Factors influencing perceived value and revisit intention among Vietnamese restaurant consumers[*]

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Abstract

The burgeoning smokeless industry faces fierce competition, prompting restaurants to devise effective strategies to satisfy customers and maintain profitability. A study examined factors influencing customers' perceived value and revisit intentions in restaurants. Analysing data from 211 Vietnamese respondents who dined in the restaurant recently using SPSS version 22 and Smart PLS 3, the research revealed that customer satisfaction directly influences revisit intentions. Moreover, hedonic value and utilitarian values indirectly affect revisit intentions through customer satisfaction. Food and service quality impact hedonic value, with only food quality influencing utilitarian value. Other factors showed weak correlations or were poorly assessed. This study contributes to academia and practice by addressing previous research limitations and providing practical recommendations for restaurant improvement.

Keywords: *Revisit intention, customer satisfaction, utilitarian value, hedonic value*

JEL classification: *L8, M1, M3*

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1. Introduction

In recent years, the service industry, particularly the restaurant sector, has experienced significant growth, driven by economic development and increasing consumer demand for leisure activities such as dining out. The Asia-Pacific region, led by countries like Vietnam, has emerged as a key player in the global tourism service market, with substantial revenue generation (GlobalData, 2022). Vietnam, renowned for its rich culinary heritage, boasts a thriving food and beverage industry, comprising diverse establishments catering to various preferences (Lam, 2023). However, amidst this growth, the industry faces intense competition and challenges. The influx of new restaurants each year narrows the market, making it increasingly difficult for businesses to attract and retain customers. Moreover, the COVID-19 pandemic has profoundly impacted consumer behaviour and the industry's landscape, posing significant challenges to businesses striving to maintain customer loyalty (Van Huynh et al., 2022; Phuong, 2021).

Customer loyalty is crucial for restaurant survival, given the industry's notorious difficulty in sustaining ventures. Studies have highlighted the importance of service quality and customer satisfaction in driving repeat patronage and positive word-of-mouth (Han and Ryu, 2009; Liu and Jang, 2009). Understanding the factors that influence revisit intentions is crucial, as retaining current customers is more cost-effective than acquiring new ones, as highlighted by Verhoef and Donkers (2001) and Bitran and Mondschein (1997). Research indicates that customer intentions to revisit restaurants are influenced by various factors, including food quality, price, service quality, and atmosphere, with service quality being particularly significant (Yan et al., 2015). Improvements in food quality, taste, freshness, and nutritional value can enhance customer satisfaction and increase the likelihood of return visits (Kim et al., 2009).

Additionally, there exists a robust correlation between customer satisfaction and loyalty, where factors such as consumption experience and satisfaction significantly impact long-term behaviour, as evidenced by previous studies (Allen, Machleit, and Kleine, 1992; Anderson and Sullivan, 1993; Cronin Jr and Taylor, 1992; Szymanski and Henard (2001). Customer satisfaction serves as a primary driver of behavioural intentions, with hedonic and utilitarian values playing pivotal roles in shaping satisfaction levels, as indicated by research from (Eroglu et al., 2005, Babin et al., 1994). Perceptions of hedonic and utilitarian values directly and indirectly shape customer behaviour, as demonstrated by findings from (Ryu et al., 2010).

The study aims to fill gaps in existing research by investigating the relationship between perceived values (both hedonic and utilitarian) and customer satisfaction and revisit intention. It seeks to understand how factors such as food quality, atmosphere, service quality, and perceived price contribute to customer satisfaction and revisit intentions. By examining these factors comprehensively, the study aims

to provide insights to help restaurants enhance customer experiences and foster long-term loyalty. This study seeks to identify and comprehend factors that affect Vietnamese perceived values and customers' revisit intentions for restaurants, proposing the research question: How do factors influence perceived values and customers' revisit intentions for the restaurant? The rest of the paper is organized as follows: In Section 2, some key theories and previous studies are presented; Section 3 focuses on materials and methods; Section 4 analyses baseline results, discusses their sensitivity, and checks the robustness of our results; and in Section 5, some concluding remarks are highlighted.

2. Literature review

This segment critically examines pertinent literature regarding the research inquiries. Specifically, it delves into the existing body of work concerning revisit intention, customer satisfaction, and perceived value. Subsequently, it develops research hypotheses and constructs a conceptual model through a comprehensive review of prior research.

2.1. Theory description

Combining the Expectancy-Disconfirmation Theory (EDT) with the Value Percept Theory offers a comprehensive approach to understanding customer behavior and satisfaction in restaurants. EDT assesses the variance between expectations and actual performance, while Value Percept Theory highlights the importance of meeting individual needs and values. This integrated approach provides nuanced insights into customer perceptions and behaviors, enhancing the overall dining experience and fostering repeat patronage.

Expectancy-disconfirmation theory

Research recognizes the Expectancy Disconfirmation Theory (EDT) as a model for understanding customer satisfaction and repurchase intention Chiu et al. (2005) .According to Oliver (1980), customer satisfaction follows a five-step process, beginning with pre-purchase expectations and concluding with acceptance of the product or service. In the second step, customers form perceptions based on key attributes during initial consumption. Subsequently, they compare these perceptions to initial expectations, determining satisfaction or discontent based on the degree of disconfirmation. Positive disconfirmation mitigates disappointment, while confirmation maintains satisfaction. Ultimately, satisfied customers intend to repurchase. According by Oliver and Swan (1989), EDT forecasts customer behavior by comparing expectations to perceived performance, shaping personal satisfaction or dissatisfaction.

Value Percept Theory

Value Percept Theory, developed by Westbrook and Reilly (1983), proposes that satisfaction arises from comparing a product or service's perceptions with an individual's values, needs, wants, or desires. This cognitive evaluative process elicits an emotional response leading to satisfaction. The theory contrasts the expectation-confirmation model with the value-percept disparity model. Value-disparity refers to the extent to which a product fulfills consumers' needs or desires. In this theory, satisfaction is defined by meeting consumers' needs, values, or wants rather than solely meeting their expectations. The theory has found application in various service research contexts (Munyoki et al., 2020; Kinyanjui, 2020).

2.2. Previous studies on research

Restaurant quality, comprising tangible (food quality, cleanliness, price, ambiance) and intangible (service quality, hospitality) elements, significantly influences customer satisfaction (Lee and Christiarini, 2021; Song et al., 2022; Souki et al., 2023). Recent studies underscore its pivotal role in shaping perceived value and revisit intention. Factors such as personalized service (Bui et al.; Ghorbani et al., 2023), emotional brand connections (Alshreef et al., 2023) and positive social influence through recommendations (Bushara et al., 2023) contribute significantly to customers' perceived value and likelihood of returning to the restaurant. Understanding and addressing these factors are crucial for restaurants seeking to excel in a competitive market. Table 1 summarizes some of the latest research findings on the importance of restaurant quality and factors that contribute to customers' perceived value and revisit intention.

Table 1: Previous studies relating to research

Authors	Study Focuses	Results
Lamai et al. (2020)	This research focuses on examining service dimensions, food quality, and price perception and their influence on revisit intention. It applies models like SERVQUAL, customer satisfaction, and repeat behavioral intention, with theoretical support from the Theory of Reasoned Action.	Perceived service quality, food quality, and price perception directly impact customer satisfaction and indirectly affect revisit intention. Quality is the most influential factor, while food quality has Perceived service the least impact on customer satisfaction among these variables.
Kyun (2023)	This research explores factors influencing customers' return intentions at Bangkok restaurants, focusing on staff, pricing, and aesthetics.	This research conclude that positive experiences related to employees, reasonable pricing, and appealing aesthetics are critical in encouraging customers to revisit restaurants in Bangkok
Zaw and Nuangjamnong (2023)	This research focuses on examining how food quality, service quality, physical environment quality, and pricing affect both customer satisfaction and revisit intention at "Feel Restaurant" in Yangon, Myanmar.	This research reveals that customer satisfaction is significantly influenced by price, physical environment quality, service quality, and food quality. Additionally, it confirms that customer satisfaction strongly affects revisit intention.
Sodsee and Sangchoey (2023)	This research investigates how service quality, food quality, and price value affect customer satisfaction and how satisfaction influences revisit intention in Bangkok's fine dining sector.	The findings suggest that service quality, food quality, and price value positively contribute to satisfaction, and satisfaction notably affects revisit intention within the fine dining scene in Bangkok.
Pham et al. (2016)	This research aims to identify the factors influencing revisit intention while exploring the interplay between brand equity, perceived value, and revisit intention.	This research findings suggest that within quick-service restaurants, both brand equity and perceived value exert significant influence on customer revisit intention. Particularly noteworthy is the prominence of perceived value as a more influential determinant compared to brand equity in shaping customers' intentions to revisit these establishments.
Zhu et al. (2024)	This research aims to investigate how tourists' perceptions of food experience value affect their perception of destination image and intention to revisit, focusing on local culinary offerings.	Tourists' perceptions of functional, social, emotional, cultural, and health values in local food experiences significantly affect their destination image perception and revisit intention. Perceived destination image partly mediates the link between tourists' food experience value perceptions and revisit intention, with gender acting as a partial moderator.
Zhao and Liu (2023)	This research aims to identify specific service attributes and their sentiments from online restaurant reviews, and to analyze how these sentiments affect both customer satisfaction and revisit intention simultaneously.	This research ranks service themes like location, service, environment, price, and food by importance, finding that food has the greatest impact on customer satisfaction and revisit intention. It also pinpoints the most prominent attribute within each theme.

Source: Author's construction

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Table 1: Previous studies relating to research (continues)

Authors	Study Focuses	Results
(Evelina et al., 2020)	The influence of utilitarian value, hedonic value, social value, and perceived risk on customer satisfaction in e-commerce	Utilitarian and hedonic values significantly influence customer satisfaction, while social value does not.
(Zeba et al., 2020)	Engagement of online consumers through hedonic and utilitarian values	Hedonic and utilitarian values significantly drive customer engagement in online shopping.
(Wang, 2017)	The influence of utilitarian and hedonic benefits of retail food packaging on perceived product quality and purchase intention	Utilitarian and hedonic benefits of packaging significantly influence perceived product quality and purchase intention, with hedonic benefits having a greater impact on perceived quality.
(Bae and Jeon, 2022)	Relationships among brand experience, perceived product quality, hedonic value, utilitarian value, and brand loyalty in unmanned coffee shops	Relationships among brand experience, perceived product quality, hedonic value, utilitarian value, and brand loyalty in unmanned coffee shops
(Ghali, 2020)	Effect of utilitarian and hedonic values on consumer willingness to buy and to pay for organic olive oil in Tunisia	Utilitarian value has a significant effect on willingness to buy and pay for organic food, with trust in nutritional value and quality being key.
(Calvo-Porral and Lévy-Mangin, 2021)	Influence of store environment in hedonic and utilitarian shopping	Store internal ambience and merchandise layout are major drivers for customer satisfaction in hedonic shopping contexts.
(Zeba et al., 2020)	Hedonic and utilitarian values behind engagement of online consumers	Hedonic experiential values are important for engaging online consumers, alongside utilitarian values.
(Ong et al., 2022)	Influence of service quality, hedonic, and utilitarian value on shopper's behavioral intentions in urban shopping malls during the COVID-19	Service quality, utilitarian, and hedonic values significantly influence shopper's behavioral intentions in urban shopping malls, with service quality primarily affecting satisfaction and utilitarian and hedonic values embodying shopping mall values.
(Alam et al., 2020)	Millennials' preference of hedonic value over utilitarian value: Evidence from a developing country	Service quality, trust, and customer engagement are important predictors of customer loyalty, alongside hedonic value, particularly in the context of superstores in Bangladesh.
(Saygılı and Yalçıntekin, 2021)	Effect of hedonic value, utilitarian value, and customer satisfaction in predicting repurchase intention and willingness to pay a price premium for smart watches	Customer satisfaction significantly influences willingness to pay a price premium, while utilitarian value significantly affects repurchase intention.
(Lee and Wu, 2017)	Consumer online flow experience: The relationship between utilitarian and hedonic value, satisfaction and unplanned purchase	Hedonic value, along with a pleasant atmosphere and fun environment, has a greater effect on satisfaction with an online store compared to utilitarian value. Also, Utilitarian value is influenced by perceived price competitiveness and shopping efficiency, while hedonic value is influenced by the pleasantness of the online shopping experience.

Source: Author's construction

This literature review emphasizes the profound impact of restaurant quality on customers' intentions to revisit, highlighting the importance of managing various factors such as service quality, food quality, ambiance, price-value relationships, online reviews, and cultural considerations. It introduces a novel perspective by focusing on both utilitarian and hedonic dimensions of customer satisfaction and revisit intention, offering a comprehensive understanding of how restaurant experiences shape return behavior. By integrating both utilitarian (utility) and hedonic (pleasure) aspects, the study provides a comprehensive and complex view of customer satisfaction and repeat intentions, going beyond traditional assessments of food and service quality to consider ambience, price, and pleasure factors in evaluating the overall restaurant experience.

2.3. Revisit intention

Customer loyalty is crucial for business success, particularly in today's competitive market (Rane et al., 2023). To attract new customers, businesses must enhance the value of existing ones and maintain repurchase behaviors (Hanai et al., 2008). Revisit intention, defined as the likelihood of returning to a restaurant, is influenced by positive attitudes toward the establishment (Han et al., 2009; Ramayah et al., 2023). Additionally, another study defined revisit intention as the behaviours associated with repurchasing and the willingness to recommend a provider (Pervaiz et al., 2024). Reasons for patrons returning to restaurants include stress relief, desire for quality, value, and a comfortable environment (Capito and Pergelova, 2023; Bonfanti et al., 2023). Promotional programs recalling positive memories and highlighting new attractions can significantly impact revisit intentions (Salah et al., 2023).

2.4. Customer satisfaction and revisit intention

Customer satisfaction is pivotal in marketing theory due to its potential for long-term profitability, including customer loyalty and sustained benefits (Nur, 2021). In another research, the author defines satisfaction as the pleasurable consumption-related fulfillment resulting from product, service, or self-evaluation (Saricam, 2022). In the service industry, such as restaurants, customer satisfaction is crucial for maintaining relationships and fostering loyalty (Weiss, 2003). Satisfaction with restaurant features like food quality, service, price, and atmosphere significantly influences customers' intention to revisit (Chun and Nyam-Ochir, 2020; Rajput and Gahfoor, 2020). Highly satisfied customers are more likely to return to a restaurant in the future, creating positive bonds with the business (Rane et al., 2023). Additionally, satisfied customers are inclined to share positive experiences, attracting new customers (Salah et al., 2023). Thus, investigating the positive relationship between customer satisfaction and intention to revisit is warranted.

H1: Customer satisfaction is positively associated with revisit intention.

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2.5. Utilitarian value, hedonic value and customer satisfaction

Perceived value, a fundamental concept in marketing, encapsulates the overall assessment of a product or service's worth based on the benefits received relative to the costs incurred (Zeithaml, 1988; Ryu et al., 2010; Riva et al., 2022). This concept integrates both utilitarian and hedonic dimensions, reflecting functional and emotional aspects of consumption experiences (Kuppelwieser et al., 2022). Customers perceive high utilitarian value when they believe a product or service effectively meets their needs (Zeithaml, 1988). In restaurants, attributes like food quality, service efficiency, and value for money contribute to utilitarian value, positively influencing customer satisfaction (Lee and Christiarini, 2021; Lamai et al., 2020).

Conversely, hedonic value encompasses emotional and experiential gratification gained from consumption, such as enjoyment and sensory stimulation (Kusmarini et al., 2020; Yang et al., 2024). In restaurants, factors like ambiance, aesthetics, and personalized service contribute to hedonic value, enriching customers' dining experiences (Zhu et al., 2024; Kyun, 2023). Customers who derive pleasure from consumption experiences are more likely to be satisfied (Ryu and Han, 2010; Handoyo and Mani, 2021; Ponsignon, 2023). Therefore, both utilitarian and hedonic values play crucial roles in enhancing customer satisfaction. Based on these definitions, the following hypotheses are developed:

H2: Utilitarian value is positive correlation with customer satisfaction.

H3: Hedonic value is positive correlation with customer satisfaction

2.6. Food quality and utilitarian value, hedonic value

Food quality, often defined as the degree to which a food product meets consumer expectations regarding attributes such as taste, freshness, safety, and nutritional value, plays a crucial role in shaping consumer preferences (Ghali, 2020). Recent research in the field of consumer behavior has shed light on the intricate relationship between food quality and consumers' perceptions of utilitarian and hedonic values. According to Wang (2017), the author explored the distinct effects of utilitarian and hedonic benefits of retail food packaging on perceived product quality and purchase intention. Building upon this, Ghali (2020) investigated the effect of utilitarian and hedonic values on consumer willingness to buy and pay for organic olive oil in Tunisia. These studies suggest that as food quality increases, consumers are more likely to attribute utilitarian value, characterized by practical benefits, and hedonic value, associated with emotional or experiential enjoyment, to the product (Kusmarini et al., 2020; Pérez-Villarreal et al., 2020; Bae and Jeon, 2022). Furthermore, Otterbring et al. (2023) delved into the influence of hunger on option quality for hedonic and utilitarian food products,

providing insights into how physiological states may interact with perceived food quality. To sum up, these findings support the hypotheses that food quality is positively associated with both utilitarian and hedonic values, underscoring the importance of product quality in shaping consumer perceptions and purchase decisions across diverse food contexts.

H4a: Food quality is positively associated with utilitarian value.

H4b: Food quality is positively associated with hedonic value.

2.7. Atmosphere and utilitarian value, hedonic value

The restaurant atmosphere significantly influences customers' perceptions of Utilitarian and Hedonic Values (Rayburn and Voss, 2013). Firstly, it positively correlates with Utilitarian Value, which encompasses practical benefits (Andersson et al., 2012). A conducive atmosphere, including comfortable seating and appropriate lighting, meets customers' dining needs, enhancing their perceived practical requirements (Ladhari et al., 2017). A well-designed atmosphere facilitates ease of conversation and interaction with staff, contributing to Utilitarian Value (Andersson et al., 2012).

Secondly, atmosphere positively correlates with Hedonic Value, representing emotional benefits (Anggriani et al., 2020). A welcoming and enjoyable atmosphere evokes positive emotions, enhancing overall satisfaction (Andersson et al., 2012). Factors like decor, music, and ambiance contribute to creating a memorable dining experience, enhancing Hedonic Value (Handriana and Meyscha, 2020).

H5a: Atmosphere is positively associated with utilitarian value.

H5b: Atmosphere is positively associated with hedonic value.

2.8. Service quality and utilitarian value, hedonic value

Service quality, defined as the standard or excellence of service provision including aspects such as reliability, responsiveness, assurance, empathy, and tangibles (Han et al., 2018), plays a pivotal role in shaping consumer perceptions and experiences. Some researches indicate a significant positive impact of service quality on utilitarian value (Han et al., 2018; Sagala and Sumiyana, 2020). To be specific, in the research of (Sagala and Sumiyana, 2020), the authors suggest that although service quality may not directly affect perceived value, it contributes to user satisfaction, subsequently influencing utilitarian value, particularly in electronic shopping via social media. Additionally, efficient and attentive service fulfills practical needs, enhancing Utilitarian Value (Hellén and Sääksjärvi, 2011; Lee and Hong, 2006).

In addition, there is little positive correlation between service quality and perceived value, encompassing hedonic dimensions (Kusmarini et al., 2020). While Sagala and Sumiyana (2020) observed that service quality might not directly impact perceived value, other studies Kusmarini et al. (2020) implied a positive relationship between service quality and hedonic value, potentially mediated by factors like atmosphere perception and customer loyalty. Furthermore, friendly and personalized service creates positive emotional experiences, increasing Hedonic Value (Hellén and Sääksjärvi, 2011; Rahman et al., 2017).

H6a: Service quality is positively associated with utilitarian value.

H6b: Service quality is positively associated with hedonic value.

## 2.9. Perceived price and utilitarian value, hedonic value

Perceived price moderates the relationships between quality dimensions (food, service, and physical environment) and satisfaction, as noted by (Ryu and Han, 2010). When perceived price is reasonable, it can elevate customer satisfaction levels regarding food, service, and physical environment quality. Perceived price refers to customers' assessment of whether the price of a product or service is fair and reasonable (Zhong and Moon, 2020). These authors also mentioned that customers perceive higher prices as indicative of better quality, leading to enhanced Utilitarian Value. Significantly, the research by Lee and Wu (2017) found that utilitarian value is influenced by factors such as perceived price during online shopping experiences. Furthermore, a research suggests that perceived price affects customers' perceptions of the emotional or hedonic aspects of a purchase experience (Hasbi et al., 2021). Consumers often associate higher prices with quality or luxury, which can enhance the hedonic value of a product or experience. Additionally, the study by Vieira et al. (2018) suggested that both hedonic and utilitarian shopping values provide parallel mediating effects on perceived value, indicating a potential positive relationship between perceived price and hedonic value. Therefore, the perceived price can positively impact Hedonic Value by influencing customers' emotional responses to the dining experience.

H7a: Perceived price is positively associated with utilitarian value.

H7b: Perceived price is positively associated with hedonic value.

Having reviewed the literature, figure 1 performs research farmework which is established to examine the association between factors affecting to utilitarian and hedonic values (in terms of food quality, atmosphere, service quality and perceived price), customers' satisfaction towards revisit intention to the restaurant.

Figure 1. Theoretical Study Model
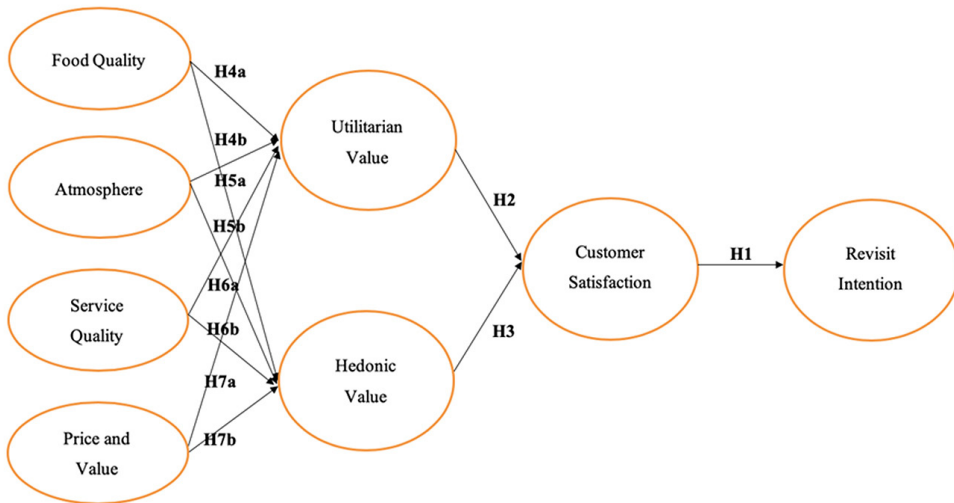
Source: Author's elaboration

3. Methodology

The quantitative method was employed using a questionnaire for data collection. Details on sample selection and data analysis techniques are provided.

3.1. Sample selection

Convenience sampling was utilized in this study, with 211 customers participating in Vietnam from February to June, 2023 through online survey. The sample size was determined using the formula proposed by Hair et al. (1998), resulting in a sample size of 205 based on 41 included questions. The survey was translated from English to Vietnamese using the reverse translation process to ensure accuracy. Respondents were required to confirm prior dining experiences at any restaurant within the previous month before completing the main survey. The participant demographics consisted of 68.2% women and 31.8% men, with the majority (46%) aged between 20 and 25. A significant portion of the participants were students (55%), and a majority reported dining out 1-2 times per month. Table 2 displays the full findings.

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Table 2: Demographic of Respondents (n=211)

Variables	Valid	Frequency	Percent (%)
Gender	Male	67	31.8
	Female	144	68.2
Age	Under 20	38	18.0
	20 - 25	97	46.0
	26 - 30	15	7.1
	31 - 40	33	15.6
	Over 40	28	13.3
Occupation	Student	116	55.0
	Employee	51	24.2
	Self – employee	17	8.1
	Specialist	17	8.1
	Housewife	3	1.4
	Retirement	7	3.2
Frequency of dining at restaurant (Per month)	1 - 2 times	126	59.7
	3 - 4 times	54	25.6
	5 - 6 times	15	7.1
	6 - 7 times	2	0.9
	Over 7 times	14	6.7
Willing to pay (Euro)	Under 37	121	57.3
	38-74	71	33.6
	75 – 150	13	6.2
	151 – 224	2	0.9
	Over 225	4	2.03

Source: Data processed by SPSS 22

Independent sample T-test and one way Anova were used to compare mean between different demographic characteristics and consumers' responses.

Table 3: T-test results by gender

Demographic	Characteristics	Mean	Std	t	p-value
Gender	Male	3.496	0.788	5.804	0.017*
	Female	3.804	0.620		

Note: * p<0.05
Source: Author's calculation

This table 3 plainly presents that, there is considerable difference in revisit intention to restaurant between male (N = 67, M = 3.496, SD = 0.788) and female (N = 144,

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M = 3.804, SD = 0.620), t = 5.804, p-value = 0.017. This consequence indicates that female has higher revisit intention than male.

Table 4: Analysis of Variance between Purchase Intention and Profile

Demographic	Levene Statistic	Sig	F-value	p-value
Age	1.182	0.320	1.770	0.136
Occupation	2.748	0.020	0.591	0.707
Income	1.565	0.185	0.828	0.509
Frequency	2.533	0.041	0.767	0.548
Willing to pay	3.514	0.008	0.470	0.758

Source: Author's calculation

Table 4 shows that there is no significant difference between them and the revisit intention to the restaurant.

3.2. Measurement

Table 5 outlines the measurement factors considered for each construct in this study. Statements in the measurement were developed based on relevant literature and expert advice, with feedback from restaurant-goers to ensure content validity. After refining the draft to eliminate ambiguity, a survey was conducted in two parts. The first part assessed respondents' perceptions of each research model concept, while the second part collected demographic information. Table 5 presents the research constructs and questionnaire items, utilizing a seven-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 5: The variables and items in the questionnaire

Variables	Items	Measurements	Sources
Revisit intention	RI1	I would want to return to the restaurant for dinner.	(Ryu et al., 2010; Ryu et al., 2012; Chow et al., 2013)
	RI2	I would tell my friends or other people about the restaurant.	
	RI3	I would say positive things about the restaurant to others.	
Customer satisfaction	CS1	I am completely delighted with my overall experience at the restaurant.	(Ryu et al., 2012; Chow et al., 2013; Namkung and Jang, 2007)
	CS2	I was in a good mood overall after visiting the restaurant.	
	CS3	I am happy I dined at the restaurant.	
	CS4	I think that choosing to eat at the restaurant was the appropriate decision.	
	CS5	The restaurant has left me with positive impressions.	

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Variables	Items	Measurements	Sources
Hedonic value	HV1	I ate out at restaurant since I could have good feelings.	(Ryu et al., 2010)
	HV2	Dining at the restaurant was fun and pleasant.	
	HV3	I get excited when I search food at the restaurant.	
	HV4	Although the cost is high, I still like to eat out at the restaurant.	
	HV5	Eating-out at the restaurant is my hobby.	
Utilitarian value	UV1	Eating-out at the restaurant was convenient.	(Ryu et al., 2010; Kim and Hall, 2020)
	UV2	Eating-out at the restaurant offers benefits that I need.	
	UV3	Eating-out at the restaurant helps me save time.	
Food quality	FQ1	The food was delicious.	(Namkung and Jang, 2007; Ryu et al., 2012)
	FQ2	The food was nutritious.	
	FQ3	The restaurant served fresh food.	
	FQ4	The flavor and aroma of food are fascinating.	
	FQ5	The cuisine was presented in an eye-catching way.	
	FQ6	Diverse food menu with various choices.	
Atmosphere	AP1	Facilities are completely clean.	(Ryu et al., 2010; Yan et al., 2015)
	AP2	No bad smell or door in dining room.	
	AP3	The space is warm and comfortable.	
	AP4	No annoying ambient noise.	
	AP5	The spatial distance between dining tables ensures Covid-19 prevention.	
Service quality	SQ1	The restaurant served me food exactly as I ordered it.	(Ryu et al., 2012; Chow et al., 2013; Ramseook-Munhurrun, 2012; Liu and Tse, 2018)
	SQ2	The restaurant served food quickly.	
	SQ3	The restaurant provides me accurate bill.	
	SQ4	The restaurant's parking lot is convenient.	
	SQ5	The restaurant has instructions for COVID-19 prevention measures (temperature measurement, hand washing, antiseptic, etc.)	
	SQ6	The staff have knowledge of the menu.	
	SQ7	The staff made me feel comfortable in dealing with them.	
Perceived price	PP1	The food value that I got is fair compared to the price I paid.	(Yüksel and Yüksel, 2003; Ryu et al., 2012; Kim et al., 2009)
	PP2	The price paid for the meal is very reasonable.	
	PP3	The restaurant provides numerous discount choices.	
	PP4	The restaurant provides me great value as compared to others.	
	PP5	Dining experience at the restaurant appears to be a bargain.	

Source: Author's construction

3.3. Statistical data analysis

The survey data underwent coding, recording, and adjustments as necessary. Statistical analytic techniques were then applied to process the data, including descriptive statistics for profiling the subjects and Cronbach's reliability alpha analysis to assess the internal consistency of the questionnaire. Subsequently, both the measurement model and structural equation model were tested. Data analysis was conducted using Smart PLS version 3 and Statistical Package for Social Science (SPSS) software version 22.

4. Results and discussion

The techniques utilized to make the connection between these key characteristics clear are covered in the Results and Discussion section. Initially, confirmatory factor analysis was used to test the measurement model. The factors in the structural model are food quality, atmosphere, service quality, perceived price, utilitarian value, hedonic value, customer satisfaction, revisit intention.

4.1. Measurement model

The internal consistency of the indicators or each examined construct is examined using Cronbach's Alpha. Table 6 displays the computed Cronbach's values, which range from 0.821 to 0.934 and are higher above the advised threshold of 0.70 (Hair, 2011). As a result, each construct was dependable and internally consistent.

According to Hair (2011), standardized factor loadings above 0.70 are recommended for convergent validity. In this study, the factor loadings ranged from 0.773 to 0.925, all significant in the model. Additionally, composite reliability (CR) and average variance extracted (AVE) were assessed to support convergent validity. Table 3 indicates that CR and AVE values exceeded the recommended thresholds, ranging from 0.894 to 0.943 and 0.673 to 0.848, respectively, as suggested by (Hair, 2011). Discriminant validity was evaluated using the latent variable correlation matrix, following the guidelines of (Fornell and Larcker, 1981), where the diagonal items should outweigh the off-diagonal elements.

We used Harman's single factor test to investigate the possibility of common method bias. Using principal components and varimax rotation, an exploratory factor analysis was performed on all the items. The first factor's percentage of variation equaled 46.69%, which is less than 50%, indicating that the extraction cannot be completed. Therefore, it can be said that common method bias did not seem to be a possible issue in this investigation (Cooper et al., 2020).

Table 6: Reliability and validity of the constructs

Construct	Item	Cronbach's Alpha	Standardized Factor loading	Composite Reliability (CR)	Average variance Extracted (AVE)
Food quality (FQ)	FQ1	0.902	0.839***	0.925	0.673
	FQ2		0.809***		
	FQ3		0.857***		
	FQ4		0.863***		
	FQ5		0.773***		
	FQ6		0.777***		
Atmosphere (AP)	AP1	0.907	0.879***	0.932	0.734
	AP2		0.867***		
	AP3		0.891***		
	AP4		0.828***		
	AP5		0.817***		
Service quality (SQ)	SQ1	0.927	0.838***	0.942	0.699
	SQ2		0.844***		
	SQ3		0.843***		
	SQ4		0.776***		
	SQ5		0.822***		
	SQ6		0.851***		
	SQ7		0.874***		
Perceived price (PP)	PP1	0.903	0.850***	0.928	0.722
	PP2		0.855***		
	PP3		0.833***		
	PP4		0.868***		
	PP5		0.841***		
Utilitarian value (UV)	UV1	0.821	0.890***	0.894	0.737
	UV2		0.868***		
	UV3		0.817***		
Hedonic value (HV)	HV1	0.887	0.825***	0.918	0.692
	HV2		0.884***		
	HV3		0.818***		
	HV4		0.817***		
	HV5		0.814***		
Customer satisfaction (CS)	CS1	0.934	0.853***	0.950	0.793
	CS2		0.920***		
	CS3		0.905***		
	CS4		0.890***		
	CS5		0.883***		
Revisit intention (RI)	RI1	0.909	0.921***	0.943	0.848
	RI2		0.925***		
	RI3		0.917***		

Note: *** $p < 0.001$. Source: Data processed by SmartPLS 3.0

Table 7: The latent variable correlation matrix: Discriminant validity

Variables	FQ	AP	SQ	PP	UV	HV	CS	RI
FQ	0.821							
AP	0.767	0.857						
SQ	0.822	0.775	0.836					
PP	0.719	0.762	0.775	0.849				
UV	0.434	0.328	0.387	0.404	0.859			
HV	0.494	0.341	0.432	0.424	0.678	0.832		
CS	0.602	0.474	0.543	0.544	0.645	0.797	0.891	
RI	0.608	0.492	0.575	0.521	0.590	0.701	0.835	0.921

Note: Square root of AVE is on the diagonal.

Source: Data processed by SmartPLS 3.0

4.2. Structural equation model

The structural model's outcomes are performed in Table 8 and Figure 2, and the standardized path coefficient indicates the relationship between the model's structures.

Table 8: Results for Structural equation model

Path	Coefficients	t-value	p-value	Hypothesis	Hypothesis support
Food quality → Utilitarian value	0.331	2.597	0.011	H4a	Supported
Food quality → Hedonic value	0.448	3.801	0.000	H4b	Supported
Atmosphere → Utilitarian value	-0.150	0.887	0.867	H5a	Rejected
Atmosphere → Hedonic value	-0.264	1.523	0.953	H5b	Rejected
Service quality → Utilitarian value	0.326	1.943	0.108	H6a	Rejected
Service quality → Hedonic value	0.325	2.132	0.000	H6b	Supported
Perceived price → Utilitarian value	-0.040	0.173	0.762	H7a	Rejected
Perceived price → Hedonic value	0.003	0.016	0.564	H7b	Rejected
Hedonic value → Customer satisfaction	0.663	13.022	0.000	H3	Supported
Utilitarian value → Customer satisfaction	0.197	3.326	0.003	H2	Supported
Customer satisfaction → Revisit intention	0.835	26.824	0.000	H1	Supported

Source: Data processed by SmartPLS 3.0

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Figure 2: The result of research model
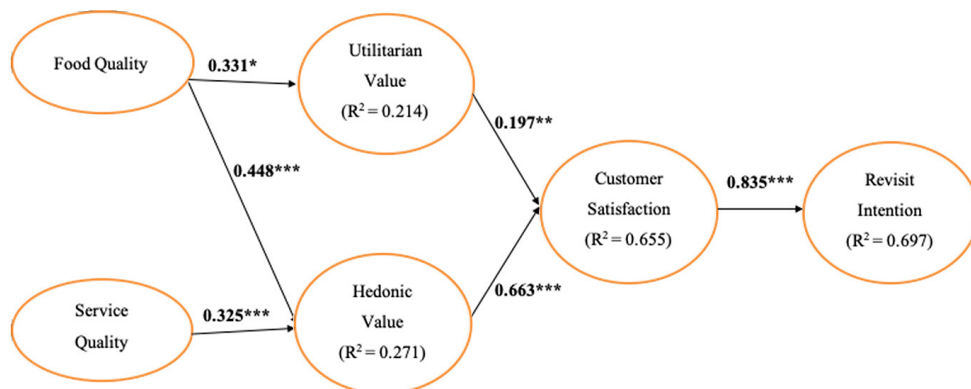
Note: * p<0.05, ** p<0.01, ***p<0. 001

Source: Data processed by SmartPLS 3.0

According to the structural model testing in Figure 2, customer satisfaction (H1: β = 0.835, t = 26.824, p < 0.001) exhibits a significant positive relationship with revisit intention, consistent with previous findings (Ryu et al., 2010; Han et al., 2009). Customer satisfaction, influenced by factors like food quality, atmosphere, service quality, and perceived price, emerges as the key determinant of revisit intention.

Additionally, the analysis reveals significant positive associations between utilitarian (H2: β = 0.197, t = 3.326, p < 0.01) and hedonic shopping values (H3: β = 0.663, t = 13.022, p < 0.001) and customer satisfaction. This aligns with prior research highlighting the impact of utilitarian and hedonic values on customer satisfaction (Ryu et al., 2010), contrasting with Mursid (2023)'s regarding emotional value's influence on revisit intention.

Furthermore, satisfaction (β = 0.835, p < 0.001) is shown to directly influence revisit intention, while both hedonic and utilitarian values indirectly affect revisit intention through customer satisfaction. This supports the contention that perceived value and customer satisfaction are crucial predictors of revisit intention (Ryu et al., 2010). Notably, hedonic value has a more significant impact on customer satisfaction compared to utilitarian value (0.663 vs. 0.197). Food quality and service quality impact hedonic value, with food quality exerting a stronger influence. However, atmosphere and perceived price do not relate to perceived value in the context of customers in Vietnam.

Food quality (H4a: β = 0.331, t = 2.597, p < 0.05), (H4b: β = 0.448, t = 3.801, p < 0.001) strongly impact on both hedonic value and utilitarian value indicated that H4a and H4b were accepted. Through that finding, it revealed food quality had a significant indirect effect on customer satisfaction via perceived value. It is

supported by Hongdiyanto and Liemena (2021) that regularly offering the quality food is important to attract the loyal customers in the food industry according to the satisfaction. The research of Namkung and Jang (2007) also proved the connection between food quality and customer satisfaction. This research pointed out that food quality greatly affects to both utilitarian value and hedonic value. In Vietnam, with the increasing demand for food, the issue of ensuring food hygiene and safety is now more and more alarming than ever. The food safety situation in the country, especially in urban areas, is creating a lot of worries for people, so food safety is becoming increasingly concerned by the consumers. Besides, Vietnamese people in eating have the opinion: delicious, nutritious, cheap so appetizing food is also one of the important factors that help promote the return behaviour of customers.

Regarding H6a and H6b, service quality positively influences hedonic value (H6b: $\beta = 0.325$, $t = 2.132$, $p < 0.001$) but does not affect utilitarian value (H6a: $\beta = 0.326$, $t = 1.943$, $p > 0.05$). However, H5a, H5b, H7a, H7b were rejected due to negative correlations between atmosphere, perceived price, and perceived value (H5a: $\beta = -0.150$), (H5b: $\beta = -0.264$), (H7a: $\beta = -0.040$), (H7b: $p > 0.05$). These results are similarity with some previous studies. For instance, Liu and Jang (2009) found that there is no significant relationship between ambience and perceived value and in other study, it was shown that the atmosphere as ambiance and facility aesthetics had no statistically significant impact on the intention to return (Kement et al., 2021). Lee and Christiarini (2021) implied that atmosphere was found not significant to customer satisfaction. A study by Jang and Namkung (2009) found that the quality of food and service exerts a more substantial influence on young customers' loyalty than price or ambiance alone. Similarly, Ha and Jang (2012) emphasized that the emotional response to the dining experience, such as feelings of satisfaction and delight, plays a critical role in fostering repeat visits, even when traditional variables like atmosphere and price are controlled. This suggests that young customers prioritize intrinsic factors, such as the authenticity of the cuisine or personalized service, over extrinsic elements like pricing or decor when deciding whether to return to a restaurant. These findings indicate the importance of delivering a holistic dining experience to attract and retain younger clientele. Another essential point is that Vietnamese cuisines have been well known for their affordable prices in general, which is largely assumed by customers, specially youngsters (Avieli, 2013; Stutter, 2017).

The multiple R^2 values are 0.271, 0.214, 0.665, and 0.697 for each path of hedonic value, utilitarian value, customer satisfaction, and revisit intention, respectively. Specifically, two exogenous variables explain 27.1% of the variance in hedonic value and one exogenous variable account for 21.4% of the variance in utilitarian value, which in turn explains 65.5% of the variance in customer satisfaction. Customer satisfaction, in turn, explains 69.7% of the variance in revisit intention.

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5. Conclusions

This research aims to identify the factors influencing the level of revisit intention towards restaurants and propose essential improvements. It involves profiling customers, examining the elements impacting value, assessing satisfaction levels, and predicting return behaviour to restaurants. The study offers both academic insights and practical recommendations.

Results indicate that males have a higher intention to revisit restaurants than females. Additionally, demographic factors such as age, income, occupation, frequency of visits, and the amount of money willing to be spent do not show essential differences among groups in returning to use restaurant services.The study makes significant contributions by addressing specific academic gaps in the existing literature regarding factors influencing customer satisfaction and revisiting intention in the context of restaurants. Specifically, it enhances the understanding of how food quality, atmosphere, service quality, and perceived price affect perceived value (both utilitarian and hedonic) and customer satisfaction, which in turn fosters revisit intention. Another one of the key theoretical contributions is the exploration of the dual dimensions of perceived value: utilitarian and hedonic. By drawing from the expectancy-disconfirmation theory and value percept theory, the study provides a nuanced understanding of how different factors influence these two types of value. This approach allows for a more detailed analysis of customer behavior and satisfaction, which is less common in existing literature that often treats perceived value as a monolithic construct. Furthermore, the development and validation of a conceptual model that investigates the relationships between food quality, atmosphere, service quality, perceived price, perceived value (utilitarian and hedonic), customer satisfaction, and revisit intention is another significant theoretical contribution. This model offers a comprehensive framework for future research and practical applications, filling a gap in the theoretical models available for understanding customer behaviour in the restaurant industry.

This study's findings provide some useful management insights.

The findings suggest that male customers have a higher intention to revisit the restaurant than female customers, while other demographic factors such as age, income, occupation, dining frequency, and willingness to pay show no significant differences in revisit intention. This suggests that restaurant should focus on strategies to maintain and enhance male customer revisit while simultaneously addressing factors that may increase revisit intentions among female customers. For male customers, targeted promotions such as sports-themed events, hearty meal options, or drink specials could be effective. To attract more female customers, the restaurant could consider offering health-conscious menu items, creating a more inviting ambiance, or promoting group-friendly dining experiences. Additionally,

maintaining high-quality service, cleanliness, and overall value will appeal universally to all demographic groups.

The study highlights the significant role of food quality in perceived value (Utilitarian Value and Hedonic Value), emphasizing the importance of enhancing sweetness, healthiness, visual appeal, freshness, and customers' sense of health in restaurant menus. Improving food quality involves ensuring fresh and delicious menu options, as well as meticulous attention to ingredient sourcing, food standards, hygiene, and professional food processing techniques. Hedonic value is heavily influenced by service quality, suggesting additional service activities and online information to enhance amusement and customer happiness.

Improving service quality by professionalizing staff and providing modern facilities can lead to better customer reviews and a greater likelihood of revisit intention. Furthermore, although not emphasized in the study, investing in improving dining room space and price competitiveness can enhance the dining experience and attract more customers, especially during special occasions. Marketing activities targeting female consumers and offering discounts, promotions, and gifts are also recommended to boost consumption intentions.

This study aimed to provide accurate insights into existing customers; however, three main limitations should be considered. First, the use of a convenience sample presents challenges, particularly in terms of representativeness. The current study provides valuable insights for theory development and business practice even though representativeness is not a primary concern and the methods used were compliant with approved principles and procedures. Furthermore, it was noted that the sample respondents were predominantly female, and the age range of 20 to 25 years may not fully represent the broader population, potentially affecting the results. Therefore, future research should include samples from a more diverse demographic. Second, this paper focuses solely on a case study in Vietnam, and further studies should consider multi-cultural comparisons across different countries. Third, the relationship between perceived value and revisit intention was only tested indirectly through customer satisfaction. Although there are a few theories that mention that relationship, future studies should investigate this association more thoroughly. Finally, future research should also consider possible mediators and moderators within the model.

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Čimbenici koji utječu na percipiranu vrijednost i namjeru ponovnog posjeta među potrošačima vijetnamskih restorana

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Sažetak

Rastuća bezdimna industrija suočava se s oštrom konkurencijom, što primorava restorane da osmisle učinkovite strategije za zadovoljstvo kupaca i održavanje profitabilnosti. U radu se istražuju čimbenici koji utječu na percipiranu vrijednost kupaca i namjere ponovnog posjeta restoranima. Analizirajući podatke od 211 Vijetnamskih ispitanika koji su u restoranu nedavno večerali koristeći SPSS verziju 22 i Smart PLS 3, utvrđeno je da zadovoljstvo kupaca izravno utječe na namjeru ponovnog posjeta. Štoviše, hedonistička vrijednost i utilitarne vrijednosti neizravno utječu na namjere ponovnog posjeta kroz zadovoljstvo korisnika. Kvaliteta hrane i usluga utječe na hedonističku vrijednost, pri čemu samo kvaliteta hrane utječe na utilitarnu vrijednost. Ostali čimbenici pokazuju slabu korelaciju ili da su loše procijenjeni. Ovo istraživanje doprinosi akademskoj zajednici i praksi rješavanjem prethodnih ograničenja istraživanja i pružanjem praktičnih preporuka za poboljšanje restorana.

Ključne riječi: *namjera ponovnog posjeta, zadovoljstvo korisnika, utilitarna vrijednost, hedonistička vrijednost*

JEL klasifikacija: *L8, M1, M3*

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