



Predictors of generation Z revisit intention to Mangkokku Restaurant during COVID-19 pandemic

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ABSTRACT

Revisit Intention in service industry especially in a tourism related business is considered as the catalyst of growth. During the COVID-19 pandemic, a lot of restaurants and other food and beverage service-related business experiencing a decrease in visitation. This research was conducted to identifying factors that might influence revisit intention to Mangkokku, a restaurant specializing selling rice bowl with Indonesian twist. Generation Z was chosen as the subject as their number keep growing. Five hypotheses were proposed with five independent variables, food quality, service quality, atmospherics, other customers and perceived value. Online questionnaires were distributed to 170 respondents and data analysis was carried out with IBM SPSS 25. The instrument was valid and reliable, but the partial hypothesis test had a very distinctive result. Perceived value was the only independent variable able to influence revisit intention to Mangkokku significantly. Future research must consider other factors and using a longitudinal data series for a more representative result. Restaurant owner must consider the unique value and view of Generation Z as they are the future of the service industry.

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INTRODUCTION

In *The International Recommendations for Tourism Statistics* (2010), the United Nations World Tourism Organization (UNWTO) states that the tourism industry includes accommodation, food and beverage services, transportation, travel agents and entertainment activities. Food and beverage service itself, according to (Davis et al., 2018), is a service sector that provides complete food and drink for direct customer consumption, either in traditional restaurants, self-service or take away restaurants.

Currently, restaurants have become the choice for people in fulfilling their food wants and needs. This is proven through a survey by *Inventure-Alvara*, even though the COVID-19 pandemic is still ongoing in Indonesia, 79.2% of Indonesians do not hesitate to *dine-in* at restaurants (Mahdi, 2022). In Indonesia, restaurants as a business are also experiencing an increase, at least in the second quarter of 2022 the growth of restaurants in Indonesia continues to be positive with a growth percentage of 4.91% compared to the 2021 annual performance. Then, citing data from the Central

Statistics Agency, DKI Jakarta ranks first province with the highest number of culinary businesses, namely 5,159 businesses in 2020 (Badan Pusat Statistik Indonesia, 2022).

With increasingly intense competition, every restaurant must maintain their customers by paying attention to the needs and desires as well as the satisfaction of consumers. When consumers are satisfied with the food and beverage services provided, consumers will tend to make repeat visits to the restaurant. According to Mannan et al. (2019) several factors that can influence return visits, namely service quality, food quality, atmosphere, other consumers and *perceived value*.

According to Zhang et al. (2013), responsive service quality is the most important determinant of return visits, besides that consumer expectations are important, service quality that is in accordance with expectations will provide more pleasure and with the quality of service that has been provided, return visits will be realized. However, other studies say that service quality does not affect return visits because many consumers do not transact directly with restaurants, so they do not fully experience the quality of service from restaurants (Ramdhani & Astuti, 2019).

Apart from service quality, another factor that influences return visits to a restaurant is also the quality of the food served by the restaurant. This is a matter of considerable concern to consumers because restaurants are assumed to be a business in selling food (Zhang et al., 2013). In fact, he also agrees that Ramanathan et al. (2016) also stated that because food tastes delicious, it is considered late as one of the candidates that results in return visits. However, according to Yesenia & Siregar (2014), product quality does not fully influence consumers to revisit a restaurant, because other factors are needed to achieve a return visit, and besides taste, food quality can also be assessed from the freshness of the food and the diversity of the menu offered by the restaurant. restaurant.

Besides that, restaurants also need to have a supportive atmosphere. In his research, Ramanathan et al. (2016) also implies the atmosphere formed in restaurants as an important component for consumers to support satisfactory performance appraisals and selection of ordered menus thereby influencing return visits to restaurants. But, according to Suhud & Wibowo (2016), the atmosphere of a restaurant does not affect return visits, even though the atmosphere can provide satisfaction but does not guarantee that consumers will revisit, except for using the variable customer satisfaction as a mediator.

There are other factors that can generate consumer interest in visiting a restaurant again, namely the presence of other consumers is also considered as a way to reflect on the restaurant so that it can influence consumers to visit the restaurant again (Baker & Kim, 2016). However, according to Choi & Mattila (2015) and Kim & Lee (2012), other consumers, in this case seen from the style of dress and behavior of other consumers, show no effect on return visits. This is because, if other consumers visit a restaurant because of the opinions of other consumers, then restaurant service must be consistent in order to meet the expectations formed by consumers, and this will lead to satisfaction.

Finally, what is also believed to increase return visits to a restaurant is *perceived value*. Consumers will feel satisfied and intend to make another visit, if the price paid matches what they get while at the restaurant, from food to service (Pantelidis et al., 2018). Giving the right price will also affect *the perceived value* felt by consumers and cause return visits. However, in the studies of Julius (2020) and Suhud & Wibowo (2016), it was stated that *perceived value* had no effect on return visits, even though *perceived value* was well received by consumers, it was not enough to make consumers visit restaurants again.

From the feeling of consumer satisfaction, it will lead to return visit behavior which is formed based on the consumer's personal experience, this attitude can be in the form of likes and dislikes for the services or products provided, and this is related to the consumer's intention to do WOM (word-of-mouth), and a *sense* of loyalty in the willingness to visit the restaurant again (Rajput & Gahfoor, 2020). Consumer satisfaction is a response from consumers which is an assessment that a product or service can meet the level of consumption at the restaurant (Oliver, 2010).

Seeing the different research results or opinions from each of the studies mentioned above, the researcher is interested in conducting further research at a restaurant that is well known to the public. One restaurant that is currently well known among the public is the Mangkokku restaurant. This restaurant is quite famous because it was founded by Gibran Rakabuming and Kaesang Pangarep, together with Arnold Poernomo and Randy Julius Kartadinata. Mangkokku Restaurant is a restaurant that serves food in bowls containing rice and side dishes or commonly called *rice bowls* which are adapted from Japanese food. However, what makes Mangkokku restaurant different is the food served using local Indonesian flavors and ingredients. As a restaurant that is included in the type of *casual dining* and *family restaurant*, Mangkokku already has the motto "Clean, People, & Real Enjoyment". In addition, Mangkokku targets to open its 100th *outlet in 2023 which are spread across the Greater Jakarta area, Surabaya, Bandung, Malang, Semarang and Solo (processed data from Mangkokku, (2022))*.

Currently the Indonesian population itself is dominated by a generation called Generation Z or hereinafter referred to as Gen Z. The results of the 2020 population census show that Gen Z has a percentage of 27.94% of the total population of Indonesia (Badan Pusat Statistik Indonesia, 2021). Gen Z is the generation born after 1995 (Brown, 2020; Francis & Hoefel, 2018) or often referred to as the post-millennial generation. According to McKinsey (Francis & Hoefel, 2018a), Gen Z is based on a strong foundation that Gen Z is a generation of truth, and one of its behaviors is identified as "the realistic", which is a generation that tends to be more realistic and *analytical* in decision making, compared to previous generations. In this case, this generation is a generation that enjoys independence and the process of learning and seeking information, so they are happy to be in control of the decisions they choose (Julita et al., 2022). Including in their decision to revisit a restaurant, Gen Z in eating and drinking activities, is not just fulfilling biological needs, but is more complex when viewed from conceptual aspects such as food menus, restaurant interiors, serving processes, and service, including prices, promotions offered (Syahbani & Widodo, 2017).

Seeing the phenomenon of success at the Mangkokku restaurant, then Gen Z's eating and drinking behavior, as well as research results or opinions that differ from each study, and also the researcher is interested in conducting further research at the Mangkokku restaurant as a research location and Gen Z as a research subject. Researchers are interested in being able to find out and prove the truth of the research that has been done before, namely the factors that influence Gen Z consumers to make return visits, especially at the Mangkokku restaurant.

RESEARCH METHOD

The research conducted is an explanatory research that seeks to explain the causative relationship between several independent variables and the dependent variable. There are five independent variables used in this study, namely service quality, food quality, atmospherics, other customers, and perceived value. Then the dependent variable in this study is revisit intention to Mangkokku restaurant. Theoretical framework and hypotheses proposed for this study can be seen in figure 1 below.

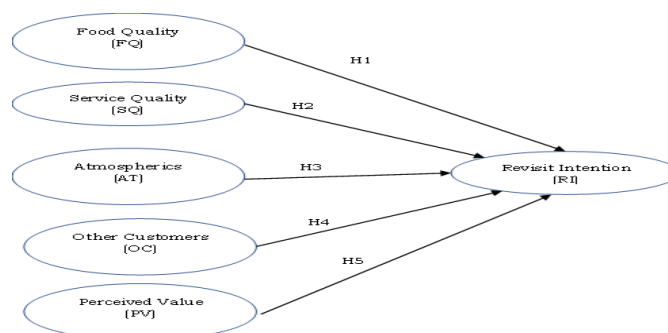


Figure 1. Theoretical Framework

The object of this research is all Mangkokku restaurants in Jakarta, restaurants that are famous for selling Indonesian-style rice bowls and opened in 2019 (Mangkokku, 2022). The population in this study were all Mangkokku customers or people who had eaten at Mangkokku Jakarta. The sampling method used is non-probability sampling with purposive sampling technique. The criteria for members of the population that can be used as samples are,

- a. Part of Generation Z with age above 18 years old.
- b. Visited and dined in Mangkokku restaurant.
- c. Visited Mangkokku in August 2021-March 2022

The minimum number of respondents to be sampled in this study is 125, according to Hair et al. (2019) suggestion regarding the minimum number of respondents, which is five times the number of observations. The time dimension in this study is cross-sectional with data collection taking place in late 2021 to early 2022. An online questionnaire with filter questions is a research instrument that is used and distributed via the Google form. Variable measurements were carried out using a six-point Likert scale to prevent bias and increase data reliability (Chomeya, 2010).

Data analysis was performed with IBM SPSS 25 software to test the quality of the data in the research instrument and to test the research hypothesis. The validity test was carried out to test the accuracy of measurements carried out by research instruments by comparing the value of the Pearson correlation coefficient (Taherdoost & Lumpur, 2016; Sudaryono et al., 2019). The instrument test is continued by testing the reliability by taking into account the value of the Cronbach Alpha coefficient to measure the consistency of the research instrument (Bonett & Wright, 2015).

When the research instrument is declared valid and reliable, then hypothesis and regression testing can be done. The normality test was carried out to measure the normality of data distribution using the Kolmogorov-Smirnov method (Mishra et al., 2019). The coefficient of determination test (R²) measures the ability of the independent variables to influence or predict the dependent variable. Followed by a partial hypothesis test or t test to answer the five hypotheses proposed in this study. Testing the data ends with multiple linear regression analysis to determine the direction of the relationship between the independent variables and the dependent variable.

RESULTS AND DISCUSSIONS

Table 1. Descriptive Analysis

1.	Gender	Male	77	46,7%
		Female	88	53,3%
2.	Marital Status	Married	49	29,7%
		Single	116	70,3%

Source: Processed Data (2022)

After the questionnaire distribution time was up, the number of respondents who filled out the questionnaire was 170 people. Because the minimum number of samples is 125 people, the researchers decided to use the results of filling out the questionnaire obtained. From table 1 it can be seen that there were more female respondents than male respondents with a percentage of 53.3%. Meanwhile, in terms of marital status, there are more single respondents than married ones. Mangkokku is not a family restaurant, so it is more likely that single respondents will fill out this questionnaire, similar to the results of a study by Melkis et al. (2014).

Validity test is done by comparing the value of r count and table. The minimum value of Pearson's correlation coefficient or r table for 170 samples with a significance level of 5% is 0.150. The results of testing the Pearson correlation coefficient on each indicator in the questionnaire can be seen in the following table.

Table 2. Indicators' r value for validity test

Indicator	r value	Indicator	r value
SQ1	0,865	OC1	0,849

Indicator	r value	Indicator	r value
SQ2	0,879	OC2	0,826
SQ3	0,902	OC3	0,888
SQ4	0,881	PV1	0,868
FQ1	0,782	PV2	0,886
FQ2	0,647	PV3	0,893
FQ3	0,677	RI1	0,862
FQ4	0,743	RI2	0,788
FQ5	0,731	RI3	0,803
FQ6	0,729		
AT1	0,715		
AT2	0,701		
AT3	0,686		
AT4	0,678		
AT5	0,649		
AT6	0,696		

Source: Processed Data (2022)

All 25 indicators used in the research instrument get a value of r count > 0.150 so that the data can be considered valid. Next, the reliability test was carried out by taking into account the Cronbach's Alpha coefficient. The standard Cronbach's alpha value is 0.7 (Hair et al., 2019) and the test carried out resulting in value of 0.946 declaring the reliability of the questionnaire. As for the normality test, Table 3 showing that through Kolmogorov-Smirnov test, the test distribution on the data was considered normal.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N	.496	170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.38875877
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction
- d. This is a lower bound of the true significance

Source: Processed Data (2022)

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Table 4. R and R² value

Model	R	R Square	Adjusted R Square
1	.705	.496	.481

Source: Processed Data (2022)

On table 3 the value of R is 0.705 indicating strong correlation between the independent variables (Hair et al., 2019). The value of the coefficient of determination or R Square was 0.496 or below 50%. It means that the ability of service quality, food quality, atmospherics, other customers

and perceived value to influence or predict the revisit intention to Mangkokku was only 49,6%. The rest 51,4% was influenced by other independent variables not examined in this study.

Table 5. T-Test and Multiple Regression Analysis

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.528	.937		1.630	.105
	SQ	.118	.072	.159	1.634	.104
	FQ	.027	.051	.050	.535	.593
	AT	-.007	.056	-.012	-.125	.900
	OC	.142	.104	.129	1.364	.175
	PV	.475	.093	.455	5.092	.000

Source: Processed Data (2022)

Table 4 showing a very distinctive result for this research. Based on the T-test, only perceived value was able to influence revisit intention significantly and so H5 was accepted. Other independent variables showed little influence and no significance, with atmospherics even showed negative influence on revisit intention. The formula for the multiple regression analysis was as follows, $Y=1.528+0.118SQ+0.027FQ-0.007AT+0.142OC+0.475PV$, with only perceived value can be considered influencing the revisit intention.

The research was done during the COVID-19 pandemic and shows that people might have different take on what influences them to revisit a restaurant. Perceived value was always considered as one of main factors influencing revisit intention, even before the pandemic (Suhud & Wibowo, 2016; Thielemann et al., 2018). During the pandemic, other factors such as perceived COVID-19 risk, food safety & hygiene, and even food safety certificate such as CHSE are able to influence revisit intention (Yulius et al., 2022; Siddiqi et al., 2022). Further study on Generation Z preferences when choosing or visiting a restaurant is also needed to be done to be able to determine the main factors influencing their preferences (Polas et al., 2022)

CONCLUSION

This research was titled Predictors of Generation Z Revisit Intention to Mangkokku Restaurant During COVID-19 Pandemic and done in a time full of disruption for service industry. Revisit intention was and still is a very important research topic in social science especially in marketing or business management field. It is still considered as the main factor behind the growth of business especially in tourism or service industry (Abassi et al., 2021). The research instrument used for this research was online questionnaire and through instrument feasibility test, it can be concluded that the instrument was valid and reliable. Coefficient of determination or R^2 for the research model was 49,6% with correlation level of 0.705. Partial hypothesis test or T test was carried out afterward and shows that only one hypothesis out of five was accepted. H5 stated that Perceived Value influences Revisit Intention significantly.

There are some limitations in this study that might influence the result of the data analysis. First, there are still too little research on revisit intention or tourism with generation Z as the subject. And then the data used for this research was a cross-sectional data and might not be very objective. Future researchers should create research with time-series or longitudinal data set to improve the representativeness of the data itself. Lastly, generation Z might be lack of spending power or decision making in restaurant, and therefore had different consideration when choosing or revisiting a restaurant (Sezgin & Uyanik, 2022). Generation Z will be the future due to their growing number, unique view and values, and influence on service industry (Tunsakul, 2018; Keever et al., 2021). Generation Z might have a very critical view on the restaurant image, food image, and currently experiencing a new phenomenon called food favorability (Ding et al., 2022; Zuo et al., 2022). In

conclusion, restaurants or other food and beverage service-related business might want to take a look at how their customers' perceived value might influence the revisit intention on their business.

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