

## The Influence of Customer Experience and E-Wom on Cafe Customer Satisfaction and Revisit Intentions

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### ABSTRACT

This study examines the influence of Customer Experience (CE) and Electronic Word of Mouth (E-WOM) on Customer Satisfaction (CS) and Revisit Intention (RI) among cafe customers in Pontianak City. Using a quantitative approach, data was collected from 140 respondents through a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that both CE and E-WOM significantly impact CS and RI, with E-WOM having a stronger direct effect on revisit intention. Additionally, CS acts as a mediator, reinforcing that positive experiences and online recommendations lead to repeat visits only when customers feel genuinely satisfied. These findings emphasize the importance of creating memorable customer experiences and leveraging digital word-of-mouth marketing. The study suggests that cafes should focus on enhancing service quality, encouraging positive online reviews, and implementing personalized customer engagement strategies. Future research could explore additional moderating variables, conduct longitudinal studies, and compare results across different industries to gain a deeper understanding of customer loyalty dynamics.

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## INTRODUCTION

The cafe industry in Indonesia has grown rapidly in recent years, fueled by changes in urban lifestyles and the rise of digital platforms. Today, cafes are more than just places to eat and drink – they serve as social hubs where customers seek unique experiences, comfortable atmospheres, and memorable interactions. Given this shift, two major factors influence customer satisfaction and their decision to return: customer experience and electronic word of mouth (E-WOM).

Customer experience is shaped by a customer's interaction with a cafe, including the quality of service, ambiance, and emotional connection they feel (Wiyata et al., 2020). A great experience goes beyond just good food – it involves friendly service, an inviting atmosphere, and even small touches like personalized recommendations or engaging cafe events. For instance, cafes like Starbucks focus on personalized customer interactions, while thematic cafes – such as cat cafes or book cafes – offer unique environments that enhance customer experience. Studies by Chodriyah et al. (2023) and Winata et al. (2024) emphasize that customers who enjoy these experiences tend to develop stronger emotional connections with the cafe, increasing their likelihood of returning.

Meanwhile, E-WOM (electronic word of mouth) has become a powerful influence on consumer decisions. Online reviews, Instagram stories, and TikTok videos about cafes significantly shape potential customers' expectations (Purnama et al., 2023). For example, a viral review of a beautifully decorated cafe on social media can attract a flood of new visitors, while negative feedback on platforms like Google Reviews can discourage potential customers. Apriani et al. (2023) found that positive E-WOM strengthens a customer's perception of service quality, making them more likely to revisit.

The connection between customer experience, E-WOM, customer satisfaction, and revisit intention is well-documented. Customer satisfaction serves as the bridge between their initial experience and their decision to return. Research by Larasati & Saputro (2023) suggests that satisfied customers tend to share positive experiences online, which reinforces their intention to revisit. Similarly, a study by Samosir & Wulandari (2024) found that customers with high satisfaction levels are more likely to return to the same cafe.

Given these dynamics, this research aims to explore how customer experience and E-WOM influence customer satisfaction and ultimately drive revisit intentions in cafes. By understanding these relationships, cafe owners can create better experiences, encourage positive online conversations, and foster long-term customer loyalty.

## LITERATURE REVIEW

### *Service-Dominant Logic (S-D Logic)*

Service-Dominant Logic (S-D Logic) introduced by Vargo and Lusch (2004) emphasizes that value in services is created through interactions between service providers and customers. In the context of the cafe industry, customer experience, electronic word of mouth (E-WOM), interior design, customer satisfaction, and return visit intentions are important elements that contribute to the creation of service value.

The S-D Logic approach replaces the product-focused Goods-Dominant Logic paradigm with a perspective that focuses more on customer experience and long-term relationships. In the cafe industry, customer experience is not only limited to the products consumed, but also the atmosphere, service and social interactions that shape customer satisfaction and their intention to return. Through S-D Logic, customers are not viewed as passive recipients, but as active participants in value creation. For example, attractive interior design can improve customer experience, encourage them to share positive experiences through E-WOM, and ultimately increase their intention to return to the cafe.

#### *Customer Experience*

Customer Experience reflects the customer's overall interaction with a service, which includes various aspects such as service quality, cafe atmosphere, and interactions with staff. These experiences play an important role in shaping customers' perceptions of the brand and can influence their satisfaction levels. In the context of a cafe, the customer experience can be strengthened through attractive interior design, friendly service and a comfortable atmosphere.

Indikator Customer Experience:

- Service Quality: How good the service the staff provides, including speed, accuracy and friendliness.
- Cafe Atmosphere: Customer perceptions of comfort, cleanliness and cafe interior design.
- Interaction with Staff: Staff attitude, responsiveness and ability to meet customer needs.
- Overall Experience: Customer ratings of their total experience at the cafe.

#### *E-WOM (Electronic Word of Mouth)*

E-WOM is digital-based communication in which customers share their experiences about a product or service via social media, online reviews, or discussion platforms. Information shared by customers can influence other potential customers in making purchasing decisions. In the cafe industry, positive reviews from satisfied customers can improve a business's reputation and attract more visitors.

E-WOM indicator:

- Review Frequency: How often customers leave reviews on online platforms.
- Review Quality: The depth of information in customer reviews regarding their experiences.
- Recommendation: How willing customers are to recommend the cafe to others.
- Interaction on Social Media: Amount likes, comments, and shares received by cafe related posts.

#### *Customer Satisfaction (Customer Satisfaction)*

Customer Satisfaction is the level of customer satisfaction with the service they receive compared to their expectations. This satisfaction plays an important

role in determining customer loyalty and their decision to return. Satisfied customers tend to leave positive reviews and recommend the cafe to others.

Customer Satisfaction Indicators:

- Quality Perception: Customer assessment of service and product quality.
- Expectation Match: How well the customer experience matches their expectations before coming to the cafe.
- Willingness to Return: The customer's desire to visit the cafe again in the future.
- Recommendations to Others: How likely are customers to recommend the cafe to others.

*Revisit Intention (Return Visit Intention)*

Revisit Intention is a customer's intention to return to visit a cafe after a previous experience. Factors such as positive experiences, satisfaction, and online reviews can influence a customer's intention to return. Customers who have a pleasant experience tend to be more loyal and make the cafe their first choice.

Revisit Intention Indicator:

- Intent to Return: How much the customer wants to visit the cafe again.
- Visit Frequency: How often the customer plans to return within a certain time period.
- Reconsideration: How many customers consider the cafe as a top choice.
- Effect of Positive Reviews: The impact of positive reviews in increasing customer intent to return.

The interaction between these variables shows a positive and significant relationship: Customer Experience, E-WOM, Customer Satisfaction, and Revisit Intention. This holistic perspective highlights the dynamics that shape customer behavior in the context of the cafe industry.

To test this relationship, the following hypothesis is proposed:

H1: Customer Experience has a positive and significant effect on Customer Satisfaction among cafe customers within one year.

H2: E-WOM has a positive and significant influence on Customer Satisfaction among cafe customers in the last six month period.

H3: Customer Experience has a positive and significant effect on customers' Revisit Intention within six months after their first visit.

H4: E-WOM has a positive and significant influence on customer Revisit Intention in a one year period.

H5: Customer Satisfaction has a positive and significant influence on cafe customers' Revisit Intention in the six month period after they experience the cafe.

H6: Customer Experience has a positive and significant influence on cafe customers' Revisit Intention through Customer Satisfaction as a mediating variable within one year.

H7: E-WOM has a positive and significant influence on cafe customers' Revisit Intention through Customer Satisfaction as a mediating variable in the six month period after they experience the cafe.

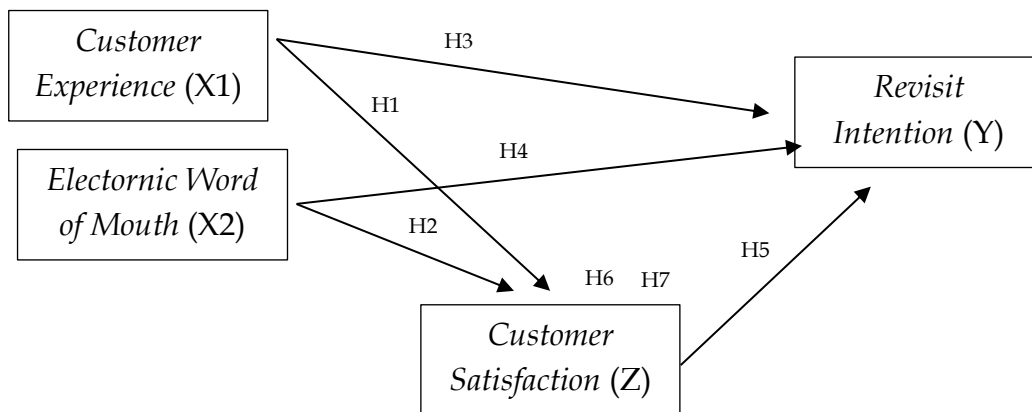


Figure 1. Conceptual Framework

## METHODOLOGY

This research uses a quantitative approach with an explanatory research design to analyze the relationship between Customer Experience, E-WOM, Customer Satisfaction, and Revisit Intention. The population in this study were cafe customers in Pontianak City who had visited at least twice in the last three months. A total of 140 respondents were selected as samples using purposive sampling technique. Data was collected through a questionnaire with a 5 point Likert scale designed to measure each variable using specific indicators, namely sensory experience, affective experience, behavioral experience, and intellectual experience for Customer Experience; positive information, recommendations, and credibility for E-WOM; overall satisfaction and expectations met for Customer Satisfaction; as well as revisit intentions and recommendations for Revisit Intention. The collected data was analyzed using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method to evaluate the relationship and influence between variables in this research.

## RESEARCH RESULT

The analysis in this research uses SmartPLS to investigate the relationship between the main variables, namely Customer Experience, E-WOM, Customer Satisfaction, and Revisit Intention among cafe customers in Pontianak City. The research process was carried out systematically to ensure the validity and reliability of the results as follows:

1. Problem Identification and Framework Development

This study begins by identifying the main variables, namely Customer Experience, E-WOM, Customer Satisfaction, and Revisit Intention. A conceptual framework was developed to build hypotheses regarding the relationships between variables, as shown in Figure 1.

2. Instrument Design and Data Collection

A structured questionnaire with a 5 point Likert scale was designed to measure indicators for each research variable. Data was collected from customers who have visited cafes in Pontianak City at least twice in the last

three months. Purposive sampling technique was used in selecting respondents.

3. Data Preparation and Initial Analysis

The data collected was screened to ensure completeness and consistency of responses. Descriptive statistics were used to describe respondents' characteristics, such as age, frequency of visits, and factors that influenced their experiences.

4. Evaluation of Measurement Models

The measurement model was tested using SEM-PLS with the following steps:

- a. Assess the factor loading to ensure the value is above the minimum threshold of 0.7.
- b. Evaluate composite reliability (CR) and average variance extracted (AVE) to test internal consistency.
- c. Conduct discriminant validity analysis using the Fornell-Larcker criteria.

5. Structural Model Testing

The structural model is analyzed to test the relationships between variables that have been hypothesized with the following steps:

- a. Calculate the R-Square ( $R^2$ ) value to assess the extent to which the independent variable explains the dependent variable.
- b. Conduct hypothesis testing to evaluate the direct influence of Customer Experience, E-WOM, and Customer Satisfaction on Revisit Intention.
- c. Using T-statistics and p-value to measure the significance of the relationship between variables and the strength of their influence in this research model.

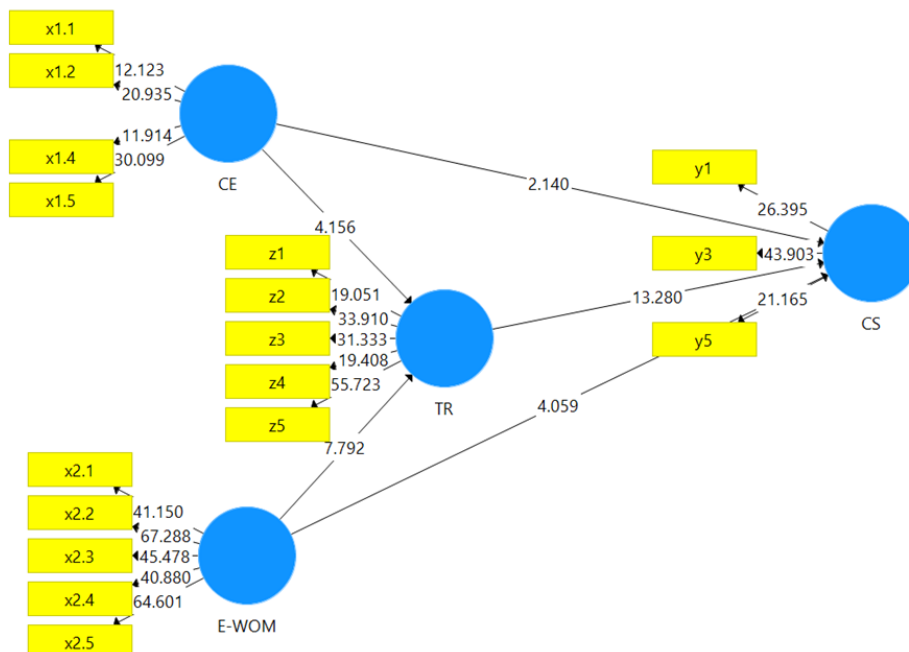


Figure 2. Structural Equation Modeling

**Table 1. Path Coefficients and Significance Levels**

	Original Sample	Sample Mean	Standard Deviation	t- Statistics	p- Value
CE -> CS	0.102	0.104	0.048	2.140	0.033
CE -> RI	0.275	0.280	0.066	4.156	0.000
E-WOM -> CS	0.213	0.212	0.052	4.059	0.000
E-WOM -> RI	0.471	0.466	0.060	7.792	0.000
CS -> RI	0.694	0.694	0.052	13.280	0.000
CE -> CS -> RI	0.191	0.194	0.046	4.122	0.000
E-WOM -> CS -> RI	0.327	0.322	0.040	8.115	0.000

The results of the analysis show different levels of significance in the relationships between the variables studied among cafe customers in Pontianak City as follows:

1. H1 (Supported): Customer Experience (CE) has a positive and significant relationship with Customer Satisfaction (CS) ( $t = 2.140, p = 0.033$ ). This shows that better customer experience contributes to increased customer satisfaction.
2. H2 (Strongly Supported): Customer Experience (CE) has a positive and very significant relationship with Revisit Intention (RI) ( $t = 4.156, p = 0.000$ ). These results show that the better the customer experience, the higher the probability of that customer to revisit the cafe.
3. H3 (Strongly Supported): Electronic Word of Mouth (E-WOM) has a positive and very significant relationship with Customer Satisfaction (CS) ( $t = 4.059, p = 0.000$ ). These findings confirm that positive reviews and recommendations from other customers play an important role in increasing customer satisfaction.
4. H4 (Strongly Supported): Electronic Word of Mouth (E-WOM) has a positive and very significant relationship with Revisit Intention (RI) ( $t = 7.792, p = 0.000$ ). This shows that the information received through E-WOM can increase the frequency of revisit intention in the cafe.
5. H5 (Strongly Supported): Customer Satisfaction (CS) has a positive and very significant relationship with Revisit Intention (RI) ( $t = 6.994, p = 0.000$ ). Customers who have high satisfaction level in cafes tend to revisit the café in the future.
6. H6 (Supported): Customer Experience (CE) has a positive and significant relationship with Revisit Intention (RI) through Customer Satisfaction (CS)

as a mediating variable ( $t = 4.122, p = 0.000$ ). This shows that customer experience can increase their revisit intention, especially when satisfaction is also formed in the process.

7. H7 (Strongly Supported): Electronic Word of Mouth (E-WOM) has a positive and very significant relationship with Revisit Intention (RI) through Customer Satisfaction (CS) as a mediating variable ( $t = 8.115, p = 0.000$ ). This confirms that positive E-WOM not only increases customer satisfaction but also has a major impact on their revisit intention to the cafe.

This research confirms that Customer Experience, E-WOM, and Customer Satisfaction play an important role in increasing Revisit Intention.

## DISCUSSION

This study provides valuable insights into how Customer Experience (CE) and Electronic Word of Mouth (E-WOM) influence Customer Satisfaction (CS) and ultimately drive Revisit Intention (RI) among cafe customers in Pontianak. The results confirm that these factors are interconnected and play a crucial role in shaping customer decisions. The following discussion explains the impact of each variable based on research findings and is supported by previous studies.

### *The Influence of Customer Experience on Customer Satisfaction*

The findings indicate that Customer Experience (CE) positively affects Customer Satisfaction (CS) ( $t = 2.140, p = 0.033$ ). This suggests that the quality of a customer's experience in a cafe – ranging from ambiance and service quality to emotional connection – significantly contributes to their satisfaction.

This is consistent with Winata et al. (2024), who found that customer experience plays a crucial role in shaping customer loyalty in mobile banking. Similarly, Chodriyah et al. (2023) confirmed that shopping experience significantly influences customer satisfaction in retail settings. In the context of cafes, a welcoming atmosphere, friendly staff, and well-prepared food can enhance customer experience, leading to greater satisfaction.

However, the relatively small coefficient suggests that while experience matters, other elements such as E-WOM or perceived brand image may have a stronger influence on satisfaction. This aligns with Purnama et al. (2023), who found that content marketing and E-WOM significantly impact customer satisfaction through brand image, suggesting that external perceptions can be just as influential as personal experiences.

### *The Influence of Customer Experience on Revisit Intention*

The study confirms that Customer Experience (CE) has a significant impact on Revisit Intention (RI) ( $t = 4.156, p = 0.000$ ). This means that customers who have a pleasant experience at a cafe are far more likely to return.

This aligns with Hengki & Riptiono (2023), who found that customer experiential quality significantly impacts revisit intention in tourism destinations. Similarly, Islam et al. (2023) demonstrated that interior design – one aspect of customer experience – positively affects both customer satisfaction and revisit intention in restaurants.

For instance, cafes that offer unique seating arrangements, engaging decor, or live entertainment can create memorable experiences that encourage repeat visits. Customers who associate a cafe with a positive and immersive experience are more likely to return, reinforcing the importance of experience-based differentiation in the competitive cafe industry.

#### *The Influence of Electronic Word of Mouth on Customer Satisfaction*

The findings confirm that Electronic Word of Mouth (E-WOM) strongly influences Customer Satisfaction (CS) ( $t = 4.059$ ,  $p = 0.000$ ). This highlights the growing impact of online reviews, social media discussions, and digital recommendations in shaping customer perceptions.

Research by Larasati & Saputro (2023) supports this, showing that E-WOM significantly enhances consumer satisfaction by shaping their expectations before experiencing a service. Similarly, Apriani et al. (2023) found that E-WOM positively influences visitor satisfaction and revisit intention in tourism destinations, emphasizing its effectiveness across industries.

For example, a cafe that receives high ratings on Google or is frequently featured in Instagram food blogs is more likely to attract satisfied customers because their expectations have been shaped positively before they even visit. This underscores the importance of managing online reputation and encouraging positive customer feedback.

#### *The Influence of Electronic Word of Mouth on Revisit Intention*

The study further confirms that E-WOM significantly influences Revisit Intention (RI) ( $t = 7.792$ ,  $p = 0.000$ ). Customers who see positive online reviews or recommendations from others are far more likely to return to a cafe.

This finding is in line with Damayanti & Indrawato (2023), who found that E-WOM significantly impacts revisit intention through destination satisfaction. Similarly, Purnama et al. (2023) emphasized that E-WOM contributes to customer satisfaction, which ultimately affects return visits.

For example, a viral TikTok video showcasing a unique menu item can attract a large audience, encouraging customers to visit and return multiple times. This demonstrates that E-WOM is not just about initial attraction but also plays a role in repeat visits.

#### *The Influence of Customer Satisfaction on Revisit Intention*

Customer Satisfaction (CS) has the strongest impact on Revisit Intention (RI) ( $t = 13.280$ ,  $p = 0.000$ ). This suggests that satisfied customers are the most likely to return.

Research by Islam et al. (2023) confirms this, showing that consumer satisfaction is a key predictor of revisit intention in the restaurant industry. Similarly, Apriani et al. (2023) found that visitor satisfaction mediates the relationship between E-WOM and revisit intention, reinforcing the idea that satisfaction is the bridge between a positive experience and customer loyalty.

For instance, if a customer enjoys excellent service, delicious food, and a cozy ambiance, they are highly likely to return and invite others to join them.

This highlights the importance of consistently delivering high-quality service to maintain strong customer retention rates.

*The Mediating Role of Customer Satisfaction in Customer Experience and Revisit Intention*

The study finds that Customer Satisfaction (CS) mediates the relationship between Customer Experience (CE) and Revisit Intention (RI) ( $t = 4.122$ ,  $p = 0.000$ ). This means that while a good customer experience makes customers happy, their level of satisfaction determines whether they will return.

This aligns with Hengki & Riptiono (2023), who found that customer satisfaction acts as a mediator between experiential quality and revisit intention. Similarly, Islam et al. (2023) confirmed that customer satisfaction serves as a bridge between interior design and revisit intention in restaurants.

For example, even if a cafe offers great music and stylish decor, if customers experience poor service or long wait times, their satisfaction may decrease, reducing their likelihood of returning. This emphasizes the importance of delivering a consistently high-quality experience across all touchpoints.

*The Mediating Role of Customer Satisfaction in E-WOM and Revisit Intention*

The findings also confirm that Customer Satisfaction (CS) mediates the relationship between E-WOM and Revisit Intention (RI) ( $t = 8.115$ ,  $p = 0.000$ ). In other words, positive online reviews do not directly cause customers to return; instead, they first influence satisfaction, which then drives repeat visits.

Research by Apriani et al. (2023) supports this, showing that E-WOM significantly influences revisit intention through visitor satisfaction. Similarly, Damayanti & Indrawato (2023) emphasized that social media-driven E-WOM indirectly increases revisit intention by enhancing brand awareness and satisfaction.

For example, customers may initially visit a cafe because of high ratings on Google, but whether they return depends on whether their actual experience meets or exceeds their expectations. This highlights the importance of aligning online reputation with real-life customer experiences.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study provides significant insights into the factors influencing customer satisfaction and revisit intention among cafe customers in Pontianak. The findings confirm that Customer Experience (CE) and Electronic Word of Mouth (E-WOM) play a crucial role in shaping customer satisfaction (CS) and ultimately impact revisit intention (RI). The results highlight that E-WOM has a stronger direct effect on both customer satisfaction and revisit intention compared to customer experience, indicating that online reviews and digital recommendations are highly influential in consumer decision-making. Additionally, customer satisfaction acts as a mediating factor, reinforcing the idea that positive experiences and recommendations only translate into repeat visits if customers are genuinely satisfied with their experience.

The study also confirms that satisfaction is the most significant predictor of revisit intention, suggesting that cafes must prioritize delivering high-quality

service, ambiance, and overall experiences to ensure customer retention. Customers who feel satisfied are not only more likely to return but also more inclined to share their experiences online, further amplifying E-WOM effects. This aligns with previous research, such as Islam et al. (2023) and Apriani et al. (2023), which emphasized the role of customer satisfaction as a crucial driver of repeat visits in the hospitality and service industries.

Based on these findings, several strategic recommendations can be made to enhance customer satisfaction and revisit intention. First, cafes must focus on improving the overall customer experience by creating a welcoming atmosphere, ensuring excellent service, and offering unique value propositions such as interactive events or personalized service. This will not only enhance customer satisfaction but also strengthen emotional connections with the brand. Second, leveraging E-WOM should be a key marketing strategy, as digital word-of-mouth significantly influences customer decisions. Encouraging satisfied customers to leave positive reviews, engage with the cafe on social media, and share their experiences online can enhance brand credibility and attract new visitors. Third, maintaining consistency in service quality is essential, as mismatches between online expectations and real-life experiences can lead to dissatisfaction and decreased revisit intentions. Finally, cafes should invest in customer relationship management (CRM) systems to track and analyze customer preferences, allowing for more personalized interactions and tailored promotional strategies.

By focusing on these key areas, cafes can build stronger customer relationships, enhance loyalty, and ensure long-term business sustainability. Implementing customer experience-driven strategies alongside effective digital marketing efforts will not only increase revisit intention but also strengthen brand advocacy through positive word-of-mouth marketing.

### **ADVANCED RESEARCH**

While this study provides valuable insights into the influence of Customer Experience (CE), E-WOM, and Customer Satisfaction (CS) on Revisit Intention (RI), several areas remain open for further exploration. Future research can incorporate additional moderating variables such as price sensitivity, cultural differences, or customer demographics, which may strengthen or weaken the relationships between the studied variables. This would provide a deeper understanding of how different customer segments respond to their experiences in cafes.

Moreover, a longitudinal study could be conducted to examine how customer perceptions evolve over time, particularly regarding the impact of E-WOM. Since digital trends and consumer behavior change rapidly, understanding whether the influence of E-WOM remains consistent or fluctuates over time would provide valuable insights for long-term marketing strategies. Another area for further research is industry comparison, where similar models could be applied to different business sectors, such as hotels, restaurants, or e-commerce platforms, to see whether the relationships between customer experience, satisfaction, and revisit intention hold across various industries.

Future studies could also utilize more advanced analytical techniques, such as Structural Equation Modeling (SEM), to refine the model and detect indirect effects with higher precision. Additionally, exploring the psychological aspects of consumer behavior, such as emotional attachment, brand trust, or habitual purchasing decisions, could provide a more comprehensive understanding of customer loyalty dynamics.

By addressing these areas, future research can contribute to the ongoing development of customer experience management and digital marketing strategies, providing businesses with more effective approaches to enhancing customer satisfaction and long-term retention.

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Hopefully this research can make a meaningful contribution to the development of science and become a reference for further research in the field of marketing and customer management.

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