

Attitude and Perceived Value on Intention to Revisit and Loyalty: A Theory of Planned Behavior Approach in Fast Food Retail

Ridha Septia Haruni Usman , Endy Gunanto Marsasi ^{2,*}

¹ Management Study Program, Universitas Islam Indonesia, Yogyakarta

² Management Study Program, Universitas Islam Indonesia, Yogyakarta

* Correspondence: 183111301@uii.ac.id

Abstract: *Fast food retail is a service that focuses on serving fast food. The development of this industry is relatively high and of course, this increases competition within it. The theory used as the grand theory in this research is the Theory of Planned Behavior. The Theory of Planned Behavior states that the factors influencing actual behavior are perceived behavioral control, attitude, and subjective norms. This study examines four factors influencing intention to revisit and customer loyalty: perceived value, subjective norm, attitude and quality. Researchers added perceived value as a novelty in this research. The object of this research is the fast food retail. The subjects in this research were fast food retail consumers ranging in age from 15 years to 50 years or generations Y and Z. Researchers used a quantitative approach in this study with a purposive sampling technique, which resulted in 200 samples. This research uses SEM analysis with AMOS Graphic software to manage data. The findings indicate that perceived value significantly affects attitude, while subjective norms do not significantly influence intention to revisit and loyalty. Moreover, attitude and quality play crucial roles in shaping customer loyalty and intention to revisit.*

Keywords: Perceived Value, Subjective Norm, Attitude, Quality, Intention to Revisit, Loyalty

JEL : M21, M31, M37

1. INTRODUCTION

The fast food retail industry is growing rapidly both globally and domestically, increasing competition among brands. Fast food retail is considered popular among various demographics, particularly Generations Y and Z, who have distinct consumption preferences. Generation Y tends to value brands that have commitment or ethical values and transparency, while generation Z, prefers innovative menus and social media engagement. Results show that younger respondents want to share information (Marsasi, Barqiah, & Gusti, 2024). Generation Z consumers care more about service quality/trust/compliance, so this generation feels that the personality of the service matches what they want and why consumers use it. (Marsasi & Barqiah, 2023).

Perceived value is the final result of a consumer's evaluation of benefits and costs. It is essential to formulate the components of these "advantages" or "benefits" (Akkaya, 2021). When consumers have a positive attitude toward the use of food services, consumers are more likely to use the service and pay more for the service when ordering food (Hwang et al., 2021). One of the biggest issues many brands face is the significant gap between intention to revisit and actual customer behavior, namely the customer's actual action to return using the same service. When the food and service at a restaurant are perceived as high quality, consumers are more likely to overcome their skepticism and intend to revisit the restaurant (Riva et al., 2022). Loyal customers are the most critical asset for any brand, and brand retention is the source of brand success and long-term survival (Rajeh Hanaysha et al., 2021). Loyalty not only means repeat purchases but also reflects the emotional connection between a customer and a brand. This research based on a main theory which functions as the main basis for formulating the hypothesis to be studied. This theory provides a clear conceptual framework, helps explain the problem being studied, and assists researchers in identifying variables and their relationships. The theory used is the Theory of Planned Behavior. The Theory of Planned Behavior states that the factors influencing actual behavior are perceived

behavioral control, attitude, and subjective norms. The Theory of Planned Behavior factors used in this research are attitude and subjective norms, related to the fast food retail industry.

Table 1 shows the research gaps conducted by previous researchers. Research conducted by (Casper Ferm & Thaichon, 2021). Research regarding the influence of attitude on loyalty has also been carried out (Smith, 2020). This research proves a positive and significant influence between attitude and loyalty. Table 1 also shows that the results are not significant between attitude and loyalty, which shows research related to the influence of quality and loyalty. Research conducted by (Latif, Pérez, & Sahibzada, 2020) researched customer perceptions of corporate social responsibility in increasing loyalty, by looking at other factors including service quality. The research results show that quality does not significantly affect on loyalty. Research regarding the influence of quality and loyalty was also carried out by (Cuesta-Valiño, Gutiérrez-Rodríguez, & García-Henche, 2022). The findings of this research indicate that there is a positive and significant influence between quality and loyalty.

Tabel 1. Research Gap

Relationship	(Casper Ferm & Thaichon, 2021)	(Smith, 2020)	(Latif et al., 2020)	(Cuesta-Valiño et al., 2022)
Attitude - Loyalty	Insignificant			
Attitude - Loyalty		Significant		
Quality - Loyalty			Insignificant	
Quality - Loyalty				Significant

Source : Primary Data (year 2024)

The previous explanation concluded that prior research has not produced consistent findings. Researchers conducted research again to analyze the influence of each variable using the Theory of Planned Behavior.

2. LITERATURE REVIEW

2.1. Theory of Planned Behavior

The TPB posits that beliefs about attitudes, control, and norms influence behavior and are mediated by intentions (Kautonen, van Gelderen, & Fink, 2015). The theory of planned behavior highlights that a person's beliefs about their attitudes, control, and applicable social norms significantly influence the behavior they chooses. The interconnectedness of these aspects makes the theory of planned behavior an essential tool in understanding a person's intentions to influence their behavior, especially in the marketing context. The theory of planned behavior is also applied to predict actual behavior (Lu et al., 2022). The greater the intention, the greater the possibility that a person will take real action.

2.2. Variables

2.2. Perceived Value

Perceived value or the value felt by customers is one of the key elements that can provide a competitive advantage for a brand. Perceived value describes the extent to which customers think that services can meet their expectations and needs (Nafisyah & Marsasi, 2023). Perceived value is subjective and its formation varies for each individual (Nikhashemi, Valaei, Rezaei, & Bressolles, 2021). Subjective assessments mean that various individuals interpret the value presented by a unified brand differently. Perceived value is an essential concept in marketing strategy because it helps companies understand how customers make purchasing decisions to meet customer needs and preferences (Zhang, Zheng, & Zhu, 2024). Perceived value not only plays a role at the stage where customers will evaluate products and make purchasing decisions to meet needs according to customer preferences but also in building a long-term relationship between the brand and customers.

2.3. Subjective Norm

Subjective norms refer to beliefs that important people or groups will approve and support specific behavior (Izquierdo-Yusta, Martínez-Ruiz, & Pérez-Villarreal, 2022a). Individuals who feel supported by people around them, such as family, friends, and colleagues,

will tend to feel motivated in carrying out their activities. Subjective norms are individual beliefs about specific behaviors (Gundala, Nawaz, R M, Boobalan, & Gajenderan, 2022). Subjective norms refer to the perception of social pressure to perform or not perform a behavior from people who are essential to the individual (J. Du & Pan, 2021). Suggestions from people around an individual play a vital role in decision-making. This consideration is due to the desire to gain approval and support and avoid rejection from the surrounding environment.

2.4. Attitude

Individual intentions towards certain services are explained by attitude and the attitude that a person prefers can take the form of specific behavior (Aslan, 2023). An individual's attitude towards a service can significantly influence the individual's behavior in making a decision. Attitude is formed by the attributes with which people equate behavior and evaluate it positively or negatively (Das, Abdul Kader Jilani, Uddin, Uddin, & Ghosh, 2021). Attitude towards a behavior is the extent to which an individual assesses the consequences of that behavior as good or bad (Moon, 2021). Consumer assessment can occur before or after using a service or product. A favorable first glance can create a positive and sustainable attitude in the future.

2.5. Quality

Quality is one of the primary keys influencing customer satisfaction with the services the brand provides. Quality is considered as the customer's perception of actual service compared to previous service, expectations, and results (Lai, Jang, Fang, & Peng, 2022). Quality is defined as how well the level of service provided meets customer expectations (Mwiya et al., 2022). Customers assess how good other qualities are by considering several other important aspects besides the quality of products and services that can be measured to determine the service's success. Quality generally assesses of whether the services offered meet customer satisfaction (Chikazhe, Siziba, Bhebhe, Sifile, & Nyagadza, 2023). The process of presenting products and services that comply with standards is an important element in establishing good quality in customers's eyes.

2.6. Intention to Revisit

Intention to revisit is one factor in assessing how likely customers will be loyal to a brand. Intention to revisit represents the likelihood that consumers who previously experienced a service delivery return to visit the exact service for further purchases (Kumar, Jain, & Hsieh, 2021). Customers who indicate they have the intention to return indicate that the customer is satisfied with the service or product received. Intention to revisit refers to a customer's intention or plan to return to the exact location in the future and recommend it to others (Ahmed, 2023; Chan et al., 2022). Customers who feel they have received satisfaction that exceeds their expectations will tend not only to return but also share their experiences with others.

2.7. Loyalty

Loyalty exists as a deep emotional attachment between consumers and a brand. Brand loyalty describes customer's positive attitude toward a brand (Bagaskara & Marsasi, 2023). The effect of a positive attitude towards a brand has an important role in creating and maintaining sustainable customer satisfaction. Brand loyalty is continuous and repeated behavior for a particular brand (Kataria, Saini, Sharma, Yadav, & Kohli, 2021). Brand loyalty is defined as the commitment of customers from a firmly held brand to continue to repurchase or re-subscribe from selected services in the future (Huo, Hameed, Zhang, Bin Mohd Ali, & Amri Nik Hashim, 2022). Commitment is the basis for customers to remain loyal, which is not only based on satisfaction but also the trust given by the brand.

2.3. Hypothesis

2.3.1. The Influence of Perceived Value on Attitude

Perceptions of the value obtained from services lead to consumer behavior such as attitudes. This view aligns with research conducted by (Bilal, Zhang, Cai, Akram, & Luu, 2023; Roh, Seok, & Kim, 2022) who found that there is a significant positive relationship between perceived value and attitude. A person's perception of the benefits a brand provides can influence the individual's perspective, ultimately influencing the individual's decision or attitude towards the brand. Research on perceived value and attitude was also carried out by

(Pandey & Yadav, 2023; Li et al., 2023). Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H1: There is a positive influence on perceived value on attitude

2.3.2. The Influence of Subjective Norm on Intention to Revisit

Subjective norms can balance consumer doubts about services, thus strengthening the relationship between consumer intention to revisit. Research conducted by (Lin, Lin, Tang, & Yan, 2024 ;Deng, Peng, & Shen, 2023) concluded that subjective norms are closely related to consumers' intention to revisit. The same results were found in research by (V.G., Park, & Lee, 2021; Mohammed et al., 2024). Support from friends, family, and social groups in consumers' decisions to return to visit strengthens this intention. Situations where consumers feel supported by their social group to interact with specific services tend to strengthen confidence in their decisions. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H2: There is a positive influence on subjective norms on intention to revisit

2.3.3. The Influence of Subjective Norms on Loyalty

Subjective norms create motivation or social encouragement to choose a brand or service which can lead to sustainable purchases. Subjective norms related to sustainability were found to have a significant positive influence on consumer loyalty in research (Jamšek & Culiberg, 2020). A positive relationship was also found in research (Izquierdo-Yusta et al., 2022; Lee, Yeh, Chang, Yu, & Tsai, 2022). The greater the influence of subjective norms on consumers, the greater the possibility for consumers to increase their loyalty to the brand. Individuals often prioritize their choices on services or brands recommended and liked by people around them. The research conducted (Morando & Platania, 2022) also discussed the relationship between subjective norms and loyalty. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H3: There is a positive influence on subjective norms on loyalty

2.3.4. The Influence of Attitude on Intention to Revisit

A research study conducted by (Foroudi, Palazzo, & Sultana, 2021) discusses the attitude toward the intention to revisit. A positive influence indicates that the consumer's attitude towards good service shows that the consumer's intention to revisit the service to use the service in the future is high. The relationship between these two variables was also found to have a positive and significant influence on the research by (Abbasi, Kumaravelu, Goh, & Dara Singh, 2021; Rather, 2021; Koay & Cheah, 2023). Attitude is perceived as a positive or negative attitude towards the service. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H4: There is a positive influence on attitude on intention to revisit

2.3.5. The Influence of Attitude on Loyalty

Consumer attitude or attitude towards brands in the fast food retail industry plays an important role in forming consumer loyalty. Study by (Afandi & Marsasi, 2023; Macheke, Quaye, & Ligaraba, 2024) found significant and positive results from the attitude toward consumer loyalty to the brand. Attitude reflects the customer's evaluation of the service based on the experience gained. Consumers with a positive attitude tend to show liking for the brand by building long-term relationships known as loyalty. The same thing was found in research (Sabina & Marsasi, 2024; Hussain et al., 2024) that attitude and loyalty are very closely related, where a positive attitude is the basis for creating strong consumer loyalty to the brand. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H5: There is a positive influence on attitude on loyalty

2.3.6. The Influence of Quality on Intention to Revisit

The relationship between quality and intention to revisit is something that needs to be understood, especially for industries that focus on the service sector. Quality indirectly

influences consumers' intention to revisit through consumer satisfaction with services. Quality and intention to revisit in research of (Wang & Li, 2023; Polas, Raju, Hossen, Karim, & Tabash, 2022; Thanh Hai et al., 2021) show positive and significant results. Researchers (Manyangara, Makanyeza, & Muranda, 2023) show that quality significantly influences intention to revisit. Quality creates a positive perception of service, increasing customer loyalty through repeat visits. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H6: There is a positive influence on quality on intention to revisit

2.3.7. The Influence of Quality on Loyalty

Research conducted by (Fernández Gallardo & Hernandez Rojas, 2024; (Asra Zahoor Wani et al., 2023) shows that quality has a significant and positive relationship with consumer loyalty. The relationship between quality and service is based on how quality can satisfy customers in the services provided, satisfying and exceeding expectations. Researchers (Han, Zuo, Law, Chen, & Zhang, 2021; Sheu & Chang, 2022) also proved that service quality has a positive and significant influence on consumer loyalty. Customers who feel good quality tend to recommend the brand to those closest to them. Quality service creates a positive impression on customers, making customers feel an emotional connection with the brand, resulting in a sense of brand loyalty. Based on the previous studies that showed the impact of the two variables, the researcher formulated this research hypothesis by referring to previous empirical studies:

H7: There is a positive influence on quality on loyalty

3. METHOD

This research uses a quantitative approach. In the quantitative approach, the form of the research question or hypothesis is described about the dependent variable and independent variables (Creswell & Creswell, 2022). Researchers applied nonprobability sampling with a purposive sampling technique. This sampling technique focuses on categories of respondents with the ability to convey the required information where the respondent is a source of relevant information or because they have met the criteria set by the researcher. This study sampled 200 respondents aged 15-50 years or generations Y and Z who are customers of CFC, KFC, and McDonald's across six cities in Indonesia, namely Jakarta, Surabaya, Yogyakarta, Makassar, Jayapura and Merauke. The Likert scale was used as a method for measuring in this research. Research conducted by (Sekaran & Bougie, 2020) using a Likert scale to measure the level of agreement or disagreement consisting of a five-point scale. The Structural Equation Modeling (SEM) technique was used in this research as the analysis method. AMOS and IBM SPSS Statistics 29 software were used in this research as tools for carrying out large-scale data processing.

4. RESULTS AND DISCUSSION

4.1. Validity Test

Table 2. Variable Validity Test Results

Variables	Item	Items	Pearson Correlation	Description	
Perceived Value (PV)	PV 1	I think the experience of eating at a fast food retailer is in line with the popularity of the service known to the public.	.762**	Valid	
	(Slack et al., 2021)	PV 3	I feel that the speed of service at this fast food retailer is worth the money I pay.	.753**	Valid
	(Tuncer, Unusan, & Cobanoglu, 2021)	PV 4	I feel that this fast food retailer provides quality food products.	.777**	Valid
	(Nguyen, Tran, & Nguyen, 2021)	PV5	I am sure that the effort to expect superior service from fast food retailers is not in vain.	.810**	Valid
	PV6	I am satisfied with the prices offered by this fast food retailer, mainly because of	.729**	Valid	

		the many discount promotions.		
	PV7	I gained valuable experience from this fast food retail location because it provides an extensive and safe parking area.	.637**	Valid
Subjective Norm (SN)	SN1	I have to try the food at this fast food retailer, according to the contents of the promotional material that people close to me also receive.	.704**	Valid
(H. Du, Li, So, & King, 2024)	SN3	I followed the trend among friends to visit this fast food retailer, which was influenced by social media information.	.770**	Valid
(Kwarteng, Ntsiful, Osakwe, & Ofori, 2024)	SN4	I will consider this fast food retail if people nearby consider it a practical choice.	.780**	Valid
(Haq, Miah, Biswas, & Rahman, 2023)	SN5	I enjoy making purchases at this fast food retailer, because of the influence of the people in the surrounding environment.	.784**	Valid
	SN7	I respect the opinions of people who suggest this fast food retail when they do not have time to cook.	.684**	Valid
Attitude (ATT)	ATT1	I'm sure this fast food retail is useful when you don't have time to cook.	.748**	Valid
(Francioni, Curina, Hegner, & Cioppi, 2022)	ATT2	I feel that this fast food retail is helpful because the outlet locations are easy to find.	.789**	Valid
(Maziriri, Rukuni, & Chuchu, 2021)	ATT4	I feel that this fast food retailer keeps up with changing needs by providing various payment methods.	.797**	Valid
(Fauzi, Hanafiah, & Kunjuraman, 2024)	ATT6	I like visiting this fast food retail because it has AC facilities, power outlets, and comfortable tables and chairs.	.812**	Valid
	ATT7	I'm sure visiting this fast food retailer is profitable because of the free wifi facilities.	.724**	Valid
Quality (QL)	QL2	I had an extraordinary experience at this fast food retail establishment in terms of cleanliness, which was well maintained.	.793**	Valid
(Kul, Dedeoğlu, Nuray	QL3	I like the quality of this fast food retail service, which is polite, friendly, and fast.	.792**	Valid
Küçükergin, De Martino, & Okumus, 2024)	QL4	I think this fast food retailer has employees with good product knowledge.	.697**	Valid
(Souki et al., 2024)	QL6	I think that this fast food retailer provides very fast and best quality delivery services.	.714**	Valid
(Hashish, Abdou, Mohamed, Elenain, & Salama, 2022)				
Intention to Revisit (ITR)	ITR1	I will continue to visit this fast food retailer if a location can be found anywhere.	.799**	Valid
(Chaturvedi, Kulshreshtha,	ITR3	I like the free wi-fi service at this fast food retail and will visit it often in the future.	.735**	Valid
	ITR4	I will revisit this fast food retailer if a large	.752**	Valid

Tripathi, & Agnihotri, 2024)	ITR5	and safe parking space is available. I will return to this fast food retailer when I need practical food.	.771**	Valid	
	(Sharipudin, Cheung, De Oliveira, & Solyom, 2023)	ITR7	I want to visit fast food retailers next time because of the various discount promotional offers.	.740**	Valid
(Nazarian, Shabankareh, Ranjbaran, Sadeghilar, & Atkinson, 2024)	Loyalty (LYL)	LYL1	I am loyal to this fast food retailer because of the 24-hour service available.	.695**	Valid
	(Sun, Samad, Rehman, & Usman, 2022)	LYL2	I am happy to provide positive comments regarding this fast food retailer.	.734**	Valid
(Akgunduz, Nisari, & Sungur, 2023)	LYL4	I will continue to choose this fast food retailer over other competitors because I am used to its practical payment methods.	.758**	Valid	
	(Valverde-Roda, Moral-Cuadra, Aguilar-Rivero, & Solano-Sánchez, 2022)	LYL6	I encourage people nearby to order from this fast food retailer because of the timely delivery service.	.762**	Valid
	LYL7	I will return to this fast food retail again because the drive-thru service helps save time.	.737**	Valid	

Source : Primary Data (year 2025)

Table 2 shows that 30 question items have a Pearson correlation value ≥ 0.5 and a significance level of less than 0.05. The validity test on this variable shows that the 30-question indicators are declared valid and can represent each variable. Validity tests measure the accuracy and clarity of respondents' answers, ensuring that the assessments given by respondents are well received.

4.1. Reliability Test

Tabel 3. Reliability Test

Variable	Cronbach's Alpha Value	Description
<i>Perceived value</i>	.848	<i>Reliable</i>
<i>Attitude</i>	.794	<i>Reliable</i>
<i>Subjective norm</i>	.828	<i>Reliable</i>
<i>Quality</i>	.784	<i>Reliable</i>
<i>Intention to revisit</i>	.838	<i>Reliable</i>
<i>Loyalty</i>	.839	<i>Reliable</i>

Source : Primary Data (year 2025)

Table 3 shows the reliability test result for the variables perceived value, attitude, subjective norm, quality, intention to revisit, and loyalty, which have cronbach alpha values ≥ 0.7 . The results above conclude that all variables in this study were declared reliable. Reliability is a level of consistency of scores achieved against the measured variables. The reliability results show that the variables in this study have been measured accurately and accurately reflect the behavior studied.

4.2. Measurement Test

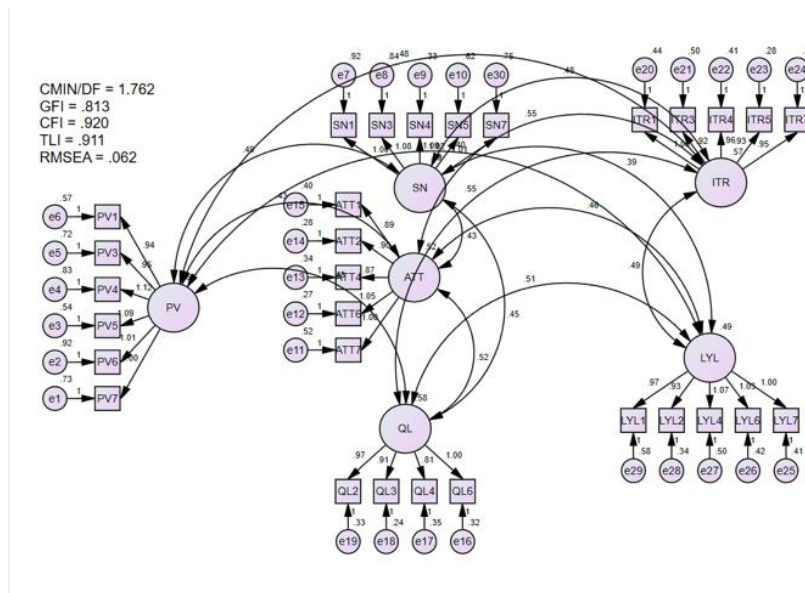


Figure 1. Measurement Test
Source : Primary Data (year 2025)

Figure 1 involves CFA, where the correlation relationship is depicted by a bidirectional curved arrow connecting each study variable. The indicator will be measured whether it is valid or not in a variable. If there is an indicator that is not valid based on factor analysis, then the indicator will be removed. The picture shows 30 indicators with a value ≥ 0.5 , which shows that these indicators are valid. This result was achieved after several indicators in validity test were removed.

4.3. Structural Model Test

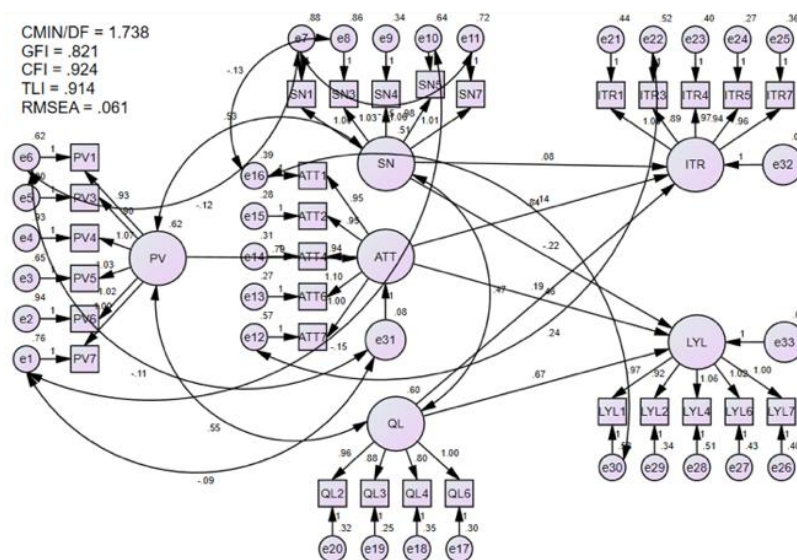


Figure 2. Structural Model Test (*Modification Indices*)
Source : Primary Data (year 2025)

The Goodness of Fit index which is not good and strengthens the weak hypothesis relationship will be improved, in the modification indices. The steps that need to be taken are to examine the suitability of the empirical data and the structural model as measured using the Goodness of Fit assessment index. Table 3 summarizes the Goodness of Fit results.

4.4. Godness of Fit Structural Model Test

Tabel 3. Godness of Fit Structural Model Test Results

GoF	Criteria	Value	Description
CMIN/DF	CMIN/DF \leq 3,0	1,738	<i>Good Fit</i>
GFI	GFI 0,8 – 0,9	0,821	<i>Marginal Fit</i>
CFI	CFI 0,8 – 0,9	0,924	<i>Good Fit</i>
TLI	TLI 0,8 – 0,9	0,914	<i>Good Fit</i>
RMSEA	RMSEA \leq 0,08	0,061	<i>Good Fit</i>

Source : Primary Data (year 2025)

4.5. Hypothesis Test

Tabel 4. Hypothesis Test Results

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weigh	Description
H1 (+)	PV - ATT	0,787	7,746	***	0,911	H1 Supported
H2 (+)	SN-ITR	0,079	0,775	0,438	0,076	H2 Not Supported
H3 (+)	SN-LYL	-0,216	-1,577	0,115	-0,244	H3 Not Supported
H4 (+)	ATT-ITR	0,841	6,536	***	0,766	H4 Supported
H5 (+)	ATT-LYL	0,462	3,775	***	0,456	H5 Supported
H6 (+)	QL - ITR	0,189	2,278	0,023	0,196	H6 Supported
H7 (+)	QL - LYL	0,668	5,460	***	0,753	H7 Supported

Source : Primary Data (year 2025)

Table 4 shows the results of hypothesis testing, which found that five hypotheses were supported and two hypotheses were not supported. The table shows that there are five hypotheses, namely H1, H4, H5, H6, and H7, which have a positive and significant relationship. In contrast, hypothesis H2 which links the relationship between subjective norms and loyalty, and H3, which links the relationship between subjective norms and intention to revisit show a negative and insignificant relationship.

Perceived value significantly influences attitude, (CR=7.746, P<0.001). This finding aligns with previous research which also shows a significant positive relationship between perceived value and attitude. The results of this research support the study of (Bilal et al., 2023), which also discusses the influence of perceived value on attitude. These findings are also consistent with research of (Pandey & Yadav, 2023), which shows that perceived value significantly positively affects attitude. Understanding how these two factors play a role can help brands build and maintain sustainable relationships with their consumers more effectively. The results of the research conducted show that perceived value has a very significant influence on consumer attitudes. Consumers are very critical and selective in choosing services. Consumers strongly believe that the efforts to expect superior service from fast food retailers are not in vain. Based on the hypothesis results, the higher the perceived value provided by the brand to consumers, the higher the positive attitude towards the service.

Subjective norm insignificantly influences intention to revisit, (CR=0.775, P=0.438). This finding was also found in research conducted by (Kim & Lee, 2019). Researchers believe several other factors are more influential than the influence of people around them. Insignificant results were also found in the study of (Hua, 2024). Subjective norms that are not balanced with a satisfying experience

when visiting a fast food retailer will make consumers' intention to revisit disappear. Even though initially the decision to visit the outlet was driven by the positive influence of the surrounding environment, if the consumer has a personal experience that is not satisfactory, the consumer may not be interested in returning. Based on the results of the hypothesis, it can be concluded that the higher the subjective norm perceived by consumers, the lower the level of intention to revisit consumers.

Subjective norms insignificantly influences Loyalty, (CR=1.577, P=0.115). An insignificant relationship was also found by (Justianto, Arief, Susilowati, & Aras, 2022). Consumer loyalty is more influenced by other, more direct factors, such as service experience and overall satisfaction. Subjective norms, which reflect social pressure or expectations from those around, may not have as much impact as these factors. Consumers who follow advice will not necessarily maintain their loyalty to the brand, and they will move to other options when the brand does not meet their expectations. Other, more direct factors more influence consumer loyalty. Based on the results of the hypothesis, it can be concluded that the higher the subjective norm felt by consumers, the lower the level of consumer loyalty.

Attitude significantly influences intention to revisit (CR=6.536, P< 0.001). The results obtained align with previous research, which also shows a significant positive relationship between attitude and intention to revisit. A study conducted by (Foroudi et al., 2021) emphasizes the importance of positive attitudes built through consumer experience, which plays an important role in encouraging intention to revisit. Research with the same results was also obtained by (Abbasi et al., 2021). Consumers who feel they get good value from consumer interactions with a brand will be more likely to show loyalty and consider revisiting. Fulfilling consumer needs is an effective way for fast food retailers to build attitude and increase intention to revisit, which ultimately contributes to the brand's long-term success. The conclusion based on the results of this hypothesis is that the higher the consumer's positive attitude towards the brand, the higher the consumer's intention to revisit.

Attitude significantly influences loyalty (CR=3.775, P< 0.001). This finding is consistent with previous research which also found a significant positive relationship between attitude and loyalty. Research conducted by (Afandi & Marsasi, 2023) found positive and significant results between attitude and loyalty. The same result was also found by (Macheka et al., 2024). This positive attitude, which is formed from easy access and comfort, will increase consumer loyalty to the brand. Consumers will also consider choosing fast food retailers over competitors because they offer convenience, such as practical payments. A consistent positive attitude can strengthen the emotional connection between consumers and brands, ultimately driving long-term loyalty. The hypothesis results show that the more positive the attitude a consumer gives to a brand, the higher the likelihood that consumers will maintain loyalty to the brand.

Quality significantly influences intention to revisit (CR=2.278, P<0.001). The results of the analysis of hypothesis six (H6), which assesses the influence of quality on intention to revisit, show a significant positive relationship in table 4. This hypothesis has a CR value of 2.278 and a P-value of 0.000. This finding align with previous research which also showed a significant positive relationship between quality and intention to revisit. Research conducted by (Thanh Hai, Thanh Cuong, Chien Nguyen, & Thi Thuong, 2021) and (Wang & Li, 2023) also found the same results. High quality of service, providing a positive experience for consumers and creating a good impression about the brand. Cleanliness is well maintained and consistency in good service makes consumers feel comfortable and confident about the standards implemented by fast food retailers. Other advantages such as the availability of spacious and safe parking facilities will make consumers return to fast food retailers. The hypothesis results show that the more positive quality a brand provides its consumers, the higher the likelihood that consumers will increase their intention to revisit the brand.

Quality significantly influences loyalty (CR=5.460, P<0.001). These results support previous research shows that quality has a significant positive relationship with loyalty. Researcher (Fernández Gallardo & Hernandez Rojas, 2024) and (Han et al., 2021) are researchers who found positive and significant results on quality and loyalty. Consumers like the quality of this fast food retail service, which is polite, friendly, and fast. Consumers who receive a satisfying service experience will feel appreciated and are more likely to be loyal to the brand. The polite and friendly attitude of the staff creates a pleasant atmosphere, while prompt service ensures customer needs are met efficiently. The hypothesis results show that the more positive quality a brand provides to consumers, the higher the likelihood that consumers will maintain loyalty to the brand.

5. CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

This research aims to analyze the role of attitude and perceived value in optimizing intention to revisit and loyalty, by referring to the Theory of Planned Behavior, especially in generations Y and Z in the fast food retail industry context. Based on the analysis of 200 respondents, this research can conclude several analysis results. Perceived value is proven to have a positive and significant influence on attitude. Consumers who perceive high values, such as competitive prices, fast service, menu diversity, and good customer experience, tend to develop more positive attitudes toward the brand. This confirms that increasing perceived value can effectively strengthen consumers' positive attitudes towards services. The influence of subjective norms on intention to revisit and loyalty shows insignificant results. Consumers' decisions to return or remain loyal to a brand are driven more by personal experience than recommendations from others. Attitude has a positive and significant influence on intention to revisit and loyalty. Consumers with positive attitudes towards a brand, driven by satisfying experiences, show a greater tendency to return and build loyalty to the brand. Quality and service are key in forming intention to revisit and loyalty. Consumers who are satisfied with product quality, taste consistency, cleanliness, and attractive presentation tend to continue choosing the same brand. Quality consistency is an important factor in creating a sustainable positive experience.

SUGGESTIONS

The advice that the author can give is that further research should present novelty to the object under study if there is a topic that is similar to this research. The objects used in subsequent research should involve fast food retail brands with distinctive characteristics and innovations that differentiate them from existing ones. Future research could consider factors influencing customers' intention to revisit and customer loyalty, such as service policies, product innovation, or evolving promotions. The author suggests that future research should involve people not only from Generations Y and Z, with an aged 15 to 43 years. Using these subjects requires further research to ensure broader representation and better sample distribution in this study. This research is based on the theory of planned behavior, which analyzes the intention to revisit and customer loyalty. The author suggests that future research can adopt the Stimulus-Organism-Response theory to provide a more comprehensive perspective. This theory explains that customer satisfaction has a direct influence on customer loyalty, and can mediate the relationship between service quality and loyalty. Future research could develop this theory to identify specific elements that influence customer loyalty in the fast food retail industry context. This study suggests that fast food retail companies should utilize AI-based technology in mobile applications to personalize customer experiences. An application that is able to provide menu recommendations based on consumer preferences collected during previous purchases, as well as adjust prices or promotions based on purchasing patterns, will enhance perceived value, and ensure convenience. Additionally, social campaigns can be strengthened to encourage consumers to share their experiences on social media and reinforce subjective norms. Collaboration with influencers, such as Arief Muhammad, is also recommended to build a strong brand image and reach younger audiences, thereby increasing revisit intentions and customer loyalty.

REFERENCES

- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Afandi, M. T. R., & Marsasi, E. G. (2023). Fast Food Industry Investigation: The Role of Brand Attitude and Brand Loyalty on Purchase Intentions in Generation Z based on Theory of Reasoned Action. *BASKARA: Journal of Business and Entrepreneurship*, 5(2), 206. <https://doi.org/10.54268/baskara.v5i2.16005>
- Ahmed, M. (2023). Destination image and revisit intention: the case of Egypt tourism. *PASOS. Revista de Turismo y Patrimonio Cultural*, 21(4), 681–697. <https://doi.org/10.25145/j.pasos.2023.21.047>

- Akgunduz, Y., Nisari, M. A., & Sungur, S. (2023). A roadmap focused on customer citizenship behavior for fast-food restaurants during COVID-19. *International Hospitality Review*. <https://doi.org/10.1108/IHR-01-2023-0006>
- Aslan, H. (2023). The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey. *International Journal of Gastronomy and Food Science*, 32, 100726. <https://doi.org/10.1016/j.ijgfs.2023.100726>
- Bagaskara, R., & Marsasi, E. G. (2023). The Effect of Self-Congruity and Trust Toward Brand Loyalty Based on Image Congruity Theory. *Indonesian Journal of Economics and Management*, 3(2), 231–244. <https://doi.org/10.35313/ijem.v3i2.4726>
- Bilal, M., Zhang, Y., Cai, S., Akram, U., & Luu, N. T. M. (2023). Unlocking luxury purchase intentions in China: A study of consumer attitude, perceived value, and the moderating effect of perceived enjoyment. *Acta Psychologica*, 240, 104048. <https://doi.org/10.1016/j.actpsy.2023.104048>
- Casper Ferm, L. E., & Thaichon, P. (2021). Customer pre-participatory social media drivers and their influence on attitudinal loyalty within the retail banking industry: A multi-group analysis utilizing social exchange theory. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102584>
- Chaturvedi, P., Kulshreshtha, K., Tripathi, V., & Agnihotri, D. (2024). Investigating the impact of restaurants' sustainable practices on consumers' satisfaction and revisit intentions: a study on leading green restaurants. *Asia-Pacific Journal of Business Administration*, 16(1), 41–62. <https://doi.org/10.1108/APJBA-09-2021-0456>
- Chikazhe, L., Siziba, S., Bhebhe, T., Sifile, O., & Nyagadza, B. (2023). Fleet management system, perceived service quality and the public health sector performance in Zimbabwe. *International Journal of Public Sector Management*, 36(2), 113–129. <https://doi.org/10.1108/IJPSM-04-2022-0103>
- Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & García-Henche, B. (2022). Word of mouth and digitalization in small retailers: Tradition, authenticity, and change. *Technological Forecasting and Social Change*, 175. <https://doi.org/10.1016/j.techfore.2021.121382>
- Das, A. K., Abdul Kader Jilani, M. M., Uddin, M. S., Uddin, Md. A., & Ghosh, A. K. (2021). Fighting ahead: Adoption of social distancing in COVID-19 outbreak through the lens of theory of planned behavior. *Journal of Human Behavior in the Social Environment*, 31(1–4), 373–393. <https://doi.org/10.1080/10911359.2020.1833804>
- Deng, C. D., Peng, K.-L., & Shen, J. H. W. (2023). Back to a Post-Pandemic City: The Impact of Media Coverage on Revisit Intention of Macau. *Journal of Quality Assurance in Hospitality & Tourism*, 24(1), 1–23. <https://doi.org/10.1080/1528008X.2021.2002788>
- Du, H., Li, J., So, K. K. F., & King, C. (2024). Artificial intelligence in hospitality services: examining consumers' receptivity to unmanned smart hotels. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-06-2024-0548>
- Du, J., & Pan, W. (2021). Examining energy saving behaviors in student dormitories using an expanded theory of planned behavior. *Habitat International*, 107, 102308. <https://doi.org/10.1016/j.habitatint.2020.102308>
- Fauzi, M. A., Hanafiah, M. H., & Kunjuraman, V. (2024). Tourists' intention to visit green hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, 10(2), 255–276. <https://doi.org/10.1108/JTF-01-2022-0008>
- Fernández Gallardo, J. A., & Hernandez Rojas, R. (2024). Impact of touristic sustainability on

- satisfaction with touristic services in a world heritage city. The case of the equestrian show in Córdoba (Spain). *Journal of Cultural Heritage Management and Sustainable Development*. <https://doi.org/10.1108/JCHMSD-12-2023-0226>
- Foroudi, P., Palazzo, M., & Sultana, A. (2021). Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. *British Food Journal*, 123(13), 221–240. <https://doi.org/10.1108/BFJ-11-2020-1008>
- Francioni, B., Curina, I., Hegner, S. M., & Cioppi, M. (2022). Predictors of continuance intention of online food delivery services: gender as moderator. *International Journal of Retail & Distribution Management*, 50(12), 1437–1457. <https://doi.org/10.1108/IJRDM-11-2021-0537>
- Gundala, R. R., Nawaz, N., R M, H., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? Theory of reasoned action. *Heliyon*, 8(9), e10478. <https://doi.org/10.1016/j.heliyon.2022.e10478>
- Han, J., Zuo, Y., Law, R., Chen, S., & Zhang, M. (2021). Service Quality in Tourism Public Health: Trust, Satisfaction, and Loyalty. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.731279>
- Haq, M. M., Miah, M., Biswas, S., & Rahman, S. M. M. (2023). The impact of deontological and teleological variables on the intention to visit green hotel: The moderating role of trust. *Heliyon*, 9(4), e14720. <https://doi.org/10.1016/j.heliyon.2023.e14720>
- Hashish, M. E.-S., Abdou, A. H., Mohamed, S. A. K., Elenain, A. S. A., & Salama, W. (2022). The Nexus between Green Perceived Quality, Green Satisfaction, Green Trust, and Customers' Green Behavioral Intentions in Eco-Friendly Hotels: A Structural Equation Modeling Approach. *International Journal of Environmental Research and Public Health*, 19(23), 16195. <https://doi.org/10.3390/ijerph192316195>
- Hua, Y. (2024). Tourists' Intention to Visit Dark Sites in China: Integrating the Theory of Planned Behavior with Constraint Negotiation. *Pakistan Journal of Life and Social Sciences (PJLSS)*, 22(2). <https://doi.org/10.57239/PJLSS-2024-22.2.001361>
- Huo, C., Hameed, J., Zhang, M., Bin Mohd Ali, A. F., & Amri Nik Hashim, N. A. (2022). Modeling the impact of corporate social responsibility on sustainable purchase intentions: insights into brand trust and brand loyalty. *Economic Research-Ekonomska Istraživanja*, 35(1), 4710–4739. <https://doi.org/10.1080/1331677X.2021.2016465>
- Hussain, K., Fayyaz, M. S., Shamim, A., Abbasi, A. Z., Malik, S. J., & Abid, M. F. (2024). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal of Islamic Marketing*, 15(2), 293–313. <https://doi.org/10.1108/JIMA-08-2022-0210>
- Izquierdo-Yusta, A., Martínez-Ruiz, M. P., & Pérez-Villarreal, H. H. (2022a). Studying the impact of food values, subjective norm and brand love on behavioral loyalty. *Journal of Retailing and Consumer Services*, 65, 102885. <https://doi.org/10.1016/j.jretconser.2021.102885>
- Jamšek, S., & Culiberg, B. (2020). Introducing a three-tier sustainability framework to examine bike-sharing system use: An extension of the technology acceptance model. *International Journal of Consumer Studies*, 44(2), 140–150. <https://doi.org/10.1111/ijcs.12553>
- Justianto, J. S., Arief, M., Susilowati, I., & Aras, M. (2022). Investigating The Effects of Audio Exposure toward Podcast Listener Loyalty via Theory of Planned Behavior (A Study on Urban Millennials in Jakarta). *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, 19, 726–738. <https://doi.org/10.37394/23207.2022.19.64>
- Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. *International Review on Public and Nonprofit Marketing*, 18(3), 361–385. <https://doi.org/10.1007/s12208-021-00277-4>
- Kautonen, T., van Gelderen, M., & Fink, M. (2015). Robustness of the Theory of Planned Behavior in

- Predicting Entrepreneurial Intentions and Actions. *Entrepreneurship Theory and Practice*, 39(3), 655–674. <https://doi.org/10.1111/etap.12056>
- Kim, J. H., & Lee, H. C. (2019). Understanding the Repurchase Intention of Premium Economy Passengers Using an Extended Theory of Planned Behavior. *Sustainability*, 11(11), 3213. <https://doi.org/10.3390/su11113213>
- Kul, E., Dedeoğlu, B. B., Nuray Küçükergin, F., De Martino, M., & Okumus, F. (2024). The role of tour guide competency in the cultural tour experience: the case of Cappadocia. *International Hospitality Review*. <https://doi.org/10.1108/IHR-04-2023-0021>
- Kumar, S., Jain, A., & Hsieh, J.-K. (2021). Impact of apps aesthetics on revisit intentions of food delivery apps: The mediating role of pleasure and arousal. *Journal of Retailing and Consumer Services*, 63, 102686. <https://doi.org/10.1016/j.jretconser.2021.102686>
- Kwarteng, M. A., Ntsiful, A., Osakwe, C. N., & Ofori, K. S. (2024). Modeling the acceptance and resistance to use mobile contact tracing apps: a developing nation perspective. *Online Information Review*, 48(1), 43–66. <https://doi.org/10.1108/OIR-10-2021-0533>
- Lai, P.-L., Jang, H., Fang, M., & Peng, K. (2022). Determinants of customer satisfaction with parcel locker services in last-mile logistics. *The Asian Journal of Shipping and Logistics*, 38(1), 25–30. <https://doi.org/10.1016/j.ajsl.2021.11.002>
- Latif, K. F., Pérez, A., & Sahibzada, U. F. (2020). Corporate social responsibility (CSR) and customer loyalty in the hotel industry: A cross-country study. *International Journal of Hospitality Management*, 89. <https://doi.org/10.1016/j.ijhm.2020.102565>
- Lee, C., Yeh, W., Chang, H., Yu, Z., & Tsai, Z. (2022). Influence of Individual Cognition, Satisfaction, and the Theory of Planned Behavior on Tenant Loyalty. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.882490>
- Li, X., Zhou, Y., Liu, Y., Wang, X., & Yuen, K. F. (2023). Psychological antecedents of telehealth acceptance: A technology readiness perspective. *International Journal of Disaster Risk Reduction*, 91, 103688. <https://doi.org/10.1016/j.ijdrr.2023.103688>
- Lin, W., Lin, Q., Tang, D., & Yan, Y. (2024). A study on the factors influencing the intention to revisit forest tourism based on PMT-TPB? *Current Psychology*, 43(13), 11841–11853. <https://doi.org/10.1007/s12144-023-05278-6>
- Lu, J., Xiao, X., Xu, Z., Wang, C., Zhang, M., & Zhou, Y. (2022). The potential of virtual tourism in the recovery of tourism industry during the COVID-19 pandemic. *Current Issues in Tourism*, 25(3), 441–457. <https://doi.org/10.1080/13683500.2021.1959526>
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>
- Manyangara, M. E., Makanyeza, C., & Muranda, Z. (2023). The effect of service quality on revisit intention: The mediating role of destination image. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2250264>
- Marsasi, E. G., & Barqiah, S. (2023). They The Role of Gender, Age, And Educational Groups in Utilitarian Motivation for Sharia Products. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.9.1.104>
- Marsasi, E. G., Barqiah, S., & Gusti, Y. K. (2024). Investigation of the Effects of Social Capital on Information/Knowledge-Sharing Behavior that Drives Gen Z Purchase Intentions through Social Commerce. *Media Ekonomi Dan Manajemen*, 39(1), 42–60.
- Maziriri, E. T., Rukuni, T. F., & Chuchu, T. (2021). Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968731>

- Mohammed, M., Zhou, S., Abduljabbar Hael, M., Abdulwase, R., & Almuwaffaq, F. (2024). The Impact of Green Service Quality on Consumers' Intentions to Revisit Green Hotels Based on Theory of Planned Behavior. *Journal of Quality Assurance in Hospitality & Tourism*, 1–37. <https://doi.org/10.1080/1528008X.2024.2343716>
- Moon, S.-J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management*, 92, 102727. <https://doi.org/10.1016/j.ijhm.2020.102727>
- Morando, M., & Platania, S. (2022). Luxury Tourism Consumption in the Accommodation Sector: The Mediation Role of Destination Brand Love for Potential Tourists. *Sustainability*, 14(7), 4007. <https://doi.org/10.3390/su14074007>
- Mwiya, B., Katai, M., Bwalya, J., Kayekesi, M., Kaonga, S., Kasanda, E., ... Mwenya, D. (2022). Examining the effects of electronic service quality on online banking customer satisfaction: Evidence from Zambia. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2143017>
- Nafisyah, U., & Marsasi, E. G. (2023). The Role Of Perceived Value And Perceived Trust To Optimize Repeat Purchase Intention Based On Mean-End Chain Theory In Generations Y And Z. *Jurnal Pamator : Jurnal Ilmiah Universitas Trunojoyo*, 16(4), 760–781. <https://doi.org/10.21107/pamator.v16i4.23841>
- Nazarian, A., Shabankareh, M., Ranjbaran, A., Sadeghilar, N., & Atkinson, P. (2024). Determinants of Intention to Revisit in Hospitality Industry: A Cross-Cultural Study Based on Globe Project. *Journal of International Consumer Marketing*, 36(1), 62–79. <https://doi.org/10.1080/08961530.2023.2192537>
- Nguyen, N. X., Tran, K., & Nguyen, T. A. (2021). Impact of Service Quality on In-Patients' Satisfaction, Perceived Value, and Customer Loyalty: A Mixed-Methods Study from a Developing Country. *Patient Preference and Adherence*, Volume 15, 2523–2538. <https://doi.org/10.2147/PPA.S333586>
- Nikhashemi, S. R., Valaei, N., Rezaei, S., & Bressolles, G. (2021). The Hidden Chain of Branded Telecommunication Services Delivery: Value, Trust, Brand, Price Tolerance and Word of Mouth Communication Chain. *Journal of Relationship Marketing*, 20(3), 204–240. <https://doi.org/10.1080/15332667.2020.1789928>
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9, 100120. <https://doi.org/10.1016/j.clrc.2023.100120>
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2022). Customer's revisit intention: Empirical evidence on <sc>Gen-Z</sc> from Bangladesh towards halal restaurants. *Journal of Public Affairs*, 22(3). <https://doi.org/10.1002/pa.2572>
- Rather, R. A. (2021). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275–3283. <https://doi.org/10.1080/13683500.2021.1884666>
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Sabina, A. S., & Marsasi, E. G. (2024). Influencer's Trustworthiness and Attitude to Increase Purchase Intention in Generation Z Based on Theory of Planned Behavior. *Jurnal Pamator : Jurnal Ilmiah Universitas Trunojoyo*, 17(1), 1–22. <https://doi.org/10.21107/pamator.v17i1.23984>

- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Sharipudin, M.-N. S., Cheung, M. L., De Oliveira, M. J., & Solyom, A. (2023). The Role of Post-Stay Evaluation on Ewom and Hotel Revisit Intention among Gen Y. *Journal of Hospitality & Tourism Research*, 47(1), 57–83. <https://doi.org/10.1177/10963480211019847>
- Sheu, P.-L., & Chang, S.-C. (2022). Relationship of service quality dimensions, customer satisfaction and loyalty in e-commerce: a case study of the Shopee App. *Applied Economics*, 54(40), 4597–4607. <https://doi.org/10.1080/00036846.2021.1980198>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. *Spanish Journal of Marketing - ESIC*, 24(2), 155–175. <https://doi.org/10.1108/SJME-06-2019-0036>
- Souki, G. Q., Oliveira, A. S. de, Barcelos, M. T. C., Guerreiro, M. M. M., Mendes, J. da C., & Moura, L. R. C. (2024). Emotional, cognitive and behavioural repercussions of hotel guests' experiences. *Spanish Journal of Marketing - ESIC*, 28(4), 442–464. <https://doi.org/10.1108/SJME-01-2023-0002>
- Sun, H., Samad, S., Rehman, S. U., & Usman, M. (2022). Clean and green: the relevance of hotels' website quality and environmental management initiatives for green customer loyalty. *British Food Journal*, 124(12), 4266–4285. <https://doi.org/10.1108/BFJ-09-2021-1002>
- Thanh Hai, P., Thanh Cuong, N., Chien Nguyen, V., & Thi Thuong, M. (2021). Sustainable business development of private hospitals in Vietnam: Determinants of patient satisfaction, patient loyalty and revisit intention. *Problems and Perspectives in Management*, 19(4), 63–76. [https://doi.org/10.21511/ppm.19\(4\).2021.06](https://doi.org/10.21511/ppm.19(4).2021.06)
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447–475. <https://doi.org/10.1080/1528008X.2020.1802390>
- Valverde-Roda, J., Moral-Cuadra, S., Aguilar-Rivero, M., & Solano-Sánchez, M. Á. (2022). Perceived value, satisfaction and loyalty in a World Heritage Site Alhambra and Generalife (Granada, Spain). *International Journal of Tourism Cities*, 8(4), 949–964. <https://doi.org/10.1108/IJTC-08-2021-0174>
- V.G., G., Park, E., & Lee, C. (2021). Testing the influence of destination source credibility, destination image, and destination fascination on the decision-making process: Case of the Cayman Islands. *International Journal of Tourism Research*, 23(4), 569–580. <https://doi.org/10.1002/jtr.2427>
- Wang, L., & Li, X. (2023). The five influencing factors of tourist loyalty: A meta-analysis. *PLOS ONE*, 18(4), e0283963. <https://doi.org/10.1371/journal.pone.0283963>
- Zhang, H., Zheng, S., & Zhu, P. (2024). Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory. *Heliyon*, 10(13), e33518. <https://doi.org/10.1016/j.heliyon.2024.e33518>