



When Food Meets Price: Drivers of Revisit Intention in Bandung's Café Scene

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ABSTRACT

This study explores the influence of food quality and perceived price on revisit intention within the context of Khoek Pek Goan Bloemenstad Café in Bandung. As the culinary industry in Bandung becomes increasingly competitive, understanding the key determinants of customer loyalty is crucial for sustaining business growth. Employing a descriptive quantitative approach, the research gathers insights from café patrons through structured online questionnaires and analyses the data using structural equation modelling. The findings reveal that both food quality and perceived price play significant roles in shaping customers' intention to return. The study highlights the importance of delivering consistent taste, freshness, and visually appealing presentation, alongside pricing strategies that reflect perceived value. A distinguishing feature of this research is its integration of customer loyalty theory with real-world operational insights, including menu engineering practices. The results offer practical implications for café managers seeking to enhance customer retention, while also contributing to academic discourse on consumer behavior in the food and beverage sector.

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INTRODUCTION

The Indonesian culinary industry has experienced significant expansion over the last decade, emerging as a vital component of the nation's creative economy and urban culture. Bandung, known as one of Indonesia's café capitals, has witnessed the rapid proliferation of themed and experience-based cafés catering to Millennials and Generation Z consumers who value not only taste but also ambiance, digital aesthetics, and affordability (Chaturvedi et al., 2022; Liu et al., 2024). These generational shifts have transformed cafés from simple dining venues into social and cultural spaces where consumption behavior is driven by experiential value rather than mere product function (Konuk, 2019). Consequently, cafés face increasing pressure to deliver consistent quality and fair pricing to sustain customer loyalty in a highly competitive market.

Despite strong market growth, maintaining customer retention remains a persistent challenge. Preliminary data collected from Khoe Pek Goan Bloemenstad Café in Bandung indicate that 65% of customers are first-time visitors, while only 35% are repeat patrons. Although the café attracts customers with its nostalgic theme and distinctive cuisine, this imbalance suggests that initial satisfaction does not automatically lead to revisit intention. Furthermore, menu engineering analysis reveals that most main dishes fall under the “Plowhorse” category items with high popularity but low profitability implying a potential mismatch between perceived food value and pricing. This finding underlines the managerial urgency to identify the factors that effectively drive revisit intention to achieve sustainable customer loyalty and operational efficiency.

Food quality and perceived price have consistently been recognized as major determinants of consumer satisfaction and revisit behavior. Food quality, encompassing sensory and aesthetic attributes such as taste, freshness, aroma, and presentation, is a critical antecedent of post-consumption satisfaction (Edgar & Ellitan, 2024). High and consistent quality generates emotional attachment, which in turn enhances loyalty and behavioral intention (Zha et al., 2025). Meanwhile, perceived price fairness defined as consumers' evaluation of whether a price reflects the value they receive plays a crucial role in shaping cognitive trust and satisfaction (Cakici et al., 2019; Hatma et al., 2025). When customers perceive that prices are reasonable and aligned with product quality, they are more inclined to return and recommend the establishment (Sun & Moon, 2025). Conversely, unfair or inconsistent pricing undermines perceived value and weakens repeat patronage (Rasoolimanesh et al., 2023).

However, most prior research examining food quality and price perception has focused on full-service or chain restaurants in developed hospitality markets, often analyzing these constructs separately. Limited attention has been paid to the café sector in emerging economies such as Indonesia, where consumption patterns are influenced by cultural identity, social media exposure, and economic sensitivity. Moreover, few studies integrate consumer behavior theories with managerial tools such as menu engineering to evaluate how perceived quality and price jointly affect revisit intention. This gap highlights the need for context-specific investigations that connect consumer perception with operational realities in local café markets.

To address this gap, the present study investigates the influence of food quality and perceived price on revisit intention at Khoe Pek Goan Bloemenstad Café in Bandung. By integrating Expectation Confirmation Theory (ECT) (Oliver, 1997) with practical insights from menu engineering, this study bridges theoretical understanding and managerial application. The novelty of this research lies in its dual focus examining the cognitive and affective alignment between sensory satisfaction and perceived price fairness within an authentic café setting in an emerging urban market. This study supports and extends previous research by demonstrating that revisit intention is not driven by single attributes but by the synergistic relationship between quality and fairness, which together form perceived value and loyalty. The findings are expected to provide theoretical enrichment to the literature on café customer behavior and offer actionable insights for café managers to improve customer retention and profitability.

Based on this conceptual synthesis, the following hypotheses are proposed:

H1: Food quality has a positive and significant effect on revisit intention among customers of Khoe Pek Goan Bloemenstad Café in Bandung.

H2: Perceived price has a positive and significant effect on revisit intention among customers of Khoe Pek Goan Bloemenstad Café in Bandung.

METHODS

This study employed a quantitative approach with a descriptive and associative research design to analyze the influence of food quality and price perception on revisit intention. The descriptive design aimed to provide a systematic and objective depiction of the observed phenomena, while the associative approach was used to examine the relationships among the research variables, both simultaneously and partially.

The research was conducted using a cross-sectional design, in which data were collected at a single point in time, specifically from February to March 2025. The object of the study was Khoe Pek Goan Bloemenstad Café in Bandung a classic-themed café that integrates nostalgia with culinary product innovation. The population comprised all customers who had visited the café, with individual consumers serving as the unit of analysis. A non-probability sampling technique, specifically purposive sampling, was employed, with the criterion that respondents had visited the café at least once. This approach was chosen as the research did not aim for broad population generalization, but rather sought to capture responses from individuals relevant to the research context. The sample size was determined using the square root method as recommended by Kock and Hadaya (2018), which suggests a minimum of 160 respondents for structural model testing using Partial Least Squares Structural Equation Modeling (PLS-SEM).

In this study, a total of 224 responses were collected, with 188 deemed valid and meeting the inclusion criteria. Primary data were collected through an online questionnaire distributed via QR code and Google Forms links, complemented by interviews with café operational management to enrich contextual understanding. The questionnaire instrument consisted of structured statements measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and was validated through preliminary tests for validity and reliability. Data were analyzed using SmartPLS 4, a tool appropriate for structural model analysis involving a relatively large number of indicators, non-normal data distribution, and predictive modeling. This approach enabled the researcher to identify causal relationships among variables and assess the predictive strength of the model, aligning with the study's objective of understanding the factors influencing revisit intention at Khoe Pek Goan Bloemenstad Café in Bandung.

RESULTS AND DISCUSSION

A total of 224 responses were collected, of which 188 met the inclusion criteria of having previously visited Khoe Pek Goan Bloemenstad Café in Bandung. The demographic profile shows that respondents were predominantly female (57.44%) and within the 18–25 age group (32.97%). Most respondents held a high school diploma (42.02%) and resided in Bandung (70.22%). Occupation data indicate that the majority were employed in the private sector (58.52%), reflecting the dominance of urban middle-class, economically active consumers.

Behaviorally, most respondents reported dining out three to five times per month (36.17%), with average spending between IDR 50,000 and IDR 100,000 (32.98%). Visits were commonly made with family members (34.57%), followed by friends (25.53%) and romantic partners (25%). These characteristics align with the café's positioning as a family-oriented venue with nostalgic ambiance, confirming that its market segmentation strategy effectively attracts its intended consumer base.

Measurement Model

In the book *Partial Least Squares Structural Equation Modeling*, the author emphasizes that the outer model serves as the foundation for ensuring measurement validity and reliability in PLS-SEM.

Table 1. Measurement Model Evaluation

Indicator or Variabel	Outer Loading
Food Quality / FQ (AVE = 0.776, CR A = 0.932, Cronbach's Alpha= 0.928)	
FQ1. The presentation of the main menu at Khoek Pek Goan Bloemenstad Café is visually appealing	0.852
FQ2. Khoek Pek Goan Bloemenstad Café serves main menu products with delicious taste.	0.915
FQ3. Khoek Pek Goan Bloemenstad Café serves products with a good level of freshness.	0.862
FQ4. Khoek Pek Goan Bloemenstad Café serves main menu products with consistent taste.	0.920
FQ5. Khoek Pek Goan Bloemenstad Café offers a variety of main menu products.	0.852
Perceived Price / P (AVE= 0.867, CR A= 0.859, Cronbach's Alpha= 0.847)	
P1. The prices of the main menu products at Khoek Pek Goan Bloemenstad Café are affordable.	0.921
P3. The prices of the main menu products at Khoek Pek Goan Bloemenstad Café are acceptable.	0.941
Revisit Intention / RI (AVE= 0.817, CR A= 0.888, Cronbach's Alpha= 0.887)	
RI1. I plan to return to Khoek Pek Goan Bloemenstad Café in the future	0.899
RI2.I am willing to purchase the main menu products at Khoek Pek Goan Bloemenstad Café again	0.934
RI3. I will become a loyal customer of Khoek Pek Goan Bloemenstad Café	0.877

Source: Processed Research Data (2025)

Note: AVE = Average Variance Extracted; CR = Composite Reliability; * = significant (one-tailed test, $p < 0.05$)

The Heterotrait–Monotrait Ratio (HTMT) is an approach used to evaluate the degree to which measured constructs are truly distinct from one another (Roemer et al., 2021).

Table 2. Discriminant Validity Evaluation

	X1 – FQ	X2 – P	Y – RI
X1 – FQ			
X2 – P	0.731		
Y – RI	0.881	0.900	

Source: Processed Research Data (2025)

Structural Model

The structural model (inner model) in the PLS-SEM approach illustrates the causal relationships among latent variables, which are measured through their respective indicators. According to Shrestha et al (2021), this model facilitates hypothesis testing to either confirm or develop theory, as well as to predict relationships between variables. Evaluation of the structural model includes the assessment of R^2 values, which indicate the extent to which the variance in an endogenous construct is explained by exogenous constructs. As shown in Table 3, the R^2 value for Revisit Intention is 0.760, which falls within the strong category. This means that 76% of the variance in revisit intention is explained by the independent variables, namely food quality and price perception. The remaining 24% is attributed to other factors not included in this study, such as brand reputation, physical comfort, or other contextual influences.

Table 3. R^2 Evaluation

Variabel	R^2	R-square adjusted
Y - RI	0.760	0.758

Source: Processed Research Data (2025)

Variance Inflation Factor (VIF)

The Variance Inflation Factor (VIF) is used as part of collinearity diagnostics in the structural model. Collinearity is tested to ensure the absence of high linear correlations among independent variables, which could otherwise distort the interpretation of analysis results (Shmueli et al., 2019). A VIF value below 5 indicates that serious multicollinearity is not present, allowing the data to be reliably used for regression analysis. As shown in Table 4, all variables exhibit VIF values below the threshold of 5, with the lowest value being 2.174 (for variables X2.1 and X2.3) and the highest value being 4.041 (for variable X1.4). These results indicate that multicollinearity is not an issue in this study, and the data meets the assumptions required for further structural analysis.

Table 4. VIF Evaluation

	VIF
X1.1	2.678
X1.2	3.876
X1.3	2.849
X1.4	4.041
X1.5	2.724
X2.1	2.174
X2.3	2.174
Y1	2.691
Y2	3.438
Y3	2.256

Source: Processed Research Data (2025)

Hypothesis Testing Results

Hypothesis testing plays a critical role in scientific research, as it allows researchers to draw conclusions based on empirical data. According to Sugiyono (2009), hypothesis testing is used to assess the validity of assumptions proposed in a study, providing a foundation for accepting or rejecting hypotheses based on statistical evidence. Table 7 presents the results of hypothesis testing in this study, which utilizes statistical methods to examine the relationships between variables. The analysis of path coefficients (Original Sample) revealed that the effect of Food Quality (FQ) on Revisit Intention (RI) was 0.615, while the effect of Price Perception (P) on Revisit Intention (RI) was 0.312. These values indicate the magnitude of the direct influence exerted by each independent variable on the dependent variable. Furthermore, the p-values for both paths were 0.000, which is well below the significance threshold of 0.05. Therefore, it can be concluded that both the effect of food quality on revisit intention and the effect of price perception on revisit intention is statistically significant. This supports the hypotheses stating that food quality and price perception have significant effects on revisit intention.

Table 4. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Result
FQ → RI	0.508	0.508	0.066	7.705	0.000	Supported
P → RI	0.450	0.448	0.066	6.868	0.000	Supported

Source: Processed Research Data (2025)

Finding and Discussion

The present study demonstrates that both food quality and perceived price significantly influence revisit intention among customers of Khoek Pek Goan Bloemenstad Café in Bandung. The positive and substantial coefficient of food quality ($\beta = 0.508$, $p < 0.001$) underscores the pivotal role of sensory and aesthetic elements—taste, freshness, and visual presentation in shaping post-consumption loyalty. This finding aligns with the Expectation Confirmation Theory (Oliver, 1997), which asserts that satisfaction and subsequent behavioral intentions arise when perceived performance meets or exceeds expectations. In this case, the consistent delivery of flavor, freshness, and presentation leads to positive disconfirmation and fosters repeat patronage. These results are consistent with prior empirical findings that highlight food quality as a dominant predictor of satisfaction and loyalty in both casual and upscale dining contexts (Chaturvedi et al., 2022; Namkung & Jang, 2007). Recent evidence by Edgar (2024) further corroborates that perceived food quality significantly drives customer satisfaction and revisit intentions in ethnic restaurant sectors, particularly when combined with authentic sensory experiences and visual appeal.

Beyond reinforcing established relationships, this study expands prior understanding by contextualizing food quality within a local Indonesian café environment characterized by competitive pricing and digital consumer engagement. Unlike premium dining, where brand image and exclusivity dominate, loyalty in Bandung's café market appears to hinge on consistency and perceived authenticity rather than luxury or innovation. This resonates with findings by Liu et al., (2024), who reported that the experiential and sensory dimensions of quality exert stronger effects on repurchase intention than mere functional attributes, particularly in markets with intense price-based competition. Moreover, like Yang et al., (2020), the results

here suggest that affective satisfaction derived from sensory pleasure outweighs cognitive evaluations in predicting revisit behavior, strengthening the argument that emotional engagement through product quality forms the foundation of café loyalty.

The significant influence of perceived price ($\beta = 0.450, p < 0.001$) also emphasizes that fairness and affordability are critical determinants of behavioral intention. Perceived price fairness not only influences customers' cognitive evaluations but also enhances the perceived congruence between quality and value. This result is consistent with the studies of Hatma et al. (2025) and D'souza (2025), who revealed that perceived price fairness directly strengthens revisit intention by reinforcing trust and perceived value in restaurant settings. More recent research by Yuliantoro et al. (2022) on ethnic restaurant similarly found that perceived fairness and affordability mediate the relationship between food quality and loyalty, suggesting that pricing strategy acts as a cognitive anchor that validates sensory experiences. In the context of Bandung's café market dominated by young, middle-income consumers fair pricing serves as a psychological reassurance mechanism, ensuring that quality experiences remain attainable. This dynamic supports the integrative model proposed by Konuk (2019), wherein value perceptions emerge from the interplay between quality and price assessments rather than from each dimension in isolation.

The interaction between food quality and perceived price observed in this study demonstrates that revisit intention is not driven by isolated factors but by the synergistic alignment between sensory satisfaction and value perception. This finding is consistent with global restaurant trends emphasizing value harmony, where customers weigh both quality and fairness in post-consumption evaluations (Yuliantoro et al., 2019). Similar conclusions were drawn by the recent work of Konuk (2019), who found that customers in casual dining contexts exhibit higher loyalty when perceived fairness complements high food quality, reinforcing emotional trust in the brand. In the case of Khoe Pek Goan Bloemenstad Café, menu engineering data reveal that many Plowhorse items dishes with high popularity but low profitability is effective in attracting first-time visitors but insufficient to sustain loyalty unless their perceived value is optimized.

Theoretically, the study advances the Expectation Confirmation Theory by integrating the concept of perceived price fairness as a complementary cognitive dimension that enhances the predictive validity of the model in midscale hospitality contexts. Empirically, the results provide evidence that affective satisfaction exerts a slightly stronger effect on revisit intention than cognitive satisfaction, which mirrors recent behavioral research in foodservice settings (Garaus et al., 2023; Liu et al., 2024). From a managerial perspective, these findings underscore the necessity for café managers to sustain value consistency ensuring that the sensory pleasure from food aligns with fair pricing perceptions. Strategies such as value-based pricing, portion optimization, and enhancing presentation quality could strengthen perceived value and long-term loyalty. Ultimately, loyalty in Bandung's café scene emerges from the seamless integration of sensory excellence and perceived economic fairness a balance that defines sustainable competitiveness in contemporary culinary markets.

CONCLUSION

This study investigated the influence of food quality and perceived price on revisit intention at Khoe Pek Goan Bloemenstad Café in Bandung. The results provide clear evidence that both variables significantly shape customer loyalty. Specifically, food quality encompassing taste, freshness, consistency, and presentation—emerged as the strongest predictor of revisit intention, confirming the central role of sensory experiences in fostering satisfaction and loyalty. Perceived price also exerted a substantial effect, indicating that fairness and affordability remain critical determinants of customers' behavioral intentions. Together, these findings support the Expectation Confirmation Theory (Oliver, 1997), which posits that loyalty is reinforced when performance outcomes meet or exceed consumer expectations regarding both quality and value. Theoretically, this study contributes to the literature by integrating ECT with practical insights from menu engineering, illustrating how consumer perceptions of value are shaped by the interaction of product quality and pricing strategies.

Practically, the findings underscore the need for café managers to maintain consistency in food quality while implementing pricing strategies that align with consumers' value perceptions. Approaches such as value-based pricing, bundling, and improvements in visual presentation can further enhance revisit intention and long-term loyalty. Despite these contributions, this study is limited to a single café context and may not fully capture the heterogeneity of consumer behavior across Bandung's broader culinary scene. Future research could extend the model by incorporating additional determinants such as service quality, ambiance, and digital engagement, as well as by comparing findings across different café formats or cultural contexts. Such efforts would enrich both theoretical understanding and managerial practice in the dynamic food and beverage industry.

From a theoretical perspective, this study contributes to the literature by integrating ECT with menu engineering analysis, demonstrating how perceived value emerges from both sensory and financial evaluations of dining experiences. From a managerial standpoint, the findings suggest that café managers should prioritize consistent delivery of food quality while ensuring that pricing strategies reflect fairness and perceived value. Strategies such as menu bundling, value-based pricing, and enhancement of food presentation could further strengthen revisit intention.

This study confirms that food quality and price perception play a critical role in driving customers' revisit intentions. Therefore, Khoe Pek Goan's management should ensure consistency in taste, the freshness of ingredients, and visually appealing food presentation. Pricing strategies must also reflect the perceived value among middle-class consumers, for example, through menu bundling or value-based pricing. Additionally, improvements in less optimal aspects such as visual presentation and flavor appeal can be targeted to strengthen customer loyalty and support sustainable business growth. Accordingly, the café's management is advised to continuously maintain and enhance both product quality and pricing strategies to retain customer loyalty and ensure long-term business sustainability in an increasingly competitive culinary industry.

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