

SERVICE QUALITY AND SOCIAL MEDIA MARKETING ACTIVITIES AS DETERMINANTS OF REVISIT INTENTION: CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

Regina¹, Agus Setyo Pranowo², Sufrin Hannan³
Postgraduate Program, Universitas Pakuan, Bogor

E-mail: ¹⁾ reginaagatha88@gmail.com, ²⁾ agussetyo@unpak.ac.id,
³⁾ sufrinhannan@unpak.ac.id

Submitted:
7 June 2026

Revised:
16 June 2026

Accepted:
24 June 2026

Abstract

This study examines service quality and social media marketing activities as determinants of revisit intention, with customer satisfaction as an intervening variable at Flui Restaurant & Cafe Bogor. The research was motivated by the decline in customer visits despite the restaurant's strategic location, unique waterfall concept, and active social media promotion. A quantitative explanatory approach was applied using a cross-sectional survey of 400 customers who had visited Flui Restaurant & Cafe Bogor. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Structural Equation Modeling with LISREL 8.80. The results show that service quality has a positive and significant effect on customer satisfaction and revisit intention. Social media marketing activities also have a positive and significant effect on customer satisfaction and revisit intention. Furthermore, customer satisfaction significantly influences revisit intention and partially mediates the relationship between service quality and revisit intention, as well as between social media marketing activities and revisit intention. These findings indicate that increasing revisit intention requires an integrated strategy involving consistent service quality, interactive social media marketing, and customer satisfaction improvement.

Keywords: *Customer satisfaction; Revisit intention; Service Quality; Social Media Marketing Activities; Structural Equation Modeling*

1. INTRODUCTION

The food and beverage service industry has become one of the most dynamic sectors in Indonesia's service economy. Beyond its function as a provider of daily consumption needs, the restaurant and café business now represents lifestyle, leisure, social interaction, family gathering, and digital-era consumption experience. The expansion of this sector is reflected in national statistical data. Statistics Indonesia reported that food and beverage service businesses reached 4.85 million units in 2023, increasing by 21.13% compared with 4.01 million units in 2016. The same report also indicated that restaurants and eating houses accounted for 24.75% of total food and beverage service businesses, while total sales reached IDR 998.37 trillion in 2023 (Badan Pusat Statistik, 2024). More recent data show that the

number of food and beverage service businesses continued to increase to 5.28 million units in 2024 (Badan Pusat Statistik, 2025). These figures indicate that the sector offers considerable market potential, but at the same time creates increasingly intense competition among restaurants and cafés.

The competitiveness of the restaurant industry is also visible at the regional level, particularly in West Java. As one of the provinces with a high concentration of culinary businesses, West Java has experienced continuous growth in restaurants, eating houses, and cafés across districts and cities. The official Open Data Jabar dataset records the number of restaurants, eating houses, and cafés by regency/city from 2013 to 2025, indicating that culinary business development has become an important part of regional tourism and creative economy activities (Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat, 2025). Bogor, located near Jakarta and known as one of West Java's main culinary and tourism destinations, has become a highly competitive market for restaurants and cafés. In this context, restaurant survival depends not only on attracting first-time visitors but also on maintaining customer satisfaction and encouraging revisit intention.

Changes in consumer lifestyle have also transformed the way restaurants compete. Millennials and Generation Z customers increasingly perceive dining not merely as a functional activity but as an experience involving atmosphere, visual appeal, social media exposure, service interaction, and emotional satisfaction. Restaurants are therefore expected to offer not only good food, but also reliable service, attractive facilities, unique concepts, and digital engagement. Previous studies have shown that restaurant service quality, food quality, physical environment, and customer satisfaction are positively associated with revisit intention (Chun & Nyam-Ochir, 2020; Rajput & Gahfoor, 2020). In service businesses, revisit intention is a critical behavioral response because it indicates the customer's willingness to return, recommend, and maintain a relationship with the service provider.

Alongside service quality, social media marketing activities have become a strategic determinant of customer behavior in the restaurant industry. Social media enables restaurants to communicate brand identity, display menu visualization, promote events, interact with customers, manage electronic word-of-mouth, and shape customer expectations before the actual dining experience. In hospitality and coffee shop contexts, social media marketing activities have been found to influence revisit intention through brand-related mechanisms such as trust and loyalty (Ibrahim et al., 2021). Other studies also emphasize that electronic word-of-mouth and social media-based information can significantly influence consumers' revisit intention because customers increasingly rely on online reviews, digital recommendations, and visual content before making consumption decisions (Azhar et al., 2022). However, strong social media promotion will not automatically generate repeat visits if the service experience does not meet customer expectations. This makes customer

satisfaction an important intervening variable linking service quality and social media marketing activities to revisit intention.

Flui Restaurant & Cafe Bogor provides a relevant empirical setting for examining this issue. The restaurant is located at Jl. Binamarga No. 2A, Baranangsiang, Bogor Timur, Kota Bogor, a strategic area that is accessible from major city routes and close to intercity mobility from Jakarta. Flui Restaurant & Cafe offers a distinctive dining concept through its Nusantara menu, modern-tropical interior, indoor and outdoor seating areas, and a mini-waterfall feature that resembles the visual atmosphere of Jewel Changi Airport Singapore. This unique selling proposition has positioned Flui as an Instagrammable culinary destination in Bogor. The restaurant has also actively used social media platforms such as Instagram, TikTok, and Facebook to build awareness, display visual content, promote menus, and attract potential customers.

Despite these strengths, internal company data indicate that Flui Restaurant & Cafe has not yet achieved its targeted customer visits. Customer visit data for 2024 and 2025 show a declining trend, particularly when comparing the same months across years. Internal data indicate that visits from January to June 2025 decreased by an average of 18.52% compared with January to June 2024, with the most significant decline occurring in January 2025, where visits dropped by 49.35% compared with January 2024. This condition signals a serious managerial problem because the restaurant operates in a market where competitors continue to grow. If customer visits continue to decline, the restaurant may face operational pressure, weakening revenue stability, and reduced competitiveness.

The decline in customer visits is reinforced by preliminary observations from online customer reviews and internal customer feedback. Several customers reported dissatisfaction related to long service time during peak hours, slow food and beverage delivery, unfriendly waiter responses, mismatched orders, loud live music, menu quality inconsistency, and a perceived gap between social media promotion and actual dining experience. These complaints indicate that the restaurant's digital image may not be fully aligned with the service performance experienced by customers. In service marketing, this expectation–experience gap is crucial because customers evaluate satisfaction based on whether actual performance meets or exceeds prior expectations. When customers feel dissatisfied, their intention to revisit may decline even though the restaurant has strong visual appeal and active digital promotion.

The preliminary survey conducted among 30 respondents further supports this phenomenon. Respondents consisted of customers who had previously visited and customers who were currently dining at Flui Restaurant & Cafe. The results indicate that more than half of respondents showed weak behavioral intention toward the restaurant, including low intention to revisit, low willingness to recommend, low preference compared with nearby

restaurants, and limited interest in trying all facilities and menus offered by Flui Restaurant & Cafe.

Table 1. Preliminary Empirical Problems at Flui Restaurant & Cafe Bogor

Empirical indicator	Main finding	Research relevance
Customer visits	Average decline of 18.52% during January-June 2025 compared with January-June 2024	Indicates weakening revisit behavior and market retention
Largest monthly decline	January 2025 visits declined by 49.35% compared with January 2024	Signals urgent managerial and marketing evaluation
Online review issues	Slow service, unfriendly staff, order mismatch, menu dissatisfaction, loud ambience	Reflects service quality problems affecting satisfaction
Social media-experience gap	Customers perceived that actual service and product quality did not match social media promotion	Indicates possible inconsistency in digital marketing performance
Preliminary survey	More than half of respondents showed low revisit and recommendation intention	Supports the need to examine revisit intention empirically

Source: Data Generated, 2026

Based on these conditions, this study is urgent because it addresses both theoretical and managerial problems. Theoretically, previous studies have examined the influence of service quality on satisfaction and revisit intention, as well as the role of social media marketing in shaping customer behavioral intention. However, limited studies have integrated service quality and social media marketing activities simultaneously as determinants of revisit intention with customer satisfaction as an intervening variable in the context of an independent local restaurant with a strong visual-digital concept. Managerially, Flui Restaurant & Cafe needs evidence-based insight to identify whether declining revisit intention is mainly associated with service quality, social media marketing activities, customer satisfaction, or the interaction among these variables.

Therefore, this study aims to analyze the effect of service quality and social media marketing activities on revisit intention, with customer satisfaction as an intervening variable, at Flui Restaurant & Cafe Bogor. The proposed problem-solving plan is to empirically examine how service quality and social media marketing activities shape customer satisfaction and how satisfaction subsequently influences customers' intention to revisit. The findings are expected to provide strategic recommendations for improving service delivery, aligning social media promotion with actual customer experience, strengthening customer satisfaction, and increasing revisit intention in a competitive culinary business environment.

2. RESEARCH METHOD

This study employed a quantitative explanatory research design. The design was selected because the study was intended not only to describe customer perceptions, but also to explain the causal relationships among service quality, social media marketing activities, customer satisfaction, and revisit intention. The explanatory design is appropriate for testing theoretically developed hypotheses and examining direct and indirect effects among latent variables through statistical modeling (Creswell & Creswell, 2018; Hair et al., 2019). The research was conducted using a cross-sectional approach, in which data were collected at one point in time to capture customers' current perceptions of Flui Restaurant & Cafe Bogor.

The research was carried out at Flui Restaurant & Cafe Bogor, located in Bogor City, West Java, Indonesia. The field research was planned for January to June 2026. The target population consisted of customers who had visited and/or conducted transactions at Flui Restaurant & Cafe Bogor and had knowledge of the restaurant's official social media accounts. This population was considered relevant because respondents needed sufficient experience to evaluate service quality, customer satisfaction, and revisit intention, as well as adequate exposure to assess the restaurant's social media marketing activities.

The sampling technique used in this study was non-probability sampling with a purposive approach, because respondents had to meet characteristics that were directly relevant to the research objectives. The population consisted of customers who had experience with Flui Restaurant & Cafe Bogor and were therefore able to evaluate its service quality, social media marketing activities, customer satisfaction, and revisit intention. Respondents were selected based on three criteria. First, they had visited or were currently visiting Flui Restaurant & Cafe Bogor at least once, ensuring that each participant had direct dining experience. Second, they were at least 17 years old, because respondents in this age category were considered capable of making independent consumption decisions and understanding the questionnaire items. Third, they were able to complete the questionnaire independently. Data were collected through two mechanisms: direct customer intercept at the restaurant and online survey links distributed to eligible customers. The minimum sample size was determined using the Lemeshow formula because the exact number of customers who fulfilled all criteria was not fully known. Using a 95% confidence level, a maximum population proportion of 0.50, and a 5% margin of error, the required sample size was 384.15, rounded to 385 respondents. This number was considered sufficient for structural equation modeling because SEM requires a relatively large sample to ensure stable parameter estimation, adequate statistical power, and reliable evaluation of model fit (Hair et al., 2019; Kline, 2023; Memon et al., 2020). Accordingly, data collection continued until the required sample threshold was fully achieved.

Table 2. Research design summary

Service Quality and Social Media Marketing Activities as Determinants of Revisit Intention: Customer Satisfaction as An Intervening Variable
 Regina et al, 2026

Component	Description
Research approach	Quantitative
Research type	Explanatory research
Time horizon	Cross-sectional
Research object	Flui Restaurant & Cafe Bogor
Unit of analysis	Individual customers
Population	Customers who have visited and/or made transactions at Flui Restaurant & Cafe Bogor and know the restaurant's social media
Sampling technique	Purposive non-probability sampling
Minimum sample size	385 respondents
Data collection technique	Offline and online questionnaire
Measurement scale	Five-point Likert scale
Data analysis technique	Descriptive statistics, validity test, reliability test, SEM-LISREL, and mediation test

Source: Data Generated, 2026

Primary data were collected using a structured questionnaire. The questionnaire contained closed-ended statements related to service quality, social media marketing activities, customer satisfaction, and revisit intention. Each item was measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The Likert scale was used because it enables researchers to quantify customer perceptions and attitudes toward specific service and marketing phenomena. Secondary data were obtained through literature review, internal company data, observation, and internet-based sources relevant to the restaurant industry, digital marketing, and customer behavior.

Table 3. Likert scale measurement

Response category	Code	Score
Strongly agree	SA	5
Agree	A	4
Neutral	N	3
Disagree	D	2
Strongly disagree	SD	1

Source: Data Generated, 2026

The research instrument was developed based on the operational definitions of the variables. Service quality was measured through five dimensions: tangibility, reliability,

responsiveness, empathy, and assurance. Social media marketing activities were measured through entertainment, interaction, trendiness, word-of-mouth, and customization. Customer satisfaction was measured through repurchase-related satisfaction, expectation fulfillment, and overall satisfaction. Revisit intention was measured through attention, interest, desire, and action. The indicators were adapted from established service quality, digital marketing, and customer behavior constructs and adjusted to the context of restaurant customers. Instrument development and validation procedures followed the principle that questionnaire items should represent the theoretical construct being measured and should be tested for validity and reliability before further hypothesis testing (Boateng et al., 2018).

Table 4. Operationalization of research variables

Variable	Code	Role in model	Indicators	Number of valid items
Service quality	SQ / ξ_1	Independent variable	Tangibility, responsiveness, assurance	30
Social media marketing activities	SMMA / ξ_2	Independent variable	Entertainment, trendiness, customization	30
Customer satisfaction	CS / η_1	Intervening variable	Repurchase-related satisfaction, expectation fulfillment, overall satisfaction	17
Revisit intention	RI / η_2	Dependent variable	Attention, interest, desire, action	24

Source: Data Generated, 2026

Before the main data analysis, the questionnaire was tested for validity and reliability. Item validity was examined using Pearson Product Moment correlation by comparing the item-total correlation value with the critical value. Items with an item-total correlation greater than the critical value were considered valid. Reliability was assessed using Cronbach's Alpha, with a minimum acceptable threshold of 0.60. The instrument test showed that all 30 service quality items were valid, all 30 social media marketing activity items were valid, 17 out of 18 customer satisfaction items were valid, and all 24 revisit intention items were valid. The Cronbach's Alpha values for all variables exceeded 0.90, indicating excellent internal consistency.

Table 5. Instrument validity and reliability summary

Variable	Initial items	Valid items	Invalid items	Cronbach's Alpha	Interpretation
Service quality	30	30	0	0.937	Reliable
Social media marketing activities	30	30	0	0.954	Reliable
Customer satisfaction	18	17	1	0.926	Reliable
Revisit intention	24	24	0	0.953	Reliable

Source: Data Generated, 2026

Data analysis was conducted in several stages. First, descriptive statistics were used to describe the demographic characteristics of respondents and the distribution of responses for each variable. Second, prerequisite tests were conducted, including normality, linearity, outlier, and multicollinearity tests. Normality was examined to ensure that the data distribution met the assumptions required for SEM. Linearity was used to verify the linear relationship between exogenous and endogenous variables. Outlier detection was performed to identify extreme responses that could distort model estimation. Multicollinearity was examined to ensure that the independent variables were not highly correlated with each other.

Third, Structural Equation Modeling (SEM) was applied using LISREL 8.80. SEM was selected because the research model involves multiple latent variables, several observed indicators, and simultaneous direct and indirect relationships. SEM enables the researcher to evaluate both the measurement model and the structural model in one integrated analysis (Hair et al., 2019; Kline, 2023). The measurement model was used to test the relationship between latent variables and their indicators, while the structural model was used to test the causal relationships among service quality, social media marketing activities, customer satisfaction, and revisit intention.

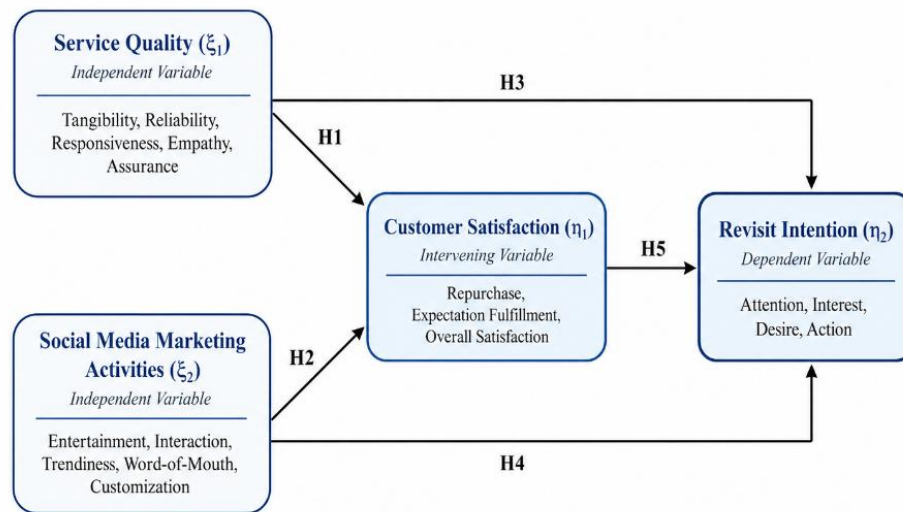


Figure 1. Research Model

Hypothesis testing was conducted at a significance level of 5%. A hypothesis was accepted when the t-value was greater than 1.96 or the probability value was below 0.05. Model fit was evaluated using several goodness-of-fit indices generated by LISREL, including Chi-square, RMSEA, GFI, AGFI, CFI, TLI/NNFI, and SRMR. A model was considered acceptable when the fit indices met the recommended threshold values. The results of SEM were then interpreted to determine the magnitude, direction, and significance of the relationships among variables.

Table 6. Hypothesis testing structure

Hypothesis	Relationship tested	Expected direction
H1	Service quality → Customer satisfaction	Positive
H2	Social media marketing activities → Customer satisfaction	Positive
H3	Service quality → Revisit intention	Positive
H4	Social media marketing activities → Revisit intention	Positive
H5	Customer satisfaction → Revisit intention	Positive
H6	Service quality → Customer satisfaction → Revisit intention	Positive mediation
H7	Social media marketing activities → Customer satisfaction → Revisit intention	Positive mediation

Source: Data Generated, 2026

The final stage of analysis involved translating the empirical findings into managerial recommendations for Flui Restaurant & Cafe Bogor. The recommendations were directed

toward improving service delivery, strengthening alignment between social media promotion and actual dining experience, increasing customer satisfaction, and encouraging customer revisit intention in a competitive restaurant market.

3. RESULTS AND DISCUSSION

3.1. Respondent Characteristics

This study analyzed 400 valid responses from customers who had visited Flui Restaurant & Cafe Bogor. The number of valid responses exceeded the minimum sample requirement determined in the research method. The respondent profile was classified based on gender, occupation, and age. Female respondents dominated the sample, accounting for 63.25%, while male respondents represented 36.75%. Based on occupation, most respondents were private employees, representing 56.50% of the total sample, followed by entrepreneurs at 26.50%, housewives at 13.50%, and students at 3.50%. In terms of age, most respondents were between 17 and 35 years old, representing 77.00% of the sample. This indicates that the customer base of Flui Restaurant & Cafe Bogor is largely composed of young and productive-age consumers who are generally more familiar with digital information, restaurant trends, and social media-based culinary promotion.

Table 7 Respondent profile

Category	Classification	Frequency	Percentage
Gender	Male	147	36.75%
	Female	253	63.25%
	Total	400	100.00%
Occupation	Housewife	54	13.50%
	Private employee	226	56.50%
	Student	14	3.50%
	Entrepreneur	106	26.50%
	Total	400	100.00%
Age	17-35 years	308	77.00%
	36-50 years	74	18.50%
	Above 50 years	18	4.50%
	Total	400	100.00%

Source: Primary data processed by the author, 2026.

The dominance of respondents aged 17-35 years is important for interpreting the findings because this segment tends to be highly exposed to social media content and lifestyle-based restaurant experiences. For restaurants with Instagrammable concepts such as Flui Restaurant & Cafe Bogor, this demographic composition suggests that revisit intention is not only shaped by functional service performance but also by digital

attractiveness, ambience, visual communication, and satisfaction with the actual dining experience.

3.2. Descriptive Analysis of Research Variables

The descriptive results show that all research variables had empirical mean scores higher than their theoretical mean scores. This indicates that respondents generally perceived service quality, social media marketing activities, customer satisfaction, and revisit intention positively. However, several indicators still showed relatively lower scores and therefore require managerial attention.

Table 8 Descriptive statistics of research variables

Variable	Number of valid items	Empirical mean	Theoretical mean	Minimum	Maximum	Interpretation
Service quality	30	126.78	90.00	114	150	Relatively good
Social media marketing activities	30	126.83	90.00	108	150	Relatively good
Customer satisfaction	17	71.65	51.00	61	87	Relatively good
Revisit intention	24	101.00	72.00	83	122	Relatively good

Source: Primary data processed by the author, 2026.

The service quality variable obtained an empirical mean of 126.78, which was higher than the theoretical mean of 90.00. This suggests that customers generally perceived Flui Restaurant & Cafe Bogor as having good service quality. Among the service quality indicators, responsiveness emerged as the strongest indicator in the CFA results, while several descriptive items indicated areas that still need improvement, such as waiting time, staff responsiveness during peak hours, lighting, complaint handling, and menu explanation. This finding indicates that the restaurant’s aesthetic facilities and employee readiness are strengths, but operational consistency remains a key service challenge.

Social media marketing activities obtained an empirical mean of 126.83, which was also higher than the theoretical mean of 90.00. This result indicates that respondents perceived Flui’s social media activities positively. The strongest indicator was interaction, while the descriptive results showed that the restaurant’s social media was considered responsive in the comment section and able to follow current trends. Nevertheless, several weaknesses were identified, particularly content that was perceived as too rigid, limited ease of interaction through direct messages, and difficulty in finding specific menu information. This means that Flui’s social media marketing should not only focus on visual attractiveness

but also improve information clarity, interactive communication, and content personalization.

Customer satisfaction obtained an empirical mean of 71.65, higher than the theoretical mean of 51.00. This finding indicates that customers were generally satisfied with the restaurant. However, the lower score on overall satisfaction suggests that the positive perception was not fully stable across all dimensions. Customers may still compare their actual experience with the expectations created by social media promotion, price, atmosphere, and service delivery. In the restaurant industry, satisfaction is a critical psychological evaluation because customers compare perceived performance with prior expectations before deciding whether to return (Mannan et al., 2019).

Revisit intention obtained an empirical mean of 101.00, higher than the theoretical mean of 72.00. This indicates that respondents had a relatively positive intention to revisit Flui Restaurant & Cafe Bogor. The strongest aspects were attention and desire, particularly customers' interest in advertisements, the unique concept, and the willingness to reserve a table for future occasions. However, some respondents still showed hesitation in translating intention into action, meaning that revisit intention needs to be strengthened through service consistency and memorable customer experience.

3.3. Measurement Model Evaluation

The measurement model was tested using Confirmatory Factor Analysis (CFA). The validity of each indicator was assessed using the standardized loading factor (SLF), while construct reliability was assessed using Construct Reliability (CR) and Average Variance Extracted (AVE). The CFA results show that all latent variables met the minimum criteria for validity and reliability, as all SLF values were above 0.50, CR values were above 0.70, and AVE values were above 0.50.

Table 9 Measurement model summary

Variable	Indicators	SLF range	AVE	CR	Interpretation
Service quality	Tangibility, responsiveness, empathy	reliability, assurance, 0.80–0.87	0.6975	0.9201	Valid and reliable
Social media marketing activities	Entertainment, trendiness, customization, word-of-mouth	interaction, 0.73–0.89	0.6773	0.9126	Valid and reliable
Customer satisfaction	Repurchase, fulfillment, overall satisfaction	expectation ≥ 0.50	≥ 0.50	≥ 0.70	Valid and reliable
Revisit intention	Attention, interest, desire, action	≥ 0.50	≥ 0.50	≥ 0.70	Valid and reliable

Source: Primary data processed using LISREL 8.80, 2026.

The strongest indicator of service quality was responsiveness, with an SLF of 0.87. This means that customers considered staff readiness, speed of response, and willingness to help as the most important representation of service quality. The strongest indicator of social media marketing activities was interaction, with an SLF of 0.89. This indicates that two-way communication, responsiveness to comments, and the ability to facilitate interaction are central to customers' evaluation of Flui's social media performance. These findings are consistent with the view that social media marketing is not limited to promotional exposure but also includes relationship-building, interaction, and customer engagement (Li et al., 2021).

3.4. Goodness-of-Fit of the Structural Model

The structural model was evaluated using several goodness-of-fit indices. The results show that the model met the recommended fit criteria and can be considered appropriate for explaining the relationship among service quality, social media marketing activities, customer satisfaction, and revisit intention.

Table 10 Goodness-of-fit results

Goodness-of-fit index	Cut-off value	Result	Interpretation
Degree of freedom	Positive	131	Good fit
Chi-square	Expected small	210.97	Good fit
Chi-square/df	≤ 2.00	1.61	Good fit
P-value	≥ 0.05	0.2316	Good fit
RMSEA	≤ 0.08	0.005	Good fit
GFI	≥ 0.90	0.98	Good fit
AGFI	≥ 0.90	0.97	Good fit
CFI	≥ 0.90	1.00	Good fit

Source: Primary data processed using LISREL 8.80, 2026.

The chi-square/df value of 1.61, RMSEA of 0.005, GFI of 0.98, AGFI of 0.97, and CFI of 1.00 indicate that the empirical data fit the proposed theoretical model. Therefore, the structural model is suitable for testing the direct and indirect effects among variables. The good model fit also indicates that the relationships proposed in the research model are empirically supported by the data collected from Flui Restaurant & Cafe Bogor customers.

3.5. Structural Model and Hypothesis Testing

The structural equation results show that service quality and social media marketing activities positively influenced customer satisfaction. Furthermore, service quality, social media marketing activities, and customer satisfaction positively influenced revisit intention. The structural equations are presented as follows:

$$CS = 0.52SQ + 0.26SMMA, R^2 = 0.42$$

$$RI = 0.25SQ + 0.31SMMA + 0.41CS, R^2 = 0.57$$

The first equation shows that service quality and social media marketing activities explained 42% of the variance in customer satisfaction. Service quality had a stronger effect on customer satisfaction than social media marketing activities, as indicated by the coefficient of 0.52 compared with 0.26. This means that improving service quality is the most important driver of customer satisfaction at Flui Restaurant & Cafe Bogor. The second equation shows that service quality, social media marketing activities, and customer satisfaction explained 57% of the variance in revisit intention. Among these variables, customer satisfaction had the strongest direct effect on revisit intention, with a coefficient of 0.41.

Table 11 Direct effect hypothesis testing

Hypothesis	Relationship	Standardized coefficient	t-value	Result
H1	Service quality → Customer satisfaction	0.52	13.15	Accepted
H2	Social media marketing activities → Customer satisfaction	0.26	8.82	Accepted
H3	Service quality → Revisit intention	0.25	6.76	Accepted
H4	Social media marketing activities → Revisit intention	0.31	12.94	Accepted
H5	Customer satisfaction → Revisit intention	0.41	12.65	Accepted

Source: Primary data processed using LISREL 8.80, 2026.

The first hypothesis was accepted, indicating that service quality had a positive and significant effect on customer satisfaction. This finding confirms that customers’ satisfaction increases when the restaurant provides responsive, reliable, empathetic, assuring, and tangible service performance. In the context of Flui Restaurant & Cafe Bogor, responsiveness was the strongest indicator, meaning that customers place high importance on staff readiness to help, quick responses, and service attentiveness. This finding is consistent with Mannan et al. (2019), who found that service quality is an important antecedent of customer satisfaction in dining restaurants. However, it also provides a specific managerial implication: Flui should prioritize service speed, staff attentiveness during peak hours, and complaint-handling capability as the most direct way to improve satisfaction.

The second hypothesis was accepted, indicating that social media marketing activities had a positive and significant effect on customer satisfaction. This finding shows that customers’ satisfaction is not only shaped during the physical dining experience but also influenced by digital communication before and after the visit. Social media interaction,

trendiness, entertainment, customization, and word-of-mouth contribute to customer expectations and perceived value. The strongest indicator was interaction, indicating that fast responses in comments, interactive content, and two-way communication are central to customer evaluation. This supports Anas et al. (2023), who emphasized that restaurant social media marketing activities can influence satisfaction and behavioral intention by increasing engagement, visibility, and customer connection.

The third hypothesis was accepted, indicating that service quality had a positive and significant effect on revisit intention. This means that customers are more likely to return when they perceive that the restaurant provides reliable service, responsive staff, appropriate facilities, and a comfortable dining environment. Although the coefficient was lower than the effect of customer satisfaction, the direct effect remained significant. This implies that some customers may decide to return based on concrete service experiences even before evaluating overall satisfaction. Han et al. (2020) also found that the physical environment in restaurants can influence emotions, satisfaction, and revisit intention, which is relevant to Flui's waterfall concept and Instagrammable restaurant design.

The fourth hypothesis was accepted, indicating that social media marketing activities had a positive and significant effect on revisit intention. The coefficient of 0.31 shows that social media marketing activities have a stronger direct effect on revisit intention than service quality. This finding is important because Flui Restaurant & Cafe Bogor has a strong visual concept that is suitable for digital promotion. Customers may be attracted to revisit because of updated content, promotions, interactive posts, aesthetic visuals, and social media exposure. The result strengthens the argument that social media marketing can support customer behavioral intention when it is interactive, trendy, and relevant to customer interests (Li et al., 2021; Anas et al., 2023).

The fifth hypothesis was accepted, indicating that customer satisfaction had a positive and significant effect on revisit intention. This was the strongest direct relationship in the structural model. The result means that customers who are satisfied with the taste, service, atmosphere, price-value fit, and overall dining experience are more likely to revisit Flui Restaurant & Cafe Bogor. This finding is consistent with studies in dining restaurant contexts showing that customer satisfaction is a key predictor of revisit intention (Mannan et al., 2019; Purwanto et al., 2023). Thus, customer satisfaction functions as the central behavioral mechanism that converts service and marketing performance into repeat-visit intention.

3.6. Mediation Testing

The mediation test was conducted to examine whether customer satisfaction mediated the effect of service quality and social media marketing activities on revisit intention. The Sobel test results showed that both indirect effects were significant.

Table 12. Mediation hypothesis testing

Hypothesis	Mediation relationship	Indirect effect	Sobel t-value	Result	Mediation type
H6	Service quality → Customer satisfaction → Revisit intention	0.2132	9.419	Accepted	Partial mediation
H7	Social media marketing activities → Customer satisfaction → Revisit intention	0.1066	7.319	Accepted	Partial mediation

Source: Primary data processed using LISREL 8.80 and Sobel test, 2026.

The sixth hypothesis was accepted, showing that customer satisfaction significantly mediated the effect of service quality on revisit intention. The indirect effect was 0.2132, while the direct effect of service quality on revisit intention was 0.25. Because both the direct and indirect effects were significant, customer satisfaction acted as a partial mediator. This means that service quality can directly encourage revisit intention, but its effect becomes stronger and more meaningful when customers are satisfied with their dining experience. For Flui Restaurant & Cafe Bogor, improving service quality should therefore be directed not merely at operational compliance but also at creating satisfaction through responsive service, accurate orders, comfortable facilities, and effective complaint handling.

The seventh hypothesis was also accepted, showing that customer satisfaction significantly mediated the effect of social media marketing activities on revisit intention. The indirect effect was 0.1066, while the direct effect of social media marketing activities on revisit intention was 0.31. This indicates partial mediation. In other words, social media marketing can directly attract customers to revisit, but part of its influence operates through customer satisfaction. This finding is important because it shows that attractive social media content must be supported by actual service experience. If the restaurant’s digital image creates high expectations but the actual experience fails to satisfy customers, revisit intention may weaken. Therefore, Flui needs to align its social media promise with actual dining performance.

3.7. Discussion and Managerial Implications

Overall, the findings show that service quality, social media marketing activities, and customer satisfaction are important determinants of revisit intention at Flui Restaurant & Cafe Bogor. The structural model indicates that customer satisfaction is the strongest direct predictor of revisit intention. This means that the restaurant’s main strategic priority should be to improve customer satisfaction as a bridge between service performance, digital marketing activities, and repeat-visit behavior.

From the service quality perspective, responsiveness is the most important dimension. This suggests that customers evaluate Flui not only from its physical attractiveness but also from how quickly and attentively employees respond to their needs. The practical implication is that Flui should strengthen employee training, service standardization, table-service monitoring, complaint-handling procedures, and peak-hour service allocation. Since several customer complaints were related to waiting time and service response, these aspects should become operational priorities.

From the social media marketing perspective, interaction is the strongest dimension. This indicates that Flui's customers expect more than promotional posts; they expect active communication, fast responses, updated information, and relevant content. Therefore, Flui should improve its social media management by making menu information easier to find, using highlights more systematically, responding to direct messages faster, creating more interactive content, and encouraging customers to share user-generated content. In line with Anas et al. (2023), social media marketing activities in restaurants can strengthen customer engagement when they provide entertainment, interaction, customization, and trend-based information.

From the customer satisfaction perspective, the results show that satisfaction plays a central role in shaping revisit intention. This implies that marketing activities should not only aim to attract customers but also ensure that customers feel the actual dining experience is consistent with the image promoted online. If the restaurant's Instagrammable concept, waterfall ambience, and Nusantara menu are promoted strongly on social media, the restaurant must ensure that service speed, food quality, ambience, price fairness, and staff friendliness support the same promise. Customer satisfaction therefore becomes a strategic control point for maintaining revisit intention.

The findings also have theoretical implications. First, the study confirms that service quality remains a relevant predictor of customer satisfaction and revisit intention in the restaurant context. Second, the study strengthens the role of social media marketing activities as a determinant of both customer satisfaction and revisit intention. Third, the study demonstrates that customer satisfaction partially mediates both relationships, meaning that customer revisit intention is shaped through a combination of direct experience and satisfaction-based evaluation. These findings are aligned with recent restaurant and hospitality studies that emphasize the importance of satisfaction, digital engagement, service experience, and physical environment in shaping customers' behavioral intentions (Han et al., 2020; Mannan et al., 2019; Purwanto et al., 2023).

Practically, Flui Restaurant & Cafe Bogor should implement an integrated improvement strategy. Service improvement should focus on responsiveness, waiting-time management, employee friendliness, complaint handling, and menu explanation. Social media improvement should focus on interaction, content freshness, information clarity, and

customer engagement. Satisfaction improvement should focus on aligning customer expectations with actual dining experiences. By integrating these strategies, Flui can strengthen customer satisfaction and increase revisit intention in an increasingly competitive culinary market in Bogor.

4. CONCLUSION

This study was conducted to address the decline in customer visits at Flui Restaurant & Cafe Bogor by examining service quality and social media marketing activities as determinants of revisit intention, with customer satisfaction as an intervening variable. As expected in the Introduction section, the study confirms that the challenge faced by Flui Restaurant & Cafe Bogor is not merely related to attracting customers through a unique restaurant concept and social media exposure, but also to ensuring that customers obtain a satisfying dining experience that encourages them to return.

The results show that service quality has a positive and significant effect on customer satisfaction and revisit intention. This indicates that customers' perceptions of tangible facilities, reliability, responsiveness, assurance, and empathy remain essential in shaping satisfaction and encouraging repeat visits. Social media marketing activities also have a positive and significant effect on customer satisfaction and revisit intention, suggesting that entertainment, interaction, trendiness, word-of-mouth, and customization in social media content contribute to customers' evaluation and behavioral intention. Furthermore, customer satisfaction has a positive and significant effect on revisit intention and serves as a partial intervening variable in the relationship between service quality and revisit intention, as well as between social media marketing activities and revisit intention.

These findings indicate that revisit intention at Flui Restaurant & Cafe Bogor is formed through an integrated mechanism involving actual service experience, digital marketing performance, and customer satisfaction. Customer satisfaction becomes the central factor that strengthens the effect of service quality and social media marketing activities on customers' willingness to revisit. Therefore, improving revisit intention cannot rely solely on visual attractiveness, Instagrammable ambience, or promotional content. It must be supported by consistent service quality, fast and responsive staff performance, accurate order handling, clear menu information, fair price-value perception, and an actual dining experience that matches the expectations created through social media.

For future implementation, Flui Restaurant & Cafe Bogor is expected to develop a more integrated service and digital marketing improvement plan. Service improvement should focus on standardizing service procedures, reducing waiting time, strengthening employee responsiveness, improving complaint handling, and enhancing product knowledge among staff. Social media improvement should focus on interactive communication, updated menu and promotion information, clearer content categorization, stronger customer engagement, and alignment between online promotional messages and actual customer experience. Future research may expand the model by including other variables such as perceived value, restaurant image, food quality, electronic word-of-mouth, or customer loyalty to provide a more comprehensive understanding of revisit intention in the restaurant industry.

REFERENCES

- Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M. A.-M. M., Kegour, A. B. A., & Alboray, H. M. M. (2023). Satisfaction on the driving seat: Exploring the influence of social media marketing activities on followers' purchase intention in the restaurant industry context. *Sustainability*, *15*(9), 7207. <https://doi.org/10.3390/su15097207>
- Azhar, M., Ali, R., Hamid, S., Akhtar, M. J., & Rahman, M. N. (2022). Demystifying the effect of social media eWOM on revisit intention post-COVID-19: An extension of theory of planned behavior. *Future Business Journal*, *8*, Article 49. <https://doi.org/10.1186/s43093-022-00161-5>
- Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. BPS-Statistics Indonesia.
- Badan Pusat Statistik. (2025). *Statistik penyediaan makanan minuman 2024*. BPS-Statistics Indonesia.
- Boateng, G. O., Neilands, T. B., Frongillo, E. A., Melgar-Quinonez, H. R., & Young, S. L. (2018). Best practices for developing and validating scales for health, social, and behavioral research: A primer. *Frontiers in Public Health*, *6*, 149. <https://doi.org/10.3389/fpubh.2018.00149>
- 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>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat. (2025). *Jumlah usaha restoran, rumah makan, dan cafe berdasarkan kabupaten/kota di Jawa Barat* [Data set]. Open Data Jabar.
- Eren, R., Uslu, A., & Aydın, A. (2023). The effect of service quality of green restaurants on green restaurant image and revisit intention: The case of Istanbul. *Sustainability*, *15*(7), 5798. <https://doi.org/10.3390/su15075798>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Han, H., Yu, J., & Kim, W. (2020). An examination of the impact of physical environment on customer emotions, satisfaction, and revisit intention in the restaurant industry. *Sustainability*, *12*(19), 7940. <https://doi.org/10.3390/su12197940>

- Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (3rd ed.). The Guilford Press.
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop Facebook pages: Exploring sequential mediation mechanism. *Sustainability*, 13(4), 2277. <https://doi.org/10.3390/su13042277>
- Kline, R. B. (2023). *Principles and practice of structural equation modeling* (5th ed.). The Guilford Press.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- 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>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)
- Purwanto, D. A., Rahayu, S., & Megawati, V. (2023). Customer satisfaction and revisit intention modeling for dining restaurants in Surabaya. In W. R. Murhadi et al. (Eds.), *Proceedings of the 19th International Symposium on Management (INSYMA 2022)* (pp. 1032–1038). Atlantis Press. https://doi.org/10.2991/978-94-6463-008-4_128
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6, Article 13. <https://doi.org/10.1186/s43093-020-00021-0>
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>