

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background

2.1.1 Hospitality Industry

According to Raghav (2020), the hospitality sector includes various other types of services, such as hotels, restaurants, event organizers, amusement parks, transportation, ships, and other tourism sectors. A multibillion-dollar sector, the hotel business primarily relies on the availability of free time and disposable cash.

It is hard to differentiate the hospitality business from the tourist industry since it is a subsector of the service industry. The size of the hospitality sector is evident whenever there is a tourist destination. The combination of tangible, intangible, perishable, and non-perishable components makes the hotel sector special. The hospitality sector encompasses a wide range of material elements, including housing, food, drinks, swimming pools, and more (Napu et al., 2023).

According to Hulfa et al. (2024), the hospitality industry can be defined as an industry that focuses on the management and marketing of accommodation, food, and other services to meet the needs of tourists and travelers.

From the description above, it can be concluded that the hospitality industry is a hospitality business including operations, management, and services to guests in the form of hotels, restaurants, food and beverage services, event planning, related tourism businesses, and travel providers.

2.1.2 Consumer Behaviour

The activities or behaviors of individuals or groups of consumers when they use or acquire products or services and make decisions in order to receive the goods or services they desire are referred to as consumer behavior, according to Nugraha et al. (2021). According to Hendrayani and Siwiyanti (2021), consumer behavior includes all actions, behaviors, and thoughts that occur before, during, and after buying, using, and spending on goods and services, including evaluations and follow-up activities.

Consumer behavior includes the processes and actions of individuals, groups, or organizations in searching for, selecting, purchasing, using, and evaluating products, services, ideas, or experiences (Wardhana, 2024).

According to Nugraha et al. (2021), there are two types of consumer behavior, namely rational consumer behavior and irrational consumer behavior.

a. Rational consumer behavior:

- 1) Consumers determine products according to their needs.
- 2) The products taken by consumers have optimal benefits for consumers.
- 3) Consumers ensure that the quality of the product is well maintained.
- 4) Consumers buy products whose prices are adjusted to the consumer's ability.

b. Irrational consumer behavior:

- 1) Consumers are very easily tempted by advertisements and promotions from print or electronic media.

- 2) Consumers are interested in buying branded products that are already widely circulated and very popular.
- 3) Consumers buy products not because consumers need them, but because of their classy status and high prestige.

2.1.3 Revisit Intentions

2.1.3.1 Definition of Revisit Intentions

The definition of revisit intentions according to Putri et al. (2023), is a form of behavior (behavioral intention) or customer desire to make a return visit based on previous visit experiences. This is in line with the opinion of Putri & Yasa (2023) who define revisit intentions as a person's action when making an initial purchase and has a positive cycle that indicates that he will make more purchases in the future. Yanti & Ferayani (2023), argue that revisit intentions is a desire that arises in consumers to repurchase goods or services at a later date after previously consuming the same goods or services.

It concludes that revisit intentions is behavior in the form of a response that shows the customer's desire to consume the same product by making a revisit based on previous visit experiences.

2.1.3.2 Factors Affecting Revisit Intention

According to Suryaningsih et al. (2020), a person's tendency to make revisit intention is influenced by several factors:

a. Psychological Factors

This includes previous training related to the individual's learning experience. When someone has previously purchased a product and has a positive experience with the product, consumers are more likely to be interested in making another purchase.

b. Personal Factors

This means the character that motivates a person to take a certain action. Repurchase interest develops when customers receive good service; this fulfills the customer's desire to make another purchase.

c. Social Factors

One component is the presence of a role model group. In terms of attitudes, beliefs, laws, and customs that are accepted, role models serve as resources for many individuals. Social factors including family relationships and personal effort in shopping are known to have an impact on the motivation to make repeat purchases.

2.1.3.3 Dimension Indicators of Revisit Intentions

Putri et al. (2023) mention that indicators used to measure revisit intention, namely:

1. Willingness to visit again refers to the consumer's desire to return.
2. Willingness to invite means the consumer's intention to encourage others to visit.

3. Willingness to share positive tales indicates a person's readiness to tell others about a company's products or services.
4. Willingness to prioritize the visiting destination is the consumer's eagerness to make the visit a top priority.

2.1.4 Restaurant Atmosphere

2.1.4.1 Definition of Atmosphere

Mamuaya (2021) said that store atmosphere is a stimulus that in turn causes cognitive and emotional influences on individuals which in turn causes behavioral responses. Oktavio et al. (2023) defines store atmosphere is everything that creates the atmosphere of a place, whether through music, visuals and arrangements that can influence consumer perceptions and emotions. According to Berman et al. (2021), Four components make up a business's atmosphere: the outside, the overall interior, the store layout, and the inside display. These elements will later be used as dimensions in this study.

According to research, the ambiance or atmosphere of a restaurant refers to elements such as decoration, lighting, colors, seating, and so on, that shape the dining experience beyond the food.

2.1.4.2 Factors Affecting the Atmosphere

According Lamb et al. (2021), The following are the most influential factors in creating a store's atmosphere::

- a. Employee type and density: Employee type describes the general qualities of an employee, such as being well-groomed, amiable, informed, or customer-focused. The number of workers per 1,000 square feet of available space is known as density. High personnel density indicates a willingness to cater to the needs of every consumer, whereas low employee density fosters a do-it-yourself, informal culture. Therefore, retailers need to be careful to make sure that a high employee density does not give the impression that they are "stalking" customers. According to research, customers may become uneasy and leave a store without making a purchase if they believe that employees are observing them too closely.
- b. Type and density of merchandise: High-end stores like Nordstrom and Neiman Marcus display the best brands in a neat display. Discount retailers often sell used or seasonal items in small spaces, by categories like tops, pants, and skirts.
- c. Type and density of fixtures: The fixtures can be fancy with rich woods or modern with chrome and glass. They can also be made from old tables like those in antiques stores. The fixtures have to blend in with the overall vibe that the store wants to project.
- d. Sound: A client may find sound to be pleasant or unpleasant. Some consumers may be persuaded by music to spend more, linger longer in the business, or eat quickly so that a table can be cleared for other customers. Additionally, it can establish a mood, manage the flow of customers around the store, and draw or focus their attention. According to studies, a

customer's choice of product might even be influenced by the music that is played. Customers are more likely to select an ethnic menu item and are willing to pay more for everyday, useful products when they listen to ethnic or country western music. Fast-paced music has also been shown in recent research to encourage customers to stay longer in busy stores, which may result in larger purchases.

- e. Odors: A smell has the power to increase or decrease sales. Studies indicate that in the presence of a pleasant scent, consumers tend to rate products higher, spend longer time browsing, and feel happier overall. According to other studies, some smells give customers confidence and encourage them to buy more expensive goods. Fragrances are a part of the retail strategy that retailers use.
- f. Visual factors: Colors play a major role in atmosphere since they have the power to focus attention or set a mood. Warm hues like red, yellow, and orange are utilized when one wants to feel cozy and near to someone. Cold hues like violet, green, and blue are employed to open up cramped spaces and convey a sense of refinement and cleanliness. Natural lighting from windows or skylights has been proven by numerous retailers to boost sales. A customer's selection of retailer might also be influenced by outdoor lighting.

2.1.4.3 Dimension Indicators of Atmosphere

Fuada & Wulansari (2024) explain the atmosphere indicators in restaurants as follows:

a. Music

Music is the entire sound presented in the restaurant room to create a relaxed impression.

b. Aroma

Aroma and fragrance are one of the things in the restaurant ambience that are deliberately presented in the restaurant environment as an attraction for visitors

c. Color

Color is a process that occurs when light hits an object. Color is able to create beauty and has aesthetic value

d. Lighting

Lighting as the amount of illumination in a work area that is shown to carry out activities effectively. Through light wave stimulation, the eye can see something.

e. Temperature

Temperature means a quantitative measure of temperature, heat and cold, measured with a thermometer. If customers are comfortable in a restaurant with the right air temperature, then there is a possibility for customers to stay in the restaurant longer and make more purchases.

2.1.5 Menu Variety

2.1.5.1 Definition of Menu Variety

Sihombing et al. (2021) said that menu variety refers to the various menus available for customers to have, use, or consume, which are produced by manufacturers. Menu variety is the diversity of products or menus in a restaurant that can attract consumers when visiting a restaurant (Handayani & Fauzi, 2023). According to Tondang et al. (2023), a good menu variation is served based on the grouping of main ingredients which is usually done by each cafe, namely noodle variations, rice variations, coffee drink variations, drink variations, juices and so on, making it easier for consumers who want to order the cafe's dishes.

It is concluded that menu variety are various menu offerings given to consumers and have different types of variations. A menu variety are needed so that consumers can choose various menus that suit their tastes.

2.1.5.2 Characteristics of Menu Variations

Kotler et al. (2022) mention that the main characteristics of the company's product range are:

1. Width: The number of different product lines a company has.
2. Length: The total items in the product mix.
3. Depth: The number of variants for each product in the line.
4. Consistency: The degree to which product lines are related in usage and other aspects.

2.1.5.3 Dimension Indicators of Menu Variety

According to Sihombing et al. (2021), the menu variation indicators are:

- a. Product taste is the main consideration for consumers. With a good taste and meeting consumer expectations, it tends to encourage consumers to order the same menu in the future.
- b. Portion size is a consideration for consumers. With the appropriate portion size, consumers will feel that it is in accordance with the price paid.
- c. Product Quality. In this case, it is related to the quality of chicken or beef used to serve the menu. With quality ingredients and good food processing, the value of the menu served will be of high quality.
- d. Attractive product appearance in its presentation is an additional assessment for consumers. With an aesthetic menu appearance, it will be an added value for the menu served.
- e. Availability of menus to support consumer orders. The menu displayed on the menu list must be available at all times so that it can be ordered by consumers.

2.1.6 Promotion

2.1.6.1 Definition of Promotion

Promotion is a marketing mix that seeks to communicate products or services to consumers so as to create continuous demand until they eventually become loyal customers (Satriadi et al., 2021). Promotion, according to Alimin et al. (2022), is a company's effort to influence and persuade consumers to buy the

products offered. According to Melati (2021), Promotion is the single-sided dissemination of knowledge or persuasion intended to influence a person or group of individuals to perform activities that result in business transactions.

In accordance with the above perspective, promotion can be defined as a marketing activity that aims to introduce products or services to potential consumers.

2.1.6.2 Factors influencing Promotion

Rabbani et al. (2023) explains the factors that influence promotion are:

a. Large capital

In order to make significant earnings, we also need to invest a significant amount of money, and running promotions calls for this kind of spending.

b. Market and potential consumers

Knowing the product's target market ahead of time helps us prepare our promotional strategies and determines how best to reach out to potential customers.

c. Product Form

To ensure that consumers react to our product marketing efforts promptly, it is imperative that we are aware of the type of product we are manufacturing, including the packaging we employ.

d. Product Life Cycle

When carrying out product promotions, we must first know how the life cycle of the product we are going to promote is, whether that will survive, or will it disappear over time

2.1.6.3 Dimension Indicators of Promotion

Febriana (2020) explained that the indicators of promotion used to promote a product are:

a. Promotion frequency

Promotion frequency is how often lazizaa does promotions either through social media, websites or direct promotions

b. Promotion time

Promotion time is about when the promotion will be carried out, usually taking advantage of holidays, big days or during certain events.

c. Special offers

The company makes special offers for a certain period, these special offers are usually in the form of economical menu and drink packages and promos held for a certain period

2.1.7 Brand Loyalty

2.1.7.1 Definition of Brand Loyalty

Brand loyalty is a fundamental concept in marketing and consumer behavior, which describes the deep commitment that consumers develop to a particular brand, leading to consistent preference and repeat purchase of that brand despite situational influences and marketing efforts by competitors (Wardhana, 2024). According Putri et al. (2021), brand loyalty is a brand's ability to keep its consumers trusting and making purchases from that brand. Keni & Clarissa (2024)

said that brand loyalty is a consumer's commitment to a brand that leads to repeat purchases and promotion.

It is concluded that brand loyalty is how customers feel emotionally or practically connected to a brand and choose to continue purchasing products or services from that brand because they feel satisfied or connected to the brand's values.

2.1.7.2 Strategy to Increase Brand Loyalty

Putri et al. (2021), explained that some things that can increase a company's brand loyalty include the following.

1. Increase brand engagement

Before retaining customers, you must increase brand engagement with customers. Make customers feel that they are part of your brand. The way to do this is by frequently updating about the latest products, providing promotions and others, through two-way communication

2. Understand what makes consumers loyal

From the start, you need to determine and adjust who your brand's target market is? Do they match what your brand offers? After that, see what makes them choose your brand. What do consumers want, the quality of your brand, price, or others? Make sure what makes consumers loyal and maintain those things.

3. Make sure the brand is consistent

A brand must be consistent between what is offered and the reality. Once

consumers like a brand, it means that there is something that makes them fall in love, but on the other hand, if it is not consistent, it is likely that consumers will be disappointed and will switch to another brand.

4. Create an eye-catching logo

The logo describes how the company's condition grows and develops.

5. Introduce brand value

Each brand certainly has its own value which is the reason why customers choose the brand. Consumers believe that the company has values that can convince customers that your brand is the most appropriate choice for them.

6. Bring consumers back

Make consumers come back to use the products or services we offer.

2.1.7.3 Dimension Indicators of Brand Loyalty

According to Komalasari & Khatimah (2022) there are four indicators of brand loyalty as follows:

1. Level of purchasing the same product
2. Repeated product purchases
3. Not switching to other brands.
4. Recommending to others.

2.1.8 Relationship of Restaurant Atmosphere on Customer Revisit Intention

Store atmosphere is related to how business actors can manipulate building design, interior design, store layout, displays, air circulation and temperature, store color, aroma, music and ease of access in the store with the aim of influencing the

consumer's visiting experience. The better the atmosphere formed in Pijar, the better the Pijar visiting experience in the minds of consumers. When consumers have a good previous visiting experience, consumers hardly need much consideration to return to visit (Putri et al., 2023). There are five aspects in the study, namely cafe music, lighting, cleanliness, store layout, decoration and artifacts have a positive influence on the intention to revisit the cafe. Of the five aspects, lighting has the greatest influence. Because lighting greatly influences consumers in choosing a cafe that is suitable for their dinner activities. These results are in line with research by Kezia et al. (2023).

2.1.9 Relationship of Menu Variety on Customer Revisit Intention

Menu variety is the availability of all types of menus offered to be owned, used or consumed by consumers produced by a producer. Every consumer has different tastes. Because menu variants are one of the factors that can affect consumer satisfaction. If cafes and restaurants provide a variety of menus, it will be easier for cafes to attract consumers. In various ways, every human being certainly has different tastes, including tastes in food and drinks. In terms of the menu variants offered, cafes or restaurants play a very important role in providing comfort to consumers in determining the choices they want to consume (Sihombing et al., 2021). Assessing the influence of menu variations is not easy where a consumer's satisfaction will affect the intention to repurchase a product or service. If the menu variations provided by the restaurant are not varied and not tasty, it will have an impact on the intention to repurchase. These results are in line with research by Novitasari & Gunawan (2024).

2.1.10 Relationship of Promotion on Customer Revisit Intention

Promotion is one way to create an increase in repurchase interest in products in restaurants and it is hoped that there will be an increase in sales figures for the promoted products. Promotion is one of the elements in a company's marketing mix that is used to notify, remind and persuade consumers about the company's products. Carrying out promotions is not just about informing about products, but also attracting attention so that a purchase takes place. Promotions can be carried out through various media. Nowadays, at a time when technology is increasingly developing, utilizing social media to carry out promotions is a very appropriate thing. Carrying out promotions via social media can also make products more attractive and make purchases in the future (Febriyanto & Widiartanto, 2021). These results are in line with research by Ardisa et al. (2022).

2.1.11 Brand Loyalty As Moderator Role On Restaurant Atmosphere Toward Customer Revisit Intention

Store Atmosphere is a very crucial physical characteristic for every retail business. It serves to create a pleasant atmosphere according to consumer expectations, thus encouraging them to stay longer in the store and indirectly triggering consumer interest in making purchases. Creating a good restaurant atmosphere in a company can generate customer loyalty, which is also beneficial for the relationship between the company and customers. Thus, it can be concluded that the better the atmosphere created in the cafe, the higher the level of customer loyalty that will be obtained so that customers will come back to make purchases (Ramadhani et al., 2023).

2.1.12 Brand Loyalty As Moderator Role On Menu Variety Toward Customer

Revisit Intention

Product variation is a strategy used so that customers feel satisfied and not bored with the products offered. With the variety of products, it will have a positive impact on business actors, such as satisfied customers will have an interest in buying again. The more variations sold by producers, the more comfortable customers will be in choosing which products they will buy because the variety of products sold is very diverse so that brand loyalty will increase which causes customers to come back to visit (Putri et al., 2024).

2.1.13 Brand Loyalty As Moderator Role On Promotion Toward Customer

Revisit Intention

Promotion emphasizes the importance of brand loyalty, because if promotion is higher, consumers can further enhance products or services to increase purchasing decisions and brand loyalty. Promotion is a technique for forwarding and sharing information from sellers to buyers as an effort to influence consumer attitudes and behavior. Without promotion, consumers do not know the existence of the product or they are less concerned about the existence and benefits of the product. In other words, brand loyalty can influence promotion in increasing repurchase interest (Woen & Santoso, 2021).

2.2 Previous Research

In order for the author to understand the advantages and disadvantages of

the study, this study identifies the similarities and differences in previous research findings. Previous studies related to this study are as follows:

Table 2.1 The Result of Previous Research

No	Author & Year	Title	Research Methodology	Findings
1.	Kezia et al. (2023)	The Influence Of Product Quality, Service Quality, And Store Atmosphere Towards Customer Repurchase Intention At Fat-Fat Restaurant In Bekasi	Quantitative research methodologies are used in this work. All of the consumers in this survey had purchased products from Fat-Fat Restaurant more than once. This survey had 210 respondents in its sample. A questionnaire that was circulated both offline and online was used to gather data. Multilinear regression is the analytical data approach used in it.	Repurchase intention is highly influenced by product quality for customers. Customer repurchase intention is strongly influenced by service quality. The ambiance of the store has a big impact on whether or not customers plan to return. Shop environment, service quality, and product quality all work together to influence a customer's decision to return.
2.	Novitasari & Gunawan (2024)	Analysis of Brand Image, Cafe Atmosphere, and Menu Variation on Customer Visit Interest at Sunmofee Tropical Cafe	The method used for this study is quantitative. The population size is 1800 visitors. There were 50 respondents who visited the Sunmofee cafe. Data processing used SPSS.	The test results show that brand image, cafe atmosphere, and menu variations affect customer interest.
3.	Ardisa et al. (2022)	The Influence Of Digital Marketing, Promotion, And Service Quality On Customer Repurchase Intention At Hub22 Lounge & Bistro Surabaya	Quantitative approaches are employed in this study. Customers who had transacted with Hub22 Lounge & Bistro within the previous six months made up the study's population. This research has 140 responders as its sample. Multilinear regression is the analytical data approach used in it.	Repurchase intention is greatly influenced by digital marketing, promotion, and service quality at different times. Each factor also significantly impacts repurchase intention separately.
4.	Safutra et al. (2023)	The Influence of Brand Equity and Customer Satisfaction on Repurchase Intention Through Brand Loyalty as an Intervening	This research is quantitative, involving samples from 150 customers of d'concrete coffee & food who have purchased or visited. Purposive sampling was used, and data was	The results conclude that an increase in brand equity leads to an increase in brand loyalty. Additionally, higher customer satisfaction also boosts brand loyalty. An

No	Author & Year	Title	Research Methodology	Findings
		Variable at D'konkrit Coffee & Food	collected through surveys with questionnaires. Data was processed using PLS-SEM method.	increase in brand equity can raise repurchase intention. Higher customer satisfaction and increased brand loyalty also enhance repurchase intention.

2.3 Hypothesis Development

Hypothesis is temporary conclusion of the condition and phenomena in the research object based on problem formulation that it will be proved through hypothesis testing. The hypothesis that applied by writer in this skripsi can be seen as follows:

H1 : Restaurant atmosphere has a partial effect customer revisit intention at Golden Lamian Sun Plaza Medan.

H2 : Menu variety has a partial effect customer revisit intention at Golden Lamian Sun Plaza Medan.

H3 : Promotion has a partial effect customer revisit intention at Golden Lamian Sun Plaza Medan.

H4 : Brand loyalty can moderate the influence of restaurant atmosphere on customer revisit intention at Golden Lamian Sun Plaza Medan.

H5 : Brand loyalty can moderate the influence of menu variety on customer revisit intention at Golden Lamian Sun Plaza Medan.

H6 : Brand loyalty can moderate the influence of promotion on customer revisit intention at Golden Lamian Sun Plaza Medan.

2.4 Research Model

This study's research model is based on a theoretical framework that examines the connections between restaurant atmosphere, menu variety, and promotion as variable independent, customer revisit intention as variable dependent and brand loyalty as variable moderator. restaurant atmosphere, menu variety, and promotion and brand loyalty can all boost customer revisit intention. The following graphic displays the research model for this study:

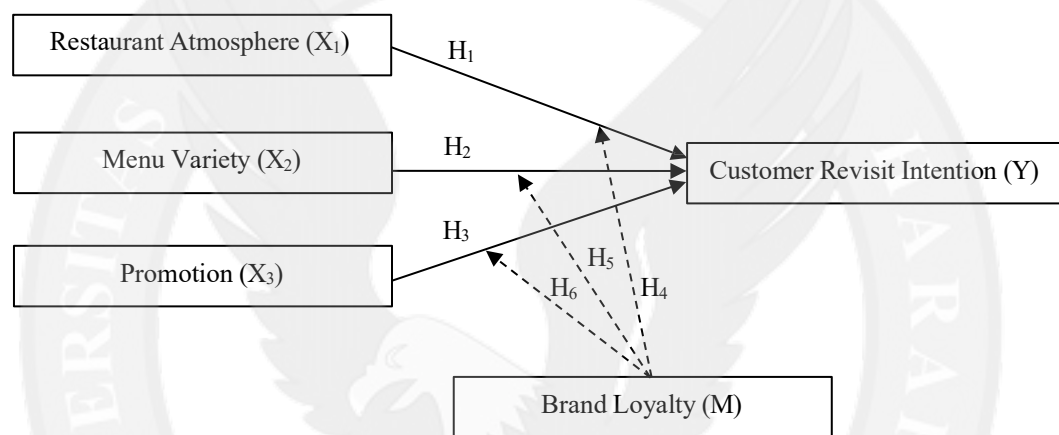


Figure 2.1 Research Model

Source: Prepared by Writer (2025)

2.5 Framework of Thinking

The framework of thinking in this research is as follows:

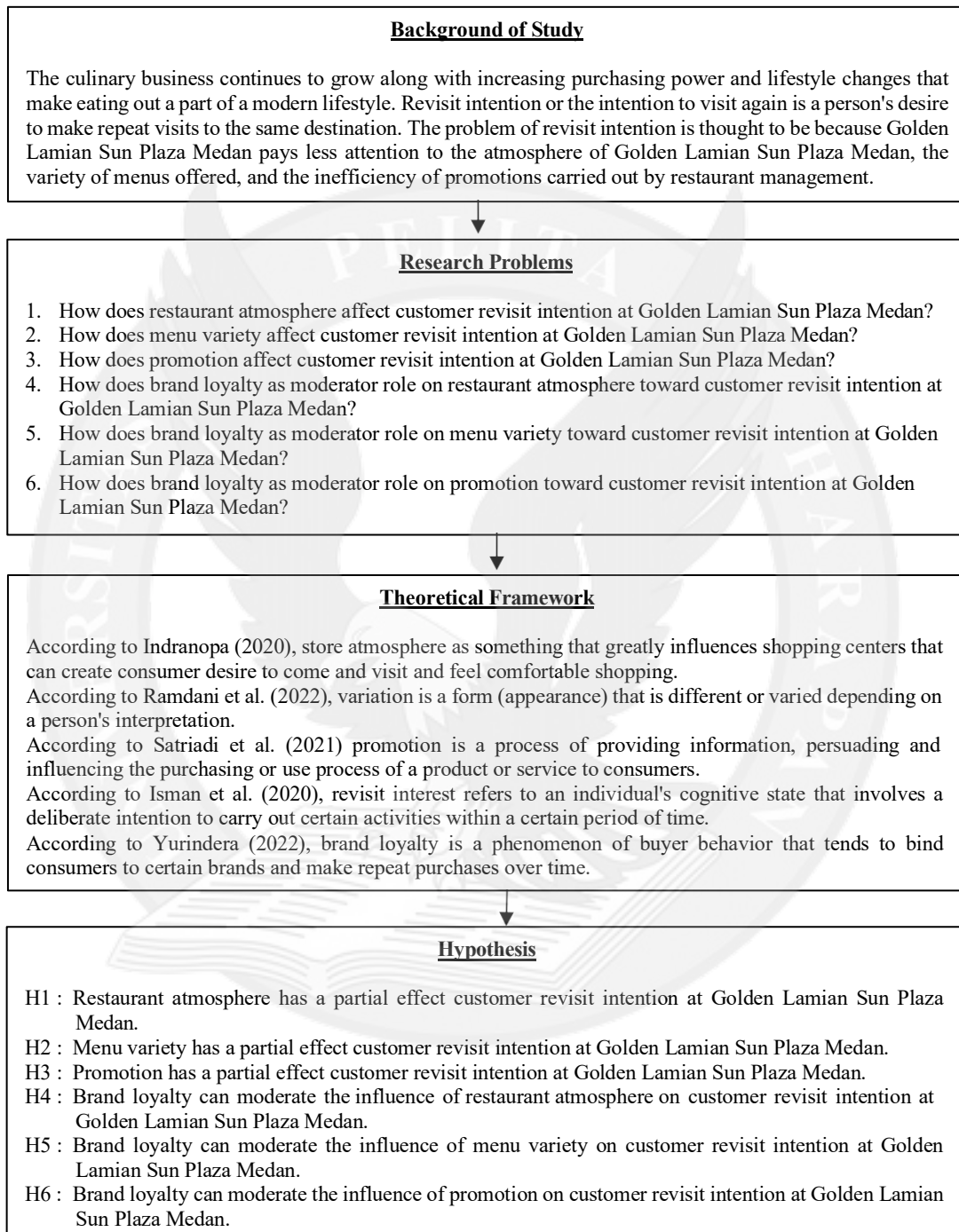


Figure 2.2 Framework of Thinking

Source : Prepared by Writer (2025)