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The Influence of Promotion, Service Quality, and Customer Experience on Repurchase Intention in The Culinary Industry in Surabaya, Indonesia

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DOI<https://doi.org/10.52970/grmilf.v6i1.1827>**ABSTRACT**

This study examines the impact of promotion, service quality, and customer experience on repurchase intention in the culinary industry of Surabaya. Using a quantitative survey design, data were collected from 100 respondents who had visited Restaurant X at least twice in the past month. Validity and reliability tests confirmed the robustness of the measurement instrument (Cronbach's Alpha > 0.70). The findings indicate that service quality ($\beta = 0.371$, $p = 0.002$) and customer experience ($\beta = 0.396$, $p = 0.000$) significantly affect repurchase intention, while promotion ($\beta = 0.123$, $p = 0.371$) shows a positive but insignificant effect. The model explains 38% of the variance ($R^2 = 0.380$) in repurchase intention. These results highlight that restaurants should prioritize enhancing service quality and customer experience to foster loyalty rather than relying solely on promotions.

Keywords: Repurchase, Promotion, Service Quality, Customer Experience, Restaurant.

I. Introduction

The food and beverage industry in major cities, such as Surabaya, continues to grow rapidly, in line with the increasing needs and modern lifestyle of urban society. This condition has led to intense competition among restaurants, where each establishment strives to offer unique concepts and engaging experiences to capture consumers' attention. Within this context, the Culinary Industry, which already holds a good reputation among Surabaya residents, is also faced with the challenge of maintaining its existence amidst the wide range of culinary choices available to consumers. To remain competitive, retaining existing customers becomes a crucial strategy, as the marketing costs required to acquire new customers are usually much higher than those needed to maintain existing ones. Moreover, the repeat purchase rate of loyal customers serves as an important indicator in assessing the success of a restaurant. However, many restaurants tend to focus primarily on strategies to attract new customers while paying insufficient attention to how to retain existing customers so that they remain loyal and continue making repeat purchases.

One of the key strategies employed by the Culinary Industry has been promotion. Promotion plays a vital role in increasing customer visit frequency, particularly in encouraging repeat purchases. Various promotional activities, including special discounts, voucher distribution, and exclusive offers, have been implemented through digital platforms to attract customers to return. Nevertheless, the effectiveness of these promotional efforts has never been comprehensively evaluated. A more in-depth analysis is required for the



restaurant to determine whether the promotional strategies implemented are genuinely effective in boosting repeat purchases. In addition to promotion, service quality is another critical factor influencing customers' decisions to make repeat purchases. Satisfying service, such as promptness, friendliness, responsiveness, and consistency, creates a positive impression that makes customers feel valued. Conversely, poor service can result in long-term negative consequences, not only discouraging customers from returning but also creating a domino effect through the spread of unfavorable word-of-mouth to potential customers. Equally important, the overall customer experience also plays a significant role in influencing repeat purchase decisions. Customer experience encompasses various elements such as restaurant atmosphere, comfort, staff interaction, and the quality of food and beverages served. A memorable and pleasant experience can foster a strong emotional connection between customers and the restaurant, thereby increasing their likelihood of returning. For this reason, it is essential for Restaurant X to thoroughly understand how the experiences delivered thus far have contributed to attracting customers' attention and loyalty.

Based on these considerations, this study specifically aims to explore and analyze the extent to which promotion, service quality, and customer experience influence customers' decisions to make repeat purchases at Restaurant X in Surabaya. Through the findings of this research, it is expected that Restaurant X will gain deeper insights into its customers' needs and preferences, enabling the restaurant to design more effective marketing strategies to retain customer loyalty while simultaneously enhancing competitiveness in an increasingly dynamic market. The food and beverage industry in major cities, such as Surabaya, continues to grow rapidly, in line with the increasing needs and modern lifestyle of urban society. This condition has triggered intense competition among restaurants, where each strives to offer unique concepts and engaging experiences to capture consumers' attention (Naseer, 2024; Abou Youssef et al., 2024). In this context, Restaurant X, which already holds a good reputation among Surabaya residents, also faces the challenge of maintaining its existence amidst the wide variety of culinary choices available to consumers. To remain competitive, retaining existing customers has become a crucial strategy, as the marketing costs required to acquire new customers are usually much higher than those needed to retain existing ones (Kotler & Keller, 2020; Al-Shammari, 2024). Moreover, the repeat purchase rate of loyal customers serves as an important indicator of a restaurant's success (Abdullah et al., 2025). However, many restaurants tend to focus more on strategies to attract new customers and pay less attention to retaining existing ones so that they remain loyal (Nugroho & Hartati, 2023).

One of the main strategies implemented by Restaurant X is promotion. Promotion plays a vital role in increasing the frequency of customer visits, particularly in encouraging repeat purchases. Various promotional activities, including special discounts, voucher distribution, and exclusive offers, have been implemented through digital platforms to attract customers to return. However, the effectiveness of these promotional efforts has never been comprehensively evaluated. Recent studies emphasize the importance of continuously evaluating promotional programs, as not all strategies have a significant impact on customer loyalty (Yadav & Rahman, 2024). In addition to promotion, service quality is another critical factor influencing customers' decisions to make repeat purchases. Satisfying service—such as timeliness, friendliness, responsiveness, and consistency—creates a positive impression that makes customers feel valued. Conversely, poor service can have long-term negative consequences, not only discouraging customers from returning but also creating a domino effect through the spread of unfavorable word-of-mouth (Naseer, 2024; Journal GPP, 2025). Equally important, the overall customer experience also plays a significant role in influencing repeat purchase decisions. Customer experience encompasses various elements such as restaurant atmosphere, comfort, staff interaction, and the quality of food and beverages served. A pleasant and memorable experience can foster a strong emotional connection between customers and the restaurant, thereby increasing their likelihood of returning. Research has shown that positive customer experiences are among the main determinants of customer retention in the culinary industry (Abou Youssef et al., 2024; Abdullah et al., 2025).

Based on these considerations, this study specifically aims to explore and analyze the extent to which promotion, service quality, and customer experience influence customers' decisions to make repeat purchases

at Restaurant X in Surabaya. Through the findings of this research, it is expected that Restaurant X will gain deeper insights into its customers' needs and preferences, enabling the restaurant to design more effective marketing strategies to retain customer loyalty while simultaneously enhancing competitiveness in an increasingly dynamic market.

II. Literature Review and Hypothesis Development

2.1. Repurchase

Repurchase, also known as repeat purchase, refers to a customer's decision to repurchase the same product or service after having made a previous purchase. Kotler and Keller (2016) describe repurchase as a key indicator of satisfaction and loyalty, reflecting not only positive evaluations of past consumption but also the willingness to maintain an ongoing relationship with the provider. In the culinary industry, where consumption is frequent and choices are abundant, repurchase becomes a critical measure of business sustainability. Restaurants, cafés, and other foodservice providers heavily depend on recurring customer visits, as one-time transactions rarely secure long-term profitability. In cities like Surabaya, the repurchase behavior of customers is even more vital due to intense competition. With numerous dining options ranging from traditional eateries and modern casual dining to international franchises and Instagrammable cafés, consumers can easily switch if their expectations are not met. Thus, for restaurants, encouraging repurchase is not just about maintaining revenue but also about building resilience against competitive pressures.

2.1.1. Repurchase as a Dependent Variable

In the context of this study, repurchase is the dependent variable influenced by three critical factors: promotion, service quality, and customer experience. Each of these factors has been shown in previous studies to play a role in shaping consumer loyalty. However, their combined effect in the Surabaya culinary industry has not been extensively explored.

- Promotion influences repurchase by creating incentives, shaping value perceptions, and encouraging repeat visits.
- Service quality determines whether customers feel satisfied and valued, reducing the likelihood of defection.
- Customer experience provides holistic impressions that foster emotional attachment, encouraging customers to return.

Therefore, repurchase should be conceptualized not merely as an outcome of satisfaction but as the culmination of marketing efforts, operational excellence, and experiential design.

2.1.2. Repurchase in the Culinary Industry: Evidence from Prior Studies

Several studies in the restaurant sector have confirmed that repeat purchases are strongly associated with product and service quality. Fadillah and Widjaja (2020) revealed that consistent food taste and reliable service significantly increased repeat visits among Indonesian customers. However, these findings cannot be generalized across contexts. For instance, Lee and Kim (2021) found that in e-commerce, convenience and overall shopping experience were more dominant, while Smith and Tan (2022) in tourism emphasized the importance of service interactions and empathy. These contrasts demonstrate that repurchase determinants vary across industries, underscoring the importance of analyzing repurchase specifically within the culinary context of Surabaya.

In the foodservice industry, other factors such as habit formation, location accessibility, and menu familiarity also play important roles. Customers who frequently dine at the same restaurant often do so not only because of satisfaction but also because of routine, convenience, and emotional attachment.

2.1.3. The Role of Switching Costs in Culinary Repurchase

Repurchase behavior is also influenced by switching costs, which are the perceived sacrifices associated with switching to a different provider. Burnham et al. (2003) classify these costs into:

- Procedural switching costs: effort and time needed to explore alternative restaurants.
- Financial switching costs: loss of loyalty benefits such as discounts or vouchers.
- Relational switching costs: emotional ties with staff, familiarity with the menu, or comfort with the restaurant environment.

In Surabaya, where customers are offered endless options via platforms like GoFood and GrabFood, switching is relatively easy. However, restaurants that create substantial relational and financial switching barriers (e.g., loyalty memberships, personalized greetings, consistent menu quality) can effectively encourage customers to repurchase rather than try competitors.

2.1.4. Customer Relationship Management and Personalization

Recent research highlights the impact of Customer Relationship Management (CRM) in fostering repurchase. Kim et al. (2021) demonstrated that data-driven personalization, such as customized offers and loyalty rewards, can increase repurchase rates by up to 25%. In Surabaya, many restaurants have begun leveraging loyalty apps, QR-based digital menus, and push notifications on delivery platforms to remind customers of special offers and promotions. For example, cafés in the Gubeng and Manyar areas often send targeted promotions via Instagram or WhatsApp to encourage repeat visits, strengthening habitual repurchase behavior.

- Theoretical Frameworks Relevant to Culinary Repurchase
 - a. Customer Loyalty Pyramid (Oliver, 1999)
 - b. Cognitive loyalty: rational preference for a restaurant's menu or price.
 - c. Affective loyalty: emotional attachment built through positive dining experiences.
 - d. Conative loyalty: firm intention to revisit the restaurant.
 - e. Action loyalty: consistent behavior of returning despite alternatives.
- Expectation-Confirmation Theory (Oliver, 1980)
 - a. When performance meets or exceeds expectations, satisfaction rises, encouraging repurchase.
 - b. When expectations are not met, dissatisfaction triggers defection.
- Switching Barrier Theory (Jones et al., 2000)
 - a. High switching barriers (e.g., strategic location near offices or universities) strengthen repurchase even if satisfaction is moderate.

These frameworks illustrate that repurchase is a multidimensional outcome, influenced not only by satisfaction but also by trust, emotional bonds, and barriers to switching.

- Case Illustrations in Surabaya's Culinary Industry

The Surabaya market provides practical examples of how different factors drive repurchase:

- Instagrammable cafés in Manyar and Darmo: Customers return not only because of the coffee taste but also because of the atmosphere and aesthetics, which enhance customer experience.
- GrabFood/GoFood promotions: Regular vouchers and free delivery encourage habitual repurchase from the same restaurants, showing how promotions drive repeat intention.
- Family-style restaurants such as Boncafé: Have sustained customer repurchase across decades through consistent product quality and emotional connections that span generations.

These cases demonstrate that promotion, service quality, and customer experience collectively influence repurchase behavior in Surabaya's competitive culinary scene.

- Critical Evaluation of Literature

Although many studies confirm the relationship between satisfaction, service, and repurchase, several gaps remain:

- Overgeneralization: Results from international studies may not apply directly to Indonesian or Surabaya contexts.
- Interaction effects neglected. Few studies examine how promotion, service quality, and customer experience work together to influence repurchase.
- Negative effects overlooked: Excessive discounts may lower perceived product value; inconsistent digital service may harm loyalty.
- Satisfaction overemphasized. While important, satisfaction alone does not fully explain repurchase; habitual behavior, switching costs, and CRM also play a role.

2.2. Promotion

Promotion is one of the most important tools in the marketing mix, designed to capture customer attention and stimulate purchase interest. Dewi and Soesanto (2019) revealed that discounts, vouchers, and product bonuses significantly increase the likelihood of repurchase. Sari and Santoso (2022) further emphasized that social media promotions are highly effective in reaching urban customers. However, the discussion of promotion should not only focus on discounts and social media. It is also important to explain the mechanisms by which promotion affects repurchase behavior. Yadav and Rahman (2024) stated that promotion does not merely provide price incentives but also shapes perceived value, which ultimately enhances long-term loyalty. Moreover, other promotional strategies such as point-based loyalty programs, experiential promotions, and premium memberships have proven effective in fostering stronger customer-brand relationships (Chen et al., 2023). To deepen the analysis, promotion can be linked to marketing theories such as the AIDA Model (Attention, Interest, Desire, Action). This model explains how promotion captures attention, generates interest, creates desire, and ultimately drives repurchase (Kotler & Keller, 2020). With such a theoretical foundation, the discussion of promotion becomes more analytical rather than merely descriptive.

Promotion is one of the central instruments in the marketing mix, designed to attract consumer attention, create awareness, and stimulate purchase behavior (Kotler & Keller, 2020). In the competitive restaurant industry, promotion not only functions as a tactical tool to increase short-term sales but also as a strategic driver of customer loyalty. Previous empirical studies have demonstrated its significance; for instance, Dewi & Soesanto (2019) and Sari & Santoso (2022) found that structured promotional activities such

as discounts, vouchers, and social media campaigns significantly enhance customers' willingness to repurchase. However, research also cautions that an excessive reliance on price-based promotions may erode the perceived value of a product over time, making consumers less willing to pay the full price (Yadav & Rahman, 2024).

Recent literature emphasizes that promotions extend beyond providing financial incentives. They play a crucial role in shaping perceived value and fostering strong consumer brand relationships. Yadav & Rahman (2024) argue that effective promotions embed both emotional and economic value, thereby reinforcing customer loyalty. Chen et al. (2023) further emphasize that innovative strategies, such as loyalty programs, experiential promotions, and premium memberships, are particularly effective in creating a more profound consumer attachment and fostering long-term engagement. These approaches not only generate repeat purchases but also reduce customer sensitivity to competitors' offers. In today's digital era, the scope of promotion has expanded significantly. Interactive methods, such as gamification, user-generated content, influencer endorsements, and participatory social media campaigns, are increasingly adopted to enhance customer engagement and foster stronger emotional bonds with the brand (Chen et al., 2023). For restaurants, examples include interactive contests on Instagram, referral programs through food delivery apps, or exclusive membership rewards. These tools not only incentivize repurchase but also amplify word-of-mouth marketing, which is highly persuasive in influencing consumer behavior.

2.3. Service Quality

Service quality is a key factor in building customer loyalty. Parasuraman, Zeithaml, and Berry (1988) identified five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. In the restaurant context, these dimensions are reflected in aspects such as service speed, staff friendliness, order accuracy, and dining comfort. Rahmayanti and Yulianto (2020) found that customers who receive satisfying service tend to be more loyal. Pramesti and Santika (2021) further emphasized that optimal service quality significantly enhances customer retention and the frequency of repeat visits. However, the literature review has not elaborated on how each service quality dimension specifically affects repurchase decisions. For instance, reliability reduces order errors, responsiveness addresses customer complaints, and empathy builds personal connections. More recently, Abdullah et al. (2023) demonstrated that digital service quality, including online ordering systems and prompt responses through applications, has also become crucial in modern restaurant settings. With the shift in consumer behavior, evaluations of service quality should encompass both traditional and digital aspects of service delivery. In addition, practical case studies, for example, restaurants that consistently serve food within 10 minutes while providing friendly service, further illustrate how service quality directly influences repurchase (Hartati & Dewi, 2022). Service quality has long been recognized as a crucial factor in shaping customer satisfaction, loyalty, and repeat purchase intentions. Parasuraman, Zeithaml, & Berry (1988), through the SERVQUAL model, identified five key dimensions—reliability, responsiveness, assurance, empathy, and tangibles—which continue to serve as the foundational framework for evaluating service performance across industries. In restaurants, these dimensions manifest in aspects such as service speed, order accuracy, staff friendliness, food safety assurance, and physical comfort provided by the dining environment.

Research consistently demonstrates the strong link between service quality and customer loyalty. Studies by Rahmayanti & Yulianto (2020) and Pramesti & Santika (2021) confirmed that customer satisfaction increases significantly when service delivery meets or exceeds expectations, leading to a higher likelihood of repeat visits. However, service quality is not static—it evolves in tandem with consumer behavior and technological advancements. Abdullah et al. (2023) emphasized the emergence of digital service quality as a crucial extension of the SERVQUAL model. In modern dining contexts, elements such as quick responses through apps, seamless online ordering, cashless payment systems, and transparent digital menus are crucial to customer satisfaction and repeat business.

2.3.1. Analysis by Dimension

When examined individually, each dimension of service quality contributes uniquely to repurchase behavior:

- a. Reliability: Reduces order errors, builds predictability, and fosters trust in the restaurant's consistency.
- b. Responsiveness: Ensures that complaints and requests are addressed promptly, signaling attentiveness and care, which strengthens loyalty.
- c. Assurance: Provides customers with confidence regarding food hygiene, staff professionalism, and overall service reliability, thereby reducing perceived risk.
- d. Empathy: Demonstrates personal attention and emotional engagement through staff warmth and attentiveness, which fosters deeper relational bonds.
- e. Tangibles: Cleanliness, interior design, music, lighting, and staff appearance elevate sensory experiences and influence emotional impressions.

2.3.2. Practical Evidence and Case Studies

Practical findings support these theoretical perspectives. Hartati & Dewi (2022) found that restaurants that consistently delivered meals within ten minutes, while maintaining friendliness, achieved significantly higher repeat visit rates. International chains such as Starbucks and McDonald's also exemplify how service quality impacts repurchase: Starbucks leverages empathy and personalized service ("writing names on cups") to create emotional attachment. At the same time, McDonald's emphasizes reliability and responsiveness in speed of service and digital ordering systems. These examples demonstrate that service quality serves not only an operational purpose but also as a strategic differentiator in competitive markets.

2.3.3. Theoretical Perspectives

From a theoretical standpoint, Expectancy-Disconfirmation Theory (Oliver, 1980) explains how service quality impacts satisfaction and loyalty. When actual service performance exceeds expectations (positive disconfirmation), satisfaction rises, and customers are more likely to repurchase. Conversely, when expectations are not met, dissatisfaction occurs, leading to reduced loyalty or even negative word of mouth. Additionally, Customer Experience Management (Schmitt, 1999) emphasizes that service quality should not be viewed as isolated interactions, but rather as part of a holistic customer journey that shapes perceptions over time.

2.3.4. Modern Implications

In today's digitalized and competitive environment, service quality must be viewed as both a functional requirement and a strategic asset. On one hand, it ensures operational efficiency and reliability; on the other, it creates emotional and psychological bonds that foster long-term loyalty. Restaurants that fail to integrate traditional and digital service aspects risk losing competitiveness in an increasingly customer-driven market. Thus, service quality should be understood not merely as compliance with operational standards but as the ability to deliver holistic, seamless, and emotionally engaging experiences that connect customers rationally and emotionally, thereby driving repeat purchases and sustainable business growth.

2.4. Customer Experience

2.4.1. Concept and Importance

Customer experience (CX) represents the totality of interactions that consumers have with products, services, or brands, encompassing not only rational evaluations but also emotional and psychological responses (Kotler & Armstrong, 2018). Unlike service quality, which focuses on operational delivery, CX captures the holistic impression of customers during their entire consumption journey. It begins before the actual purchase (through advertising exposure and online search), continues during the service encounter (with factors such as food quality, staff interaction, and ambiance), and extends to the post-purchase stage (including word-of-mouth, loyalty, and digital reviews). In the culinary industry, customer experience is crucial because eating out is not merely a functional activity of satisfying hunger but also an experiential activity tied to lifestyle, identity, and social connection. For example, the decision to revisit a restaurant is often based not only on taste but also on how comfortable, valued, and emotionally engaged customers feel during their visit.

2.4.2. Dimensions of Customer Experience in Restaurants

Several frameworks have been proposed to conceptualize CX as a multidimensional construct. Building on Schmitt's (1999) Experiential Marketing Theory, customer experience can be divided into:

- **Sensory Experience**
Involves physical impressions such as food taste, aroma, presentation, music, lighting, and décor. A restaurant that delivers consistent sensory pleasure creates rational satisfaction and emotional delight. For example, the plating of fine-dining dishes or the aroma of freshly baked bread triggers multisensory cues that influence repurchase.
- **Affective Experience**
Relates to emotions such as joy, comfort, relaxation, or trust. Positive emotions foster attachment, while negative experiences, such as frustration or discomfort, discourage repeat business. For instance, staff friendliness can transform a routine meal into an emotionally rewarding encounter.
- **Behavioral/Convenience Experience**
Refers to the ease and smoothness of the dining process, including waiting times, online booking, ordering systems, and payment options. In Surabaya, many restaurants have adopted QR-code menus, e-wallet payments, and app-based loyalty programs to enhance convenience.
- **Relational/Social Experience**
- Reflects interactions with staff, other customers, and the social identity that dining conveys. Customers may repurchase because they feel a sense of belonging or community in a restaurant. For instance, cafés in Darmo or Manyar become gathering spaces for students and young professionals, strengthening relational bonds beyond the food itself.

2.4.3. Empirical Evidence

Putri and Adiwijaya (2021) established a strong link between positive customer experience and repurchase in Indonesian restaurants. Hartati and Dewi (2022) further showed that memorable experiences not only drive repeat visits but also generate positive word-of-mouth, amplifying customer acquisition through peer influence. Abdullah et al. (2025) highlighted that emotional mediators such as comfort, joy, and trust are critical pathways that explain how experiences translate into loyalty. Internationally, Verhoef et al. (2009) emphasized that customer experience is shaped by both direct interactions (such as food, service, and environment) and indirect interactions (including social media presence and online reviews). This is highly

relevant to Surabaya, where customers actively share dining experiences on Instagram and TikTok, influencing others' repurchase decisions.

2.4.4. Dining Format Differences

Customer experience varies significantly across dining types:

- Fine dining: Customers expect exclusivity, ambiance, and personalized service. Repurchase is driven by emotional and symbolic value as much as by taste.
- Casual dining: Customers value affordability, comfort, and social atmosphere. Experience is shaped by group dining and the friendliness of the staff.
- Fast food: Speed, consistency, and digital integration dominate experience. Repurchase is influenced by habit and convenience rather than ambiance.
- Café culture (popular in Surabaya): Atmosphere, aesthetics, and "Instagrammability" are central. Gen Z customers often repurchase not only for products but also for social experiences and content creation opportunities.

Chen et al. (2023) confirmed that such differences require nuanced management of experience; what works for fine dining may not be suitable for fast food or cafés.

2.4.5. Theoretical Perspectives

- S-O-R (Stimulus–Organism–Response) Framework

Suggests that environmental stimuli (music, lighting, décor, and service style) influence customers' internal states (emotions and perceptions), which in turn shape behavioral responses, such as repurchase (Mehrabian & Russell, 1974).

- Customer Experience Management (CEM)

Schmitt (1999) argues that organizations should design experiences intentionally across all touchpoints. In restaurants, this means not only focusing on taste but also ensuring seamless booking, friendly service, and engaging ambiance.

- Customer Journey Model

Lemon and Verhoef (2016) emphasize that experiences unfold across three stages: pre-purchase, purchase, and post-purchase. In Surabaya, for example: Pre-purchase: Exposure to promotions on Instagram or GrabFood, Purchase: Dining experience including staff interaction, food quality, and atmosphere., Post-purchase: Online reviews, word-of-mouth, and loyalty program use.

- Flow Theory

Csikszentmihalyi (1990) explains how deeply immersive experiences (e.g., enjoying live music in a restaurant) create states of engagement that foster long-term loyalty.

2.4.6. Case Illustrations in Surabaya

- Boncafé (family dining): Combines reliability in food quality with emotional attachment built across generations.
- McDonald's Indonesia: Prioritizes consistency and convenience, integrating digital ordering kiosks and delivery apps.
- Trendy cafés in Manyar/Darmo: Focus on ambiance, aesthetic design, and digital engagement to attract young customers who return frequently.
- Fine dining restaurants in West Surabaya: Rely on exclusivity, personalized service, and premium atmosphere to encourage repeat visits.

These examples illustrate how CX drivers vary across segments yet consistently impact repurchase.

2.4.7. Critical Evaluation

Despite its importance, research on customer experience in the culinary sector faces several limitations:

- Measurement challenges: CX is subjective and multidimensional, making it harder to assess than service quality.
- Overemphasis on tangible aspects: Many studies prioritize food quality and ambiance, neglecting intangible factors such as trust, identity, and social meaning.
- Neglect of negative experiences: Negative experiences (e.g., rude staff, unhygienic conditions) often have more potent effects than positive ones, yet these are less studied.
- Limited contextualization: Few studies focus on Indonesian or Surabaya's culinary market, despite its unique dynamics shaped by culture, technology, and lifestyle.

2.5. Hypothesis Development

- H1: Promotion has a positive and significant effect on repurchase intention in the culinary industry in Surabaya
This hypothesis is supported by previous studies, which have shown that structured promotions, such as discounts, vouchers, and digital offers, enhance customer willingness to repurchase (Dewi & Soesanto, 2019; Sari & Santoso, 2022).
- H2: Service quality has a positive and significant effect on repurchase intention in the culinary industry in Surabaya.
Research has consistently found that customers who receive excellent service, characterized by reliability, responsiveness, assurance, empathy, and tangibles, are more likely to return (Rahmayanti & Yulianto, 2020; Pramesti & Santika, 2021). More recent studies also highlight the role of digital service quality in shaping repurchase (Abdullah et al., 2023).
- H3: Customer experience has a positive and significant effect on repurchase intention in the culinary industry in Surabaya.
Prior research has demonstrated that pleasant and memorable experiences enhance loyalty and repurchase intentions (Putri & Adiwijaya, 2021; Hartati & Dewi, 2022). Emotional and psychological dimensions, such as feelings of joy and trust, act as mediators that strengthen this relationship (Abdullah et al., 2025).
- H4: Promotion, service quality, and customer experience simultaneously have a positive and significant effect on repurchase intention in the culinary industry in Surabaya

Literature suggests that these three variables often interact with one another. For example, promotions may be more effective when accompanied by excellent service, and customer experience may reinforce the impact of promotions on repurchase (Chen et al., 2023).

In addition, although this study focuses on positive effects, the literature also indicates possible negative or moderating effects. Excessive promotions may reduce the perceived value of a product, while inconsistent service may harm loyalty (Yadav & Rahman, 2024). Similarly, variables such as customer satisfaction and brand trust may act as moderators that either strengthen or weaken the relationships between the independent variables and repurchase decisions. Thus, the hypotheses presented are not only grounded in prior empirical findings but also acknowledge the complexity of the interactions and potential moderating influences within the dynamics of customer behavior. Unlike the previous draft, the current hypothesis development is supported by a broader, more up-to-date, and critical body of literature. Each variable is explicitly linked to prior studies, reinforced with critical evaluations, theoretical frameworks, and practical case studies. This ensures that the hypotheses are not mere assumptions but are grounded in a comprehensive academic foundation.

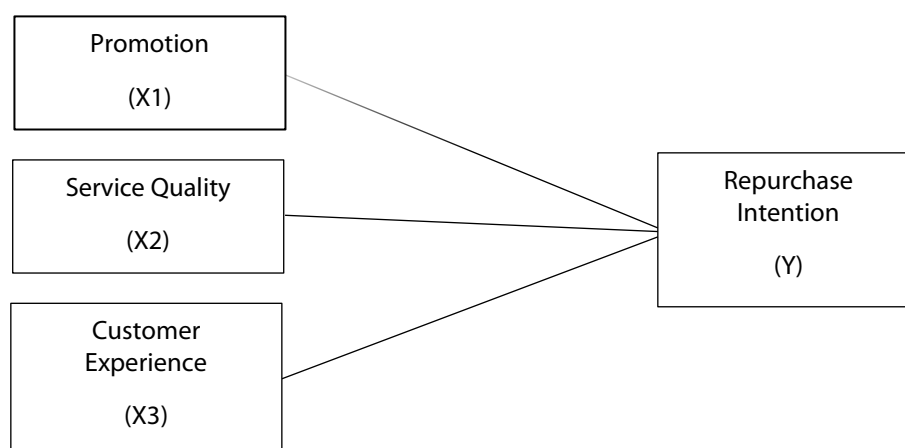


Figure 1. Research Framework

III. Research Method

This study examines the impact of promotion, service quality, and customer experience on repurchase intention in the culinary industry of Surabaya. Methodological rigor is crucial to ensure that the findings can contribute both academically and practically to restaurant management in one of Indonesia's most competitive culinary markets. The study adopts a quantitative approach because the constructs under investigation — promotion, service quality, customer experience, and repurchase intention — are behavioral tendencies that can be measured numerically. According to Creswell (2014), quantitative methods are particularly effective for testing hypotheses and establishing causal relationships among variables. In the context of Surabaya's culinary industry, where restaurants compete aggressively through promotions, service differentiation, and experience design, quantitative methods offer a structured approach to identifying which factors most strongly drive repeat patronage.

This approach also facilitates generalization. Surabaya is a metropolitan city with a diverse culinary scene that encompasses fast-food chains, fine dining establishments, casual cafés, and traditional eateries. By applying statistical analysis to survey data, the results can be generalized beyond a single restaurant, offering insights applicable to the broader culinary industry in the city. Furthermore, the use of regression analysis allows the simultaneous evaluation of promotion, service quality, and customer experience, providing a comprehensive understanding of their relative contributions to repurchase intention.

3.1. Research Population and Sample

The population of this study consists of all customers of Restaurant X in Surabaya. Restaurant X was chosen because it represents a typical culinary establishment that faces intense local competition and caters to a diverse range of customer segments. A sample of 100 respondents was selected for the study. This number satisfies the minimum requirement for regression analysis involving three independent variables. Following Green's (1991) rule of thumb, $N \geq 50 + 8m$, where m = number of predictors, a sample of at least 74 is required. With 100 respondents, the sample size provides sufficient statistical power to detect significant effects of promotion, service quality, and customer experience on repurchase intention. The sample reflects real customer behavior at Restaurant X, which is representative of the dining culture in Surabaya. In this city, dining out is not only about fulfilling basic needs but also about lifestyle, socialization, and emotional satisfaction. Therefore, capturing repurchase intention in this population is crucial for understanding the dynamics of loyalty in the broader culinary sector.

3.2. Sampling and Participants

The study employed purposive sampling, where participants were selected based on criteria aligned with the research objectives. Specifically, respondents were required to have visited Restaurant X at least twice in the past month. This ensured that they had sufficient experience to evaluate promotions, service quality, and overall customer experience before forming repurchase intentions. This criterion is highly relevant to the study's theme. Customers who have visited multiple times are in the best position to assess whether promotional offers are effective, whether service delivery is consistent, and whether their experiences are memorable enough to encourage repeat business. While this sampling method is appropriate, it has limitations in terms of generalizability. To strengthen future research in Surabaya's culinary industry, demographic factors could be incorporated, such as:

- Age: Younger customers (e.g., university students) may respond more to digital promotions, while older customers may emphasize the reliability of service.
- Gender: Male and female customers may evaluate dining experiences differently, influencing their repurchase decisions.
- Occupation and income: Middle-income families may prioritize price promotions, whereas higher-income professionals may focus more on ambiance and exclusivity.
- Education level: Customers with higher education may emphasize hygiene, food safety, and digital responsiveness.

Incorporating these demographic factors would enable researchers to map out which segments of Surabaya's culinary market are most sensitive to promotion, service quality, and customer experience, thereby providing more targeted managerial insights.

3.3. Data Collection

Data were collected using structured questionnaires distributed directly to customers of Restaurant X. The questionnaire items were specifically designed to capture perceptions of promotion, service quality, customer experience, and repurchase intention.

3.3.1. Questionnaire Design

Promotion: measured customers' perceptions of discounts, vouchers, loyalty programs, social media campaigns, and experiential promotions. These indicators align with marketing practices commonly employed in Surabaya's culinary industry, where both price-based and digital promotions are widespread.

Service Quality: measured across the SERVQUAL dimensions: reliability (accuracy of orders), responsiveness (speed of service), assurance (confidence in food safety), empathy (personalized attention), and tangibles (cleanliness and interior design). These factors reflect key determinants of loyalty in urban restaurants.

Customer Experience: assessed through sensory (food quality, ambiance), affective (feelings of joy and comfort), and behavioral (ease of ordering, digital interaction) dimensions. This is essential in Surabaya, where consumers value dining as both a practical and emotional experience.

Repurchase Intention: measured through items on willingness to revisit, recommend to others, and maintain loyalty despite competitors. These reflect long-term customer commitment to Restaurant X.

A five-point Likert scale was used, ranging from "strongly disagree" (1) to "strongly agree" (5). This scale is appropriate because it captures the intensity of attitudes, which is critical in understanding how strongly customers feel about repeating their dining choices.

3.3.2. Pilot Testing

A pilot test was conducted with 15 respondents who were not part of the main sample. Their feedback resulted in several improvements:

- Marketing jargon in promotion items (e.g., "membership benefits") was simplified into more customer-friendly terms.
- Redundant service quality items were removed to avoid overlap.
- Instructions for using the Likert scale were clarified, ensuring that respondents understood how to rate their agreement.
- The order of items was adjusted so that questions flowed logically from promotion to service quality, customer experience, and repurchase intention.
- These refinements increased the content validity of the instrument and ensured that it was both culturally relevant and easy to understand for Surabaya's diverse customer base.

3.4. Data Analysis

Data analysis was conducted using multiple linear regression, aided by SPSS software. This method was chosen because it allows simultaneous evaluation of multiple predictors, making it ideal for assessing the relative influence of promotion, service quality, and customer experience on repurchase intention.

3.4.1. Steps in Data Analysis

3.4.1.1. Validity and Reliability Testing

Validity: Each item was correlated with the total score of its construct. Items with correlation coefficients > 0.30 were retained. **Reliability:** Cronbach's alpha was used to assess internal consistency, with values above 0.70 considered acceptable. This ensured that items measuring promotion, service quality, customer experience, and repurchase intention were consistent and dependable.

3.4.1.2. Classical Assumption Tests

- Normality: Residuals were tested for normal distribution using the Shapiro-Wilk test.
- Multicollinearity: Variance Inflation Factor (VIF) was examined to ensure independence among predictors. Values < 10 confirmed no problematic correlation between promotion, service quality, and customer experience.

Heteroscedasticity: Scatterplots and Glejser tests confirmed the stability of residual variance.

3.4.1.3. Regression Analysis

Regression coefficients (β) for promotion, service quality, and customer experience were estimated to determine their direct influence on repurchase intention. The R^2 value indicated the extent to which the three predictors collectively explained the variance in repurchase intention.

3.4.1.4. Hypothesis Testing

T-tests were used to assess the partial effect of each independent variable. The F-test was used to evaluate the simultaneous effect of all three predictors. Hypotheses were accepted if p-values were below 0.05, confirming significant relationships. By applying these steps, the study could determine which factor — promotion, service quality, or customer experience — was the most potent driver of repurchase intention in the Surabaya culinary industry.

3.5. Methodological Limitations

Although robust, the methodology of this study has several limitations:

- Purposive Sampling
The reliance on purposive sampling limits the generalizability of findings beyond Restaurant X. While it ensures respondents are repeat customers, it may exclude first-time diners who could also represent potential loyalty segments.
- Cross-Sectional Design
Data were collected at one point in time, capturing only current perceptions. Repurchase intention, however, may change due to seasonal promotions, service improvements, or evolving customer preferences. Longitudinal research could provide deeper insights.
- Interaction Effects
Regression captures independent effects but does not fully account for interactions, such as whether excellent service quality strengthens the impact of promotions. Future research could employ Structural Equation Modeling (SEM) to test complex relationships.
- Self-Report Bias
Responses were based on self-reported perceptions, which may be influenced by social desirability or recall error. Complementary data sources, such as transaction records, would improve accuracy.

3.6. Methodological Summary

The study employed a quantitative research approach aimed at hypothesis testing and examining causal relationships among variables. The research population consisted of customers of Restaurant X in Surabaya, representing the culinary industry. A total of 100 respondents participated in the study, a sample size that meets the minimum requirements for regression analysis. The sampling technique employed was

purposive sampling, where respondents were selected based on their frequency of visits—specifically, customers who had visited the restaurant at least twice a month. Data were collected using a structured questionnaire utilizing a 5-point Likert scale to measure perceptions and attitudes. A pilot test involving 15 respondents was conducted to ensure instrument clarity and reliability. Based on the pilot results, several improvements were made, including simplifying wording, removing redundant items, and providing more explicit instructions to respondents. The study examined three independent variables—Promotion, Service Quality, and Customer Experience—and one dependent variable: repurchase intention. Data analysis was performed using SPSS software, involving a series of validity and reliability tests, classical assumption tests, and multiple regression analysis to evaluate the proposed hypotheses. Despite its methodological rigor, the study acknowledges several limitations, including the use of purposive sampling, which may reduce the generalizability of the findings; the cross-sectional design, which limits the ability to infer causality over time; the absence of interaction effect analysis; and the potential for self-report bias inherent in questionnaire-based data collection.

IV. Results and Discussion

4.1. Research Results

4.1.1. Validity Test

Table 1 presents the results of the validity test for the four variables: promotion, service quality, customer experience (independent variables), and repurchase decision (dependent variable). All correlation coefficients (r-counts) are higher than the r-table value (0.195), indicating that every item used is valid in measuring its respective variable. Interpretation: The high correlation values indicate that each statement item exhibits strong construct validity, suggesting that the instrument accurately captures the intended concept. This strengthens confidence that the subsequent analyses are based on sound measurement.

Table 1. Validity Test Results

Variable	Statement	Correlation	r table	Result
Promotion (P)	P1	0.737	0.195	Valid
	P2	0.765		
	P3	0.779		
	P4	0.720		
	P5	0.703		
Service Quality (K)	K1	0.739		
	K2	0.687		
	K3	0.795		
	K4	0.611		
	K5	0.722		
Customer Experience(E)	E1	0.372		
	E2	0.721		
	E3	0.772		
	E4	0.690		
	E5	0.610		
Repurchase (B)	B1	0.700		
	B2	0.756		
	B3	0.817		
	B4	0.823		
	B5	0.700		

Based on Table 1, all items measuring the independent variables (promotion, service quality, and customer experience) and the dependent variable (repurchase) are declared valid, as all correlation coefficients (r-count) are greater than the r-table value.

4.1.2. Reliability Test

As shown in Table 2, Cronbach's Alpha values for all variables exceed the threshold of 0.6, ranging from 0.610 to 0.860. This indicates that the items used in the questionnaire are consistent and reliable. Interpretation: The high reliability values, especially for customer experience (0.860), suggest that respondents consistently perceive the items similarly. This reinforces the stability of the data and ensures that findings are dependable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Result
Repurchase (B)	0.704	Reliable
Customer Experience(E)	0.860	
Service Quality (K)	0.610	
Promotion (P)	0.777	

4.1.3. Classical Assumption Tests

4.1.3.1. Normality Test

The Kolmogorov-Smirnov significance value of 0.200 (> 0.05) confirms that the data are typically distributed.

4.1.3.2. Multicollinearity Test

Table 3 shows tolerance > 0.1 and VIF < 10 , which means no multicollinearity is present.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Service Quality (K)	0.670	1.492	No Multicollinearity
Promotion (P)	0.523	1.913	
Customer Experience(E)	0.735	1.360	

Since tolerance > 0.1 and VIF < 10 for all variables, there is no multicollinearity problem.

4.1.3.3. Heteroscedasticity Test

The scatterplot distribution appears random, confirming that heteroscedasticity is absent and the regression model is appropriate. Interpretation: Meeting all classical assumptions provides statistical justification for using multiple linear regression, ensuring the results are unbiased and efficient.

4.1.3.4. Multiple Linear Regression Analysis

Table 4. Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.492	0.463		1.061	0.291
Service Quality (K)	0.371	0.114	0.320	3.262	0.002
Promotion (P)	0.123	0.137	0.100	0.899	0.371
Customer Experience(E)	0.396	0.099	0.375	3.997	0.000

Regression Equation:



$$\text{Repurchase (Y)} = 0.492 + 0.371K + 0.123P + 0.396E$$

Interpretation:

- Service Quality has a positive and significant effect on repurchase ($p = 0.002 < 0.05$).
- Promotion has a positive but not significant effect on repurchase ($p = 0.371 > 0.05$).
- Customer Experience has a positive and significant effect on repurchase ($p = 0.000 < 0.05$).

4.1.4. Model Feasibility (Goodness of Fit)

4.1.4.1. Coefficient of Determination Test & Multiple Correlation Coefficient

Table 5. Results of the Coefficient of Determination Test & Multiple Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,617	0,380	0,361	0,49444

Interpretation:

The results show an R value of 0.617 (61.7%), indicating a strong relationship between service quality, promotion, and customer experience with repurchase intention. The R-squared value of 0.380 (38%) indicates that these variables account for 38% of the variation in repurchase intention, while the remaining 62% is attributed to factors outside the model. The adjusted R-squared of 0.361 (36.1%) confirms that the model is pretty good, although it does not fully explain the variation.

Table 6. ANOVA Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	14,392	3	4,797	19,624	0,000a
Residual	23,469	96	0,244		
Total	37,861	99			

Interpretation:

The calculated F-value = 19.624, with a significance level of 0.000 (< 0.05), indicates that Service Quality, Promotion, and Customer Experience simultaneously have a significant effect on Repurchase Intention. Thus, the regression model is considered fit for use. $F = 19.624$, $\text{Sig.} = 0.000 < 0.05$: The regression model is significant, meaning the independent variables jointly influence repurchase.

4.1.4.2. Partial Hypothesis Testing (t-test)

Table 7. T-test Result

Variable	T	Sig.
(Constant)	1,061	0,291
Service Quality (K)	3,262	0,002
Promotion (P)	0,899	0,371
Customer Experience(E)	3,997	0,000

t-Test Interpretation

1. Service Quality : $t = 3.262$, $\text{sig.} 0.002 < 0.05$, has a positive and significant effect on Repurchase Intention.
2. Promotion : $t = 0.899$, $\text{sig.} 0.371 > 0.05$, has no significant effect on Repurchase Intention.
3. Customer Experience : $t = 3.997$, $\text{sig.} 0.000 < 0.05$, has a positive and significant effect on Repurchase Intention.

Service Quality and Customer Experience significantly influence Repurchase Intention, while Promotion does not.

4.1.4.3. Partial Coefficient of Determination

Table 8. Partial Coefficient of Determination

Variable	R	r ²
Service Quality (K)	0,316	0,262
Promotion (P)	0,091	0,072
Customer Experience(E)	0,378	0,321

Interpretation

- Service Quality: $r^2 = 0.262$, meaning its contribution to repurchase intention is 26.2%.
- Promotion: $r^2 = 0.072$, meaning its contribution to repurchase intention is only 7.2%, the lowest among the variables.
- Customer Experience: $r^2 = 0.321$, meaning its contribution to repurchase intention is 32.1%, making it the most dominant factor.

Customer Experience has the most potent effect on repurchase intention, followed by Service Quality, while Promotion contributes the least.

4.2. Discussion

4.2.1. Service Quality and Repurchase

The finding that service quality significantly affects repurchase aligns with Parasuraman et al.'s (1988) SERVQUAL framework and is consistent with the findings of Rahmayanti & Yulianto (2020). Customers tend to remain loyal when service reliability, responsiveness, empathy, and tangibles are delivered consistently. This highlights the importance of staff training and service excellence in fostering customer retention.

4.2.2. Promotion and Repurchase

Although promotion shows a positive effect, it is not statistically significant. This suggests that promotions, such as discounts and vouchers, may raise awareness but are insufficient in creating long-term loyalty. Similar findings were reported by Yadav & Rahman (2024), who argued that frequent promotions may reduce perceived value. This implies that Restaurant X should complement promotions with loyalty programs or personalized offers to enhance effectiveness.

4.2.3. Customer Experience and Repurchase

Customer experience emerges as the most dominant factor influencing repurchase. This result is consistent with Putri & Adiwijaya (2021) and Hartati & Dewi (2022), who found that memorable experiences strongly encourage customers to return. Elements such as restaurant ambiance, food quality, and staff interaction play vital roles in building emotional bonds with customers. This aligns with Schmitt's (1999) Customer Experience Management theory, which emphasizes creating holistic experiences to foster loyalty.

V. Conclusion

Based on the research findings, service quality was found to have a significant influence on repurchase decisions at Restaurant X. In contrast, promotion demonstrated a positive but statistically insignificant effect, suggesting that while promotional activities contribute to customer awareness, they may

not strongly drive repeat purchases. Meanwhile, customer experience exerted a significant and dominant influence on repurchase intention, indicating that positive dining experiences play a crucial role in encouraging customers to return. Collectively, the variables of service quality, promotion, and customer experience were shown to have a simultaneous and significant effect on repurchase decisions, underscoring their combined importance in shaping customer loyalty. Despite these valuable insights, the study is subject to several limitations. The use of purposive sampling constrains the generalizability of the results to broader populations. At the same time, the cross-sectional research design captures customer behavior only at a single point in time, limiting the ability to observe changes over more extended periods. For future research, it is recommended that the sampling framework be broadened to include demographically diverse respondents across various age groups, income levels, and other relevant factors. Moreover, adopting a longitudinal approach could help capture changes in customer behavior over time, while incorporating moderate variables such as customer satisfaction or brand trust could yield a deeper understanding of the underlying mechanisms influencing repurchase decisions. From a practical standpoint, the findings emphasize that restaurants should prioritize enhancing customer experience and service quality, as these factors exert a more substantial impact on repeat patronage than promotional activities. More broadly, the results reinforce the strategic importance of customer-centric approaches within the culinary industry as a means to foster loyalty and maintain long-term competitiveness.

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