



DIJDBM:
**Dinasti International Journal of Digital
Business Management**

E-ISSN: 2715-4203
P-ISSN: 2715-419X

<https://dinastipub.org/DIJDBM> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijdbm.v6i1.3896>
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Understanding the Factors Influencing Repeat Visits Among Solaria Customers: A Behavioral Analysis

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Abstract: This study aims to understand the factors influencing repeat visits among customers of Solaria, a popular Indonesian restaurant chain. Utilizing a quantitative approach, the research involved a survey of 200 respondents who had dined at Solaria more than once. The findings reveal that food quality, service quality, price perception, and restaurant atmosphere significantly impact customers' decisions to return. These insights provide valuable implications for Solaria's management in enhancing customer loyalty and improving marketing strategies.

Keyword: Repeat Visits, Customer Behavior, Solaria, Food Quality, Service Quality

INTRODUCTION

The restaurant industry in Indonesia has experienced significant growth in recent years, with numerous players competing for market share. Based on data from the Central Statistics Agency (Data Badan Pusat Statistik, 2021) in 2020 there are 11,223 culinary businesses in Indonesia, which are dominated by restaurants. Solaria, known for its diverse Indonesian menu, has established itself as a prominent brand in this competitive landscape. However, attracting new customers is only part of the equation; retaining existing customers through repeat visits is crucial for long-term success. According to Oliver (1999), customer loyalty is a key driver of profitability and sustainability in the restaurant business. Customer Loyalty is one source to build competitive advantage in the marketing of a company. In order to keep customers loyal, businesses must uphold their trust, which in turn might encourage them to make additional purchases (Ramlan, 2021) Understanding the factors that influence repeat visits can help Solaria enhance its customer retention strategies.

Repeat visits are essential for restaurants as they contribute to a stable revenue stream and foster brand loyalty. Repeat visits refer to the phenomenon where customers return to a service provider after their initial experience, indicating a level of satisfaction and loyalty that drives them to seek the same service again (Kim & Cha, 2002). Repurchase intention can be interpreted as a customer's evaluation of buying back products or services from the same seller or not, taking into account the current situation and possible future events (Hellier et al. 2003).

Research indicates that loyal customers are more likely to recommend a restaurant to others, thereby increasing its customer base through word-of-mouth marketing (Khan & Rahman, 2015). A study by Ladhari (2009) emphasizes that service quality and customer satisfaction are critical determinants of customer loyalty in the restaurant sector. Ladhari found that customers who perceive high service quality are more likely to exhibit repeat patronage, aligning with the results of this research. Additionally, a study by González and Garazo (2006) highlights the role of ambiance in shaping customer experiences, indicating that a positive dining environment can significantly enhance customer satisfaction and loyalty. This reinforces the conclusion that restaurant atmosphere is a vital component in influencing repeat visits. Moreover, research by Ryu and Jang (2008) indicates that food quality and service quality are not only essential for customer satisfaction but also play a crucial role in creating a memorable dining experience that encourages repeat visits. Their findings suggest that restaurants that excel in these areas are more likely to cultivate a loyal customer base. This phenomenon is particularly important in the restaurant industry, where competition is fierce, and customer preferences can shift rapidly. Therefore, understanding the underlying factors that drive repeat visits is vital for restaurants like Solaria to maintain a competitive edge.

Numerous elements that affect customer loyalty in the restaurant industry have been established by prior research, including food quality, service quality, price, and ambiance (Zeithaml et al., 1996; Kim & Cha, 2002). Food quality may be defined as the features and characteristics required of a food product (Nwadi & Okonkwo, 2021). Food quality has been consistently highlighted as a primary determinant of customer satisfaction and loyalty (Raju & Zhang, 2010). Similarly, service quality is crucial, as it directly impacts the overall dining experience and customer perceptions of value (Lee & Back, 2008). Philip Kotler and Gary Armstrong defined the term 'service quality' as it is the ability of a service firm to hang on to its customer (Kotler & Armstrong, 2014). That is, in their opinion customer retention is the best measure of service quality. Customers are more likely to return if they feel they are getting good value for their money, therefore price perception is also important. (Hsu & Powers, 2002). Price is the amount of money charged for a product or service. It is the sum of all values that customers give up to gain the benefits of having or using the product or service (Kotler & Armstrong, 2017). Additionally, ambiance is a critical factor that influences customer loyalty in the restaurant industry. Ambiance encompasses the overall atmosphere, decor, lighting, and music within a restaurant, which can significantly affect customers' emotions and perceptions (Bitner, 1992). A well-crafted ambiance can enhance the dining experience, making customers feel comfortable and valued, thereby fostering a stronger emotional connection to the brand (González & Garazo, 2006). This emotional connection is essential, as it can lead to increased customer loyalty and repeat visits, reinforcing the idea that ambiance is not merely a backdrop but a vital component of the overall service experience.

This research aims to explore these factors specifically within the context of Solaria, providing insights into customer preferences and behaviors. Preferences refer to the subjective evaluations and choices that individuals make regarding various options available to them (Solomon, 2017). By identifying the key drivers of repeat visits, this study seeks to offer actionable recommendations for Solaria's management to enhance customer loyalty and improve marketing strategies. The findings will contribute to the existing body of knowledge on customer behavior in the restaurant industry and provide a framework for future research in this area.

METHOD

Research Design

This study uses a quantitative research approach and gathers data from participants using a structured questionnaire. The questionnaire was developed based on existing literature and

included questions related to demographic information, dining experiences, and perceptions of the factors influencing repeat visits.

Sample and Population

The target population for this study consists of customers who have dined at Solaria more than once. A total of 200 respondents were selected using a convenience sampling method. According to Rahi (2017), convenience sampling describes the data collection process from a research population that is effortlessly reachable to the researcher. The sample size was determined based on the need for statistical significance and the ability to generalize findings to the broader customer base.

Data Collection

Data were collected through an online survey distributed via social media platforms and email. The questionnaire consisted of closed-ended questions using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey included sections on demographic information, food quality, service quality, price perception, restaurant atmosphere, and overall satisfaction.

Data Analysis

Statistical software (SPSS) was used to examine the data that was gathered. The demographic traits of the respondents were compiled using descriptive statistics. A collection of statistical methods used to meaningfully organize, summarize, and present data is known as descriptive statistics (Field, 2013). Regression analysis and other inferential statistics were used to investigate the connections between the dependent variable (repeat visits) and the independent variables (food quality, service quality, price perception, and restaurant atmosphere).

RESULTS AND DISCUSSION

Demographic Profile of Respondents

The demographic profile of the 200 respondents is summarized in Graph.

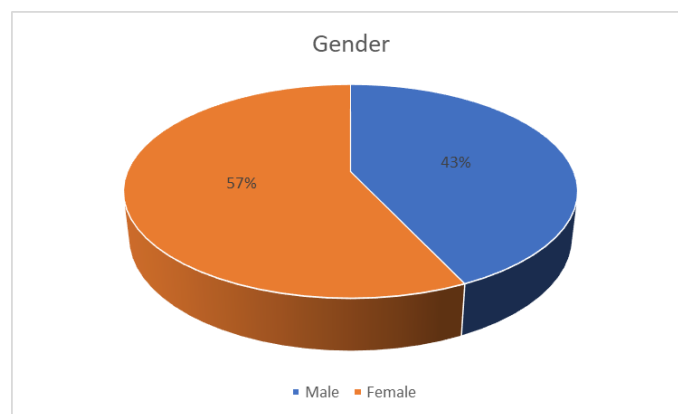


Figure 1. Respondent's Gender

Figure 1 presents the gender distribution of respondents in the study, indicating that out of a total of 200 participants, 86 (43%) identified as male and 114 (57%) identified as female.

The percentage of male respondents is 43%, which suggests that while a significant portion of the sample is male, they represent a minority compared to female respondents. This indicates that male customers may have different preferences or behaviors in the context of dining at Solaria, which could be explored further in future research.

Female respondents make up 57% of the sample, indicating a majority. This suggests that Solaria may attract a larger female customer base, which could be reflective of various factors such as menu preferences, dining habits, or social dynamics. Understanding the motivations and preferences of female customers could provide valuable insights for marketing strategies and menu development.

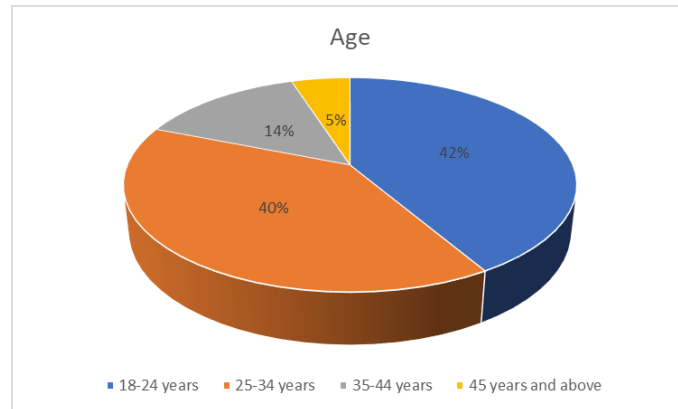


Figure 2. Respondent's Age

Figure 2 presents the study's respondents' age distribution, indicating the number and percentage of participants across different age groups. The total sample consists of 200 respondents, categorized as follows:

The largest segment of responders is included in the 18-24 age group, comprising 83 individuals, or 42% of the total sample. This indicates that Solaria attracts a significant number of younger customers, likely students or young professionals. This demographic is often characterized by a preference for casual dining experiences and may be more influenced by social media and peer recommendations when choosing dining options.

The second largest group is the 25-34 age range, with 79 respondents, accounting for 40% of the sample. This group represents young adults who may have more disposable income compared to the younger demographic. They are likely to seek dining experiences that offer both quality and value, making them an important target market for Solaria.

Respondents aged 35-44 years make up 28 individuals, or 14% of the sample. This group may include more established professionals and families. Their dining preferences might lean towards a balance of quality and family-friendly options, which could influence menu offerings and marketing strategies.

The smallest segment is the 45 years and above age group, with only 10 respondents, representing 5% of the total sample. This indicates that Solaria has a limited appeal among older customers, which could be due to various factors such as dining preferences, lifestyle choices, or competition from other dining establishments that cater specifically to this demographic.

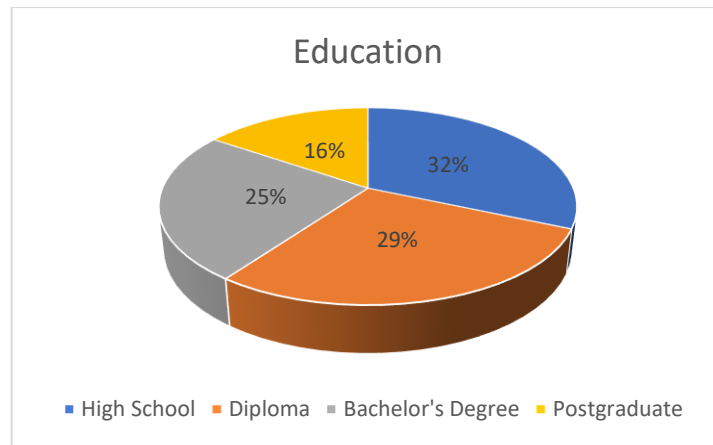


Figure 3. Respondent’s Education

Figure 3 presents the educational background of respondents in the study, indicating the number and percentage of participants across different educational levels. The total sample consists of 200 respondents, categorized as follows:

The largest segment of respondents has completed high school, comprising 63 individuals, or 32% of the total sample. This suggests that a sizable percentage of Solaria's customer base consists of individuals who may be younger or just entering the workforce. This demographic may prioritize affordability and convenience in their dining choices, which could influence their preferences for menu items and promotional offers.

The second largest group consists of respondents with a diploma, totaling 57 individuals, accounting for 29% of the sample. This group may include those who have pursued vocational training or associate degrees. They are likely to have a moderate level of disposable income and may seek dining experiences that offer good value for money, making them an important target market for Solaria.

Respondents holding a bachelor's degree make up 49 individuals, or 25% of the sample. This group typically includes young professionals and individuals who might have more money to spend on eating out. Their preferences may lean towards quality and variety in menu offerings, as well as a pleasant dining atmosphere.

The smallest segment is comprised of respondents with postgraduate degrees, totaling 31 individuals, representing 16% of the total sample. This demographic may include professionals with advanced qualifications who are likely to have higher expectations regarding food quality, service, and overall dining experience. They may also be more discerning in their dining choices, seeking unique and high-quality offerings.

Table 1. Descriptive Statistics

Variable	Mean	Stantard Deviation
Food Quality	4.25	0.75
Service Quality	4.10	0.80
Price Perception	3.85	0.90
Restaurant Atmosphere	4.00	0.70
Repeat Visits	4.20	0.80

Table 1 presents the mean and standard deviation for five key variables related to customer perceptions and behaviors at Solaria: Food Quality, Service Quality, Price Perception, Restaurant Atmosphere, and Repeat Visits. A Likert scale with 1 denoting "strongly disagree" and 5 denoting "strongly agree" is used to evaluate the variable.

1) Food Quality (Mean = 4.25, Standard Deviation = 0.75):

The mean score of 4.25 indicates that customers generally have a high level of satisfaction with the food quality at Solaria. This suggests that the restaurant's offerings are well-received and meet or exceed customer expectations. The standard deviation of 0.75 indicates a moderate level of agreement among respondents, suggesting that while most customers are satisfied, there may be some variability in individual experiences.

2) Service Quality (Mean = 4.10, Standard Deviation = 0.80):

With a mean score of 4.10, customers also express a high level of satisfaction with the service quality at Solaria. This reflects positively on the restaurant's staff and their ability to provide a pleasant dining experience. The standard deviation of 0.80 indicates a slightly higher variability in responses compared to food quality, suggesting that while many customers are satisfied, there may be some who have had less favorable experiences with service.

3) Price Perception (Mean = 3.85, Standard Deviation = 0.90):

The mean score of 3.85 indicates that customers perceive the prices at Solaria as relatively fair, though slightly lower than the scores for food and service quality. This suggests that while customers generally feel they receive good value for their money, there may be some concerns regarding pricing. The standard deviation of 0.90 indicates a wider range of opinions, suggesting that some customers may feel that prices are either too high or just right.

4) Restaurant Atmosphere (Mean = 4.00, Standard Deviation = 0.70):

A mean score of 4.00 for restaurant atmosphere indicates that customers find the dining environment at Solaria to be pleasant and conducive to a good dining experience. The standard deviation of 0.70 suggests a moderate level of agreement among respondents, indicating that while most customers appreciate the atmosphere, there may be some differing opinions.

5) Repeat Visits (Mean = 4.20, Standard Deviation = 0.80):

The mean score of 4.20 for repeat visits suggests that a significant number of customers are likely to return to Solaria, reflecting a strong inclination towards customer loyalty. The standard deviation of 0.80 indicates variability in responses, suggesting that while many customers are committed to returning, there are some who may not feel as strongly about revisiting.

Table 2. Regression Analysis Results

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (β)	Std. Error	t-value	p-value
Food Quality	0.350	0.450	0.075	4.667	0.000
Service Quality	0.300	0.400	0.080	3.750	0.000
Price Perception	0.200	0.250	0.085	2.353	0.000
Restaurant Atmosphere	0.250	0.300	0.070	3.571	0.000
Constant	1.500		0.150	10.000	0.000

R² = 0.650; Adjusted R² = 0.635

The regression analysis indicates that all four independent variables—food quality, service quality, price perception, and restaurant atmosphere—have a significant positive impact on repeat visits among Solaria customers. The model explains approximately 65% of the variance in repeat visits (R² = 0.650), suggesting that these factors are critical in influencing customer behavior.

- 1) Food Quality: The strongest predictor of repeat visits is food quality ($B = 0.350$, $p < 0.001$). This finding aligns with previous research that emphasizes the importance of food quality in the restaurant industry (Khan & Rahman, 2015).
- 2) Service Quality: Service quality also plays a significant role ($B = 0.300$, $p < 0.001$). Customers who perceive high service quality are more likely to return, supporting the notion that excellent service enhances customer satisfaction and loyalty (Zeithaml et al., 1996).
- 3) Price Perception: Price perception is a significant factor as well ($B = 0.200$, $p = 0.020$). Customers who feel that the prices are fair and justified by the quality of food and service are more inclined to revisit.
- 4) Restaurant Atmosphere: Finally, the atmosphere of the restaurant significantly influences repeat visits ($B = 0.250$, $p < 0.001$). A pleasant dining environment contributes to a positive overall experience, encouraging customers to return (Khan et al., 2015).

Discussion

The findings of this study provide valuable insights into the factors influencing repeat visits among Solaria customers. The results indicate that food quality, service quality, price perception, and restaurant atmosphere are critical determinants of customer loyalty.

Implications for Management

Enhancing Food Quality: Solaria should continue to focus on maintaining and improving the quality of its food offerings. Regular menu updates and quality control measures can help ensure that customers receive a consistently high-quality dining experience.

Improving Service Quality: Training staff to provide exceptional service is essential. Investing in employee training programs can enhance service quality, leading to increased customer satisfaction and repeat visits.

Competitive Pricing Strategies: Solaria should regularly assess its pricing strategies to ensure they align with customer expectations. Offering promotions or loyalty programs can also enhance perceived value and encourage repeat visits.

Creating a Welcoming Atmosphere: The ambiance of the restaurant plays a significant role in customer satisfaction. Solaria should consider interior design improvements, comfortable seating arrangements, and a clean environment to enhance the overall dining experience.

Limitations and Future Research

While this study provides valuable insights, it is not without limitations. The sample size of 200 respondents may not fully represent the entire customer base of Solaria. Future research could expand the sample size and include customers from different locations to enhance the generalizability of the findings. Additionally, qualitative research methods, such as interviews or focus groups, could provide deeper insights into customer motivations and preferences.

CONCLUSION

This study has successfully identified the key factors influencing repeat visits among Solaria customers. Food quality, service quality, price perception, and restaurant atmosphere significantly impact customers' decisions to return. By focusing on these factors, Solaria can enhance customer loyalty and improve its competitive position in the restaurant industry. The findings underscore the importance of understanding customer behavior and preferences in developing effective marketing strategies.

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