 48.1%, while the remaining 51.9% could be explained by other variables not included in the research model.

Table 4: Coefficient of determination.

Indicator	R-squared (R^2)
Customer satisfaction	0.669
Revisit intention	0.481

Further, the results of hypothesis testing are presented in Table 5. A hypothesis could be supported empirically if its p-value is smaller than the significant value (5%). Considering that all hypotheses are directional, the test was carried out with a one-tailed test and at a 5% significance level. The results show that all hypotheses can be supported empirically, except H5 where it has a p-value of 0.081 (greater than α = 5%).

Table 5: Results of hypothesis testing.

Hypothesis		Standardized path coefficient	p-value	Conclusion
H1	Price fairness has a positive impact on customer satisfaction.	0.221	0.001	Supported
H2	Food quality has a positive impact on customer satisfaction.	0.562	0.001	Supported
H3	Physical environment has a positive impact on customer satisfaction.	0.207	0.001	Supported
H4	Satisfaction has a positive impact on revisit intention.	0.670	0.001	Supported
H5	Trust moderates the positive impact of customer satisfaction on revisit intention.	-0.079	0.081	Not supported

5 | DISCUSSION

The first hypothesis proposes that the price fairness has a positive impact on customer satisfaction. This hypothesis can be supported empirically with a p-value of 0.001 (smaller than α = 5%). This finding indicates that the higher the price fairness, the higher the customer satisfaction. This finding is supported by Bernarto et al. (2022) and Mulyawan et al. (2022). This study finds that the customers believed that the prices set by the Sundanese ethnic restaurant were affordable and reasonable. In the context of restaurants, it was important for the restaurant management to set prices that were in line with the benefits received by the customers, and their expectations, in addition to covering the existing costs of food ingredients, electricity costs, employee salaries and etc. An increase in the price must be made reasonably while still maintaining a good quality of product and service. The restaurant might inform the customers when they made adjustments. However, a negative evaluation might be given by the customers when they perceived that the price did not meet their expectations (Malc et al., 2016).

The second hypothesis proposes that the food quality has a positive impact on customer satisfaction. This hypothesis can be supported empirically with a p-value of 0.001 (smaller than α = 5%). The standardized path coefficient value (β) of 0.562 shows that the food quality is the factor that has the greatest influence on the customer satisfaction compared to the price fairness (β = 0.221) and physical environment (β = 0.207). This finding implies that the higher the food quality, the more satisfied the customers. This finding is consistent with the results by Ha and Jang (2010); Namkung and Jang (2007); Qin and Prybutok (2009) and Ryu et al. (2012). This study finds that the customers of Sundanese ethnic restaurant prioritized the food quality, over the prices. For the customers, a high food quality consisted of several factors, such as delicious taste, freshness, and tempting smell. The food quality could be maintained by paying attention to the expiration date of food ingredients and seasonings, as well as the storage.

The third hypothesis proposes that the physical environment has a positive impact on customer satisfaction. This hypothesis can be supported empirically with a p-value of 0.001 (smaller than α = 5%). It also has a standardized path coefficient (β) of 0.207, which indicates that the physical environment has the least impact on the customer satisfaction compared to the price fairness and food quality. Nevertheless, the physical environment was still important to predict the customer satisfaction. The physical environment of the Sundanese ethnic restaurant could be improved by increasing the restaurant cleanliness, interior, lighting, and the layout of chairs and tables. In the restaurant industry, cleanliness was such a critical factor (Cleanipedia, 2023) including the cleanliness of the restroom and kitchen (Scarcelli & Almanza, 2021).

The fourth hypothesis proposes that the customer satisfaction has a positive impact on revisit intention. This hypothesis can be supported empirically with a p-value of 0.001 (smaller than α = 5%). This finding is in line with the results found by Han and Ryu (2009); Hasman et al. (2019); Rita et al. (2019); Santoso and Aprianingsih (2017) and Saodin et al. (2019). Similarly, this phenomenon could also be explained by the TPB (Ajzen, 1991) where the satisfied customers would have a positive attitude, which would lead to the customer revisit intention.

The fifth hypothesis proposes that the trust moderates the positive impact of customer satisfaction on revisit intention. This hypothesis cannot be supported empirically with a p-value of 0.081 (higher than α = 5%). This finding implies that the customer trust to the Sundanese ethnic restaurant did not strengthen their satisfaction to the point where they wanted to revisit the restaurant. The customer trust level, whether high or low, had no impact on the strong or weak relationship between the customer satisfaction and revisit intention. Thus, the trust fails to serve as the moderating variable in the relationship. However, this did not diminish the need of customer trust in the Sundanese ethnic restaurant. This finding implies that the restaurant must maintain their honesty, reliability, and responsiveness to the customers.

6 | CONCLUSIONS

This study confirms that the price, food quality, and physical environment have a positive impact on the customer satisfaction; and there is also a positive impact of customer satisfaction on the revisit intention. However, this study fails to prove the moderating role of trust in the positive impact of customer satisfaction on revisit intention. The results of this study reveal that the food quality is the most important factor to increase the customer satisfaction compared to the price fairness and physical environment. The food quality in question emphasizes the originality and ethnicity of the taste and form of the traditional menu offered.

Institutional Review Board Statement

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