

## Abstrak

Studi ini mengeksplorasi peran penting restoran etnik dalam industri perhotelan dengan melestarikan warisan budaya sekaligus memenuhi permintaan pelanggan yang terus berkembang. Studi ini mengidentifikasi elemen-elemen kunci yang membentuk *ethnic dining experience* dan *customer delight*, yang mempengaruhi *revisit intention* dan *positif eWOM intention*. Dilakukan melalui survei kuantitatif dengan 428 responden dari restoran Sunda dan restoran Bali di provinsi DKI Jakarta, penelitian ini menggunakan analisis PLS-SEM untuk mengkonfirmasi dampak *ethnic food authenticity*, *ethnic ambience*, *service encounter*, dan *customer interaction* terhadap *ethnic dining experience* dan pengaruhnya pada perilaku pelanggan. Temuan dari penelitian ini mengkonfirmasi bahwa *consumer ethnocentrism* tidak signifikan memoderasi pengaruh *ethnic food authenticity* terhadap *ethnic dining experience* namun signifikan memoderasi pengaruh *ethnic ambience* terhadap *ethnic dining experience*. Demikian pula variabel *ethnic food authenticity*, *ethnic ambience*, *service encounter* dan *customer interaction* terbukti berpengaruh secara signifikan terhadap *ethnic dining experience*. Variabel *ethnic dining experience* berpengaruh secara signifikan terhadap *customer delight* dan variabel *customer delight* berpengaruh secara signifikan terhadap *revisit intention* dan *PEWOM intention*. Temuan ini memberikan kontribusi akademis dan implikasi manajerial yang berharga bagi para manajer restoran etnis dalam upaya pemasaran mereka untuk mempertahankan pelanggan dan mendorong kunjungan ulang.

Kata Kunci: *ethnic food authenticity*, *ethnic ambience*, *service encounter*, *ethnic dining experience*, *customer delight*, *revisit intention*, *Positive EWOM intention*.

## Abstract

The study explores the significant role of ethnic restaurants in the hospitality industry by preserving cultural heritage while meeting evolving customer demands. It identifies key elements shaping the ethnic dining experience and customer delight, influencing revisit and positive word-of-mouth intentions. Conducted via a quantitative survey with 428 respondents from Sundanese and Balinese ethnic restaurants in Jakarta, the research uses PLS-SEM analysis to confirm the impact of authenticity, ambience, service encounters, and customer interactions on the dining experience and subsequent customer behaviors. The findings of this study confirm that consumer ethnocentrism does not significantly moderate the effect of ethnic food authenticity on ethnic dining experience but significantly moderates the effect of ethnic ambience on ethnic dining experience. Similarly, the variables of ethnic food authenticity, ethnic ambience, service encounter, and customer interaction significantly affect the ethnic dining experience. The ethnic dining experience variable has a significant effect on customer delight and the customer delight variable significantly impacts revisit intention and PEWOM intention. The findings provide valuable academic contributions and managerial implications for ethnic restaurant managers in their marketing efforts to retain customers and encourage repeat visits.

Keywords: *ethnic food authenticity*, *ethnic ambience*, *service encounter*, *ethnic dining experience*, *customer satisfaction*, *revisit intention*, *positive EWOM intention*.