CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Golden Lamian Sun Plaza Medan

4.1.1 History Of Golden Lamian Sun Plaza Medan

Golden Lamian at Sun Plaza Medan is located on the 1st floor. Golden Lamian is a Chinese-style noodle restaurant founded in 2017 by Edward Djaja. Golden Lamian was originally called Golden Century. Golden Lamian is a Chinese-style noodle restaurant that sells a variety of delicious and halal lamian menus. Golden Lamian serves a typical Chinese culinary concept with the main menu of lamian noodles, dumplings, and various other side dishes. This business is known for its fast serving and authentic taste that suits local tastes.

Initially, Golden Lamian was first established in 2008 in Jakarta, Indonesia. This restaurant was present with the aim of bringing a typical Chinese culinary experience, especially pulled noodles, to the Indonesian market. Pulled noodles, known as "lamian," are noodle dishes that are made by manually pulling them by hand, giving the noodles a chewy and soft texture. Golden Lamian was founded by an Indonesian entrepreneur who wanted to introduce the authentic taste of Chinese cuisine to the local community. This restaurant became very popular with its concept that prioritizes authentic taste, as well as noodle-making techniques that attract the attention of many visitors.

The main concept of Golden Lamian is to present delicious and authentic Chinese cuisine. One of its main attractions is the process of making lamian which

is pulled by hand in front of visitors. This noodle-making process not only ensures the perfect texture, but also provides an impressive visual experience for visitors who see the chefs in action. In addition, Golden Lamian also offers a variety of dishes, ranging from noodles with various meat toppings such as beef, chicken, and duck, to other specialties such as dumplings, dim sum, and delicious Chinese appetizers. The modern and comfortable atmosphere of the restaurant is also a special attraction, with an elegant and clean interior design, creating a pleasant dining experience.

Along with its success in Jakarta, Golden Lamian began to spread its wings to other cities in Indonesia. This restaurant has succeeded in attracting the attention of many customers with consistent food quality and a concept that is different from other Chinese restaurants. In a short time, Golden Lamian opened several branches in big cities such as Surabaya, Bandung, Medan, and Bali. This rapid expansion was driven by the increasing popularity of lamian in Indonesia. The uniqueness of the menu and the alluring noodle-making technique make Golden Lamian the main choice for Chinese culinary enthusiasts in the country. With an approach that continues to focus on quality and authenticity of taste, this restaurant is able to maintain its position in the market despite increasingly tight culinary competition.

**4.1.2   Vision and Mision Of Golden Lamian Sun Plaza Medan**

The vision of Golden Lamian Sun Plaza Medan is to be the best Restaurant in Indonesia in the category of chinese cuisine that is very favored by the community. And the mission of Golden Lamian Sun Plaza Medan is continue to

innovate in each menu so as to present the taste of the archipelago. Utilizing social media to become a halal and popular Chinese noodle restaurant. Selling delicious and halal lamian menus.

4.1.3 Organization Structure Golden Lamian Sun Plaza Medan

An organization is a body that organizes people to work together as effectively and efficiently as possible in order to achieve the desired goals. A leader cannot do so many tasks or jobs alone, so to facilitate the effort, it must be divided into smaller tasks so that they can be done individually.

Thus, a clear organizational structure is needed, where this organizational structure will be able to provide firm and clear boundaries. Who plans, works on and is responsible for all the work that has been entrusted to him and to what extent the authority and responsibility are given, this is where the important role of the organizational structure can be described concretely. The following is the organizational structure of Golden Lamian Sun Plaza Medan which can be seen in Figure 4.1 below.
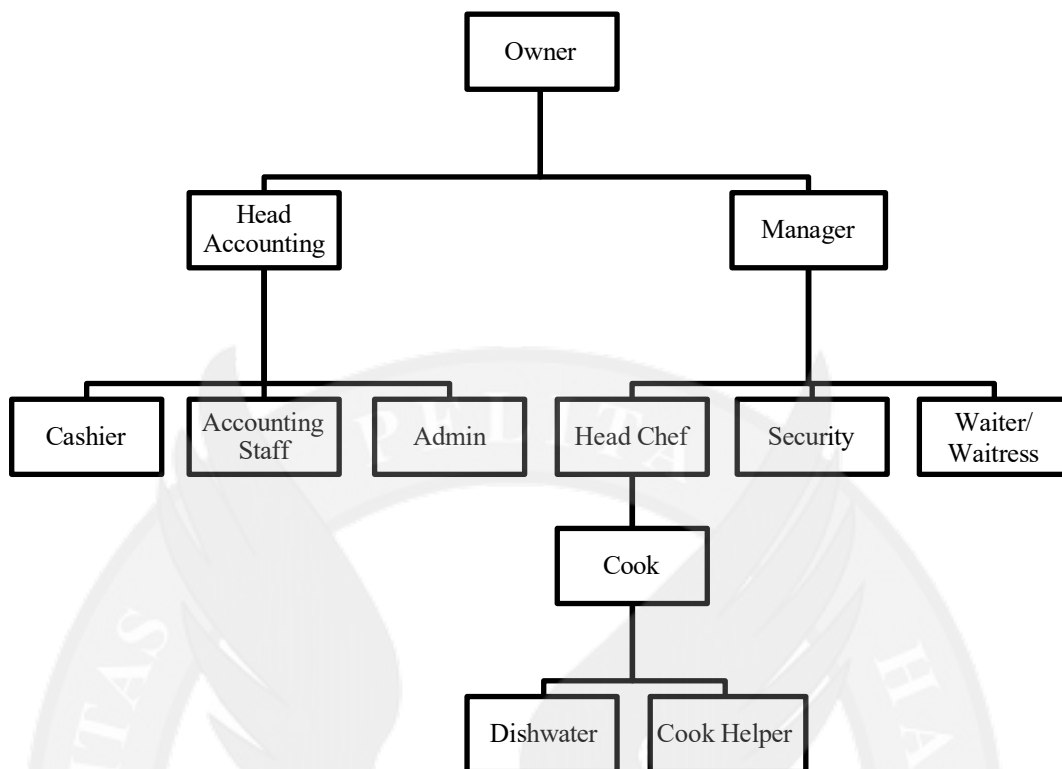
Figure 4.1 Organization Structure
Source : Golden Lamian Sun Plaza Medan (2025)

The description of duties on Golden Lamian Sun Plaza Medan is as follows:

a. **Owner**

1) Supervise / control all operational activities of the company.

2) Fostering, guiding, and motivating employees in the company.

3) Check and control the company's daily activity reports.

4) Develop & plan action plan every month together.

5) Develop a work plan (work schedule) according to functional tasks.

b. **Head Accounting**

1) Ensure that financial reports are presented in a timely, accurate manner and comply with applicable regulations.

2) Control the company's cash flow to ensure the availability of funds for company operations and financial health.

3) Plan and coordinate the preparation of company budgets, and control the use of these budgets.

4) Ensure that the company's annual and monthly tax reports are carried out in a timely manner and that the applicable regulations are in accordance with applicable tax planning & regulations.

c. **Accounting Staff**

1) Receive and check cashier deposit transactions.

2) Arrange withdrawals, bank deposits with restaurant manager approval.

3) Make daily Cash Flow (Daily Cash).

4) Input Data (Bank Transactions) to the system (Myob).

5) Create a Credit Card, City Ledger report.

d. **Admin**

1) Carry out financial administration activities at the restaurant

2) Compile and produce financial reports and restaurant taxation

3) Compile and make a periodic budget for restaurant income and expenditure

4) Compile and make letters related to banking

5) Checking restaurant employee salaries

6) Make employee salary payments

e. **Cashier**

1) Clear Cashier: Calculate the stock of cigarettes and snacks and order to the Head Office Stock.

2) Sweep and mop the cashier area.

3) Helping at the Waiter/Waitress.

4) Make a transaction.

5) Take and calculate capital.

6) Closing end, calculate capital back (Deposit)

f. **Manager**

1) Hiring and laying off employees

2) Set a work schedule

3) Take care of inventory

4) Approve and manage the budget

5) Marketing

6) Plan the menu that is served

7) Prepare for special events and events

8) Ensure that hygiene and safety standards are met

9) Monitor the raw materials to be used in the restaurant

g. **Security**

1) Fill out the report book / handover from the previous task, along with the inventory items in the post.

2) Clean the yard (parking area and courtyard).

3) Control / patrol to the Restaurant area per one (1) hourly.

4) Set the parking area or in and out of the guest car.

5) Check Body employees / wati (morning and night shifts).

h.   Waiter/Waitress

1) Set up plates, candles, and tissues.

2) Check all equipment, lalaban and chili sauce.

3) Check toilets and areas.

4) Serving guests from delivering guest orders, orders and clear ups.

i.   Head Chef

1) Planning restaurant menus, designing cooking methods and new menu items

2) Ensure good food quality.

3) Manage storage.

4) Order food ingredients from suppliers.

5) Manage budget and financial reports accurately.

6) Manage kitchen hygiene and health procedures.

7) Organizing kitchen staff.

8) Recruit, train and develop staff.

9) Preparing food that has been standardized by the company

10) Responsible for the cleanliness of the kitchen inventory area for food ingredients and all kitchen equipment.

j.   Cook

1) Doing preparation for the kitchen.

2) Make ordered dishes according to the SOP.

3) Place orders and ensure stock of raw materials as needed.

4) Maintain cooking utensils and kitchen cleanliness.

k. **Cook Helper**

    1) Confirm to the partner what work should be in production.

    2) Prepare and cook stir-fry, meat or fish wrapped in a banana leaf and roasted, and others.

    3) Maintain the quality of food.

l. **Dishwasher**

    1) Butcher fish, meat and other raw materials.

    2) Cleaning kitchen utensils, lalaban baskets.

    3) Prepare a dishwasher and glasses for guests.

    4) Dispose of waste and arrange baskets.

    5) Clean the dishwasher area thoroughly.

    6) Responsible for the disposal of water in the dishwasher area.

4.2 **Pre-Test Research Result**

4.2.1 **Validity Test**

To analyze the accountability of the questionnaire's validity and reliability, a pre-test to collect 30 samples was conducted at Golden Lamian Delipark Medan. The validity test determines if the questionnaire is suitable for research by comparing the r-count and r-table. If r-count > r-table (0.3610), the question items are valid. The Pearson correlation column shows the r-count value.

The following tables show the validity test results for variable Restaurant Atmosphere (RA), Menu Variety (MV), Promotion (P), Brand Loyalty (BL), and

Customer Revisit Intention (CRI) using SPSS software. All statements of each variable are valid, as the r-count exceeds the r-table value of 0.361.

Table 4.1 Validity Test Result on Restaurant Atmosphere

Variable	Item Code	r-count	r-table	Description
Restaurant Atmosphere	RA1	.650	.361	Valid
	RA2	.693		Valid
	RA3	.833		Valid
	RA4	.736		Valid
	RA5	.785		Valid
	RA6	.773		Valid

Source: Data Processing with SPSS (2025)

Table 4.2 Validity Test Result on Menu Variety

Variable	Item Code	r-count	r-table	Description
Menu Variety	MV1	.837	.361	Valid
	MV2	.871		Valid
	MV3	.586		Valid
	MV4	.838		Valid
	MV5	.839		Valid
	MV6	.748		Valid

Source: Data Processing with SPSS (2025)

Table 4.3 Validity Test Result on Promotion

Variable	Item Code	r-count	r-table	Description
Promotion	P1	.733	.361	Valid
	P2	.831		Valid
	P3	.844		Valid
	P4	.879		Valid
	P5	.786		Valid
	P6	.881		Valid

Source: Data Processing with SPSS (2025)

Table 4.4 Validity Test Result on Brand Loyalty

Variable	Item Code	r-count	r-table	Description
Brand Loyalty	BL1	.865	.361	Valid
	BL2	.813		Valid
	BL3	.914		Valid
	BL4	.887		Valid
	BL5	.779		Valid
	BL6	.849		Valid

Source: Data Processing with SPSS (2025)

Table 4.5 Validity Test Result on Customer Revisit Intention

Variable	Item Code	r-count	r-table	Description
Customer Revisit Intention	CRI1	.918	.361	Valid
	CRI2	.918		Valid
	CRI3	.865		Valid
	CRI4	.815		Valid

Source: Data Processing with SPSS (2025)

4.2.2 Reliability Test

The aim of reliability testing is to determine whether the respondent's answers are consistent with the questionnaire statement items. Cronbach's alpha technique assessed reliability. A variable is reliable if the Cronbach alpha value is over 0.70. Results are in the table.

Table 4.6 Reliability Test Results

Variable	Cronbach's Alpha	Total Questionnaires	Descriptions
Restaurant Atmosphere (X1)	.839	6	Reliable
Menu Variety (X2)	.876	6	Reliable
Promotion (X3)	.904	6	Reliable
Brand Loyalty (M)	.923	6	Reliable
Customer Revisit Intention (Y)	.894	4	Reliable

Source: Data Processing with SPSS (2025)

The variables assessing restaurant atmosphere, menu variety, promotion, customer revisit intention and brand loyalty have Cronbach's alpha values more than 0.70, lending credibility to the current study.

4.3 Research Result

4.3.1 Characteristics of Respondents

The results of this research were collected by distributing a questionnaire using the convenience sampling method to people who ever visited at Golden Lamian Sun Plaza Medan. In total, the writer collected 100 responses.

Table 4.7 Characteristics of Respondents by Gender

No	Gender	Frequency	Percentage
1	Female	43	43%
2	Male	57	57%
Total		100	100

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data presented, 43 people (43%) identify as female and 57 people (57%) identify as male.

Table 4.8 Characteristics of Respondents by Age

No	Age	Frequency	Percentage
1	< 20 years	30	30%
2	20-30 years	39	39%
3	30-40 years	29	29%
4	> 40 years	2	2%
Total		100	100.00%

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data presented, it indicates that 30 people or 30% are under 20 years old, 39 people or 39% are between 20-30 years old, 29 people or 29% are between 30-40 years old, and 2 people or 2% are over 40 years old.

Table 4.9 Characteristics of Respondents by Jobs

No	Jobs	Frequency	Percentage
1	College Student	28	28%
2	Civil Servant	13	13%
3	Private Employee	10	10%
4	Self-Employed	17	17%
5	And others	32	32%
Total		100	100.00%

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data presented, 28 people or 28% are those who have jobs as college students, 13 people or 13% are those who have jobs as civil servants, 10 people or 10% are those who have jobs as private employees, 17 people or 17% are

those who have jobs as self-employed, and 32 people or 32% are those who have

other jobs such housewives and student.

Table 4.10 Characteristics of Respondents by Do you live in Medan?

No.	Do you live in Medan?	Frequency	Percentage
1	Yes	82	82%
2	No	18	18%
Total		**100**	**100%**

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data, 82 people or 82% are those who have live in Medan and

18 people or 18% are those who is not have live in Medan.

Table 4.11 Characteristics of Respondents by Who Did You Come to The Golden Lamian Sun Plaza Medan with?

No	Who Did You Come to The Golden Lamian Sun Plaza Medan with?	Number	Percentage
1	Family	57	57%
2	Friends	28	28%
3	Coworkers	15	15%
Total		**100**	**100.00%**

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data presented, it indicates that 57 people or 57% are visited

Golden Lamian Sun Plaza Medan with family, 28 people or 28% are visited Golden

Lamian Sun Plaza Medan with friends, and 15 people or 15% are visited Golden

Lamian Sun Plaza Medan with colleagues.

Table 4.12 Characteristics of Respondents by What Makes You Want to Come Back To Golden Lamian Sun Plaza Medan?

No	What Makes You Want to Come Back To Golden Lamian Sun Plaza Medan?	Number	Percentage
1	Promotion	11	11%
2	Restaurant Atmosphere	52	52%
3	Menu Variety	37	37%
Total		**100**	**100.00%**

Source: Golden Lamian Sun Plaza Medan (2025)

Based on the data presented, it indicates that 11 people or 11% are come back to Golden Lamian Sun Plaza Medan because promotion, 52 people or 52% are come back to Golden Lamian Sun Plaza Medan because restaurant atmosphere and 37people or 37% are come back to Golden Lamian Sun Plaza Medan because menu variety.

4.3.2   Explanation of Respondents on Research Variables

The distributed research questionnaire utilizes Likert's scale to measure the responses. The range of numbers from 1 to 5, where 1 (one) indicates the respondent strongly disagrees and 5 (five) signifies the respondent strongly agrees. The questionnaire consists of a total of 28 statements, incorporating 5 (five) variables with 6 (six) statements for restaurant atmosphere (RA), 6 (six) statements for menu variety (MV), 6 (six) statements for promotion (P), 6 (six) statements for brrand loyalty (BL), and 4 (four) statements for customer revisit intention (CRI).

A.   Restaurant Atmosphere (RA)

Table 4. 13 Responses for Restaurant Atmosphere (RA)

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total
	F	%	F	%	F	%	F	%	F	%	
RA1	0	0	1	1.0	29	29.0	46	46.0	24	24.0	100
RA2	0	0	1	1.0	25	25.0	51	51.0	23	23.0	100
RA3	0	0	2	2.0	28	28.0	55	55.0	15	15.0	100
RA4	0	0	2	2.0	30	30.0	50	50.0	18	18.0	100
RA5	0	0	2	2.0	22	22.0	59	59.0	17	17.0	100
RA6	0	0	1	1.0	32	32.0	51	51.0	16	16.0	100

Based on restaurant atmosphere (RA) variable, the following are the statements within the questionnaire that is distributed to the respondents:

1. "The aroma of food and music at Golden Lamian Sun Plaza Medan makes me feel at home and comfortable to make order". The majority response to this statement is "Strongly Agree" with a total of 24 respondents. This is followed by "Agree" with 46 responses, "Neutral" with 29 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

2. "The aroma of the room and the music at Golden Lamian Sun Plaza Medan are distinctive and easy to remember". The majority response to this statement is "Strongly Agree" with a total of 23 respondents. This is followed by "Agree" with 51 responses, "Neutral" with 25 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

3. "The arrangement of colors and lighting at Golden Lamian Sun Plaza Medan creates harmony and beauty". The majority response to this statement is "Strongly Agree" with a total of 15 respondents. This is followed by "Agree" with 55 responses, "Neutral" with 28 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

4. "I feel that the lighting and colors in Golden Lamian Sun Plaza Medan are bright enough". The majority response to this statement is "Strongly Agree" with a total of 18 respondents. This is followed by "Agree" with 50 responses, "Neutral" with 30 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

5. "The temperature at Golden Lamian Sun Plaza Medan is quite cool". The majority response to this statement is "Strongly Agree" with a total of 17 respondents. This is followed by "Agree" with 59 responses, "Neutral" with

22 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

6.   "I feel comfortable with the room temperature at Golden Lamian Sun Plaza Medan". The majority response to this statement is "Strongly Agree" with a total of 16 respondents. This is followed by "Agree" with 51 responses, "Neutral" with 32 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

B.   Menu Variety (MV)

Table 4. 14 Responses for Menu Variety (MV)

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total
	F	%	F	%	F	%	F	%	F	%	
MV1	1	1.0	2	2.0	42	42.0	38	38.0	17	17.0	100
MV2	0	0	7	7.0	28	28.0	52	52.0	13	13.0	100
MV3	0	0	6	6.0	31	31.0	50	50.0	13	13.0	100
MV4	0	0	5	5.0	27	27.0	54	54.0	14	14.0	100
MV5	0	0	5	5.0	31	31.0	51	51.0	13	13.0	100
MV6	0	0	3	3.0	32	32.0	48	48.0	17	17.0	100

Based on menu variety (MV) variable, the following are the statements within the questionnaire that is distributed to the respondents:

1.   "The types and portions of food and drinks served by Golden Lamian Sun Plaza Medan are as desired". The majority response to this statement is "Strongly Agree" with a total of 17 respondents. This is followed by "Agree" with 38 responses, "Neutral" with 42 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 1 response.

2. "The portions of food provided by Golden Lamian Sun Plaza Medan have a satisfying taste". The majority response to this statement is "Strongly Agree" with a total of 13 respondents. This is followed by "Agree" with 52 responses, "Neutral" with 28 responses, lastly "Disagree" with 7 responses, and lastly "Strongly Disagree" with 0 response.

3. "I like the texture and appearance of the food at Golden Lamian Sun Plaza Medan". The majority response to this statement is "Strongly Agree" with a total of 13 respondents. This is followed by "Agree" with 50 responses, "Neutral" with 31 responses, lastly "Disagree" with 6 responses, and lastly "Strongly Disagree" with 0 response.

4. "Golden Lamian Sun Plaza Medan serves delicious Chinese food because it can be eaten while warm". The majority response to this statement is "Strongly Agree" with a total of 14 respondents. This is followed by "Agree" with 54 responses, "Neutral" with 27 responses, lastly "Disagree" with 5 responses, and lastly "Strongly Disagree" with 0 response.

5. "The appearance of the food and drinks at Golden Lamian Sun Plaza Medan is in accordance the food menu". The majority response to this statement is "Strongly Agree" with a total of 13 respondents. This is followed by "Agree" with 51 responses, "Neutral" with 31 responses, lastly "Disagree" with 5 responses, and lastly "Strongly Disagree" with 0 response.

6. "The food and drink menu that I ordered is always available at Golden Lamian Sun Plaza Medan". The majority response to this statement is "Strongly Agree" with a total of 17 respondents. This is followed by

"Agree" with 48 responses, "Neutral" with 32 responses, lastly "Disagree" with 3 responses, and lastly "Strongly Disagree" with 0 response.

C.   Promotion (P)

Table 4. 15 Responses for Promotion (P)

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total
	F	%	F	%	F	%	F	%	F	%	
P1	0	0	1	1.0	25	25.0	41	41.0	33	33.0	100
P2	0	0	1	1.0	28	28.0	54	54.0	17	17.0	100
P3	0	0	3	3.0	25	25.0	48	48.0	24	24.0	100
P4	0	0	0	0	38	38.0	45	45.0	17	17.0	100
P5	0	0	4	4.0	34	34.0	42	42.0	20	20.0	100
P6	0	0	4	4.0	38	38.0	42	42.0	16	16.0	100

Based on promotion (P) variable, the following are the statements within the questionnaire that is distributed to the respondents:

1.   "Golden Lamian Sun Plaza Medan often offers new food or drinks on social media such as Instagram". The majority response to this statement is "Strongly Agree" with a total of 33 respondents. This is followed by "Agree" with 41 responses, "Neutral" with 25 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 1 response.

2.   "Golden Lamian Sun Plaza Medan often holds weekly promotions for food and drinks according to customer desires". The majority response to this statement is "Strongly Agree" with a total of 17 respondents. This is followed by "Agree" with 54 responses, "Neutral" with 28 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

3. "The promotion given by Golden Lamian Sun Plaza Medan can be used for a fairly long period of time". The majority response to this statement is "Strongly Agree" with a total of 24 respondents. This is followed by "Agree" with 48 responses, "Neutral" with 25 responses, lastly "Disagree" with 3 responses, and lastly "Strongly Disagree" with 0 response.

4. "Golden Lamian Sun Plaza Medan's promotional time to sell food and drinks is right and according to consumer targets and expectations". The majority response to this statement is "Strongly Agree" with a total of 17 respondents. This is followed by "Agree" with 45 responses, "Neutral" with 38 responses, lastly "Disagree" with 0 response, and lastly "Strongly Disagree" with 0 response.

5. "Golden Lamian Sun Plaza Medan offers a more attractive package menu than other restaurants". The majority response to this statement is "Strongly Agree" with a total of 20 respondents. This is followed by "Agree" with 42 responses, "Neutral" with 34 responses, lastly "Disagree" with 4 responses, and lastly "Strongly Disagree" with 0 response.

6. "Special promo from Golden Lamian Sun Plaza Medan is in accordance with customer desires". The majority response to this statement is "Strongly Agree" with a total of 16 respondents. This is followed by "Agree" with 42 responses, "Neutral" with 38 responses, lastly "Disagree" with 4 responses, and lastly "Strongly Disagree" with 0 response.

D.   Brand Loyalty (BL)

Table 4. 16 Responses for Brand Loyalty (BL)

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total
	F	%	F	%	F	%	F	%	F	%	
BL1	0	0	2	2.0	19	19.0	58	58.0	21	21.0	100
BL2	0	0	2	2.0	28	28.0	62	62.0	8	8.0	100
BL3	0	0	2	2.0	21	21.0	58	58.0	19	19.0	100
BL4	0	0	2	2.0	26	26.0	63	63.0	9	9.0	100
BL5	0	0	2	2.0	24	24.0	63	63.0	11	11.0	100
BL6	0	0	4	4.0	27	27.0	53	53.0	16	16.0	100

Based on brand loyalty (BL) variable, the following are the statements within the questionnaire that is distributed to the respondents:

1.   "If I need the same food, I am willing to pay a higher price to be able to eat at Golden Lamian Sun Plaza Medan". The majority response to this statement is "Strongly Agree" with a total of 21 respondents. This is followed by "Agree" with 58 responses, "Neutral" with 19 responses, lastly "Disagree" with 2 response, and lastly "Strongly Disagree" with 0 response.

2.   "I intend to buy other food at Golden Lamian Sun Plaza Medan". The majority response to this statement is "Strongly Agree" with a total of 8 respondents. This is followed by "Agree" with 62 responses, "Neutral" with 28 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

3.   "I want to be a regular customer of Golden Lamian because of the menu variety". The majority response to this statement is "Strongly Agree" with a total of 19 respondents. This is followed by "Agree" with 58 responses,

"Neutral" with 21 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

4. "I consider Golden Lamian Sun Plaza Medan as my first choice in the next few years". The majority response to this statement is "Strongly Agree" with a total of 9 respondents. This is followed by "Agree" with 63 responses, "Neutral" with 26 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

5. "I recommend Golden Lamian Sun Plaza Medan to people who ask me for advice". The majority response to this statement is "Strongly Agree" with a total of 11 respondents. This is followed by "Agree" with 63 responses, "Neutral" with 24 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

6. "I say positive things about Golden Lamian Sun Plaza Medan to other people". The majority response to this statement is "Strongly Agree" with a total of 16 respondents. This is followed by "Agree" with 53 responses, "Neutral" with 27 responses, lastly "Disagree" with 4 responses, and lastly "Strongly Disagree" with 0 response.

E. Customer Revisit Intention (CRI)

Table 4. 17 Responses for Customer Revisit Intention (CRI)

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total
	F	%	F	%	F	%	F	%	F	%	
CRI1	0	0	2	2.0	26	26.0	49	49.0	23	23.0	100
CRI2	0	0	1	1.0	22	22.0	56	56.0	21	21.0	100
CRI3	0	0	1	1.0	20	20.0	65	65.0	14	14.0	100
CRI4	0	0	2	2.0	29	29.0	61	61.0	8	8.0	100

Based on customer revisit intention (CRI) variable, the following are the statements within the questionnaire that is distributed to the respondents:

1. "I am interested in visiting Golden Lamian Sun Plaza Medan again at another time because there is an invitation and recommendation from other people". The majority response to this statement is "Strongly Agree" with a total of 23 respondents. This is followed by "Agree" with 49 responses, "Neutral" with 26 responses, lastly "Disagree" with 2 responses, and lastly "Strongly Disagree" with 0 response.

2. "I am interested in visiting again because other people always talk positively about the atmosphere". The majority response to this statement is "Strongly Agree" with a total of 21 respondents. This is followed by "Agree" with 56 responses, "Neutral" with 22 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

3. "Interested in recommending friends because the food offered by Golden Lamian Sun Plaza Medan is according to the desired taste". The majority response to this statement is "Strongly Agree" with a total of 14 respondents. This is followed by "Agree" with 65 responses, "Neutral" with 20 responses, lastly "Disagree" with 1 response, and lastly "Strongly Disagree" with 0 response.

4. "Golden Lamian Sun Plaza Medan promotes delicious food and drinks on social media". The majority response to this statement is "Strongly Agree" with a total of 8 respondents. This is followed by "Agree" with 61 responses,

4.3.3 Descriptive Statistic

The writer uses descriptive statistics to analyze research variables through central tendency and dispersion. Interval classes for each variable will be calculated using a specific formula.

Highest value = 1 questions x 5 value = 5

Lower value = 1 questions x 1 value = 1

The range = (5-1) / 5 = 4 / 5 = 0.8

Table 4.18 The Interval Class Based On Questionnaire

Intervals	Note
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Data processing by writer (2025)

A. Restaurant Atmosphere (RA)

Below is the descriptive statistics for restaurant atmosphere (RA) using SPSS 27

Table 4.19 Descriptive Statistics for RA Statements

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
RA1	3.93	4.00	4	0.756	0.571	Agree
RA2	3.96	4.00	4	0.724	0.524	Agree
RA3	3.83	4.00	4	0.697	0.486	Agree
RA4	3.84	4.00	4	0.735	0.540	Agree
RA5	3.91	4.00	4	0.683	0.467	Agree
RA6	3.82	4.00	4	0.702	0.493	Agree

Source: Data Processing with SPSS (2025)

From the table above, the statement with the highest mean is from RA2: "The aroma of the room and the music at Golden Lamian Sun Plaza Medan are distinctive and easy to remember," scoring 3.96, indicating "Agree". The lowest mean is from RA6: "I feel comfortable with the room temperature at Golden Lamian Sun Plaza Medan," scoring 3.82, indicating "Agree".

The following formula is used to calculate the interval class for the variable restaurant atmosphere (RA).

Highest Class = 6 questions x 5 = 30

Lowest Class = 6 question x 1 = 6

The range = (30-6)/5 = 4.8

Table 4.20 The Interval Class For RA

Intervals	Note
6.0 – 10.7	Strongly Disagree
10.8 – 15.5	Disagree
15.6 – 20.3	Neutral
20.4 – 25.1	Agree
25.2 – 30.0	Strongly Agree

Source: Data processing by writer (2025)

Table 4.21 Descriptive Statistics for RA

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
Restaurant Atmosphere	23.29	24.00	24	3.622	13.117	Agree

Source: Data Processing with SPSS (2025)

Using the tables above, the mean result of restaurant atmosphere (RA) is 23.29, indicating that it is "Agree", meaning that the customer is like the restaurant atmosphere from Golden Lamian Sun Plaza Medan.

B.   Menu Variety (MV)

Below is the descriptive statistics for menu variety (MV) using SPSS 27

Table 4.22 Descriptive Statistics for MV Statements

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
MV1	3.68	4.00	3	0.815	0.664	Agree
MV2	3.71	4.00	4	0.782	0.612	Agree
MV3	3.70	4.00	4	0.772	0.596	Agree
MV4	3.77	4.00	4	0.750	0.563	Agree
MV5	3.72	4.00	4	0.753	0.567	Agree
MV6	3.79	4.00	4	0.756	0.572	Agree

Source: Data Processing with SPSS (2025)

The table shows that the statement with the highest average is from MV6, which says "Golden Lamian Sun Plaza Medan often offers new food or drinks on social media such as Instagram," scoring 3.79 and indicating "Agree". The lowest average is from MV1, stating "The types and portions of food and drinks served by Golden Lamian Sun Plaza Medan are as desired," scoring 3.68 and also indicating "Agree".

The following formula is used to calculate the interval class for the variable menu variety (MV).

Highest Class = 6 questions x 5 = 30

Lowest Class = 6 question x 1 = 6

The range = (30-6)/5 = 4.8

Table 4.23 The Interval Class for MV

Intervals	Note
6.0 – 10.7	Strongly Disagree
10.8 – 15.5	Disagree
15.6 – 20.3	Neutral
20.4 – 25.1	Agree
25.2 – 30.0	Strongly Agree

Source: Data processing by writer (2025)

Table 4.24 Descriptive Statistics for MV

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
Menu Variety	22.37	23.00	23	3.981	15.852	Agree

Source: Data Processing with SPSS (2025)

Using the tables above, the mean result of menu variety (MV) is 22.37, indicating that it is "Agree", meaning that the customer is like the menu variety from Golden Lamian Sun Plaza Medan.

C. Promotion (P)

Below is the descriptive statistics for promotion (P) using SPSS 27

Table 4.25 Descriptive Statistics for P Statements

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
P1	4.06	4.00	4	0.789	0.623	Agree
P2	3.87	4.00	4	0.691	0.478	Agree
P3	3.93	4.00	4	0.782	0.611	Agree
P4	3.79	4.00	4	0.715	0.511	Agree
P5	3.78	4.00	4	0.811	0.658	Agree
P6	3.70	4.00	4	0.785	0.616	Agree

Source: Data Processing with SPSS (2025)

From the table above, it can be seen that statement with the highest mean comes from P1 "Golden Lamian Sun Plaza Medan often holds weekly promotions for food and drinks according to customer desires", scoring an average of 4.06 indicating it is "Agree". On the other hand, the lowest means comes from P6 "If I need the same food, I am willing to pay a higher price to be able to eat at Golden Lamian Sun Plaza Medan", scoring an average of 3.70, indicating it is "Agree".

The following formula is used to calculate the interval class for the variable promotion (P).

Highest Class = 6 questions x 5 = 30

Lowest Class = 6 question x 1 = 6

The range = (30-6)/5 = 4.8

Table 4.26 The Interval Class for P

Intervals	Note
6.0 – 10.7	Strongly Disagree
10.8 – 15.5	Disagree
15.6 – 20.3	Neutral
20.4 – 25.1	Agree
25.2 – 30.0	Strongly Agree

Source: Data processing by writer (2025)

Table 4.27 Descriptive Statistics for P

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
Promotion	23.13	23.50	24	3.834	14.700	Agree

Source: Data Processing with SPSS (2025)

Using the tables above, the mean result of promotion (P) is 23.13, indicating that it is "Agree", meaning that the customer is like the promotion from Golden Lamian Sun Plaza Medan.

D. Brand Loyalty (BL)

Below is the descriptive statistics for brand loyalty (BL) using SPSS 27

Table 4.28 Descriptive Statistics for BL Statements

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
BL1	3.98	4.00	4	0.696	0.484	Agree
BL2	3.76	4.00	4	0.622	0.386	Agree
BL3	3.94	4.00	4	0.694	0.481	Agree
BL4	3.79	4.00	4	0.624	0.390	Agree
BL5	3.83	4.00	4	0.637	0.405	Agree
BL6	3.81	4.00	4	0.748	0.559	Agree

Source: Data Processing with SPSS (2025)

The highest mean statement is from BL1 "I intend to buy other food at Golden Lamian Sun Plaza Medan", with an average of 3.98 indicating "Agree".

The lowest mean is from BL2 "I want to be a regular customer of Golden Lamian because of the menu variety", scoring 3.76, also indicating "Agree".

The following formula is used to calculate the interval class for the variable brand loyalty (BL).

Highest Class = 6 questions x 5 = 30

Lowest Class = 6 question x 1 = 6

The range = (30-6)/5 = 4.8

Table 4.29 The Interval Class for BL

Intervals	Note
6.0 – 10.7	Strongly Disagree
10.8 – 15.5	Disagree
15.6 – 20.3	Neutral
20.4 – 25.1	Agree
25.2 – 30.0	Strongly Agree

Source: Data processing by writer (2025)

Table 4.30 Descriptive Statistics for BL

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
Brand Loyalty	23.11	23.00	23	3.360	11.291	Agree

Source: Data Processing with SPSS (2025)

Using the tables above, the mean result of brand loyalty (BL) is 23.11, indicating that it is "Agree", meaning that the customer is like the brand loyalty from Golden Lamian Sun Plaza Medan.

E.   Customer Revisit Intention (CRI)

Below is the descriptive statistics for customer revisit intention (CRI) using SPSS 27

Table 4.31 Descriptive Statistics for CRI Statements

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
CRI1	3.93	4.00	4	0.756	0.571	Agree
CRI2	3.97	4.00	4	0.688	0.474	Agree
CRI3	3.92	4.00	4	0.614	0.377	Agree
CRI4	3.75	4.00	4	0.626	0.391	Agree

Source: Data Processing with SPSS (2025)

The highest mean statement is from CRI2, scoring 3.97, which indicates agreement about interest in visiting again due to positive talk about the atmosphere. The lowest mean is from CRI4, scoring 3.75, also indicating agreement about social media promoting delicious food and drinks.

The following formula is used to calculate the interval class for the variable customer revisit intention (CRI).

Highest Class = 4 questions x 5 = 20

Lowest Class = 4 questions x 1 = 4

The range = (20-4)/5 = 3.2

Table 4.32 The Interval Class For CRI

Intervals	Note
4.0 – 7.1	Strongly Disagree
7.2 – 10.3	Disagree
10.4 – 13.5	Neutral
13.6 – 16.7	Agree
16.8 – 20.0	Strongly Agree

Source: Data processing by writer (2025)

Table 4.33 Descriptive Statistics for CRI

Statements	Mean	Median	Mode	Std. Deviation	Variance	Description
Customer Revisit Intention	15.57	16.00	16	2.199	4.833	Agree

Source: Data Processing with SPSS (2025)

Using the tables above, the mean result of customer revisit intention (CRI) is 15.57, indicating that it is "Agree", meaning that the customers are willing to come back to visit Golden Lamian Sun Plaza Medan.

4.4 Result of Data Quality Testing

4.4.1 Outer Model

1. Validity Test

a. Convergent Validity Test

The writer uses SmartPLS 4.0 for structural equation modeling and tests convergent validity with data from 100 respondents. The convergent validity test includes outer loading and construct validity test. Below is the measurement model analysis that represents 5 (five) variables studied in this research and each of its measurements.
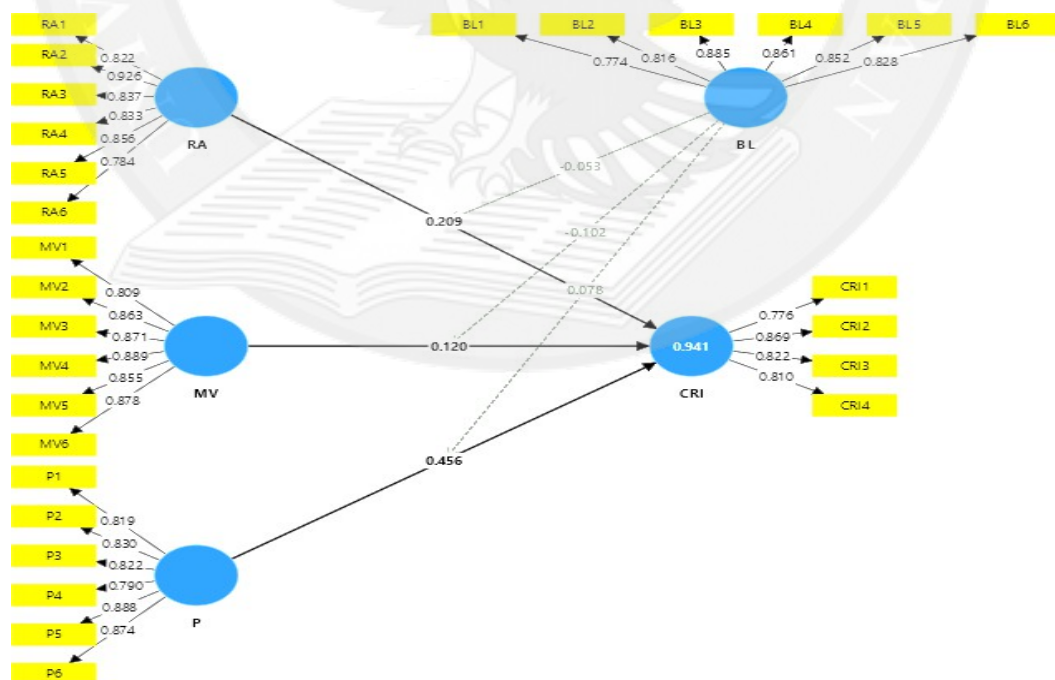
Figure 4.2 Measurement Model Analysis
Source: Data Processing with SmartPLS 4.0 (2025)

To assess reliability, the loadings of indicators and their constructs were examined. All loadings in this research exceed 0.7 and pass the outer loading test. Additionally, all AVE and composite reliability values are higher than 0.5 and 0.6 respectively, indicating that the data meets all requirements. A table shows each construct having high internal consistency.

Table 4.34 Loading, Composite Reliability (CR), and Average Variance Extracted (AVE)

Construct/Item	Outer loadings	CR	AVE
Restaurant Atmosphere (RA)		0.937	0.712
RA1	0.822		
RA2	0.926		
RA3	0.837		
RA4	0.833		
RA5	0.856		
RA6	0.784		
Menu Variety (MV)		0.945	0.742
MV1	0.809		
MV2	0.863		
MV3	0.871		
MV4	0.889		
MV5	0.855		
MV6	0.878		
Promotion (P)		0.934	0.702
P1	0.819		
P2	0.830		
P3	0.822		
P4	0.790		
P5	0.888		
P6	0.874		
Brand Loyalty (BL)		0.933	0.700
BL1	0.774		
BL2	0.816		
BL3	0.885		
BL4	0.861		
BL5	0.852		
BL6	0.828		
Customer Revisit Intention (CRI)		0.891	0.672
CRI1	0.776		
CRI2	0.869		
CRI3	0.822		
CRI4	0.810		

Source: Data Processing with SmartPLS 4.0 (2025)

b.   Discriminant Validity

Test The table below represents all variables, and their respective statements

pass the cross-loading test as its values surpass 0.7

Table 4.35 Cross-loading Test Results

Statements	Value
Restaurant Atmosphere (RA)	
RA1	0.822
RA2	0.926
RA3	0.837
RA4	0.833
RA5	0.856
RA6	0.784
Menu Variety (MV)	
MV1	0.809
MV2	0.863
MV3	0.871
MV4	0.889
MV5	0.855
MV6	0.878
Promotion (P)	
P1	0.819
P2	0.830
P3	0.822
P4	0.790
P5	0.888
P6	0.874
Brand Loyalty (BL)	
BL1	0.774
BL2	0.816
BL3	0.885
BL4	0.861
BL5	0.852
BL6	0.828
Customer Revisit Intention (CRI)	
CRI1	0.776
CRI2	0.869
CRI3	0.822
CRI4	0.810

Source: Data Processing with SmartPLS 4.0 (2025)

2.   Reliability Test

After construct validity testing, the next step is construct reliability testing

using Composite Reliability (CR). CR shows good reliability if its value is more

than 0.7. Internal consistency testing is not always necessary if construct validity is met.

Table 4.36 Construct Reliability Results

Construct	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
BL	0.914	0.916	0.933	0.700
CRI	0.837	0.839	0.891	0.672
MV	0.930	0.932	0.945	0.742
P	0.915	0.917	0.934	0.702
RA	0.919	0.922	0.937	0.712

Source: Data Processing with SmartPLS 4.0 (2025)

As shown in the table 4.31 all variables have also passed the construct reliability test as both Cronbach's Alpha and composite reliability values exceed 0.7

4.4.2 Inner Model

1. R Square Value

The internal model describes the relationship between hidden variables. The structural model uses R-square to evaluate the dependent construct. The R^2 results of 0.67, 0.33, and 0.19 indicate the strength of the model.

Table 4.37 R-square Results

	R-square	R-square adjusted
CRI	0.941	0.937

Source: Data Processing with SmartPLS 4.0 (2025)

Based on table 4.32, the R Square value is 0.941, indicating that 94.1% of the variation in revisit interest is influenced by restaurant atmosphere, menu variations, and promotions, while the other 5.9% is explained by other factors. R Square on the revisit interest variable is strong.

2.   Effect Size (f square)

Table 4.38 F-square Results

Relationship	F-square
RA -> CRI	0.313
MV -> CRI	0.161
P -> CRI	0.811
BL x RA -> CRI	0.028
BL x P -> CRI	0.048
BL x MV -> CRI	0.102

Source: Data Processing with SmartPLS 4.0 (2025)

If the values higher than 0.02, 0.15, and 0.35, respectively represent small, medium, and large F-effect size. Hence, from the table above, it can be concluded as follows:

a.   Restaurant Atmosphere (RA) has a medium influence size on Customer Revisit Intention (CRI).

b.   Menu Variety (MV) has a medium influence size on Customer Revisit Intention (CRI).

c.   Promotion (P) has a large influence size on Customer Revisit Intention (CRI).

d.   Brand Loyalty (BL) and Restaurant Atmosphere (RA) has a small influence size on Customer Revisit Intention (CRI).

e.   Brand Loyalty (BL) and Menu Variety (MV) has a small influence size on Customer Revisit Intention (CRI).

f.   Brand Loyalty (BL) and Promotion (P) has a small influence size on Customer Revisit Intention (CRI).

3.   Path Coefficient (Signification)

Table 4.39 Path Coefficient Results

Relationship	Original sample	T statistics	P values
RA -> CRI	0.209	4.990	0.000
MV -> CRI	0.120	3.158	0.002
P -> CRI	0.456	7.655	0.000
BL x RA -> CRI	-0.053	1.070	0.285
BL x MV -> CRI	-0.102	2.108	0.035
BL x P -> CRI	0.078	1.641	0.101

Source: Data Processing with SmartPLS 4.0 (2025)
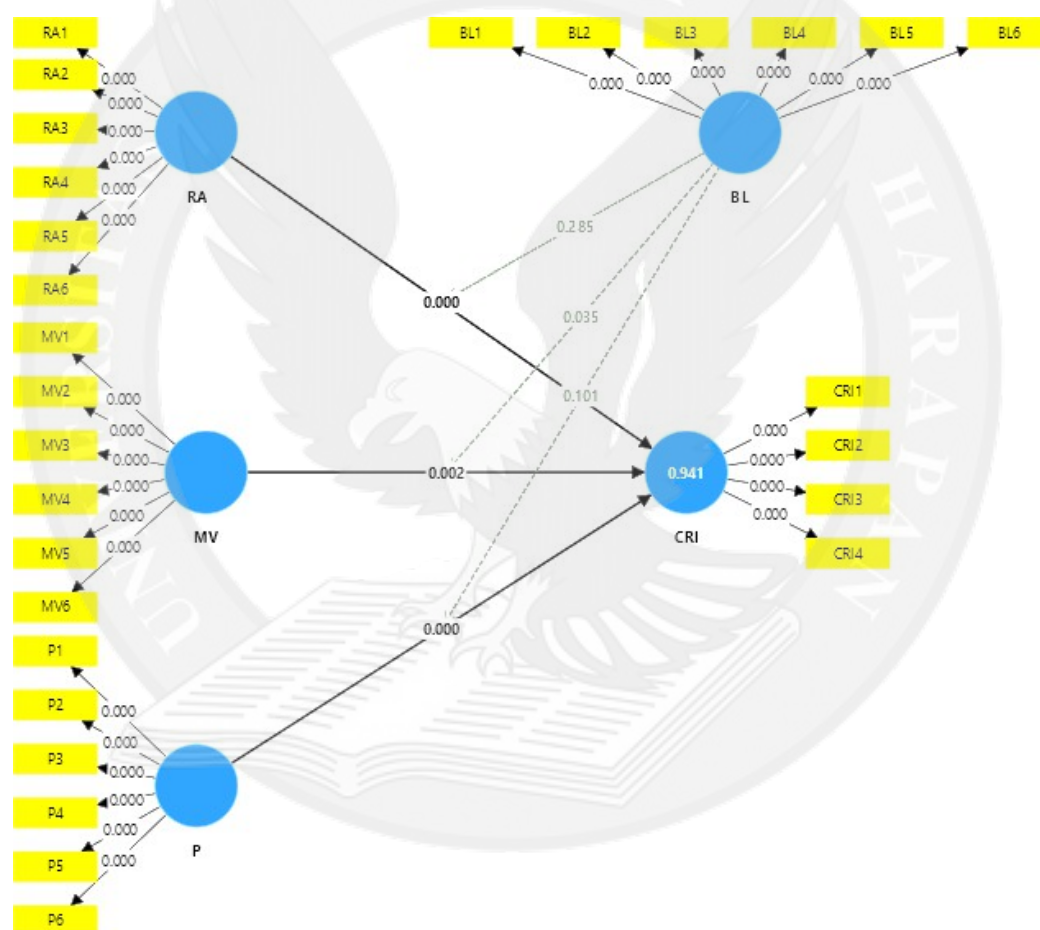
Figure 4.3 Inner Model Analysis
Source: Data Processing with SmartPLS 4.0 (2025)

To see whether the influence of brand loyalty as a moderator role on restaurant

atmosphere, menu variety, and promotion towards customer revisit intention is

significant or not, according to table 4.34, the results of this test are as follows:

1. Restaurant Atmosphere (RA) → Customer Revisit Intention (CRI)

   The path coefficient value of 0.209 indicates a weak positive relationship. This shows that as restaurant atmosphere improves, customer revisit intention will also improve. The P-value of $0.000 < 0.05$ signifies that restaurant atmosphere influences customer revisit intention at Golden Lamian Sun Plaza Medan.

2. Menu Variety (MV) → Customer Revisit Intention (CRI)

   The path coefficient value of 0.120 indicates a weak positive relationship. The positive relationship shows that as menu variety improves, so will the customer revisit intention. Additionally, the P-value of $0.002 < 0.05$, signifies that menu variety influences customer revisit intention at Golden Lamian Sun Plaza Medan.

3. Promotion (P) → Customer Revisit Intention (CRI)

   The path coefficient value of 0.456 indicates a weak positive relationship. The positive relationship shows that as promotion improves, so will the customer revisit intention. Additionally, the P-value of $0.000 < 0.05$ signifies that promotion influences customer revisit intention at Golden Lamian Sun Plaza Medan.

4. Brand Loyalty (BL) and Restaurant Atmosphere (RA) → Customer Revisit Intention (CRI)

   The path coefficient value of -0.053 shows a weak negative relationship, meaning brand loyalty did not improve the link between restaurant

atmosphere and customer revisit intention. The P-value of 0.285 > 0.05 indicates brand loyalty is not a moderator in this context.

5. Brand Loyalty (BL) and Menu Variety (MV) → Customer Revisit Intention (CRI)

    The path coefficient value of -0.120 indicates a weak negative relationship. This indicates that brand loyalty does not strengthen the relationship between menu variety and customer revisit interest. The P value of 0.035 < 0.05 indicates that brand loyalty can be a moderator between menu variety and customer revisit interest at Golden Lamian Sun Plaza Medan.

6. Brand Loyalty (BL) and Promotion (P) → Customer Revisit Intention (CRI)

    The path coefficient value of 0.078 indicates a weak positive relationship. This shows that brand loyalty can strengthen the relationship between promotion and customer revisit intention. However, the P-value of 0.101 > 0.05 signifies that brand loyalty does not act as a moderator between promotion and customer revisit intention at Golden Lamian Sun Plaza Medan.

4.5   Discussion

To summarize the data and analysis results from the above, the following conclusions have been made.

1. For validity test, a pre-test conducted shows all R-count values are greater than R-tables value of 0.361, indicating all statements in the questionnaire are valid.

2. For reliability test, a pre-test conducted shows all Cronbach's Alpha value are greater than 0.6, indicating all statements in the questionnaire are reliable.

3. The results of descriptive statistics for variable Restaurant Atmosphere (RA) are:

    a. The highest mean comes from RA2 "The aroma of the room and the music at Golden Lamian Sun Plaza Medan are distinctive and easy to remember", scoring an average of 3.96 indicating it is "Agree".

    b. The lowest means comes from RA6 "I feel comfortable with the room temperature at Golden Lamian Sun Plaza Medan", scoring an average of 3.82, indicating it is "Agree".

    c. The mean result of restaurant atmosphere (RA) is 23.29, indicating that it is "Agree", meaning that the customer is like the restaurant atmosphere from Golden Lamian Sun Plaza Medan.

4. The results of descriptive statistics for variable Menu Variety (MV) are:

    a. The highest mean comes from MV6 "Golden Lamian Sun Plaza Medan often offers new food or drinks on social media such as Instagram", scoring an average of 3.79 indicating it is "Agree".

    b. The lowest means comes from MV1 "The types and portions of food and drinks served by Golden Lamian Sun Plaza Medan are as desired", scoring an average of 3.68, indicating it is "Agree".

c. The mean result of menu variety (MV) is 22.37, indicating that it is "Agree", meaning that the customer is like the menu variety from Golden Lamian Sun Plaza Medan.

5. The results of descriptive statistics for variable Promotion (P) are:

a. The highest mean comes from P1 "Golden Lamian Sun Plaza Medan often holds weekly promotions for food and drinks according to customer desires", scoring an average of 4.06 indicating it is "Agree".

b. The lowest means comes from P6 "If I need the same food, I am willing to pay a higher price to be able to eat at Golden Lamian Sun Plaza Medan", scoring an average of 3.70, indicating it is "Agree".

c. The mean result of promotion (P) is 23.13, indicating that it is "Agree", meaning that the customer is like the promotion from Golden Lamian Sun Plaza Medan.

6. The results of descriptive statistics for variable Brand Loyalty (BL) are:

a. The highest mean comes from BL1 "I intend to buy other food at Golden Lamian Sun Plaza Medan", scoring an average of 3.98 indicating it is "Agree".

b. The lowest means comes from BL2 "I want to be a regular customer of Golden Lamian because of the menu variety", scoring an average of 3.76, indicating it is "Agree".

c. The mean result of brand loyalty (BL) is 23.11, indicating that it is "Agree", meaning that the customer is like the brand loyalty from Golden Lamian Sun Plaza Medan.

7. The results of descriptive statistics for variable Customer Revisit Intention (CRI) are:

   a. The highest mean comes from CRI2 "I am interested in visiting again because other people always talk positively about the atmosphere", scoring an average of 3.97 indicating it is "Agree".

   b. The lowest means comes from CRI4 "Golden Lamian Sun Plaza Medan promotes delicious food and drinks on social media", scoring an average of 3.75, indicating it is "Agree".

   c. The mean result of customer revisit intention (CRI) is 15.57, indicating that it is "Agree", meaning that the customers are willing to come back to visit Golden Lamian Sun Plaza Medan.

8. Outer model test results:

   a. The value of outer loading test for every variable – restaurant atmosphere, menu variety, promotion, customer revisit intention and brand loyalty, exceed 0.7, indicating that all variable has passed the outer loading test.

   b. For restaurant atmosphere, the greatest loading factor value was 0.926 from RA2 "The aroma of the room and the music at Golden Lamian Sun Plaza Medan are distinctive and easy to remember".

   c. For menu variety, the greatest loading factor value was 0.889 from MV4 "Golden Lamian Sun Plaza Medan serves delicious Chinese food because it can be eaten while warm".

d. For promotion, the greatest loading factor value was 0.888 from P5 "Special promo from Golden Lamian Sun Plaza Medan is in accordance with customer desires".

e. For brand loyalty, the greatest loading factor value was 0.885 from BL3 "I consider Golden Lamian Sun Plaza Medan as my first choice in the next few years".

f. For customer revisit intention, the greatest loading factor value was 0.869 from CRI2 "I am interested in visiting again because other people always talk positively about the atmosphere".

g. The composite reliability test results for all variables are above 0.6, showing that all data passed the construct validity test.

h. The cross-loading test results for all variables exceed 0.7, indicating that all data passed the discriminant validity test.

i. The construct reliability test results for all variables are above 0.7, confirming that all data passed the construct and composite reliability test.

9. Inner model test results for R-square: The adjusted R-square value is 0.941 indicating that only 94.1% of variations or changes in customer revisit intention are influenced by restaurant atmosphere, menu variety, and promotion.

10. Inner model test results for F-square:

a. Restaurant Atmosphere (RA) has a medium effect size on Customer Revisit Intention (CRI).

b. Menu Variety (MV) has a medium effect size on Customer Revisit Intention (CRI).

c. Promotion (P) has a large effect size on Customer Revisit Intention (CRI).

d. Brand Loyalty (BL) and Restaurant Atmosphere (RA) has a small effect size on Customer Revisit Intention (CRI).

e. Brand Loyalty (BL) and Menu Variety (MV) has a small effect size on Customer Revisit Intention (CRI).

f. Brand Loyalty (BL) and Promotion (P) has a small effect size on Customer Revisit Intention (CRI).

11. Path coefficient and P-value significance results:

a. Restaurant Atmosphere (RA) → Customer Revisit Intention (CRI)

The path coefficient value of 0.209 indicates a weak positive relationship. The positive relationship shows that as restaurant atmosphere improves, so will the customer revisit intention. P-value of 0.000 < 0.05, signifies that restaurant atmosphere influences customer revisit intention at Golden Lamian Sun Plaza Medan.

Store atmosphere is everything that creates the atmosphere of a place, whether through music, visuals and arrangements that can influence consumer perceptions and emotions (Oktavio et al., 2023). Music, lighting, cleanliness, store layout, decoration and artifacts have a positive influence on the intention to revisit the café or restaurant.

This is in line with the findings of Kezia et al. (2023) that atmosphere has a partial effect customer revisit intention. These results indicate that improving the atmosphere at Fat-Fat restaurant, through adequate lighting standards, aesthetic room design, music selection that supports customer comfort, distinctive room aroma, comfortable room temperature, and restaurant cleanliness, contributes to increased customer interest in making repeat purchases. Various physical aspects, such as aesthetically pleasing design and comfortable room temperature, are related to the store atmosphere that can build an image and attract customers' purchase intention.

b. Menu Variety (MV) → Customer Revisit Intention (CRI)

The path coefficient value of 0.120 indicates a weak positive relationship. The positive relationship shows that as menu variety improves, so will the customer revisit intention. P-value of 0.002 < 0.05, signifies that menu variety influences customer revisit intention at Golden Lamian Sun Plaza Medan.

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 (Tondang et al., 2023). If the menu variations provided by

the restaurant are not varied and not tasty, it will have an impact on the intention to repurchase.

This is in line with the findings of Novitasari & Gunawan (2024) that menu variety has a partial effect customer revisit intention. The variety of menus provided by the cafe is also very varied, making visitors curious to try the menus. In addition, the cafe menu that makes a distinctive feature is by putting the cafe's brand name, making it different from other cafes. In other words, a wide variety of menus can increase customer satisfaction and interest in returning to the café.

c. Promotion (P) → Customer Revisit Intention (CRI)

The path coefficient value of 0.456 indicates a weak positive relationship. The positive relationship shows that as promotion improves, so will the customer revisit intention. P-value of 0.000 < 0.05, signifies that promotion influences customer revisit intention at Golden Lamian Sun Plaza Medan.

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 (Melati, 2021). Brand loyalty does not act as moderator between promotion and customer revisit intention because discounts, special offers, or free gifts have not been able to encourage customers to try the product or service, or the Golden Lamian Sun Plaza promotion has a limited time and only

attracts customers during that period. After the promotion ends, customers may return to other brands if they do not have strong brand loyalty. In addition, the customer experience is not in accordance with expectations when eating at Golden Lamian Sun Plaza so even though the food at Golden Lamian Sun Plaza is very popular, it may not be enough to make them come back to eat at this restaurant.

This is in line with the findings of Ardisa et al. (2022) that promotion has a partial effect customer revisit intention. In this regard, it can be said that the more frequent and good promotions offered by café or restaurant, the higher the probability of customer repurchase intention.

d. Brand Loyalty (BL) and Restaurant Atmosphere (RA) → Customer Revisit Intention (CRI)

The path coefficient value of -0.053 indicates a weak negative relationship. The negative relationship shows that brand loyalty did not strengthen the relationship between restaurant atmosphere and customer revisit intention. P-value of $0.285 > 0.05$, signifies that brand loyalty does not act as moderator between restaurant atmosphere and customer revisit intention at Golden Lamian Sun Plaza Medan.

Brand loyalty does not act as moderator between restaurant atmosphere and customer revisit intention at Golden Lamian Sun Plaza Medan because customers do not intend to buy other food at Golden Lamian Sun Plaza Medan even though customers feel comfortable with the room temperature at Golden Lamian Sun Plaza Medan because the

e. Brand Loyalty (BL) and Menu Variety (MV) → Customer Revisit Intention (CRI)

The path coefficient value of -0.120 indicates a weak negative relationship. The negative relationship shows that brand loyalty did not strengthen the relationship between menu variety and customer revisit intention. Additionally, the P-value of $0.035 < 0.05$, signifies that brand loyalty can act as moderator between menu variety and customer revisit intention at Golden Lamian Sun Plaza Medan.

Brand loyalty can act as moderator between menu variety and customer revisit intention at Golden Lamian Sun Plaza Medan because the food and drink menu that I ordered is always available at Golden Lamian Sun Plaza Medan so I intend to buy other food at Golden Lamian Sun Plaza Medan. Another reason is Golden Lamian Sun Plaza Medan serves delicious Chinese food because it can be eaten while warm so I consider Golden Lamian Sun Plaza Medan as my first choice in the next few years

f. Brand Loyalty (BL) and Promotion (P) → Customer Revisit Intention (CRI) The path coefficient value of 0.078 indicates a weak positive

relationship. The positive relationship shows that brand loyalty can strengthen the relationship between promotion and customer revisit intention. Additionally, the P-value of $0.101 > 0.05$, signifies that brand loyalty does not act as moderator between promotion and customer revisit intention at Golden Lamian Sun Plaza Medan.

Brand loyalty does not act as moderator between promotion and customer revisit intention at Golden Lamian Sun Plaza Medan because special promo from Golden Lamian Sun Plaza Medan is not in accordance with customer desires so customer is not intend to buy other food at Golden Lamian Sun Plaza Medan and Golden Lamian Sun Plaza Medan does not offers a more attractive package menu than other restaurants so customer cannot consider Golden Lamian Sun Plaza Medan as his first choice in the next few years.