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The Influence of Customer Satisfaction on Visiting Decisions Through Customer Loyalty at the Betawi Babeh Sadeli Restaurant, Pondok Aren, South Tangerang, Banten Province

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Abstract

This study aims to analyze the influence of customer satisfaction on visiting decisions, mediated by customer loyalty, among consumers of Babeh Sadeli Betawi Restaurant in Pondok Aren, South Tangerang. The approach employed was quantitative, utilizing an explanatory survey method with 150 respondents selected through a purposive sampling technique. Data were collected through a closed-ended questionnaire with a five-point Likert scale and analyzed using path analysis, with the help of bootstrapping, to test the mediation effect. The results showed that customer satisfaction has a positive and significant impact on loyalty and visiting decisions, both directly and indirectly. Customer loyalty proved to be a substantial mediator that strengthens the relationship between satisfaction and visiting choices. This finding confirms that positive experiences with food, taste, service, atmosphere, and price can shape satisfaction, leading to loyalty and repeat visits. Customer satisfaction and loyalty play an essential role in retaining customers of local ethnic restaurants. The practical implications of this study suggest that restaurant managers should maintain the quality of the customer experience holistically, prioritize the authenticity of Betawi culture, and refine digital promotion strategies to enhance consumer loyalty and informed decision-making.

Keywords: customer satisfaction, customer loyalty, visiting decisions

A. Introduction

The growing presence of Betawi-themed restaurants, such as *Rumah Makan Babeh Sadeli* in the Pondok Aren district of South Tangerang, reflects a broader social trend in which urban consumers increasingly seek dining experiences that connect them with local cultural heritage. In today's digital era—characterized by fast-paced lifestyles and high mobility—dining preferences are no longer shaped solely by taste but by the overall experiential value, encompassing ambiance, service quality, accessibility, and emotional resonance with local identity. Babeh Sadeli attempts to capture this niche by offering authentic Betawi cuisine within a traditional setting. However, competition within the culinary industry remains intense, especially among restaurants targeting authenticity-driven consumers.

From a theoretical standpoint, numerous scholars have established that customer satisfaction plays a pivotal role in shaping behavioral outcomes such as revisit intentions and loyalty. Namkung and Jang (2007) found that food quality significantly affects satisfaction and subsequent revisit intentions, particularly in mid- to upscale restaurant contexts. Similarly, Ryu and Han (2010) demonstrated that food, service, and physical environment collectively influence satisfaction, which then impacts behavioral intentions. Nonetheless, within the literature on ethnic or traditional restaurants, there remains a limited body of work investigating loyalty as a mediating variable linking satisfaction and revisit decisions.

From a managerial perspective, proprietors of local restaurants sometimes struggle to maintain cheap costs while providing quality food and service. Cakici et al. (2019) showed that perceived pricing fairness strengthens the link between satisfaction and loyalty, which leads to more repeat business. Rathnasiri et al. (2025) conducted research in emerging economies, revealing that environmental factors like as lighting, layout, and décor substantially affect consumer satisfaction and their likelihood of returning. Getting food authenticity, atmosphere, prices, and service delivery to work together is the major difficulty for Rumah Makan Betawi Babeh Sadeli. They want guests to not only like the cuisine but also become loyal and come back.

Although prior studies have examined restaurant consumer behavior, many have not adequately addressed the context of culturally rooted local dining establishments. For instance, Tan et al. (2022) found that restaurant attributes, including food, service, layout, authenticity, and price, influence customers' positive emotions, which subsequently drive revisit intentions, with satisfaction acting as a mediator. However, their study only measured *intention* rather than actual visit behavior, and it excluded loyalty and the influence of online aggregator platforms. Similarly, Liu et al. (2024) analyzed the effect of service quality on revisit intentions through emotional gratification and reputation, moderated by perceived value and safety, yet failed to incorporate the loyalty dimension or local restaurant context.

Han et al. (2009) also explored satisfaction and switching barriers as determinants of revisit intentions but focused solely on intention, without extending to loyalty or actual revisits. Likewise, Chintia et al. (2022) examined customer loyalty through emotional mediation but overlooked external factors such as food delivery platforms and real-world visiting patterns, restricting the study to a mid-sized urban context. Meanwhile, Pratminingsih et al. (2018) emphasized experiential marketing and service quality as predictors of satisfaction and loyalty among ethnic restaurant customers in Bandung, yet did not consider loyalty as a mediating factor for actual behavior or explore cultural tourism dynamics among Betawi restaurant patrons in South Tangerang, Banten.

This research offers multiple innovative contributions. First, it concentrates only on Betawi restaurants, a traditional ethnic cuisine specialty that has seen minimal empirical scrutiny, especially in the Pondok Aren region of South Tangerang. Second, this study investigates actual visiting behavior, in contrast to numerous earlier studies that focused solely on intention. Third, it directly examines the mediating effect of loyalty between customer happiness and return intentions, elucidating how loyalty operates as a behavioral conduit. Ultimately, this research aims to yield both theoretical contributions and practical guidance for restaurant managers in creating culturally authentic experiences, pricing strategies, and service systems that not only enhance customer satisfaction but also ensure enduring loyalty and repeat patronage.

B. Literature Review

Customer Satisfaction

People often claim that customer satisfaction is a judgment made after using a product or service that demonstrates how well it meets or exceeds a customer's needs. In the restaurant sector, pleasure is usually a key relationship between things like meal quality, service delivery, atmosphere, and price, and things like loyalty and the desire to return. Sangaran et al. (2016) emphasized that satisfaction acts as a mediator in the relationship between restaurant quality elements (including service, atmosphere, and food) and customers' propensity to return. Rajput and Gahfoor (2020) similarly demonstrated in the fast-food sector that meal quality, service performance, and the physical environment substantially impact customer happiness, hence enhancing the likelihood of return.

However, recent research challenges the assumption that "more service equals higher satisfaction." Over-servicing—defined as providing unnecessary or excessive attention without customer consent—can actually generate discomfort and reduce both satisfaction and return intentions. Li et al. (2024) discovered that customers with a high desire for autonomy experience stress when over-serviced, leading to decreased satisfaction and lower revisit intentions. In the digital era, online reviews have become an integral part of satisfaction assessment. Yan et al. (2013) employed text-mining techniques to

analyze frequently mentioned elements such as food, price, atmosphere, and service, and examined their influence on satisfaction and revisit behavior. These findings highlight that online feedback significantly broadens our understanding of satisfaction determinants in the restaurant industry.

Customer Loyalty

Customer loyalty is generally conceptualized as a long-term emotional and behavioral attachment to a brand or service, manifested through repeat patronage, brand advocacy, and willingness to recommend. In the restaurant sector, loyalty represents a strategic objective that extends beyond repeat visitation—it builds enduring customer relationships. Purnami and Nurcaya (2025) identified that service quality, food quality, brand image, and environmentally responsible practices significantly impact both satisfaction and loyalty. Similarly, Espinosa et al. (2018) revealed that brand image directly influences satisfaction and loyalty, with loyalty acting as a mediator between brand perception and revisit intention.

Cakici et al. (2019), in their study on Turkish restaurants, observed that perceived price fairness and customer satisfaction affect the propensity to return, which in turn promotes loyalty. Their findings indicate that the intention to return serves as a mediator in the interaction among satisfaction, price fairness, and consumer loyalty. Kim et al. (2018) found that loyalty affects how sensitive customers are to how clean a restaurant is. This means that loyal customers are more likely to want to come back than customers who aren't loyal, even if the business's cleanliness ratings aren't great.

Revisit Decision

Han et al. (2009) investigated the interaction of emotional experiences, satisfaction, and switching barriers on return intention. Their research shown that satisfaction functions as a mediator in the interaction between emotions and revisit behavior, with its influence varying according to the level of switching limitations faced by customers. Liu et al. (2024) expanded upon this perspective by investigating the impact of service quality on revisit intentions through emotional satisfaction and brand reputation, mediated by perceived value and safety.

Yan et al. (2013) conducted a large-scale analysis of over 10,000 restaurant reviews and identified food quality, value for money, service performance, and ambiance as major predictors of revisit intention. They also found that restaurant type can moderate how these attributes influence satisfaction and revisit behavior. Similarly, Rajput and Gahfoor (2020) confirmed that customer satisfaction mediates the relationship between restaurant quality dimensions (food, service, and environment) and revisit intentions in the fast-food context.

Hypotesis

The positive relationship between satisfaction and loyalty aligns with the research conducted by Ryu and Han (2011) and Orden-Mejía and Moreno-Manzo (2024), which demonstrated that the quality of the dining experience—encompassing taste, ambiance, and service—enhances customer happiness, subsequently increasing loyalty and the likelihood of recommending the restaurant to others. In other words, when consumers perceive that a restaurant consistently meets or exceeds their expectations in terms of food quality, service interaction, and atmosphere, they are more likely to develop a strong emotional attachment and sense of belonging. This emotional connection becomes the foundation of customer loyalty, leading them to revisit and advocate for the brand in various social contexts. Hence, satisfaction acts not only as an outcome of the dining experience but also as a strategic driver for sustaining long-term loyalty.

H1: The influence of customer satisfaction on customer loyalty

This study corroborates the results of Han and Ryu (2009), which shown that favorable perceptions of the physical environment, service, and pricing significantly influence an individual's intention to return. Wiogo and Pattyranie (2025) discovered that customer satisfaction significantly influences their intention to return to restaurants; higher satisfaction correlates with increased likelihood of return. Extending this argument, the visiting decision is often a manifestation of prior positive experiences, where satisfied customers feel a psychological pull to relive enjoyable moments. A pleasant dining experience—supported by good service, reasonable prices, and comfortable ambiance—creates cognitive and emotional triggers that shape customers' visiting patterns. Thus, satisfaction is not only an emotional response but also a predictive variable that shapes consumers' behavioral intentions toward future visits.

H2: The influence of customer satisfaction on visiting decisions

This study underscores that loyalty is a critical determinant in visitor decision-making, as consumer commitment and trust provide the foundation of regular consumption behavior. Han et al. (2008) discovered that loyalty directly influences intentions to return, mediated via the emotional aspects of the dining experience. So et al. (2019) also discovered that customers are considerably more likely to go back to the same restaurant or food location if they trust it and are loyal to it. In this sense, loyalty acts as a behavioral and attitudinal bond that drives repeat patronage, where customers prioritize familiar and trusted establishments over trying new alternatives. Trust and loyalty reduce decision-making uncertainty, making loyal customers more confident and consistent in their visiting choices. Therefore, customer loyalty can be viewed as a psychological shortcut that simplifies visiting decisions through affective attachment and habitual behavior.

H3: The influence of customer loyalty on visiting decisions

These findings are consistent with the study by Rajput and Gahfoor (2020), which shown that satisfaction positively influences revisit intentions,

and with the research by Cakici et al. (2019), which showed that loyalty mediates the relationship between satisfaction and revisit behavior. The mediating role of loyalty suggests that satisfied customers develop a deeper commitment over time, transforming temporary pleasure into enduring attachment. When satisfaction evolves into loyalty, it not only sustains but amplifies the intention to revisit, as emotional and cognitive bonds reinforce behavioral intentions. Consequently, customer loyalty serves as the psychological bridge between satisfaction and visiting decision—turning short-term enjoyment into long-term patronage and habitual preference.

H4: The influence of customer satisfaction on visiting decisions through customer loyalty

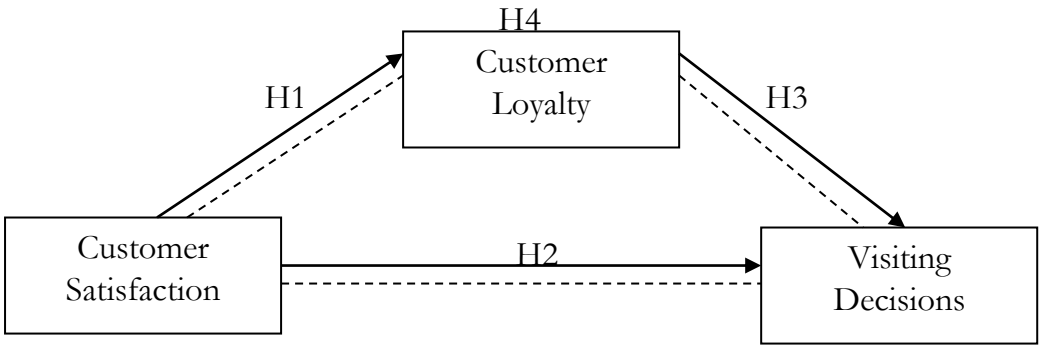


Figure 1. Research Framework

C. Research Methods

This research employed a quantitative methodology via an explanatory survey technique. This methodology was utilized to examine the causal relationship between customer happiness, customer loyalty, and visitation decisions among patrons at Babeh Sadeli Betawi Restaurant in Pondok Aren, South Tangerang. This study model is causal, seeking to clarify the impact of customer satisfaction on visiting decisions via customer loyalty as a mediating variable. The information came from people who had eaten at the eatery. The inquiry took place at the Babeh Sadeli Betawi Restaurant in Pondok Aren, which is in the Banten Province of South Tangerang. We picked this location since it's a local ethnic restaurant that serves true Betawi food and gets a lot of different kinds of customers. From July to September 2025, data was collected by first observations and direct questionnaires administered to patrons who had dined at the restaurant.

The study sample consisted of individuals who had patronized the Babeh Sadeli Betawi Restaurant at least once in the preceding six months. A non-probability sampling strategy employing a purposive sampling method was utilized due to the unknown exact size of the population. The participants who answered the questions had to be at least 17 years old, have eaten at the Babeh Sadeli Restaurant at least once in the last six months, and be willing to fill out the survey.

We utilized Hair et al.'s (2019) formula for SEM analysis to find out how big the sample should be. This means that the sample size should be at least five to ten times the amount of questions on the survey. The research questionnaire consisted of 15 items, resulting in a total sample size of 150 individuals. The data were collected using a closed-ended questionnaire that employed a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree). It also looked at secondary data sources including books, scientific journals, and other publications that talked about how pleased, loyal, and well-behaved customers are in the restaurant business.

People filled out questionnaires in person and online, and we used the answers. We emailed them straight to customers who ate at the restaurant and published them on the restaurant's Instagram and WhatsApp Business profiles. We also went out into the field to see how people were acting, how they were feeling, and how well they were being served. This gave us more complete and numerical data.

We did the data analysis in four steps: (1) a test of validity and reliability; (2) an R2 square test; (3) a path analysis to look at the direct and indirect effects of customer satisfaction, customer loyalty, and visitation decisions; and (4) a mediation test using a bootstrapping technique to see how important customer loyalty is as a mediating variable.

D. Result and Discussion

Table 1. Respondent Characteristics

No.	Characteristic	Category	Number (people)	Percentage (%)
1	Gender	Male	68	45.3%
		Female	82	54.7%
2	Age of Respondents	< 20 years	15	10%
		21–30 years	64	42.7%
		31–40 years	42	28%
		41–50 years	21	14%
		> 50 years	8	5.3%
3	Education Level	Senior High School/Vocational School	45	30%
		Diploma (D1–D3)	28	18.7%
		Bachelor's Degree (S1)	60	40%
		Postgraduate (S2/S3)	17	11.3%
4	Occupation	Student	34	22.7%
		Private Employee	54	36%
		Entrepreneur	40	26.7%

No.	Characteristic	Category	Number (people)	Percentage (%)
		Civil Servant (PNS/ASN)	15	10%
		Others	7	4.6%
5	Frequency of Visits to Babeh Sadeli Restaurant	Once	33	22%
		2–3 times	64	42.7%
		4–5 times	32	21.3%
		More than 5 times	21	14%
6	Source of Information about the Restaurant	Social Media (Instagram/TikTok)	75	50%
		Friends/Family	50	33.3%
		Review Apps (Google Maps, Zomato, etc.)	15	10%
		Spontaneous Visit / Passing By	10	6.7%

Source: Processed data (2025)

Table 1 indicates that female respondents make up the majority (54.7%), suggesting that women tend to be more active in exploring and appreciating traditional culinary experiences. In addition, most participants fall within the 21–30 age range (42.7%), highlighting the dominance of young adults and emerging professionals as the key audience for contemporary ethnic dining establishments. Regarding education, bachelor's degree holders constitute the largest portion (40%), implying that the customers generally possess higher educational backgrounds and a strong awareness of culinary quality. When viewed from an occupational standpoint, private sector employees (36%) and entrepreneurs (26.7%) form the main customer base, revealing that the restaurant appeals primarily to middle- and upper-income groups. Furthermore, in terms of visit frequency, more than half of the respondents (78%) reported visiting multiple times, reflecting high satisfaction levels and the potential for strong customer loyalty. Lastly, social media (50%) emerges as the most influential source of information, emphasizing the critical role of digital marketing and online branding in attracting and engaging patrons.

Table 2. Validity and Reliability Test Results

Variable	Indicator Code	Statement Item	Outer Loading	CR	AVE
Customer Satisfaction (X1)	CS1	I am satisfied with the taste of the food served.	0.842	0.915	0.683
	CS2	The staff service is fast and friendly.	0.816		
	CS3	The restaurant atmosphere makes me feel comfortable.	0.803		

Variable	Indicator Code	Statement Item	Outer Loading	CR	AVE
	CS4	The food price matches the quality provided.	0.854		
	CS5	Overall, I am satisfied with dining at Babeh Sadeli.	0.872		
Customer Loyalty (Z)	CL1	I intend to dine again at Babeh Sadeli.	0.864	0.908	0.666
	CL2	I will recommend this restaurant to friends or family.	0.831		
	CL3	I do not easily switch to other restaurants with similar concepts.	0.803		
	CL4	I feel emotionally attached to this restaurant.	0.784		
	CL5	I will continue to choose this restaurant, even if there are promotions elsewhere.	0.825		
Visiting Decision (Y)	KB1	I often visit this restaurant.	0.843	0.902	0.648
	KB2	I decided to come back because of positive previous experiences.	0.828		
	KB3	I chose Babeh Sadeli over similar restaurants.	0.798		
	KB4	My decision to dine here is the right one.	0.814		
	KB5	I plan to visit again in the near future.	0.861		

Source: Processed data (2025)

The outer loading value for each item on the questionnaire is higher than 0.70, as shown in Table 2. This means that each indicator accurately shows the idea it is meant to measure and has strong convergent validity. The Composite Reliability (CR) scores for all of the items are likewise more than 0.90, which is a lot higher than the minimum of 0.70. This means that the things are incredibly dependable and don't change. The Average Variance Extracted (AVE) value for each construct is also more than 0.50. This means that a lot of the difference in the indicator may be due to its hidden construct.

Table 3. R-Square (R^2)

	R Square
Customer Loyalty (Z)	0.576
Visiting Decision (Y)	0.682

Source: Processed data (2025)

The R-squared value for customer loyalty is 0.576, which means that 57.6% of the difference in customer loyalty is due to customer satisfaction. The other 42.4% is affected by factors that aren't in the model. The R^2 value for the decision to visit is 0.682, which means that customer satisfaction and customer loyalty explain 68.2% of the difference in the decision to visit. The other 31.8% is due to things outside the company, like promotions, location, or competitor pricing

Table 4. Direct Effect

Relationship Between Variables	Path Coefficient	T-Statistic	P-Value	Interpretation
Customer Satisfaction → Customer Loyalty	0.759	17.842	0.000	Significant
Customer Satisfaction → Visiting Decision	0.311	4.276	0.000	Significant
Customer Loyalty → Visiting Decision	0.533	8.912	0.000	Significant

Source: Processed data (2025)

The direct impact analysis in Table 4 demonstrates that customer happiness and customer loyalty are strongly and positively related, with a coefficient of 0.759, $t = 17.842$, and $p < 0.001$. If people like the food, service, and atmosphere at Rumah Makan Khas Betawi Babeh Sadeli, they will be more likely to come back. Also, the choice to visit is directly and strongly affected by how satisfied consumers are, as shown by the coefficient of 0.311, $t = 4.276$, and $p < 0.001$. This means that one of the key reasons clients come back is because they are delighted. Customer loyalty also has a strong and favorable effect on decisions about whether or not to visit, with a coefficient of 0.533, $t = 8.912$, and $p < 0.001$. This means that committed customers are more likely to come back and keep choosing Babeh Sadeli.

Customers at Babeh Sadeli Betawi Restaurant are delighted when the food (taste, quality of ingredients, and portion size) and the service speed, atmosphere, and authentic Betawi atmosphere meet or exceed their expectations. This happiness creates a mental connection that encourages loyalty, as seen by the fact that customers are likely to return, tell others about the restaurant, or keep picking it even when there are other places to eat. The positive relationship between satisfaction and loyalty aligns with the research conducted by Ryu and Han (2011) and Orden-Mejía and Moreno-Manzo (2024), which demonstrated that the quality of the dining experience—encompassing taste, ambiance, and service—enhances customer happiness, subsequently increasing loyalty and the likelihood of recommending the restaurant to others.

In this study, customer satisfaction greatly impacts the choice to visit Babeh Sadeli Betawi Restaurant, due to the predominantly favorable

experiences reported by customers. Customers like the true local flavors, high-quality products, efficient and courteous service, a nice Betawi-inspired atmosphere, and competitive prices, so they want to come again. This kind of contentment makes people think the restaurant is more valuable and trustworthy, which makes them want to come back instead of looking for other places to eat. This study corroborates the results of Han and Ryu (2009), which shown that favorable perceptions of the physical environment, service, and pricing significantly influence an individual's intention to return. Wiogo and Pattyranie (2025) discovered that customer satisfaction significantly influences their intention to return to restaurants; higher satisfaction correlates with increased likelihood of return.

This study also shows that how loyal a client is has a big impact on whether or not they will go back to the Babeh Sadeli Betawi Restaurant. People who are loyal to a restaurant often feel a deep emotional connection to it and trust that the food, service, and overall dining experience are all wonderful. Loyalty is more than just loving a restaurant; it also includes having an emotional connection that makes consumers want to go back, tell their friends about the restaurant, and stick with their pick even when there are other possibilities. This study underscores that loyalty is a critical determinant in visitor decision-making, as consumer commitment and trust provide the foundation of regular consumption behavior. Han et al. (2008) discovered that loyalty directly influences intentions to return, mediated via the emotional aspects of the dining experience. So et al. (2019) also discovered that customers are considerably more likely to go back to the same restaurant or food location if they trust it and are loyal to it.

Table 5. Indirect Effect

Relationship Between Variables	Path Coefficient (Indirect)	T-Statistic	P-Value	Interpretation
Customer Satisfaction → Customer Loyalty → Visiting Decision	0.405	7.216	0.000	Significant

Source: Processed data (2025)

The indirect impact analysis in Table 5 shows that customer loyalty is a strong link between customer happiness and the desire to return. The indirect coefficient is 0.405, $t = 7.216$, and $p < 0.001$.

Customer satisfaction is the most crucial element that keeps people coming back to Babeh Sadeli Betawi Restaurant in Pondok Aren. It's also a huge component of why they want to come back. When customers like the food, service, atmosphere, and overall value of a restaurant, they grow emotionally attached to it. This makes them more loyal. This loyalty acts as a bridge between enjoyment and the desire to come back, making good experiences even better. These findings are consistent with the study by Rajput and Gahfoor (2020), which shown that satisfaction positively influences revisit

intentions, and with the research by Cakici et al. (2019), which showed that loyalty mediates the relationship between satisfaction and revisit behavior.

D. Conclusion

The findings of this study indicate that customer satisfaction has both direct and indirect beneficial influences on customer loyalty and the decision-making process regarding visitation. The data shows that consumers who like the food, service, atmosphere, and prices at Rumah Makan Khas Betawi Babeh Sadeli are more likely to become loyal clients, which means they are more likely to return back. These findings demonstrate that customer loyalty serves as a psychological link between satisfaction and actual behavior of returning, highlighting the need of providing consistent, positive customer experiences to encourage long-term retention in the ethnic cuisine industry.

The results give local restaurant owners, especially those who run ethnic eateries like Babeh Sadeli, crucial information about how to keep customers coming back. You need to do more than just provide good cuisine; you also need to make the whole meal memorable. To make customers feel emotionally attached, restaurant management should use authentic Betawi cultural values in all parts of the service, from how the food is served to how the staff interacts with customers to the entire vibe of the restaurant. Also, boosting your digital marketing, especially by interacting with clients on social media, is a terrific way to gain new customers and keep the ones you already have pleased and loyal.

There are several things wrong with this study that could lead to additional research. The study's concentration on a singular case—Rumah Makan Khas Betawi Babeh Sadeli in South Tangerang—may hinder the applicability of its findings to other ethnic restaurants in different locations. Furthermore, the data gathering depended on respondents' self-assessments, which added subjectivity to the process. Moreover, this study did not consider external factors such as digital advertising, online reviews, or the impact of meal delivery services, all of which are rapidly influencing consumer decision-making in the digital era. Subsequent research should utilize longitudinal or mixed-method approaches to attain a more thorough comprehension of the developing dynamics of client loyalty.

E. Conflict of Interest

Neither author has financial interests, business arrangements, or personal relationships involving Babeh Sadeli Betawi Restaurant that present a competing interest in this study.

F. Declaration of AI Use

During the conceptual development of this study, the authors consulted ChatGPT by OpenAI for suggestions on research ideas and possible relationships among customer satisfaction, customer loyalty, and visiting decisions. They assessed these suggestions against established theories and

original scholarly sources before refining the conceptual framework. The authors exercised independent judgment in selecting the final concepts and remain fully responsible for the manuscript's accuracy, originality, references, and integrity.

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