



REVISIT INTENTION AT INDIAN MUSLIM (MAMAK) RESTAURANTS IN MALAYSIA: A PROPOSED STUDY USING THE THEORY OF PLANNED BEHAVIOR

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Abstract:

The Indian Muslim (Mamak) restaurant industry is a vital part of Malaysia's multicultural food landscape, offering accessible dining and functioning as cultural and social hubs. Despite their popularity, limited research exists on the factors influencing customers' intention to revisit these establishments. This study aims to address that gap by applying the Theory of Planned Behavior (TPB) alongside foodservice-specific variables to explore the determinants of revisit intention to Mamak restaurants in Malaysia. The objectives are to examine key factors influencing revisit intention, identify the most significant variable(s), and determine whether customer satisfaction mediates the relationship between independent variables and revisit intention. Variables under investigation include food quality, perceived price, electronic word-of-mouth (eWOM), product variety, restaurant atmosphere, and customer satisfaction. These will be aligned with the TPB components: attitude, subjective norms, and perceived behavioral control. The study will use a quantitative research approach, collecting data via structured questionnaires from customers in three Malaysian regions: Northern (Kedah and Penang), Central (Klang Valley and Negeri Sembilan), and Southern (Johor). Findings are expected to enhance the theoretical scope of TPB by incorporating culturally relevant variables within the ethnic restaurant context. Furthermore, the study aims to provide practical insights into customer retention strategies, service quality improvement, and a deeper understanding of consumer behavior in Malaysia's Mamak restaurant scene.

Keywords:

Revisit Intention, Customer Satisfaction, Food Quality, Perceived Price, eWOM, Restaurant Atmosphere, Product Variety

Introduction

The foodservice sector in Malaysia plays a critical role in driving national economic development. Recent data from the Department of Statistics Malaysia (DOSM) indicates that the services sector recorded revenue of RM607.1 billion in the second quarter of 2024, representing a 6.8% increase compared to the previous year. Of this total, food and beverage sales contributed RM18.7 billion, with foodservice establishments comprising 78.5% (107,129) of all businesses signaling the sector's substantial economic footprint. The sector's growth is largely driven by factors such as rapid urbanization, changes in consumer behavior, and an increased tendency to dine out (Abdullah et al., 2011; Ramly et al., 2003).

Among the diverse food establishments operating in Malaysia, Indian Muslim restaurants commonly known as Mamak restaurants hold a distinct position in the national foodscape. These establishments are well-regarded for their affordability, 24-hour operations, and cultural accessibility. Signature dishes such as *teh tarik*, *roti canai*, and *nasi kandar* have become household staples across communities (Omar et al., 2015; Bakar & Farinda, 2012). Beyond food, such eateries often serve as informal community spaces that foster social interactions among Malaysians of different ethnic backgrounds (Jalis & Husin, 2018; Othman et al., 2018). Their economic importance is notable, with estimated contributions of over RM8 billion annually to the national economy (Bakar & Farinda, 2012).

In such a competitive and socially embedded industry, revisit intention emerges as a critical behavioral construct. Revisit intention is defined as a customer's willingness to return to a particular product, brand, or service based on previous positive experiences (Alessandro et al., 2024; Syafri & Wulandari, 2024). It reflects the transformation of satisfaction and perception into repeat behavioral decisions (Seung-Wan, 2024) and has been widely acknowledged in marketing literature as a key determinant of long-term profitability, particularly in the tourism, hospitality, retail, and foodservice industries (Rajput & Ghafoor, 2020; Rehman, 2022).

In the context of restaurants, revisit intention is influenced by factors such as food quality, perceived price, electronic word-of-mouth (eWOM), product variety, and restaurant atmosphere (Chen & Hu, 2010; Yan et al., 2015). Prior empirical studies indicate that such behavioral outcomes are not only driven by consumer attitudes but also shaped by perceived social pressures and situational constraints.

To conceptualize these dynamics, many researchers employ the Theory of Planned Behavior (TPB), developed by Ajzen (1991). This theory extends the earlier Theory of Reasoned Action by incorporating the element of Perceived Behavioral Control (PBC) the belief in one's ability to perform a behavior under given circumstances. According to TPB, behavioral intention is determined by three core components: attitude toward the behavior, subjective norms, and PBC (Soliman, 2019; Zailani et al., 2016). TPB has been widely validated in various service settings, including studies on Muslim consumer behavior in the restaurant sector (Halimi et al., 2022), illustrating its robustness in predicting revisit intention.

By integrating these variables into a unified theoretical framework, this study aims to offer both theoretical contributions to the broader literature on consumer behavior and practical implications for foodservice operators seeking to strengthen customer retention strategies. By focusing on informal and culturally embedded dining settings common in Malaysia, the findings will provide deeper insights into the dynamics of revisit intention, customer

satisfaction, and service experience—insights that may be applicable across a wide range of casual dining environments within multicultural societies.

Problem Statement

Despite the popularity and growth of Mamak restaurants, there remains limited academic research focusing specifically on factors influencing revisit intentions within this unique ethnic restaurant segment. Previous research (Hashim et al., 2021; Adnan et al., 2020) has explored revisit intention in Penang but highlighted the need for broader studies across multiple regions to improve generalizability.

Additionally, while research in other industries such as retail, tourism, and healthcare has actively employed models such as logistic regression and structural equation modeling to study revisit intention (Chun & Nyam-Ochir, 2020), this approach is underutilized in the context of ethnic foodservices, particularly Mamak restaurants. Other recent studies (Yuliantoro et al., 2024; Alessandro et al., 2024) have explored variables such as food quality, perceived price, eWOM, product variety, and customer satisfaction in broader café and restaurant settings, suggesting that these factors may also be relevant in the Mamak context.

Therefore, there is a clear research gap in understanding which factors influence and what is the most significantly influence revisit intention to Indian Muslim restaurants in Malaysia. This study seeks to address that gap by identifying and analyzing key antecedents including food quality, perceived price, product variety, eWOM, cafe atmosphere, and customer satisfaction to determine their effects on customers' intentions to return. This research will contribute to the literature on revisit behavior while offering practical insights for Mamak restaurant operators seeking to enhance customer loyalty and long-term competitiveness.

Although Indian Muslim (Mamak) restaurants play a culturally and economically significant role in Malaysia's foodservice landscape, empirical research examining the determinants of revisit intention to these establishments remains limited and fragmented. Existing studies often focus on basic service attributes such as food quality or customer satisfaction without incorporating broader contextual factors like location accessibility, operating hours, parking convenience, and cultural familiarity, all of which can significantly influence revisit decisions (Hashim et al., 2021; Omar et al., 2015). Given Malaysia's multicultural demographic, elements such as halal assurance, religious sensitivity, and cultural relevance are also crucial yet underexplored determinants in the revisit decision-making process (Halimi et al., 2022).

Moreover, the rapid expansion of digital technologies, food delivery platforms, and online reviews has transformed how consumers interact with restaurants. Research by Zulkarnain et al. (2023) emphasized that digital convenience, including the ability to order online and access promotions via mobile apps, strongly influences customer loyalty and revisit behavior yet this dimension is rarely integrated into studies of traditional ethnic eateries like Mamak restaurants. Similarly, service experience factors such as wait time, hygiene, and staff interaction play a vital role in perceived value but are inconsistently measured across revisit intention studies (Ramlee et al., 2022; Chen & Hu, 2010).

Geographical bias in existing research also limits generalizability. Many studies focus on urban areas like Penang or the Klang Valley, leaving a gap in understanding customer behavior in other states such as Kedah or Johor, where consumer expectations and food habits may differ

(Adnan et al., 2020; Hashim et al., 2021). In addition, variables such as eWOM, product variety, and restaurant atmosphere which have been shown to significantly influence revisit behavior in other restaurant contexts require further validation in the ethnic foodservice domain (Alessandro et al., 2024; Yuliantoro et al., 2024).

There is a clear need for a comprehensive, theory-driven investigation that captures the multifactorial nature of revisit intention within Mamak restaurants, integrating both conventional service metrics and evolving digital, cultural, and behavioral dimensions. Such research could offer more nuanced insights into consumer loyalty and help operators enhance customer experience in a competitive foodservice environment. Therefore, this study will aim to examine the factors that influencing revisit intentions and which antecedent is most influence to revisit intention at Indian Muslim restaurant (Mamak) in Malaysia.

Research Gaps

Lack of Contextual Research in Informal Ethnic Dining Settings

Despite the increasing volume of studies exploring factors that influence revisit intention, several significant research gaps persist, particularly in culturally distinct dining contexts such as Mamak restaurants in Malaysia. Existing research has predominantly focused on formal dining, fast food, eco-friendly hotels, or tourism-based eateries in regions like Indonesia, Thailand, Saudi Arabia, and Vietnam (Althagafi & Alzahrani, 2023; Yoopetch & Chirapanda, 2024; Phan et al., 2024). These settings differ considerably from the informal, multicultural, and community-oriented nature of Mamak restaurants, which serve a wide demographic in Malaysia. While key factors like food quality, eWOM, and customer satisfaction have shown strong positive relationships with revisit intention, studies often analyze these variables in isolation or in varying combinations, resulting in inconsistent findings across contexts. For example, some researches confirm the strong impact of product variety and atmosphere (Alessandro et al., 2024), while others report weak or non-significant effects (Kement et al., 2023; Phan et al., 2024), highlighting the contextual nature of these relationships.

Inconsistent Findings on Key Determinants

Although factors such as food quality, electronic word-of-mouth (eWOM), and customer satisfaction have generally demonstrated strong positive relationships with revisit intention, existing findings remain inconsistent due to the way these variables are studied. In many cases, they are examined either in isolation or combined with different sets of variables across various research contexts, resulting in fragmented conclusions. For instance, some studies have identified product variety and restaurant atmosphere as highly influential factors driving revisit intention (Alessandro et al., 2024), while other research has reported these same variables as having weak or statistically insignificant effects (Kement et al., 2023; Phan et al., 2024). These discrepancies highlight the context-dependent nature of consumer behavior and underscore the need for more targeted and contextually grounded investigations to better understand which determinants truly matter in specific dining environments Mamak restaurants in Malaysia.

Research Objectives

From the background of the study, a few research objectives were developed:

- (1) To examine the factors that influence revisit intention in Mamak restaurants in Malaysia.
- (2) To identify which is most significant factors to revisit intention at Mamak restaurants in Malaysia.

(3) To determine whether customers satisfaction mediate the revisit intention at Mamak restaurants in Malaysia.

Research Questions

Therefore, the research questions were developed as follows:

- (1) What are the factors that influencing revisit intention in Mamak restaurants in Malaysia?
- (2) What is the most significant factor to revisit intention at Mamak restaurants in Malaysia?
- (3) Does customers satisfaction mediate revisit intention at Mamak restaurants in Malaysia?

Literature Review

Revisit intention refers to a customer's desire or likelihood to return to a business, service, or brand, and is widely recognized as a crucial component of customer retention and loyalty. It is a key behavioral outcome examined across various industries, including marketing, tourism, hospitality, retail, and consumer behavior. Theoretical underpinnings such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) emphasize that revisit intention is influenced by individual attitudes, perceived social norms, and perceived behavioral control (Fishbein & Ajzen, 1975; Ajzen, 1991). According to Seung-Wan (2024), revisit intention entails a customer's decision to continue using a service, thus playing a vital role in business sustainability and long-term performance.

Across industries, revisit intention is shaped by context-specific factors. In tourism, previous experiences and destination image are significant predictors of tourists' return behavior (Karakan & Birdir, 2023). In healthcare, revisit intention is driven primarily by trust and satisfaction with service quality (Andaleeb, 2001). In the hospitality and retail sectors, variables such as service quality, ambiance, product variety, and promotional strategies play central roles in enhancing repeat patronage. Additionally, the growing influence of electronic word-of-mouth (eWOM) and smart technologies has been shown to enhance trust and satisfaction, thereby increasing revisit intention.

In Malaysia, revisit intention has been studied in the contexts of tourism, medical tourism, and the restaurant sector. Studies such as those by Morshed et al. (2022) and Mat Som et al. (2012) emphasize the roles of tourist satisfaction, destination image, and relaxation motives in influencing return visits. Within medical tourism, Almodawer et al. (2024) found that trust and service quality were key drivers of revisit intention among international patients. Collectively, these studies underline the need for businesses to understand and leverage factors influencing revisit behavior to ensure long-term customer engagement and loyalty.

In the Malaysian restaurant industry, several studies have explored the key factors affecting customers' revisit intentions. Rahman et al. (2023) reported that while food safety and price fairness may not directly influence revisit intention, they significantly contribute to customer satisfaction, which in turn drives repeat visits. Hashim et al. (2021) identified food quality, service quality, ambiance, and price fairness as major contributors to satisfaction and revisit behavior in Mamak restaurants. Similarly, Lim (2019) found that these factors were influential for both Western and Asian consumers in casual dining settings. Research by Ying and Selvanayagam (2020) also highlighted the importance of brand-related factors, including brand awareness, loyalty, and perceived price, in encouraging repeat visits to food trucks.

Further extending these findings, Muhamad Fadzli et al. (2023) demonstrated that service quality, product quality, and café environment play a critical role in customer satisfaction and revisit intention in local coffee shops. These findings collectively suggest that a holistic and consistent service experience, supported by strong branding and a pleasant environment, is essential to customer retention in Malaysia's foodservice landscape.

Electronic word-of-mouth (eWOM) has emerged as a powerful driver of customer satisfaction and revisit intention. Studies across the wellness tourism and hospitality sectors, such as those by Yoopetch and Chirapanda (2024) and Al-Ansi et al. (2023), found that positive eWOM enhances customer satisfaction, which in turn increases revisit likelihood. Camilleri and Filieri (2023) also demonstrated that the credibility and usefulness of online reviews significantly shape satisfaction and loyalty. Chatterjee and Kar (2023) extended the TPB model by incorporating eWOM as an external influence on revisit intention, particularly in the post-pandemic hospitality context. While some research (e.g., Rakhmawati et al., 2024) noted a limited direct effect of eWOM, the consensus suggests that its influence is maximized when it reinforces a positive, satisfying experience.

Food quality remains a core determinant of revisit intention. Che Amat Manal et al. (2023) and Mukaromah (2024) found that improvements in food quality increase satisfaction and repurchase intentions in hotels and retail food settings. Rajput and Gahfoor (2020) emphasized the importance of cleanliness, food presentation, and value for money in the fast-food sector. Studies by Idowu and Ogunlade (2023) and Sodsee and Sangchoey (2023) further demonstrated that elements such as freshness and taste are essential to guest satisfaction and loyalty. Research by Purwanto et al. (2023) and Yuliantoro et al. (2023) revealed that food quality's effect on revisit intention is often mediated by customer satisfaction, highlighting its strategic value.

Restaurant atmosphere is another significant contributor to customer satisfaction and revisit intention. Prihantini and Shamsudin (2023) found that sensory elements like lighting, scent, and décor shape emotional responses and satisfaction in fine dining settings. Ulfadhli and Ernawadi (2023) confirmed that ambiance enhances emotional experience, particularly when paired with quality food and social value. Taqwim et al. (2023) reported that music and interior design were key ambiance-related factors influencing café customers' return behavior. In Malaysia, Najhan et al. (2022) emphasized that atmosphere not only enhances immediate satisfaction but also contributes to perceived value and emotional comfort, fostering repeat patronage.

Perceived price fairness also plays a crucial role in influencing revisit intention. Studies by Mariyanti et al. (2023) and Cakici et al. (2019) showed that when customers perceive prices as fair and aligned with service quality, their satisfaction increases, which promotes loyalty and repeat visits. Sriyalatha and Kumarasinghe (2021) also noted that value for money is a critical component of satisfaction in fast-food settings. Even when price fairness does not directly affect revisit intention, its role in reinforcing satisfaction and perceived value is significant.

Product variety has been identified as both a functional and psychological driver of satisfaction and revisit intention. Ellitan and Suhartatik (2023) and Alessandro et al. (2024) found that offering a diverse and appealing menu enhances customer satisfaction, which in turn encourages return visits. Purwanto et al. (2022) supported this by showing that customers with

variety-seeking tendencies are more likely to revisit restaurants offering broad choices. While some studies (e.g., Mannan et al., 2019) caution that variety-seeking consumers may seek new experiences elsewhere, the general consensus is that product variety, when aligned with customer preferences, enhances satisfaction and repeat behavior.

Customer satisfaction itself is the most frequently cited predictor of revisit intention. Rajput and Gahfoor (2020), Zhao and Liu (2023), and Leung (2020) all confirm that satisfaction driven by food quality, service, ambiance, and overall experience strongly predicts customers' intent to return. In the sharing economy, Xie et al. (2023) found that perceived value and service quality were central to guest satisfaction and continued use of platforms like Airbnb. Satisfaction not only strengthens revisit behavior but also amplifies positive word-of-mouth and long-term loyalty.

Furthermore, several studies confirm that satisfaction often acts as a mediator between various predictors and revisit intention (Han & Ryu, 2009; Prayag et al., 2017; Rather, 2021; Namkung & Jang, 2007). For instance, eWOM, food quality, restaurant atmosphere, perceived price, and product variety all show stronger effects on revisit intention when customer satisfaction is considered. This underscores the central role of satisfaction in linking customer experiences to behavioral outcomes. Businesses aiming to increase return visits must prioritize customer satisfaction as a strategic focus, optimizing all service elements that influence perceived value and emotional fulfillment. From the literature reviewed, the theoretical framework was developed as follows:

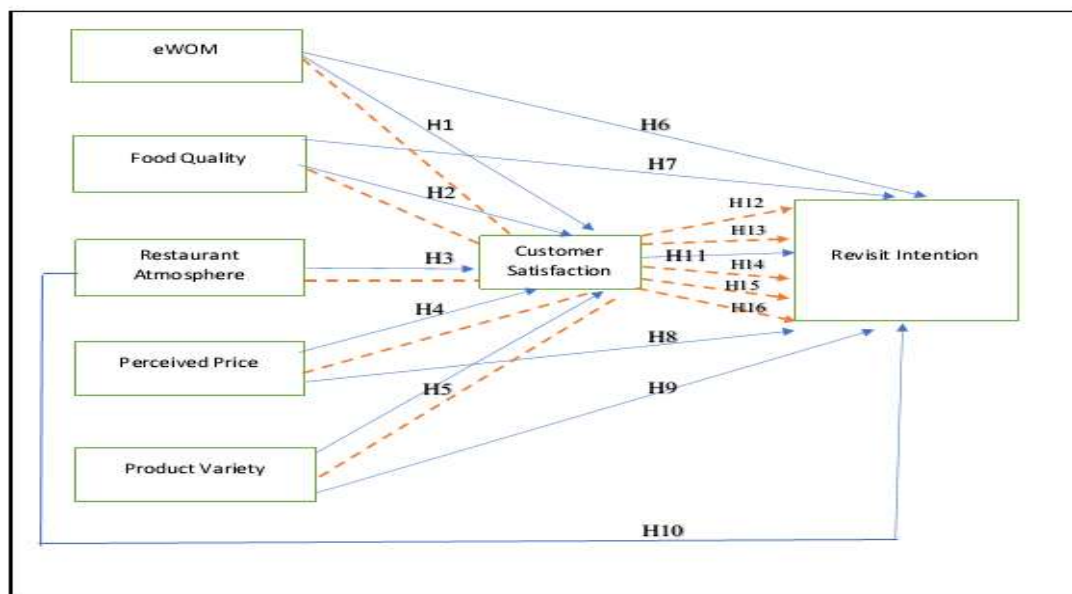


Figure 1: Theoretical Framework adapted from Yuliantoro et al. (2024) and Alessandro et al (2024)

Research Hypothesis

The following hypotheses from the respective pioneers are included in framework and interpreted as below:

H1: There is a positive relationship between electronic word-of-mouth (eWOM) and customers satisfaction among Mamak restaurants customers in Malaysia.

H2: There is a positive relationship between food quality and customers satisfaction among Mamak restaurants customers in Malaysia.

H3: There is a positive relationship between restaurant atmosphere and customers satisfaction among Mamak customers in Malaysia.

H4: There is a positive relationship between perceived price and customers satisfaction among Mamak customers in Malaysia

H5: There is a positive relationship between product variety and customers satisfaction among Mamak customers in Malaysia.

H6: There is a positive relationship between electronic word-of-mouth (eWOM) and revisit intention among Mamak customers in Malaysia

H7: There is a positive relationship between food quality and revisit intention among Mamak customers in Malaysia

H8: There is a positive relationship between restaurant atmosphere and revisit intention among Mamak customers in Malaysia

H9: There is a positive relationship between perceived price and revisit intention among Mamak customers in Malaysia.

H10: There is a positive relationship between product variety and revisit intention among Mamak customers in Malaysia.

H11: There is a positive relationship between customers satisfaction and revisit intention among Mamak customers in Malaysia.

H12: There is a positive and significant influence between eWOM on revisit intention which is mediated by customer satisfaction.

H13: There is a positive and significant influence between food quality on revisit intention which is mediated by customer satisfaction.

H14: There is a positive and significant influence between restaurant atmosphere on revisit intention which is mediated by customer satisfaction.

H15: There is a positive and significant influence between perceived price on revisit intention which is mediated by customer satisfaction.

H16: There is a positive and significant influence between product variety on revisit intention which is mediated by customer satisfaction.

Underpinning Theory

The theory of planned behavior (TPB), developed by Ajzen (1991), is an extension of the theory of reasoned action (TRA) by Ajzen and Fishbein (1980), which posits that an individual's behavior is directly influenced by their behavioral intention, itself determined by three core components: attitude toward the behavior, subjective norms, and perceived behavioral control (PBC). Attitude refers to the individual's favorable or unfavorable evaluation of performing the behavior, while subjective norms relate to perceived social pressure from significant others to engage or not engage in that behavior. PBC represents the individual's perception of ease or difficulty in performing the behavior, shaped by past experience and anticipated barriers. Within the context of revisit intention to restaurants, these three constructs jointly influence a customer's decision to return.

Attitude toward the behavior is particularly influenced by service-related factors such as food quality, product variety, and perceived price. When customers perceive high food quality freshness, taste, hygiene, and presentation they are more likely to associate the dining experience with satisfaction and develop favorable attitudes (Namkung & Jang, 2007; Rajput & Gahfoor, 2020). Likewise, product variety allows customers the freedom to choose and customize their meals, fulfilling variety-seeking needs and enhancing satisfaction (Purwanto et al., 2022; Alessandro et al., 2024). Perceived price, especially when viewed as fair and providing good value for money, further strengthens a customer's positive evaluation of the restaurant (Cakici et al., 2019; Mariyanti et al., 2023). These beliefs about the expected benefits of the behavior form the foundation for a strong and positive attitude toward revisiting.

Subjective norms are shaped by social influences, especially through electronic word-of-mouth (eWOM). Online reviews, social media recommendations, and peer feedback act as cues for perceived social expectations. Studies by Jalilvand and Samiei (2012) and Litvin et al. (2008) show that eWOM significantly influences behavioral intention by reinforcing normative beliefs what important others think one should do especially in settings where peer opinion plays a substantial role in shaping consumer behavior.

Perceived behavioral control is also critical in the decision-making process. In the restaurant setting, elements such as physical layout, ambiance, accessibility, and cleanliness contribute to a customer's sense of control and convenience. Kotler (1973) emphasized that atmospheric cues influence consumer behavior by affecting psychological comfort. A welcoming and functional restaurant environment increases the perceived feasibility of a revisit, thereby enhancing PCB.

Behavioral intention, the immediate precursor to actual behavior, is strongly influenced by customer satisfaction. Dhisasmito and Kumar (2020) found that satisfied customers are more likely to return, as positive past experiences reinforce the desire to reengage with the service. Satisfaction thus serves as both a mediator and a reinforcement mechanism that solidifies intention into actual behavior.

Ultimately, actual revisit behavior results from the combined influence of these constructs. When a customer has a positive attitude (shaped by food quality, price, and variety), feels social encouragement (via eWOM), and perceives the act as easy and worthwhile (due to the atmosphere), their behavioral intention to revisit is strong and likely to result in action. The TPB framework thus provides a robust model for understanding revisit intention in the restaurant industry, integrating individual cognition, social influence, and situational control into a comprehensive explanation of repeat consumer behavior.

Research Methodology

This study adopts a quantitative and exploratory research design to investigate the factors influencing revisit intention among customers at Indian Muslim (Mamak) restaurants in Malaysia. The primary aim is to examine the relationships between five independent variables food quality, product variety, restaurant atmosphere, perceived price, and electronic word-of-mouth (eWOM) and the dependent variable revisit intention, with customer satisfaction serving as a mediating variable. Based on the framework outlined by Sekaran and Bougie (2016), the research design includes five elements: the purpose of the study, extent of research interference, study setting, unit of analysis, and time horizon. As an exploratory study, the research seeks to

identify key components contributing to revisit behavior, with minimal interference from the researcher, making it correlational in nature. The data will be collected in a non-contrived, natural setting, where respondents answer the questionnaire independently within the actual restaurant environment. The unit of analysis is the individual customer, as the focus is on understanding personal perceptions and intentions. Additionally, this study follows a cross-sectional time horizon, where data is gathered only once over a specific period. The study employs conventional scientific methods and statistical tools to measure the significance and strength of relationships between variables, thus providing empirical insights into consumer behavior and the key antecedents driving revisit intention in the Malaysian Mamak restaurant sector.

The target population for this study comprises customers of Mamak restaurants registered under the Persatuan Pengusaha Restoran Muslim Malaysia (PRESMA). According to PRESMA, there are approximately 3,500 Mamak restaurants operating across Malaysia, with the highest concentrations found in Selangor (768), Kuala Lumpur (392), Negeri Sembilan (390), and Penang (196). These establishments are widespread and serve as key locations for understanding customer behavior and revisit intention within the Indian Muslim dining context. Based on the Krejcie and Morgan (1970) sample size determination table, a population of 3,500 requires a minimum sample size of 346 respondents to ensure a representative and statistically valid sample. This sample size is sufficient to generalize the findings to the larger population with a high degree of confidence and minimal margin of error.

Sampling Design & Procedures

The sampling for this study will be drawn from customers of Indian Muslim (Mamak) restaurants in Malaysia that are officially registered under PRESMA. According to Salkind (2009), a sampling frame refers to a list of individuals from within the target population. In this research, the target population includes individuals aged 18 and above who have dined at a Mamak restaurant at least once within a defined period. To ensure meaningful representation, the population is divided into regional subgroups.

The Sampling Technique Consists Of The Following Steps:

This study will adopt stratified random sampling as the primary sampling technique to ensure fair and accurate representation of the diverse customer base across different regions in Malaysia. As outlined by Sekaran and Bougie (2013), stratified sampling is particularly effective for large populations, such as the widespread patrons of Mamak restaurants. The target population includes all individuals aged 18 and above who have dined at Mamak restaurants registered under PRESMA, encompassing customers from both urban and rural areas across various age groups and purposes of visit such as casual dining, socializing, watching sports, or quick meals.

To achieve balanced regional representation, the population will be divided into three key strata: Northern Malaysia (Kedah and Penang), Central Malaysia (Klang Valley and Negeri Sembilan), and Southern Malaysia (Johor). Due to the low number of registered outlets in East Malaysia (Sabah and Sarawak), these regions will be excluded. Based on Krejcie and Morgan's (1970) sampling table, a minimum of 346 Mamak restaurants will be selected from the total 3,500. From each selected restaurant, 10 customers will be randomly chosen to participate in the survey, resulting in a total of approximately 3,460 respondents for this study.

This study will employ a self-administered questionnaire to collect data from customers at Mamak restaurants across Malaysia. All study variables will be measured using a 6-point Likert scale, ranging from "severely incorrect" to "incredibly accurate." This scale was selected based on its effectiveness in enhancing response reliability and discrimination without overburdening participants. As noted by Chomeya (2010), the absence of a neutral midpoint in a 6-point scale encourages respondents to express a clearer preference, thereby increasing the accuracy and reliability of the data, especially in studies involving multiple variables.

Questionnaire

The questionnaire consists of 8 sections (A, B, C, D, E, F, G, and H) to assess the study variables comprehensively:

Section A: The questionnaire focuses on collecting demographic information from respondents. It includes six items: gender, age group, ethnic background, highest level of education, occupation, and monthly household income. Respondents are required to select the most appropriate option in each category. The gender section includes male and female, while the age group ranges from 18 to above 64 years. Ethnic background options include Malay, Chinese, Indian, and others with a space for specification. Educational levels span from primary school to Ph.D. Occupation categories cover a range of roles such as professional, student, government officer, business owner, housewife, and others. Finally, the income category is divided into four ranges, starting from below RM3,000 to above RM9,000 per month. This section is designed to profile the respondents for better analysis of the research findings. The questionnaire employs a 6-point Likert scale throughout Sections B to H to measure respondents' perceptions and attitudes related to their dining experiences at Indian Muslim (Mamak) restaurants. Section B of the questionnaire assesses respondents' perceptions of electronic word-of-mouth (eWOM) regarding Indian Muslim (Mamak) restaurants. Respondents are asked to rate four items based on their personal experience. The items measure the accuracy of online reviews, the presence of positive feedback on social media platforms like Instagram and TikTok, the ease of ordering influenced by positive reviews, and the helpfulness of those reviews in decision-making. This section aims to evaluate how online customer feedback influences consumer behavior and revisit intentions.

Section C questionnaire focuses on assessing food quality based on respondents' experiences at Indian Muslim (Mamak) restaurants. These include taste, portion size, price fairness, hygiene, food presentation, flavor consistency, menu variety, and innovation. It also examines whether the food meets customers' expectations and maintains freshness and distinctiveness. This section is designed to understand how perceived food quality contributes to customer satisfaction and revisit intention. Section D contains 7 items aimed at assessing the physical and aesthetic aspects of the restaurant environment. It covers external and internal design appeal, comfort level, interior modernity, layout clarity, ease of movement, and visual elements like colour themes and directional signage. The goal is to understand how the overall ambiance influences customer satisfaction and contributes to their intention to revisit. Section E focuses on assessing perceived price from the customer's perspective when dining at Mamak restaurants. This section includes 3 items that evaluate customers' perceptions of affordability, value for money, and price acceptability. The aim is to determine how fair pricing influences customer satisfaction and their intention to revisit the restaurant. Section F measures product variety in Mamak restaurants. It consists of 3 items that assess the range of product sizes, quality levels, and menu diversity offered. This section aims to evaluate how the availability

of diverse choices influences customer satisfaction and encourages revisit intention by catering to varied preferences.

Section G focuses on assessing customer satisfaction based on experiences at Mamak restaurants. It includes 5 items evaluating enjoyment of the visit, comfort of the atmosphere, expectation fulfilment, absence of complaints, and satisfaction with food and beverages. This section aims to determine how overall satisfaction influences customers' intention to revisit. Section H: Revisit Intention evaluates respondents' likelihood of returning to Indian Muslim (Mamak) restaurants in the future, this section consists of 7 items measuring various dimensions of revisit intention. These include the desire to revisit, preference over other restaurants, willingness to recommend, continued interest in the restaurant, loyalty, and intent to repurchase. This section helps determine the strength of customers' intention to return, which is crucial for understanding customer retention and long-term business success.

The following sections of this chapter cover the specific steps involved in instrument validation as shown in Table 1 below

Table 1: Variable Composition and Questionnaire

Section	Rating Scale	Variable	Items	sources
A	Dichotomous Scale	Gender		
	Dichotomous	Age Ethnic Occupation Highest Education Level Salary		
B	Likert scale 1-6	Electronic Words of Mouth (eWOM)	4	(Yuliantoro et al., 2024)
C		Food Quality	11	(Alessandro et al., 2024; Yuliantoro et al., 2024)
D		Restaurant Atmosphere	7	(Alessandro et al)
E		Perceived Price	3	(Yuliantoro et al., 2024)
F		Product Variety	3	(Alessandro et al)
G		Customers Satisfaction (MV)	5	(Alessandro et al)
		Revisit Intention	7	(Alessandro et al., 2024; Yuliantoro et al., 2024)

Tools & Techniques

The data gathered from respondents will be analyzed using SPSS version 29, which is the statistical tool for the social sciences. Unmistakable measurements, such as mean, standard deviation, reliability, correlation and regression will be used to break down the information on the factors (food quality, product variety, restaurant atmosphere, perceived price, and electronic word of mouth) and mediating effect (customers satisfaction) that influence revisit intentions at the Indian Muslim restaurant (Mamak) in Malaysia.

The Data Analysis

The data analysis for this study involves several key statistical techniques to ensure robust interpretation of the findings. Descriptive analysis will be used to understand respondent

characteristics and summarize the variables through measures such as mean and standard deviation, as recommended by Sekaran and bougie (2013). A pilot test will be conducted with at least 30 respondents to check the clarity, suitability, and reliability of the questionnaire before it is distributed more widely, aligning with guidance from Wilkinson and Birmingham (2003) and Salkind (2006). To assess internal consistency, reliability testing will be conducted using Cronbach's alpha, where a value above 0.7 is considered acceptable for research reliability, as supported by Hair et al. (2010). Correlation analysis will then be applied to determine the strength and direction of relationships between variables using Pearson's correlation coefficient (r), with interpretations based on Guilford's scale. Finally, regression analysis will be used to evaluate the predictive relationship between the independent variables (food quality, product variety, restaurant atmosphere, perceived price, and eWOM), the mediating variable (customer satisfaction), and the dependent variable (revisit intention). This includes analysis through the r^2 value, Anova significance, and standardized/unstandardized coefficients with p-values to identify key predictors.

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