

The Effects of Menu Variety and Service Quality on Repurchase Intention through Customer Satisfaction

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Abstract

This study analyzes the effects of menu variety and service quality on repurchase intention, with customer satisfaction as a mediating variable, at Kisamen NoodleBar in Cirebon. The study employed an explanatory quantitative design. The population comprised 6,036 customers between September 2025 and February 2026, while a sample of 98 respondents was determined using the Slovin formula, with data collected through Likert-scale questionnaires. Data were analyzed using multiple linear regression, path analysis, t-tests, an F-test, and Sobel tests in IBM SPSS Statistics 31. The results show that menu variety had a positive and significant effect on customer satisfaction ($t=5.503$; $p<0.001$), service quality had a positive and significant effect on customer satisfaction ($t=9.092$; $p<0.001$), and customer satisfaction had a positive and significant effect on repurchase intention ($t=9.126$; $p<0.001$). Customer satisfaction did not mediate the effect of menu variety on repurchase intention ($z=1.18$), but it mediated the effect of service quality on repurchase intention ($z=4.18$). The models explained 47.1% of the variation in customer satisfaction and 50.7% of the variation in repurchase intention. The findings emphasize that service improvements create a stronger repurchase pathway through satisfaction, whereas menu variety needs to be accompanied by relevant and consistent differentiation to produce an indirect effect.

Keywords

menu variety; service quality; customer satisfaction; repurchase intention; restaurant



I. Introduction

Competition in the food service industry requires restaurants to do more than offer food; they must also create experiences that encourage customers to return. At ramen restaurants, customers evaluate the breadth of choices, distinctive flavors, appropriate portion sizes, service reliability, speed, transaction security, and employee attentiveness as parts of a single consumption experience. Recent evidence shows that food and service attributes contribute to satisfaction and revisit intention, although the importance of each attribute may differ across restaurant contexts (Zhao & Liu, 2023; Zhong & Moon, 2020). Menu variety enables customers to tailor their choices to their preferences, while service quality reduces psychological costs and uncertainty during transactions.

Kisamen NoodleBar in Cirebon faces practical issues involving menu choices and portion sizes that do not fully meet expectations, alongside uneven employee responsiveness and attentiveness. These issues matter because satisfaction is shaped not only by consumption outcomes but also by comparisons between expectations and actual performance. In Indonesian restaurants, menu variety, product quality, atmosphere, and service quality are associated with purchase decisions and repurchasing (Aprileny et al., 2022; Kezia et al., 2023; Mulyani & Wulansari, 2023). However, mediation findings remain inconsistent. Some studies show that satisfaction transmits the effect of service quality on repurchase intention (Firdaus et al., 2023; Salsabila, 2023), whereas others find that the path from service quality to repurchase intention is not always significant (Andari & Mathori, 2023).

This gap indicates the need to test menu variety and service quality within a single model, with satisfaction as the explanatory mechanism. The contribution of this study lies in

comparing two mediation pathways within one local restaurant: whether satisfaction is an equally strong mechanism for product and service attributes. The study aims to test four hypotheses derived from the original undergraduate thesis: the effects of menu variety and service quality on satisfaction, the effect of satisfaction on repurchase intention, and the mediating role of customer satisfaction.

II. Review of Literature

2.1 Menu Variety and Customer Satisfaction

Menu variety describes the breadth and diversity of alternatives available to customers, including flavors, types, portion sizes, and distinguishing characteristics. Relevant choices increase the likelihood of a match between the offerings and customer preferences. Restaurant studies show that menu variety is associated with satisfaction, purchase decisions, and repurchasing (Nandawidani & Silitonga, 2024; Anggareksa & Sutrisni, 2025; Safitri & Kusumastuti, 2025). However, a large number of choices does not automatically create satisfaction if the differences among menu items are not meaningful or their quality is inconsistent. The effect of variety is therefore expected to be positive when customers perceive the alternatives as both diverse and suited to their needs.

H1: Menu variety has a positive effect on customer satisfaction.

2.2 Service Quality and Customer Satisfaction

Service quality represents customers' evaluations of tangibles, reliability, responsiveness, assurance, and empathy. Fast, accurate, secure, and attentive service narrows the gap between expectations and experience. Recent studies of restaurants and food services show that service quality is an important determinant of satisfaction (Ellitan & Edgar, 2024; Pramesstya & Rafida, 2024; Seo & Lee, 2021). Consistent service experiences also strengthen perceived value because customers purchase not only products but also convenience and predictability in the consumption process.

H2: Service quality has a positive effect on customer satisfaction.

2.3 Customer Satisfaction and Repurchase Intention

Satisfaction is an overall evaluation after consumption, while repurchase intention is a customer's tendency to choose the same provider again. Satisfied customers are more likely to reduce their search for alternatives, recommend the restaurant, and maintain their preference. This relationship is supported by studies of restaurants, retail, and digital services that identify satisfaction as a predictor of loyalty and repurchasing (Lestari & Artino, 2023; Omar et al., 2021; Yi et al., 2021). Large-scale analyses of restaurant reviews also confirm that positive sentiment toward food and service is associated with revisit intention (Zhao & Liu, 2023).

H3: Customer satisfaction has a positive effect on repurchase intention.

2.4 The Mediating Role of Customer Satisfaction

The mediation mechanism explains how stimuli in the form of menu variety and service quality first shape satisfaction evaluations and then encourage behavioral responses. In the menu variety pathway, satisfaction arises when customers find suitable choices; in the service quality pathway, satisfaction arises through smooth and reassuring transaction experiences. Empirical evidence is more consistent for the mediation of service quality than of menu variety (Firdaus et al., 2023; Salsabila, 2023; Ellitan & Edgar, 2024). The study

therefore retains a single mediation hypothesis consistent with the original design, while testing the two indirect pathways separately.

H4: Customer satisfaction mediates the effects of menu variety and service quality on repurchase intention.

III. Research Methods

The study employed an explanatory quantitative approach using a cross-sectional survey. The population comprised 6,036 customers who visited Kisamen NoodleBar in Cirebon between September 2025 and February 2026. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 98 respondents. Respondents were customers who had purchased products. Data were collected using a five-point Likert-scale questionnaire.

Menu variety was measured using four statements concerning distinctive flavors, diversity of choices, appropriate portion sizes, and distinguishing characteristics. Service quality was measured using eleven statements representing tangibles, reliability, responsiveness, assurance, and empathy. Customer satisfaction was measured using nine statements concerning the fulfillment of expectations, satisfaction with service, value, comfort, and overall evaluation. Repurchase intention was measured using four statements concerning the intention to repurchase, recommendations, primary preference, and searches for the latest information.

The analysis used IBM SPSS Statistics 31. The analytical stages included validity and reliability tests, regression assumption tests, multiple linear regression, path analysis, the coefficient of determination, t-tests, an F-test, and Sobel tests. Items were considered valid when their calculated r-values exceeded 0.198, and constructs were considered reliable when Cronbach's alpha exceeded 0.60. Direct-effect hypotheses were accepted at $p < 0.05$. Mediation effects were considered significant when the absolute Sobel z-value exceeded 1.96.

IV. Result and Discussion

4.1 Respondent Characteristics and Instrument Quality

Respondents were predominantly female (60.2%), aged 17–25 years (83.7%), and school or university students (64.3%). A total of 43.9% of respondents reported purchasing once, 34.7% two to three times, and 21.4% more than three times. This composition indicates that the findings primarily reflect young consumers' evaluations.

Table 1. Descriptive Statistics and Construct Reliability

Construct	Number of Items	Mean	Cronbach's Alpha	Status
Menu variety	4	3.88	0.645	Reliable
Service quality	11	4.00	0.830	Reliable
Customer satisfaction	9	4.09	0.821	Reliable
Repurchase intention	4	3.95	0.679	Reliable

All items had item–total correlations above the critical r-value of 0.198. Alpha values ranged from 0.645 to 0.830, meaning that all constructs met the reliability threshold used. The data also met the assumptions of normality and linearity, showed no multicollinearity or

heteroscedasticity, and had a Durbin–Watson value of 1.846, which fell between $du=1.7345$ and $4-du=2.2655$.

4.2 Model and Hypothesis Testing Results

The first equation was $Z=12.046+0.220X_1+0.485X_2+e$. Menu variety and service quality jointly affected satisfaction ($F=42.289$; $p<0.001$), explaining 47.1% of the variation in satisfaction. The second equation was $Y=1.081+0.226X_1+0.013X_2+0.289Z+e$. Menu variety, service quality, and satisfaction together explained 50.7% of the variation in repurchase intention. In standardized form, the first path model was $Z=0.115X_1+0.609X_2+0.727$, while the second model was $Y=0.225X_1+0.030X_2+0.551Z+0.702$.

Table 2. Summary of Hypothesis Testing

Hypothesis	Relationship	Coefficient	Test Statistic	Decision
H1	Menu variety → Satisfaction	$B=0.220$	$t=5.503$; $p<0.001$	Accepted
H2	Service quality → Satisfaction	$B=0.485$	$t=9.092$; $p<0.001$	Accepted
H3	Satisfaction → Repurchase intention	$B=0.289$	$t=9.126$; $p<0.001$	Accepted
H4a	Menu variety → Satisfaction → Repurchase intention	Indirect= 0.063	$z=1.18$	Not supported
H4b	Service quality → Satisfaction → Repurchase intention	Indirect= 0.336	$z=4.18$	Supported

H1 was accepted: menu variety increased customer satisfaction. This finding supports Nandawidani and Silitonga (2024) and Anggareksa and Sutrisni (2025). In practical terms, customers value choices that allow them to tailor flavors and portion sizes to their preferences. However, the standardized path coefficient from menu variety to satisfaction (0.115) was smaller than that of service quality (0.609), indicating that menu diversity was not the dominant source of satisfaction at this restaurant.

H2 was accepted: service quality had a positive and significant effect on satisfaction. This result is consistent with Ellitan and Edgar (2024), Pramesstya and Rafida (2024), and Salsabila (2023). Service quality had a larger coefficient because customers experience service at every stage, from the physical environment and order accuracy to serving speed and the handling of their needs. Improvements in responsiveness and empathy therefore have the potential to generate greater increases in satisfaction than simply adding more menu items.

H3 was accepted: satisfaction increased repurchase intention. This finding is consistent with Lestari and Artino (2023) and evidence identifying satisfaction as the primary link between experience quality and loyal behavior (Omar et al., 2021; Yi et al., 2021). Customers who receive value consistent with their expectations tend to return, recommend the restaurant, and make it their primary choice.

H4 was partially supported. The indirect effect of menu variety through satisfaction was only 0.063 and was not significant ($z=1.18$). This means that menu variety increased satisfaction, but the increase was not strong enough to translate diversity into repurchase intention. Customers may regard variety as a basic attribute, or repurchasing may be determined more by consistent flavors, price, meaningful novelty, and service convenience. In contrast, the indirect effect of service quality was 0.336 and significant ($z=4.18$). This

finding supports the mechanism through which good service experiences foster satisfaction and subsequently encourage repurchasing (Firdaus et al., 2023; Salsabila, 2023).

Table 3. Direct Indirect and Total Effects

Path	Direct Effect	Through Satisfaction	Total Effect
Menu variety → Repurchase intention	0.225	$0.115 \times 0.551 = 0.063$	0.288
Service quality → Repurchase intention	0.030	$0.609 \times 0.551 = 0.336$	0.366

V. Conclusion

The study concludes that menu variety and service quality increase customer satisfaction, and satisfaction increases repurchase intention. Satisfaction does not mediate the relationship between menu variety and repurchase intention, but it mediates the relationship between service quality and repurchase intention. Accordingly, the four research hypotheses are reported consistently with the original design, although H4 is supported only in the service quality pathway.

From a managerial perspective, Kisamen NoodleBar needs to prioritize standards for service speed, order accuracy, complaint handling, transaction security, and employee attentiveness. Brief scenario-based training, service time targets, and regular evaluations can strengthen consistency. Menu development remains necessary but should focus on truly relevant differentiation: clearly differentiated broth and topping options, portion choices, flavor information, and testing of new menu items based on customer feedback. Loyalty programs can link satisfaction to actual repurchasing.

The study is limited to one restaurant, a sample of 98 respondents, a cross-sectional design, and a predominance of respondents aged 17–25 years. The use of the Slovin formula with a 10% margin of error also limits the precision of generalization. Future studies could use larger samples and more rigorous probability sampling, test the model using SEM or mediation bootstrapping, and include food quality, price, restaurant atmosphere, perceived value, and customer experience.

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