



e-ISSN: 2600-7568



Available online at
<https://journal.uitm.edu.my/ojs/index.php/>

**GADING Journal for
the Social Sciences**

GADING Journal for the Social Sciences 29(2) 2026, 293 – 307

The Effects of Restaurant Attributes on Revisit Intention: The Mediating Role of Customer Satisfaction in Midscale Malay Restaurants

Nurul Adibah Norkhalid¹, Sperico Michael Alden Kirap², Tengku Muaz Tengku Bahizalsah³, Shahrool Rezza Salim⁴, Muhammad 'Arif Aizat Bashir^{5*}

1,2,3,4,5 Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, 13500 Permatang Pauh, Pulau Pinang, Malaysia.

ARTICLE INFO

Article history:

Received 28 April 2026
Revised 14 September 2026
Accepted 03 October 2026
Online first 15 October 2026
Published 31 October 2026

Keywords:

food quality
service quality
restaurant atmospheric
customer satisfaction
revisit intention
midscale Malay restaurants

DOI:

<https://doi.org/10.24191/gading.v29i2.889>

ABSTRACT

Despite the rapid expansion of the Malaysian hospitality sector, an empirical research gap remains regarding the specific determinants of loyalty within the midscale Malay restaurant segment. This study addresses this gap by investigating the relationship between restaurant attributes—namely food quality, service quality, and atmosphere—and revisit intention, with a specific focus on the mediating mechanism of customer satisfaction. Grounded in the Theory of Planned Behaviour (TPB), the study adopts a quantitative research design and utilises simple linear regression analysis to examine data collected from 410 respondents in the Klang Valley. The findings indicate that while restaurant attributes significantly influence revisit intention, customer satisfaction serves as a critical mediator in this relationship. This research offers a theoretical contribution by clarifying the cognitive-to-affective-to-behavioural pathway in ethnic dining. Practically, it provides restaurant operators with a strategic roadmap for enhancing service standards and maximising customer retention in a saturated market.

1. INTRODUCTION

The restaurant industry operates in a highly competitive environment where retaining existing customers is important for business continuity and long-term performance. Revisit intention is widely recognised as an important behavioural indicator of customer loyalty because it reflects customers' willingness to return following a previous dining experience (Zanetta et al., 2024; Anuar et al., 2025). In the restaurant context, customers' behavioural intentions can be influenced by various aspects of the dining experience, particularly food quality, service quality, and restaurant atmosphere (Fadzli et al., 2023; Rathnasiri et al., 2025).

^{5*} Corresponding author. Muhammad 'Arif Aizat Bashir *E-mail address:* arif.aizat@uitm.edu.my

Food quality represents the core product of a restaurant and plays an important role in shaping customers' overall dining evaluations. Previous research indicates that food quality is associated with customer satisfaction and behavioural intentions, particularly revisit or repurchase intention (Zanetta et al., 2024; Abd Aziz et al., 2025). Service quality is similarly important as customers evaluate the reliability, responsiveness, assurance, empathy, and tangible aspects of service delivery, which can influence satisfaction and subsequent behavioural responses (Amoozegar et al., 2025; Temel & Şimşek, 2025). Restaurant atmosphere, including ambience, layout, décor, and physical environment, also contributes to customers' dining experiences and has been found to influence satisfaction and behavioural intentions (Rahman et al., 2019; Rathnasiri et al., 2025). Collectively, these restaurant attributes can shape customers' evaluations of their overall dining experience.

Customer satisfaction is particularly relevant because it can explain how restaurant experiences translate into revisit intention. Studies have shown that satisfied customers are more likely to develop favourable behavioural intentions and return to restaurants (Fadzli et al., 2023; Zanetta et al., 2024). Recent research also indicates that customer satisfaction can mediate the relationship between food-related attributes and repurchase intention, suggesting that positive restaurant attributes may encourage repeat patronage partly through increased satisfaction (Abd Aziz et al., 2025). Similar evidence from ethnic restaurant research suggests that service quality can contribute to repeat purchase intention through customer satisfaction (Temel & Şimşek, 2025).

In Malaysia, restaurant research has examined customer satisfaction and revisit intention across different foodservice contexts, including local coffee shops, fast-food restaurants, and Malay food restaurants (Fadzli et al., 2023; Amoozegar et al., 2025). Research specifically on Malay food restaurants has also shown that restaurant attributes play an important role in shaping customer satisfaction (Bashir et al., 2022). However, relatively limited research has examined the combined relationships between food quality, service quality, restaurant atmosphere, customer satisfaction, and revisit intention specifically among midscale Malay restaurants. Earlier research on Malaysian Malay restaurants further highlighted the importance of food, service processes, restaurant environment, and culturally relevant dining elements in shaping customer satisfaction (Ismail, 2012). Therefore, further research is needed to examine whether these restaurant attributes contribute to revisit intention through customer satisfaction within the specific context of midscale Malay restaurants.

The study is supported by the Theory of Planned Behavior (TPB), which provides a theoretical perspective for understanding behavioural intention. In this study, TPB is used as a supporting lens to explain customers' intention to revisit, while restaurant attributes and customer satisfaction are examined as key factors associated with this intention. Since subjective norms and perceived behavioural control are not directly measured, the study does not attempt to test the complete TPB model.

Therefore, this study examines the relationships between food quality, service quality, restaurant atmosphere, customer satisfaction, and revisit intention among customers of midscale Malay restaurants in the Klang Valley. Specifically, the study investigates whether restaurant attributes influence customer satisfaction and revisit intention and whether customer satisfaction mediates the relationship between restaurant attributes and revisit intention. The findings are expected to provide context-specific evidence that can contribute to restaurant management and customer retention strategies in the midscale Malay restaurant sector.

1.1 Research Objectives

The study is guided by the following objectives:

- RO1:** To investigate the effect of restaurant attributes (food quality, service quality, and restaurant atmosphere) on revisit intention at midscale Malay restaurants.
- RO2:** To evaluate the effect of restaurant attributes on customer satisfaction at midscale Malay restaurants.

RO3: To assess the effect of customer satisfaction on revisit intention at midscale Malay restaurants.

RO4: To test the mediating effect of customer satisfaction between restaurant attributes and revisit intention at midscale Malay restaurants.

2. LITERATURE REVIEW

2.1. Restaurant Attributes

Restaurant attributes encompass the key characteristics that shape customers' perceptions of their dining experience, particularly food quality, service quality, and restaurant atmosphere (Alada & Castaño, 2020; Bashir et al., 2022). These attributes do not operate independently but collectively influence customers' overall evaluation of a restaurant and their subsequent behavioural responses (Chun & Nyam-Ochir, 2020; Zanetta et al., 2024). Recent studies continue to identify food, service, and atmosphere as important determinants of customer satisfaction and behavioural intentions across different restaurant contexts (Fadzli et al., 2023; Rarome & Gunawan, 2025; Şahin & Yazıcıoğlu, 2025). Importantly, research specifically involving Malay food restaurants has demonstrated that restaurant attributes are significantly associated with customer satisfaction, highlighting the relevance of these attributes within the Malay dining context (Bashir et al., 2022).

2.2. Food Quality

Food quality represents the core product of a restaurant and includes attributes such as taste, freshness, temperature, nutrition, variety, and presentation (Luong & Hussey, 2022; Hameed & Kakeesh, 2026). Research has consistently shown that food quality is an important determinant of customer satisfaction and behavioural intentions, including revisit and repurchase intentions (Zanetta et al., 2024; Abd Aziz et al., 2025). In the context of Malay restaurants, food quality has also been found to influence customer satisfaction and behavioural intentions, with specific food attributes contributing differently to these outcomes (Bashir et al., 2022). Therefore, consistent food quality is essential for creating positive dining experiences and encouraging repeat patronage.

2.3. Service Quality

Service quality refers to customers' evaluations of how reliably, responsively, and professionally restaurant services are delivered (Tuncer et al., 2020; Amoozegar et al., 2025). It remains an important determinant of customer satisfaction because employees' interactions with customers directly influence perceptions of the overall dining experience (Kukanja & Planinc, 2019; Serhan & Serhan, 2019). Recent evidence further indicates that higher service quality is associated with greater customer satisfaction and behavioural intentions in restaurant settings (Amoozegar et al., 2025; Temel & Şimşek, 2025). Thus, effective service delivery can strengthen customer satisfaction and increase customers' willingness to return.

2.4. Restaurant Atmosphere

Restaurant atmosphere encompasses environmental elements such as ambience, spatial layout, décor, lighting, temperature, and other physical characteristics that shape customers' perceptions of the dining environment (Ngah et al., 2022; Leong et al., 2023). A pleasant atmosphere can enhance the overall dining experience by creating positive emotional and cognitive responses among customers (Lin & Chang, 2020; Rathnasiri et al., 2025). Empirical findings have also demonstrated that atmospheric elements can influence customer satisfaction and behavioural intentions, indicating that the physical environment is an important component of restaurant competitiveness (Rahman et al., 2019; Şahin & Yazıcıoğlu, 2025).

2.5. Revisit Intention

Revisit intention refers to a customer's willingness or likelihood to return to a restaurant following a previous dining experience (Hwang et al., 2022). It is commonly used as an indicator of future behavioural

loyalty because customers who perceive their dining experience positively are more likely to return and engage in favourable behavioural responses (Zanetta et al., 2024; Anuar et al., 2025). Recent restaurant research has further established customer satisfaction as an important predictor of revisit intention, suggesting that positive evaluations of restaurant experiences can encourage repeat patronage (Fadzli et al., 2023; Seo & Lee, 2025). Accordingly, examining the factors that contribute to revisit intention is important for understanding customer retention in the restaurant industry.

2.6. Customer Satisfaction

Customer satisfaction reflects customers' overall evaluation of whether their dining experience meets or exceeds their expectations (Khan et al., 2020; Dam & Dam, 2021). In restaurant settings, satisfaction is an important outcome of customers' evaluations of food, service, and atmospheric attributes (Bashir et al., 2022; Zanetta et al., 2024). Satisfied customers are more likely to develop favourable behavioural responses, including revisit and repurchase intentions (Fadzli et al., 2023; Abd Aziz et al., 2025). Previous research also suggests that satisfaction can function as a mediating mechanism through which restaurant attributes influence behavioural intentions (Bashir et al., 2022; Yuliantoro et al., 2023).

2.7. Study Framework

Figure 1 illustrates the research framework. Based on the literature review, food quality, service quality, and restaurant atmosphere represent the dimensions of restaurant attributes, which function as the independent variable. Customer satisfaction serves as the mediating variable, while revisit intention is the dependent variable.

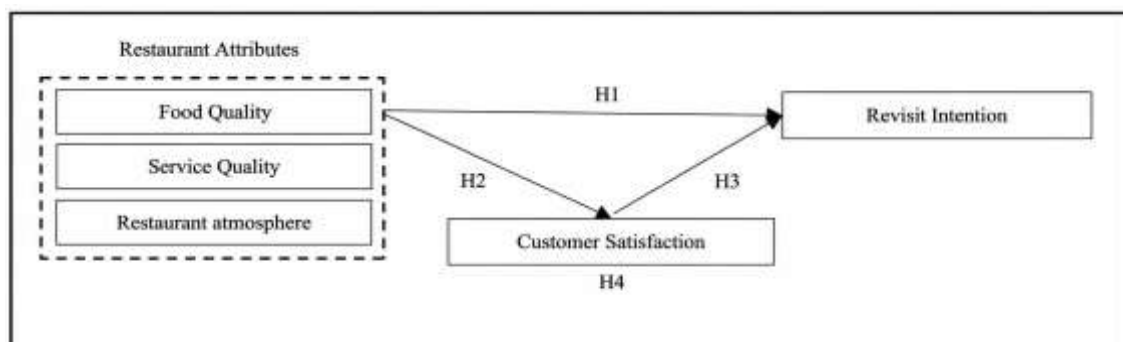


Figure 1. Study Framework

Adapted from Bashir et al. (2022), Rajput and Gahfoor (2020), Banerjee and Singhania (2018), Yan et al. (2015), and Yong et al. (2013), Han and Ryu (2009), and Namkung and Jang (2007)

METHOD

3.1. Research Design and Sampling

This study employed a quantitative, cross-sectional survey design to examine the relationships between restaurant attributes, customer satisfaction, and revisit intention. Data were collected from 410 customers who had recently dined at midscale Malay restaurants in the Klang Valley. Convenience sampling was used to recruit eligible respondents aged 18 to 70 years. Before participation, respondents were informed about the purpose of the study, participation requirements, confidentiality of their responses, and their right to withdraw from the study.

3.2. Instruments

Data were collected using a structured questionnaire consisting of four sections: demographic information, restaurant attributes, customer satisfaction, and revisit intention. Restaurant attributes were operationalised

through three dimensions: food quality, service quality, and restaurant atmosphere. The instrument comprised 12 items measuring restaurant attributes, six items measuring customer satisfaction, and six items measuring revisit intention. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire items were adapted from established measures used in previous restaurant and hospitality studies, including Bashir et al. (2022), Lee et al. (2019), Namin (2017), Ismail et al. (2016), Canny (2014), and Yong et al. (2013). The adaptation of established measurement items was intended to ensure that the constructs were assessed using measures relevant to the restaurant context.

4. FINDING & DISCUSSION

4.1 Data Analysis

Data was analysed using IBM SPSS Version 29. Data analysis was conducted in two stages. First, descriptive statistics were used to examine respondents' profiles and summarise the distribution of the measurement items. Second, simple regression analysis was performed to test the hypothesised relationships among the independent variables (restaurant attributes), the mediating variable (customer satisfaction), and the dependent variable (revisit intention), including the mediating effect.

4.2 Reliability Coefficient

An internal reliability test was conducted during the pilot study to ensure the consistency of the measurement items. Cronbach's alpha was used to assess internal consistency, as it measures the average inter-item correlation within a scale (Chan & Idris, 2017). The results indicated that all constructs exceeded the recommended threshold of 0.70, demonstrating satisfactory reliability. As indicated in Table 1, the reliability test findings for the questionnaire parts examined are as follows.

Table 1. Each Section's Reliability Coefficient

Questionnaire	No. of Items	Cronbach's Alpha
Section B: Restaurant Attributes	12	.916
Section C: Customer Satisfaction	6	.926
Section D: Revisit Intention	6	.968

Cronbach's alpha coefficient values between questionnaire items and dimensions should usually be higher than .7 (Pallant, 2016). As shown in the table above, the coefficients for restaurant attributes, customer satisfaction, and revisit intention were high at .916, .926, and .968, respectively.

4.3 Respondents' Demographic Profile

Among the 410 respondents, slightly more were female (52.7%) than male (47.3%). The majority were aged 20–29 years (31.5%), followed by 30–39 years (29.5%) and 40–49 years (21.0%). Most respondents reported a monthly income of RM3,001–RM4,000 (27.1%), and over half were married (53.4%).

4.4 Descriptive Statistics

Table 2 below presents the descriptive statistics of the respondents:

Table 2. Overall Descriptive Statistics for Each Section

	<i>N</i>	Minimum	Maximum	<i>M</i>	<i>SD</i>
Restaurant Attributes	410	1.00	5.00	4.27	.696
Customer Satisfaction	410	2.00	5.00	4.42	.594
Revisit Intention	410	1.83	1.83	4.40	.642

Restaurant attributes recorded the highest mean score ($M = 4.27$, $SD = 0.696$), followed by revisit intention ($M = 4.40$, $SD = 0.642$) and customer satisfaction ($M = 4.42$, $SD = 0.594$). Overall, the results indicate high agreement among respondents across all constructs.

4.5 Simple Regression Analysis

Simple regression analysis examines the effect of a predictor variable on a specific outcome variable (Altman & Krzywinski, 2015). Unlike correlation analysis, which measures the strength of association between two variables, regression determines the influence of one variable on another.

Table 3. Model 1 –Effects of Restaurant Attributes on Revisit Intention

Predictor Variable	B	SE B	β (Beta)
Constant	1.628	.141	
Restaurant Attributes	.649	0.33	.703***

Note: $R^2 = .494$, *** $p < .001$.

The results of the simple linear regression analysis indicate that restaurant attributes (food quality, service quality, and restaurant atmosphere) significantly predict revisit intention ($\beta = .703$, $p < .001$). The model accounts for 49.4% of the variance in revisit intention ($R^2 = .494$), indicating strong explanatory power.

Table 4. Model 2 –Effects of Restaurant Attributes on Customer Satisfaction

Predictor Variable	B	SE B	β (Beta)
Constant	1.595	.115	
Restaurant Attributes	.663	0.27	.776***

Note: $R^2 = .602$, *** $p < .001$.

The results of the simple linear regression analysis indicate that restaurant attributes (food quality, service quality, and restaurant atmosphere) significantly predict customer satisfaction ($\beta = .776$, $p < .001$). The model accounts for 60.2% of the variance in customer satisfaction ($R^2 = .602$), indicating strong explanatory power.

Table 5. Model 3 –Effects of Customer Satisfaction on Revisit Intention

Predictor Variable	B	SE B	β (Beta)
Constant	.191	.114	
Customer Satisfaction	.951	0.25	.880***

Note: $R^2 = .774$, *** $p < .001$.

The results of the simple linear regression analysis indicate that customer satisfaction significantly predicts revisit intention ($\beta = .880$, $p < .001$). The model accounts for 77.4% of the variance in revisit intention ($R^2 = .774$), indicating very strong explanatory power.

4.6 Sobel Test

The Sobel test uses the unstandardized regression coefficients and their standard errors to examine mediation effects. It functions like a t-test to determine whether the independent variable's indirect effect on the dependent variable via the mediator is statistically significant. In other words, it tests whether the effect of the independent variable decreases significantly after the mediator is included in the model.

Table 6. Sobel Test Statistic

Description	Result
IV > Med B	0.663
Med > DV B	0.951
IV > Med SE	0.027
Med > DV SE	0.025
Sobel test statistics (z-value)	20.631
One-tailed probability	0.000
Two-tailed probability	0.000
Significant	Yes

Note: *p<.05, **p<.01, ***p<0.001

The results of the Sobel test indicate that customer satisfaction significantly mediates the relationship between restaurant attributes and revisit intention ($z = 20.631$, $p < .001$). Restaurant attributes positively influence customer satisfaction ($B = .663$, $t = 24.84$), and the indirect effect on customer satisfaction is significant. These findings confirm the mediating role of customer satisfaction in explaining customers' revisit intention toward midscale Malay restaurants.

The findings indicate that restaurant attributes, particularly food quality, service quality, and atmosphere, positively influence customer satisfaction, which, in turn, drives revisit intention. In a competitive dining environment, customers expect enjoyable experiences supported by high-quality products and services. When these expectations are met, satisfaction increases, leading to stronger intentions to return. Thus, customer satisfaction serves as a crucial mechanism through which restaurant attributes enhance repeat patronage and long-term business sustainability.

4.7 Restaurant Attributes (Food Quality, Service Quality, and Restaurant Atmosphere) Affecting Revisit Intention

Table 7. Research Objective 1, Research Question 1, and Hypothesis 1

Research Objective 1	Research Question 1
To investigate the effect of restaurant attributes (food quality, service quality, and restaurant atmosphere) on revisit intention at midscale Malay restaurants.	What is the effect of restaurant attributes (food quality, service quality, and restaurant atmosphere) on revisit intention at midscale Malay restaurants?
Hypothesis 1: Restaurant attributes (food quality, service quality, and restaurant atmosphere) have a positive effect on revisit intention at midscale Malay restaurants.	

The findings are consistent with prior studies (Chun & Nyam-Ochir, 2020; Liu & Tse, 2018) and demonstrate that restaurant attributes have a positive, statistically significant effect on revisit intention. Offering high-quality food, service, and atmosphere increases customers' likelihood of returning (Choi et al., 2022).

Consequently, these findings and discussions from previous researchers supported the notion that restaurant attributes impact consumer revisit intention through the features and characteristics offered. Customers are more likely to return to a restaurant if it meets their expectations, especially when it comes to high-quality service.

The strong beta value indicates a substantial predictive relationship, emphasizing the importance of maintaining superior restaurant attributes. When customers' expectations are met or exceeded, they are more inclined to revisit, reinforcing the role of restaurant attributes in enhancing behavioural intentions and supporting long-term customer retention.

4.8 Restaurant Attributes (Food Quality, Service Quality, and Restaurant Atmosphere) Affecting Customer Satisfaction

Table 8. Research Objective 2, Research Question 2, and Hypothesis 2

Research Objective 2	Research Question 2
To evaluate the effect of restaurant attributes (food quality, service quality, and restaurant atmosphere) on customer satisfaction at midscale Malay restaurants.	What is the effect of restaurant attributes (food quality, service quality, and restaurant atmosphere) on customer satisfaction at midscale Malay restaurants?
Hypothesis 2: Restaurant attributes (food quality, service quality, and restaurant atmosphere) have a positive effect on customer satisfaction at midscale Malay restaurants.	

Consistent with prior studies by Bashir et al. (2022), Mannan et al. (2019), and Karasakal et al. (2022), the findings indicate that restaurant attributes significantly and positively influence customer satisfaction. Food quality, service quality, and atmosphere are critical determinants of customers' dining evaluations. This finding demonstrates a strong positive relationship between restaurant attributes comprising food quality, service quality, and atmosphere, and customer satisfaction.

Food quality, service quality, and restaurant atmosphere are decisive drivers of customer satisfaction. In a highly competitive industry where customers have abundant dining choices, expectations for excellent food, superior service, and a pleasant environment are higher than ever. These core attributes shape the overall dining experience, making it imperative for restaurant managers to enhance them to secure customer satisfaction and remain strategically competitive.

4.9 Customer Satisfaction Affecting Revisit Intention

Table 9. Research Objective 3, Research Question 3, and Hypothesis 3

Research Objective 3	Research Question 3
To assess the effect of customer satisfaction on revisit intention at midscale Malay restaurants.	What is the effect of customer satisfaction on revisit intention at midscale Malay restaurants?
Hypothesis 3: Customer satisfaction has a positive effect on revisit intention at midscale Malay restaurants.	

The findings confirm that customer satisfaction significantly influences revisit intention, consistent with earlier studies by Anggraeni et al. (2020), Sriyalatha & Kumarasinghe (2021), and Turhan and Özbek (2013). Higher satisfaction strengthens customer commitment and increases the likelihood of returning to the restaurant.

These findings demonstrate a strong and positive relationship between customer satisfaction and revisiting intention. The high beta indicates that satisfaction is a powerful determinant of customers' intention to return to the restaurant. This implies that satisfied customers are highly likely to revisit, reinforcing the importance of enhancing satisfaction to ensure repeated customers and long-term business sustainability.

High-quality restaurant attributes create satisfying dining experiences that directly influence customers' decisions to return. The greater the satisfaction, the stronger the revisit intention. As satisfaction is a key antecedent of repeat patronage, restaurants must consistently deliver superior food, service, and atmosphere to retain customers. In a competitive market where choices are abundant, securing revisit intention is critical. Once lost, it is difficult to regain, thus making customer satisfaction a strategic priority for long-term success.

4.10 Customer Satisfaction as a Mediator between Restaurant Attributes and Revisit Intention

Table 10. Research Objective 4, Research Question 4, and Hypothesis 4

Research Objective 4	Research Question 4
To test the mediating effect of customer satisfaction between restaurant attributes and revisit intention at midscale Malay restaurants.	Is customer satisfaction a mediating factor between restaurant attributes and revisit intention at midscale Malay restaurants?
Hypothesis 4: Customer satisfaction has a positive mediating effect between restaurant attributes and revisit intention at midscale Malay restaurants.	

Consistent with Adekunle and Jones (2018) and Kuo et al. (2009), customers who experience fulfillment of expectations are more likely to be satisfied and develop revisit intentions. The findings confirm that restaurant attributes (food quality, service quality, and atmosphere) positively influence customer satisfaction, which, in turn, drives revisit intention.

In a competitive dining environment, customers expect enjoyable experiences supported by high-quality products and services. When these expectations are met, satisfaction increases, leading to stronger intentions to return. Thus, customer satisfaction serves as a crucial mechanism through which restaurant attributes enhanced repeat customer and long-term business sustainability.

Customer satisfaction is a decisive factor in sustaining competitiveness and long-term success in the restaurant industry. When restaurants consistently meet or exceed customers' expectations, they cultivate loyal supporters who enhance profitability and brand image. As customers become more informed and selective, understanding their needs is crucial. Delivering memorable and satisfying dining experiences strengthens positive perceptions and significantly increases the likelihood of revisiting intention.

5. LIMITATION AND FUTURE RESEARCH

Several limitations should be acknowledged. First, the use of convenience sampling and the focus on midscale Malay restaurants in the Klang Valley may limit the generalisability of the findings to other restaurant segments and geographical contexts. Future studies could employ probability-based sampling and include other regions of Malaysia, including Sabah and Sarawak, to provide broader evidence across different restaurant and cultural contexts. Second, the cross-sectional design captures customer perceptions at a single point in time and does not establish temporal causality or confirm whether revisit intention translates into actual repeat visits. Longitudinal studies could therefore examine how customer satisfaction and revisit intention develop over time. Third, the present model focuses on food quality, service quality, restaurant atmosphere, customer satisfaction, and revisit intention. Future research could extend the model by incorporating other relevant factors, such as price/value, restaurant reputation, brand image, electronic word-of-mouth, convenience, and customer engagement. Finally, although the Theory of Planned Behavior provides a supporting theoretical perspective, the present study does not measure all of its core constructs. Future research could examine the complete TPB framework or compare it with alternative perspectives, such as the Stimulus–Organism–Response framework, to provide a broader understanding of restaurant revisit behaviour.

6. CONCLUSION

This study examined the relationships between restaurant attributes, customer satisfaction, and revisit intention among customers of midscale Malay restaurants in the Klang Valley. The findings demonstrate that food quality, service quality, and restaurant atmosphere are important factors influencing customers' revisit intention, while customer satisfaction plays a significant mediating role in this relationship. These findings highlight that positive evaluations of the overall dining experience can strengthen customer satisfaction and, consequently, encourage repeat patronage.

The study contributes to the restaurant and hospitality literature by providing context-specific evidence on the role of restaurant attributes and customer satisfaction in explaining revisit intention within midscale

Malay restaurants. By focusing on a specific ethnic restaurant context, the study extends previous research that has predominantly examined broader restaurant categories and demonstrates the importance of considering food, service, and atmospheric attributes collectively when understanding customer retention.

From a managerial perspective, the findings suggest that restaurant operators should maintain consistent food quality, reliable service delivery, and a pleasant dining environment to enhance customer satisfaction and encourage repeat visits. Particular attention should be given to service performance, staff responsiveness, and the maintenance of an appealing restaurant atmosphere, as these elements contribute to customers' overall dining evaluations. Overall, strengthening the quality of the dining experience through these key restaurant attributes can support customer satisfaction, repeat patronage, and the long-term competitiveness of midscale Malay restaurants.

7. ACKNOWLEDGEMENTS/FUNDING

The authors would like to express their sincere gratitude to Universiti Teknologi MARA Cawangan Pulau Pinang for their support and resources in conducting this study. Special thanks to all participants and colleagues who contributed valuable insights and feedback throughout the research process.

8. CONFLICT OF INTEREST STATEMENT

The authors declare that there are no financial, personal, or professional relationships that could be perceived as influencing the research reported in this manuscript. The research was conducted independently, and the authors have no competing interests to disclose.

9. AUTHORS' CONTRIBUTIONS

Nurul Adibah Norkhalid: conceptual development of the study, research design, data collection, data analysis, and preparation of the initial manuscript draft. **Sperico Michael Alden Kirap:** development of the research framework, data interpretation, and refinement of the manuscript. **Tengku Muaz Tengku Bahizalsah** and **Shahrool Rezza Salim:** data collection, data coding, and statistical analysis using SPSS. **Muhammad 'Arif Aizat Bashir:** supervised the overall research process, validated the methodology and analytical procedures, and provided critical revisions and final approval of the manuscript for publication. All authors have reviewed and approved the final manuscript and accept responsibility for the integrity of the work.

10. DECLARATION OF THE USE OF GENERATIVE AI

During the preparation of this work, the author(s) used Google NotebookLM to assist with the organization, synthesis, and review of information from the materials provided, and Grammarly to assist with grammar, spelling, language, and writing style. After using these tools/services, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

11. DATA AVAILABILITY/ SUPPLEMENTARY MATERIALS

The data that support the findings of this study are available from the corresponding author upon reasonable request.

12. ETHICS STATEMENT

This study was reviewed and approved by the Faculty Ethics Review Committee (FERC), Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM) (Referral No.: FPHP/FERC/352/2022). The research was conducted in accordance with the approved research proposal and applicable ethical requirements. Informed consent was obtained from the participants, and the anonymity and confidentiality of participants' information were maintained throughout the study.

13. REFERENCES

- Abd Aziz, A., Ahmad, E., & Abd Rahman, R. (2025). The role of food quality in shaping customer satisfaction and repurchase intentions: Insights from Malaysia's street food industry. *International Journal of Management Studies and Social Science Research*, 7(1), 321–330. <https://doi.org/10.56293/ijmsssr.2025.5602>
- Adekunle, S. A., & Jones, O. E. (2018). Modelling repurchase intention among smartphones users in Nigeria. *Journal of Modelling in Management*, 13, 794–814. <https://doi.org/10.1108/JM2-12-2017-0138>
- Alada, K. C. O., & Castaño, M. C. N. (2020). The effects of restaurant attributes on customers' emotions and loyalty. *African Journal of Hospitality, Tourism and Leisure*, 8(Special Issue), 1–10.
- Altman, N., & Krzywinski, M. (2015). Points of significance: Simple linear regression. *Nature Methods*, 12(11), 999–1000. <https://doi.org/10.1038/nmeth.3627>
- Amoozegar, A., Xu, L., Falahat, M., Wang, Y., & Anjum, T. (2025). Service quality and customer satisfaction using SERVQUAL Model: Restaurant industry in Malaysia. *International Journal of Innovative Research and Scientific Studies*, 8(5), 795–811. <https://doi.org/10.53894/ijirss.v8i5.8857>
- Anggraeni, A., Sulisty, L. I. H., & Affandy, N. (2020). The antecedents of satisfaction and revisit intention for full-service restaurants: An empirical study of the food and beverage industry in Jakarta. *International Journal of Asian Business and Information Management*, 11(3), 101–118. <https://doi.org/10.4018/IJABIM.2020070107>
- Anuar, N. F. A. S., Wan-Zainal-Shukri, W., Risfandini, A., Asma, A., Jaafar, S. N., Fathilah, I., & Aisyah, A. N. (2025). Are Asians too polite or is it altruism? Deciphering motivations and positive electronic word-of-mouth of Hipster café dining experience in Malaysia and Indonesia. *Food Research*, 9(2), 111–117. [https://doi.org/10.26656/fr.2017.9\(2\).097](https://doi.org/10.26656/fr.2017.9(2).097)
- Banerjee, S., & Singhania, S. (2018). Determinants of customer satisfaction, revisit intentions and word of mouth in the restaurant industry: Study conducted in selective outlets of South Kolkata. *International Journal of Management Studies*, 5(3), 1–12.
- Bashir, M. A. A., Majid, H. N. A., Norkhalid, N. A., Zahari, M. S. M., & Ismail, H. (2022). What makes customer satisfied? Investigating the role of restaurant attributes at Malay food restaurants. *Journal of Tourism, Hospitality & Culinary Arts*, 14(1), 74–84.
- Bhatt, J., Stoner, C. R., Scior, K., & Charlesworth, G. (2021). Adaptation and preliminary psychometric properties of three self-stigma outcome measures for people living with dementia. *BMC Geriatrics*, 21(1), 34. <https://doi.org/10.1186/s12877-020-01983-0>
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25–29. <https://doi.org/10.7763/IJIMT.2014.V5.480>
- Chan, L. L., & Idris, N. (2017). Validity and reliability of the instrument using exploratory factor analysis and Cronbach's alpha. *International Journal of Academic Research in Business and Social Sciences*, 7(10), 400–410. <https://doi.org/10.6007/IJARBSS/v7-i10/3387>
- Choi, H., Joung, H. W., Choi, E. K., & Kim, H. S. (2022). Understanding vegetarian customers: The effects of restaurant attributes on customer satisfaction and behavioral intentions. *Journal of Foodservice Business Research*, 25(3), 353–376. <https://doi.org/10.1080/15378020.2021.1948296>
- Chun, S. H., & Nyam-Ochir, A. (2020). The effects of fast-food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. *Sustainability*, 12(18), 7435. <https://doi.org/10.3390/su12187435>

- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Fadzli, N. H. A. M., Anuar, J., & Ferdian, F. (2023). Factors influencing customer satisfaction and revisit intention: Evidence from Klang Valley customers of local coffee shop in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 13(9), 1100–1111. <https://doi.org/10.6007/IJARBS/v13-i9/16625>
- Hameed, A. A., & Kakeesh, D. F. (2026). Beyond taste: The interplay of food attributes, storytelling, and revisit intention in the Jordanian restaurant industry. *Journal of Sensory Studies*, 41(1), e70105. <https://doi.org/10.1111/joss.70105>
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33, 487–510. <https://doi.org/10.1177/1096348009344212>
- Hwang, Y., Wang, X., & Guchait, P. (2022). When observers of customer incivility revisit the restaurant: Roles of relationship closeness and norms. *International Journal of Contemporary Hospitality Management*, 34(9), 3328–3347. <https://doi.org/10.1108/IJCHM-12-2021-1490>
- Ismail, S. (2012). *Customer satisfaction of dining experience in Malaysian Malay restaurants* [Doctoral dissertation, Bournemouth University]. Bournemouth University Research Online. <https://eprints.bournemouth.ac.uk/20751/>
- Ismail, T. A. T., Muhammad, R., Yusoff, N. M., & Shariff, M. S. M. (2016). The myth and reality of hotel brand and food quality: The case of hotel restaurants in Malaysia. *Procedia - Social and Behavioral Sciences*, 222, 382–389. <https://doi.org/10.1016/j.sbspro.2016.05.187>
- Karasakal, S., Doğan, O., & Gazelci, S. C. (2022). Examining the impacts of restaurant attributes on satisfaction and storytelling: The case of Turkey. *Advances in Hospitality and Tourism Research*, 10(2), 307–326. 10(4), 559–579. <https://doi.org/10.30519/ahtr.925858>
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2020). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *Journal of Relationship Marketing*, 21(1), 1–26.
- Kim, W. G., Ng, C. Y. N., & Kim, Y. S. (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. *International Journal of Hospitality Management*, 28(1), 10–17. <https://doi.org/10.1016/j.ijhm.2008.03.005>
- Kukanja, M., & Planinc, T. (2019). Cost-effective service excellence: Exploring the relationships among restaurants' operational efficiency, size and service quality. *The South East European Journal of Economics and Business*, 14(2), 67–81. <https://doi.org/10.2478/jeb-2019-0014>
- Kuo, Y., Wu, C., & Deng, W. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25, 887–896. <https://doi.org/10.1016/j.chb.2009.03.003>
- Lee, J. H., Mustapha, A., & Hwang, J. (2019). Enhancing ethnic restaurant visits and reducing risk perception: The effect of information and protection motivation. *Journal of Hospitality and Tourism Insights*, 2(4), 341–359. <https://doi.org/10.1108/JHTI-10-2018-0068>
- Leong, A., Chen, K.-Y., Chen, H.-B., Chiang, T.-E., & Huan, T.-C. (2023). Exploring the effects of customers' assessments of a restaurant's atmospherics and emotional assessments on a fine-dining experience and intentions to return. *Tourism Management Perspectives*, 47, 101121. <https://doi.org/10.1016/j.tmp.2023.101121>

- Lin, S. Y., & Chang, C. C. (2020). Tea for well-being: Restaurant atmosphere and repurchase intention for hotel afternoon tea services. *Sustainability*, 12(3), 778. <https://doi.org/10.3390/su12030778>
- Liu, P., & Tse, E. C. Y. (2018). Exploring factors on customers' restaurant choice: An analysis of restaurant attributes. *British Food Journal*, 120(10), 2289–2303. <https://doi.org/10.1108/BFJ-10-2017-0561>
- Luong, T. L. A., & Hussey, J. (2022). Customer satisfaction with food quality in buffet restaurants in Vietnam. *Events and Tourism Review*, 5(1), 25–38. <https://doi.org/10.18060/26117>
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/10.1108/JM2-12-2017-0135>
- Namkung, Y., & Jang, S. C. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387–409. <https://doi.org/10.1177/1096348007299924>
- Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34, 70–81. <https://doi.org/10.1016/j.jretconser.2016.09.008>
- Ngah, H. C., Rosli, N. F. M., Lotpi, M. H. M., Samsudin, A., & Anuar, J. (2022). A review on the elements of restaurant physical environment towards customer satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 12(10), 1659–1673. <https://doi.org/10.6007/IJARBS/v12-i11/15621>
- Pallant, J. (2016). *SPSS survival manual: A step-by-step guide to data analysis using SPSS program* (6th ed.). McGraw-Hill Education.
- Rahman, N. A. A., Morshidi, D. N. N. H. A., Hussein, N., & Rusdi, S. D. (2019). Relationship of service quality, food quality, price, physical environment and customer satisfaction: An empirical evidence of a fast food restaurant in Malaysia. *Malaysian Journal of Business and Economics*, Special Edition(2), 197–211. <https://doi.org/10.51200/mjbe.v0i0.2128>
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1–12. <https://doi.org/10.1186/s43093-020-00021-0>
- Rarome, J. M., & Gunawan, H. M. (2025). The influence of quality, price, and atmosphere on customer loyalty through satisfaction at Lime Restaurant. *International Journal of Economics, Accounting and Management*, 3(1), 55–67. <https://doi.org/10.60076/ijeam.v1i6.1138>
- Rathnasiri, M. S. H., Kumar, P., Aggarwal, B., Nair, K., & Dewasiri, N. J. (2025). Influences of atmospherics on customer satisfaction and behavioural intentions in the restaurant industry: Evidence from an emerging economy. *PLOS ONE*, 20(4), e0319948. <https://doi.org/10.1371/journal.pone.0319948>
- Şahin, E. Ö., & Yazıcıoğlu, İ. (2025). Restaurant atmosphere and behavioral intention. *Gaziantep University Journal of Social Sciences*, 24(1), 1–18. <https://doi.org/10.21547/jss.1529621>
- Serhan, M., & Serhan, C. (2019). The impact of food service attributes on customer satisfaction in a rural university campus environment. *International Journal of Food Science*, Article ID 2154548, 1–11. <https://doi.org/10.1155/2019/2154548>
- Seo, K.-H., & Lee, J. (2025). The impact of service quality on perceived value, image, satisfaction, and revisit intention in robotic restaurants for sustainability. *Sustainability*, 17(16), 7422. <https://doi.org/10.3390/su17167422>
- Sriyalatha, M. A. K., & Kumarasinghe, P. J. (2021). Customer satisfaction and revisit intention towards fast food restaurants in Sri Lanka. *International Journal of Research and Innovation in Social Science*, 5(7), 159–164. <https://doi.org/10.31033/ijemr.11.5.12>

- Temel, B., & Şimşek, A. (2025). The effect of ethnic restaurant visitors' service quality perception on repeat purchase intention and customer satisfaction: An ethnic restaurant example. *OPUS Journal of Society Research*, 22(5), 965–980. <https://doi.org/10.26466/opusjsr.1748678>
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2020). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 491–516. <https://doi.org/10.1080/1528008X.2020.1802390>
- Turhan, G., & Özbek, A. (2013). Factors affecting consumers' behavioural intention towards apparel stores: A test of the mediating role of brand satisfaction. *Fibres & Textiles in Eastern Europe*, 1(97), 7–13.
- Yan, X., Wang, J., & Chau, M. (2015). Customer revisit intention to restaurants: Evidence from online reviews. *Information Systems Frontiers*, 17(3), 645–657. <https://doi.org/10.1007/s10796-013-9446-5>
- Yong, C. K., Siang, D. O. C., Lok, T. K., & Kuan, W. Y. (2013). Factors influencing dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurants [Unpublished research project]. Universiti Tunku Abdul Rahman. <http://eprints.utar.edu.my/1064/>
- Yuliantoro, N., Juliana, J., Laurenzia, S., & Tanzil, S. T. (2023). Antecedents of revisit intention with mediated customer satisfaction: A study on millennial consumer behaviour at theme restaurant in Jakarta. *Jurnal Ilmiah Global Education*, 4(4). <https://doi.org/10.55681/jige.v4i4.1469>
- Zanetta, L. D., Xavier, M. C., Hakim, M. P., Stedefeldt, E., Zanin, L. M., Medeiros, C. O., & da Cunha, D. D. (2024). How does the consumer choose a restaurant? An overview of the determinants of customer satisfaction. *Food Research International*, 186, 114369. <https://doi.org/10.1016/j.foodres.2024.114369>



© 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY-NC-ND) license (<http://creativecommons.org/licenses/by/4.0/>).

About the Authors

Nurul Adibah Norkhalid is a Researcher and Doctoral Candidate at Universiti Teknologi MARA Cawangan Pulau Pinang, holding a Master of Gastronomy and a Bachelor of Science in Culinary Arts Management. Her primary research activity centers on the socioeconomics of urban food insecurity, food system accessibility, and the mediating role of financial literacy in low-income Malaysian households. She can be reached via email at nuruladibah@uitm.edu.my.

Sperico Anak Michael Alden Kirap is a Senior Academic at Universiti Teknologi MARA Cawangan Pulau Pinang, holding a Master in Gastronomy and a Bachelor of Science in Culinary Arts Management. His main research focus encompasses gastronomic tourism, Indigenous foodways, food delivery service evaluation, and hospitality service quality. He has published in various academic journals and proceedings on consumer behaviour in food delivery platforms, Indigenous Penan culinary traditions, food waste reduction behaviours, and hotel service delivery models. He can be reached via email at sperico.michael@uitm.edu.my.

Tengku Muaz Tengku Bahizalsah is a Researcher and Doctoral Candidate at Universiti Teknologi MARA Cawangan Pulau Pinang, holding a Master of Science in Foodservice Management. His research focuses on culinary heritage preservation, consumer behaviour, and the accessibility and awareness of local traditional heritage foods among youth. He can be reached via email at tengkumuaz@uitm.edu.my.

Shahrool Rezza Salim is a Researcher and Academic at Universiti Teknologi MARA Cawangan Pulau Pinang, holding a Master in Hospitality Management. His research activities center on street food safety and hygiene, innovative food technologies such as retort processing for community entrepreneurship, and digital ordering adoption in dining establishments. His research outputs include journal publications on street food vendor hygiene standards, digital menu readiness, and texture-modified food innovations. He can be reached via email at shahrool@uitm.edu.my.

Muhammad 'Arif Aizat Bashir, PhD is a Senior Academic at Universiti Teknologi MARA Cawangan Pulau Pinang, holding a PhD in Hotel and Tourism Management and a Master of Foodservice Management. His primary research activities focus on heritage food sustainability, functional foods, customer experience mapping, food service management, and food safety. He has published extensively on these subjects in indexed journals and proceedings, covering topics such as Malaysian heritage food preservation, nutrition labeling influence, digital menu integration, and service quality in hospitality. He can be reached via email at arif.aizat@uitm.edu.my.