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BOOSTING VISITORS' REVISIT INTENTION IN CULINARYTOURISM DESTINATION

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ABSTRACT

Culinary ventures serve as one of the attractions that can draw visitors to a particular region. The influx of visitors to a culinary destination can be triggered by the presence of a physical environment that provides comfort and satisfaction to visitors. One such culinary tourism destination that offers an attractive and diverse physical environment is the city of Bandung, especially with its Sundanese culture representing the social conditions of the environment. Bandung presents renowned culinary tourism known throughout Indonesia for its rich variety of culinary delights,captivating visitors and encouraging return visits. Hence, this research aims toinvestigate the influence of physical environment on revisit intention through perceived value at famous culinary spots in Bandung. This study employs descriptive and verificative analysis methods, utilizing questionnaires as the data collection instrument. A total of 175 respondents participated in this research. The findings reveal the presence of an influence between the physical environment variable and the revisit intention variable, with perceived value acting as a mediator.

Keywords: *physical environment, revisit intention, perceived value, culinary tourism, Indonesia*

INTRODUCTION

The frequency of visitors to a business establishment is frequently utilized as a benchmark for managerial success, as an increase in visitor numbers is believed to enhance the likelihood of repeat visits to the establishment (Correia, et al., 2015). In

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the context of culinary tourism, visitors' revisit intention is considered essential for dining establishments, as it enables the business to use visitor numbers as a benchmark for assessing increases or decreases in customer traffic (Li and Wang, 2021). Additionally, revisit intention also aims to regulate incoming visitors, especially if the business encounters challenges in managing excessive visitor numbers (Seetanah, et al., 2020). In the study by Azinuddin, et al., (2022) revisit intention is also described as a solution for managing visitor flow issues, as it can assist businesses in developing strategies to forecast visitor numbers for upcoming periods.

Visitors' revisit intention is also considered a key indicator, enabling businesses to shape visitor behavior in ways that encourage positive feedback, increased product purchases, and a strong desire to return. (Gregoriades et al., 2023) demonstrate that technology-based analytical techniques can help understand tourists' revisit intentions more accurately. Additionally, (Nguyen Viet et al., 2020) emphasize that destination image, perceived risk, and cultural contact play important roles in shaping customer satisfaction and driving their intention to return. To foster repeat visits, a company must create a positive impact on visitors by enhancing both the quality and quantity of its services. This approach aims to achieve visitor satisfaction, ultimately encouraging them to make the decision to return to the establishment (Seetanah, et al., 2020). Repeat visits are also a formof evaluation conducted by visitors after the consumption experience. Once customers have used or assessed the utility of the products purchased from the establishment, they may choose to engage in the activity of revisiting the company to purchase the same products again. This behavior also increases the likelihood that customers will recommend the products to others based on their positive experiences with the items they purchased from the visited establishment (Nguyen Viet, et al., 2020).

In the study by Mahalingam, et al., (2016) it is explained that the intention to revisit depends on the environment or physical elements created by the company, as these elements can enhance the atmosphere, provide a sense of safetyand comfort for visitors, and encourage them to spend more time at the establishment. Supported by this argument, the physical environment is defined asan atmosphere designed by the company to create a purchasing space that can influence visitors' emotions, thereby increasing the likelihood of repeat purchases and return visits to the establishment (Yueming Xiong, 2018). This statement is further supported by Uboegbulam and Ezurume, (2020) who assert that the physical environment can significantly influence visitors' reactions, whether positive or negative, to their surroundings. The reactions exhibited by visitors can provide strategic insights for the company on how to approach them, informing decisions about actions the company can take to deliver optimal service, ultimately encouraging visitors to decide to return to the establishment (Zhang, et al., 2018).

If visitors' reactions indicate a positive response, their subsequent return tothe establishment can serve as a primary assessment of the physical environment's

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influence on their intention to revisit (Vaverková, 2023). In contrast to positive reactions, negative responses from customers occur when a company fails to provide optimal service, leading visitors to avoid the establishment and share unfavorable comments regarding the company's performance (Githiri, 2016).

In the context of culinary tourism, the concept of the physical environmentis closely related to the value perceived by customers when visiting a restaurant. This relationship between the two variables demonstrates a positive and significant correlation between the physical environment and perceived value (Dinçer and Özdemir Güzel, 2018). In this context, perceived value is defined as the overall assessment made by customers regarding the benefits of the products they receive, based on their personal experiences and feelings (De Toni, et al., 2018). Other research defines perceived value as a collection of benefits received by customers from the services provided by the company (Caber, et al., 2020).

The study conducted by Uslu and Karabulut, (2018) states that the perceived value experienced by customers serves as a key indicator in their decision-making process regarding the purchase of a product and the intention to revisit a sales location. The intention to return is influenced by the high value of the products or services experienced at the dining establishment, increasing the likelihood that customers will revisit the restaurant in the future and recommend itto others.

Through its implementation, Matecic, (2020) outlines several categories of tourism products, including heritage tourism related to culture or history, culinary tourism, and rural or urban tourism. In culinary tourism, the focus extends beyond just the food; it encompasses aspects such as taste, texture, culture, heritage, local culinary traditions, customs, and the experience of savoring authentic food and beverages (Dethan, et al., 2020). The culinary tourism sector is clearly linked to the broader tourism industry, as the culinary sector is regarded not only as a primary product or basic necessity but also as a distinct differentiator between destinations, creating an atmosphere that leaves a lasting impression on customers (Sosa-Sosa and Thome-Ortiz, 2020)

In Indonesia, the culinary industry is considered both popular and promising. This is due to the cultural diversity that spans the country, from Sabang to Merauke. Each region in Indonesia boasts unique dishes that are craftedlocally. The abundance of regional specialties provides culinary entrepreneurs with significant and promising opportunities to establish restaurants. The culinary industry is also highly competitive, as it continually requires new innovations to thrive in society. Such competitive innovations result in numerous culinary- focused tourist destinations, making them a primary choice for customers when they decide to explore. One city in Indonesia renowned for its diverse culinary offerings is Bandung, which is frequently a top destination for customers seeking culinary experiences.

The numerous culinary establishments emerging in Bandung create a competitive landscape among businesses in the culinary sector. This competition provides customers with a wide range of options when they wish to visit culinary

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attractions. One of the authentic dining options that Bandung offers is a culinary experience that presents a rich Sundanese cultural atmosphere along with delicious food. Consequently, when customers visit these distinctive Sundanese culinary destinations, it enhances the popularity of Sundanese cuisine and fosters intentions to revisit, driven by the appealing physical environment and the quality of the food and beverages served.

Previous research examining the influence of the physical environment on revisit intentions at culinary attractions has identified comfort as the most significant dimension (Sehwan & Youngjin, 2019) (Young Ja, 2021). Other influential dimensions include lighting, ambiance, and table arrangement (Mahalingam et al., 2016), as well as spaciousness, cleanliness, and attractiveness.(Young Ja, 2021) along with convenience and aesthetics (Sehwan and Youngjin, 2019).

Furthermore, the study by Mahalingam, et al., (2016) indicates that consumers pay particular attention to several factors of the physical environment, such as aesthetics, lighting, table arrangement, ambiance, and layout. These factors hold significant potential to influence consumers' decisions to revisit. In line with the concept of the physical environment, Sehwan and Youngjin, (2019) emphasize the importance of having a pleasant and comfortable physical environment, as it enhances customer satisfaction and enjoyment of the food served.

Based on the findings from previous research, the physical environment can influence consumers' intentions to revisit. However, to date, there has been nostudy examining the relationship between the physical environment and revisit intention specifically within the context of culinary tourism, nor has any research incorporated perceived value as an intervening variable. The absence of such studies provides a compelling rationale for investigating this research area.

Several studies on the concept of culinary tourism also discuss the impact ofthe physical environment on customers' revisit intentions. For example, Lee, (2022) utilized customer emotions as a mediating variable, while Handayani, et al., (2022) demonstrated the impact of physical elements on revisit intentions withcustomer satisfaction as the intervening variable. From these studies, it is evident that the influence of the physical environment on revisit intention has not yet beenassessed using perceived value as an intervening variable. Therefore, this research will elucidate the findings related to the impact of physical elements on revisit intention through perceived value as an intervening variable, focusing on five culinary tourism sites in Bandung. These sites are Culinary Site A (1980), Culinary Site B (1996), Culinary Site C (1997), Culinary Site D (1940), and Culinary Site E (2015).

Revisit Intention

According to the findings of Mahalingam, et al., (2016) both new customers and returning customers visit a restaurant not solely for the food but also take into account the physical environment surrounding the restaurant. Weiss,et al., (2004) as cited in Lamai, et al., (2020) identify several attributes that influence customers'

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decisions to revisit, including food quality, service quality, atmosphere, environment, location, and price. The Theory of Planned Behavior posits that the intention to revisit is a significant driver of human behavior.

Revisit intention, as defined by Ha and Jang, (2010) refers to customers who have visited a restaurant they perceive as highly satisfactory in terms of efficiency and economy, which enhances the likelihood of their intention to return. This study also adopts the dimensions from Choe and Kim, (2018) which delineates revisit intention into two categories: the intention to recommend local food and the intention to visit a destination for food tourism.

Perceived Value

The research conducted by Pham, et al., (2016) indicates that perceived value has a significant impact on the intention to revisit. This effect occurs when consumers feel that the service or value provided by the restaurant is commensurate with the money spent to experience that value, leading them to willingly return to the establishment.

The definition of perceived value, as articulated by experts, informs this study's approach. Specifically, this research adopts the definition proposed by Bishop (1984), as cited in Wang, et al., (2019) which defines perceived value as the value perceived from a monetary perspective, explaining the difference between the price consumers are willing to pay, even if it is high, and the amount that should reasonably be paid. This study also incorporates dimensions from Dinçer and Özdemir Güzel, (2018) which categorize perceived value into hedonic value and utilitarian value.

Physical Environment

Ngah, et al., (2022) state that the physical environment can influence and serve as a crucial factor in customer satisfaction and the intention to revisit, thereby enhancing the profitability of restaurants. This is because the physical environment significantly impacts consumers' perceptions of the restaurant. Hanaysha (2018) shows that the physical environment not only influences perceived value but also enhances customer satisfaction, which is essential for supporting customer loyalty.

In an effort to deepen the understanding of the factors influencing customers' revisit intentions, this research refers to several relevant literatures. Andrade (2021) emphasizes the importance of classification and operationalization of variables in the design of clinical studies, which provides a strong framework for understanding the methodology used in this research. Additionally, Lamai et al. (2020) identify critical factors that influence revisit intentions in large restaurant chains in Myanmar, offering valuable insights into consumer behavior in the food and beverage industry.

The definition of the physical environment, as provided by Bitner (1992) states that the physical environment is defined as the setting in which the performance of products and services occurs, reflecting the experiences that customers obtain and expect. The physical environment influences the perceived value experienced by

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customers and also regulates the nature of social interactions. This study adopts dimensions from Ryu & Jang (2008a) as cited in Gurol, et al., (2017) which delineates the physical environment into the following dimensions: facility aesthetics, ambience, lighting, layout, table settings, and service staff.

METHODOLOGY

This research employs a consumer behavior approach aimed at analyzing the influence of the physical environment on revisit intention through perceived value at several restaurants in Bandung. The independent variable in this study is the physical environment, which consists of several measurements: facility aesthetics (X1), ambience (X2), lighting (X3), table settings (X4), layout (X5), staff service (X6). Additionally, the perceived value variable is utilized as an intervening variable (Z) serving as a link that can affect both the independent and dependent variables. The perceived value variable is derived from various indicator criteria adopted from the studies of Wang, et al., (2019b), and Dinçer and Özdemir Güzel, (2018).

This study employs both descriptive and verification analysis methods, aligned with the research focus. The descriptive analysis method provides an overview of customer characteristics (Sidel, et al., 2017). While the verification method is used to test the validity of a hypothesis through empirical data collection and direct testing. Based on field population data gathered from five culinary tourism sites-Culinary Site A (1980), Culinary Site B (1996), Culinary Site C (1997), Culinary Site D (1940), and Culinary Site E (2015)-the researcher has refined the general population into a more targeted study population.

The target population for this study comprises customers aged 18 to 52, as respondents within this age range are generally capable of effective communication, facilitating accurate questionnaire responses. Respondents aredrawn from frequent visitors to the five culinary tourism sites, each with distinct target customer demographics. The study aims to capture data from 50% of the customer population who have previously visited and revisited these culinary tourism sites in Bandung.

In this study, the uncertain total population size led researchers to adopt a nonprobability sampling technique, specifically accidental sampling. Accidental sampling is a method in which researchers select the most accessible respondents by directly encountering them at the research location. (Etikan, et al., 2016). The initial sample size consisted of 200 respondents, although only 175 ultimately completed the questionnaire due to some respondents declining participation.According to the MLE parameter, the minimum required sample size is 100 respondents (Ayodele and Olukotun, 2020). This respondent number was determined in consideration of the researchers' constraints, including time limitations and field conditions. A description of the respondents is presented in Table 1, as follows:

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Table 1. Description of the Respondents

Table 1	Description of the respondents (n = 175)		
Profile	*Category*	*Frequency*	*(%)*
Gender	Male	40	22.9
	Female	135	77.1
Age	< 18 years old	11	6.3
	19 - 29 years old	133	76
	30 - 40 years old	22	12.6
	41 - 51 years old	5	2.8
	> 52 years old	4	2.3
Jobs	Student	5	2.8
	Students (University)	113	64.6
	Employees	43	24.6
	Housewife	6	3.4
	Others	8	4.6
Annual Income	< Rp. 500,000	53	30.2
	Rp. 500,000 - Rp. 1,500,000	40	22.9
	Rp. 1,500,000 - Rp. 3,000,000	33	18.9
	Rp. 3,000,000 - Rp. 4,500,000	20	11.4
	> Rp. 4,500,000	29	16.6
Domicile	Bandung	78	44.6
	Bandung Regency	13	7.4
	Jakarta	34	19.4
	Bogor	12	6.9
	Garut	4	2.3
	Others	34	19.4
Visits within 1 Year	1 - 2 times	94	53.7
	3 - 4 times	44	25.1
	5 - 6 times	19	10.9
	> 6 times	18	10.3

This study consists of three variables: an independent variable, a dependent variable, and an intervening variable. The independent variable is one that can influence other variables, while the dependent variable is defined as the one affected by other variables. (Andrade, 2021). The intervening variable serves as a mediator between the independent and dependent variables. (Shivhare, 2019).

In this study, the independent variable is defined as physical environment, the dependent variable as revisit intention, and the intervening variable as perceived value. The operational definitions of these variables are provided in Table 2, as follows:

Table 2. Research Model Measures

Construct	**Dimension**	**Measures**	**Remarks**
Physical Environment	Facility Aesthetic	Furniture	Assessment of Physical Facilities
		Wall Decor or Pictures	Assessment of Wall Displays
		Plants or Pictures	Assessment of Plants and Flowers
	Ambience	Scent	Assessment of scent Perceived by Customers
		Atmosphere	Assessment of Perceived Atmosphere
		View	Assessment of Visual Scenery
		Temperature	Assessment of Perceived Room Temperature
	Table Settings	Cutlery Setting	Assessment of Cutlery Setting
		Condiment Setting	Assessment of Food Condiment Arrangement
	Layout	Table Set Up	Assessment of Table Setting Arrangement

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Construct	Dimension	Measures	Remarks
		Room Allocation	Assessment of Area Allocation or Differentiation
	Staff Service	Staff Appearance	Assessment of Server Attire
		Service Offered	Assessment of Service Quality Provided
		Order Confirmation	Assessment of re-order Confirmation Done by The Waiter
Perceived Value	Hedonic Value	Pleasantness	Assessment of Food Liking
		Enjoyment	Assessment of Food Enjoyment
		Excitement	Assessment of Happiness when Eating Food
	Utilitarian Value	Appropriateness	Assessment on The Appropriateness of the Food Sold
		Efficiency	Assessment of The Efficiency of Food Sold
		Memorable	Assessment of Memory when Customers Enjoy Food
Revisit Intention	Intention to Recommend Local Food	Give Positive Feedback	Assessment of Willingness to Give Positive comments
		Recommendation	Assessment of Customers' Willingness to Recommend Food to Others
		Consistent	Assessment of The Consistency of The Taste of then Food Ordered
	Intention to Revisit a Destination for Food Tourism	Feeling Emotion	Assessment of Customers' Longing when they want to return to visit culinary attractions
		Satisfaction	Assessment of Perceived Satisfaction
		Knowledge	Assessment of Customer Knowledge when re-visiting Culinary Attractions

Source: Data Processing Results, 2023

In knowing whether this research is feasible or not, there are severalindicators of preliminary calculations that researchers do to obtain results. Initial testing carried out by researchers is testing the validity and reliability of three variables, with variable (X) as many as five dimensions, variable (Z) as many as two dimensions, and variable (Y) as many as two dimensions, with the following results:

Table 3. Validity Testing

No.	Question	r count	r table	Description
	Physical Environment (X)			
Facility Aesthetic				
Furniture ($X_{1.1}$)		0.857	0.148	**Valid**
Wall Decor or Pictures ($X_{1.2}$)		0.853	0.148	**Valid**
Plants or Flowers ($X_{1.3}$)		0.819	0.148	**Valid**
Ambience				
Scent ($X_{2.1}$)		0.602	0.148	**Valid**
Atmosphere ($X_{2.2}$)		0.756	0.148	**Valid**
View ($X_{2.3}$)		0.782	0.148	**Valid**
Temperature ($X_{2.4}$)		0.746	0.148	**Valid**
Table Settings				
Cutlery Setting ($X_{3.1}$)		0.820	0.148	**Valid**
Condiment Setting ($X_{3.2}$)		0.821	0.148	**Valid**
Layout				
Table Set Up ($X_{4.1}$)		0.869	0.148	**Valid**
Room Allocation ($X_{4.2}$)		0.901	0.148	**Valid**
Staff Service				
Staff Appearance ($X_{5.1}$)		0.818	0.148	**Valid**
Service Offered ($X_{5.2}$)		0.835	0.148	**Valid**
Order Confirmation ($X_{5.3}$)		0.800	0.148	**Valid**
	Perceived Value (Z)			
Hedonic Value				
Pleasantness ($Z_{1.1}$)		0.728	0.148	**Valid**

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Enjoyment ($Z_{1.2}$)	0.777	0.148	**Valid**
Excitement ($Z_{1.3}$)	0.765	0.148	**Valid**
Utilitarian Value			
Appropriateness ($Z_{2.1}$)	0.729	0.148	**Valid**
Efficiency ($Z_{2.2}$)	0.738	0.148	**Valid**
Memorable ($Z_{2.3}$)	0.727	0.148	**Valid**
Revisit Intention (Y)			
Intention to Recommend Local Food			
Give Positive Feedback ($Y_{1.1}$)	0.710	0.148	**Valid**
Recommendation ($Z_{1.2}$)	0.639	0.148	**Valid**
Consistent ($Z_{1.3}$)	0.686	0.148	**Valid**
Intention to Revisit a Destination for Food Tourism			
Feeling Emotion ($Z_{2.1}$)	0.814	0.148	**Valid**
Satisfaction ($Z_{2.2}$)	0.810	0.148	**Valid**
Knowledge ($Z_{2.3}$)	0.758	0.148	**Valid**

Source: Data Processing Results, 2023

Based on Table 3 above, it can be seen that the results of the validity test on 26 question indicators are said to be valid, because the significance values listed are all above 0.05 (significance used).

Table 4. Reliability Testing

No.	Variables	Cα count	Cα	Description
1.	Physical Environment (X)	0,884	0,700	**Reliable**
2.	Perceived Value (Z)	0.706	0,700	**Reliable**
3.	Revisit Intention (Y)	0.725	0,700	**Reliable**

Source: Data Processing Results, 2023

Table 4 regarding the Reliability Test Results shows that the *Cronbach alpha* level of the *Physical Environment* (X) variable question item is 0.884, sothe X variable question item is declared reliable. Then for all question items on the *Perceived Value* (Z) variable is 0.706, so that all question items from variable (Z) are declared reliable. Then, for *Cronbach alpha* on all question items in the *Revisit Intention* variable is 0.725, so that all question items on variable (Y) are declared reliable.

The data analysis techniques used are descriptive data analysis techniques and verification data analysis techniques. The use of descriptive analysis is to describe or describe the research variables *physical environment* (X), *perceived value* (Z), and variable *revisit intention* (Y) in five Bandung City dining objects. Meanwhile, the verification data analysis technique is to determine the correlative relationship that occurs between the variables of *physical environment* (X), *perceived value* (Z), and *revisit intention* (Y) with the analysis technique using SEM *(Structural Equation Model)* or a model that can be used for structural equations that are compiled through a combination of factor analysis and regression analysis. (Jingga, et al., 2023). SEM is estimated to have multiple relationships and can represent concepts that have never been observed before *(unobserved concept)* so that in SEM calculations that unite relationships, there may be *measurement error*. (Hair, et al., 2019).

This calculation model will be recalculated using SEM AMOS, in order toget maximum data acquisition. (Kurita and Hayakawa, 2019). The SEM model is also considered capable of estimating a relationship between the variables obtained, and

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is used for hypothesis testing that can reveal exogenous latent variables that act as independent variables (X) and endogenous latent variables that act as dependent variables (Y). Then, the calculation for the structural modelis used to state the variable as a variable that has the essence of the SEM analysis calculation guidelines. The structural model describes variable relationships in regression calculations, correlation relationships, and variable covariance relationships.

RESEARCH RESULTS AND DISCUSSION

This research was distributed to 200 respondents randomly, with the final result of 175 respondents who were willing to fill out the questionnaire. Respondents are classified by age, gender, occupation, income, domicile of residence, and frequency of visits. The frequency of visits is taken from data on respondents who come directly to five restaurant objects in Bandung City. Based on the three variables used, the results of the research model image can be obtained, as follows:

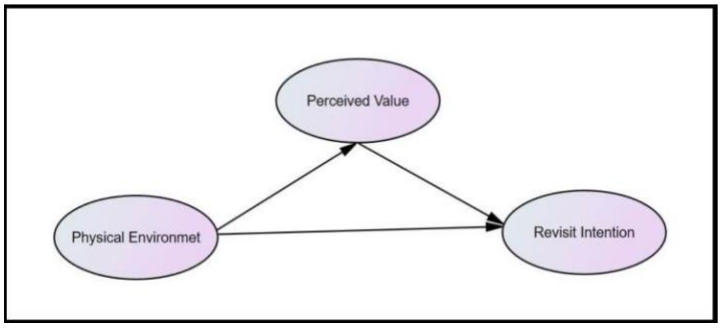

Figure 1: Research Model.

Figure 1. shows the relationship of variables with each other, starting from the relationship between variable (X), namely the *physical environment* to variable (Y), namely *revisit intention,* then the relationship between variable (X) to variable (Z), namely *perceived value* as an intervening variable, as well as the relationship between variable (Z) to variable (Y). In the discussion results found by the researcher, this study will describe the descriptive analysis that has been distributed to 175 respondents previously by classifying the respondent's personal data, and obtaining conclusions about the results of the descriptive analysis obtained.

Measurement Model

The calculation model was carried out using SEM testing AMOS version 24.0, with the depiction indicator PE *(physical environment)* as an exogenous variable, and the variable RI *(revisit intention)* as an endogenous variable, and the variable PV *(perceived value)* as an intervening variable.

The PE variable has five dimensions, known as X1 *(facility aesthetic)*, X2 *(ambience)*, X3 *(table settings)*, X4 *(layout)*, and X5 *(staff service)*. The PV variable has two dimensions, namely Z1 *(hedonic value)* and Z2 *(utilitarian value)*. While the RI variable has two dimensions as well, namely the Y1 dimension *(intention to recommend local food)* and the Y2 dimension *(intention to revisit a destination for*

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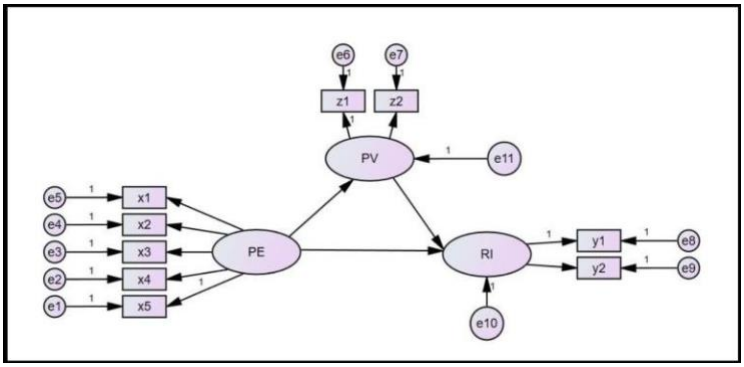
food tourism).



Research model with dimensions

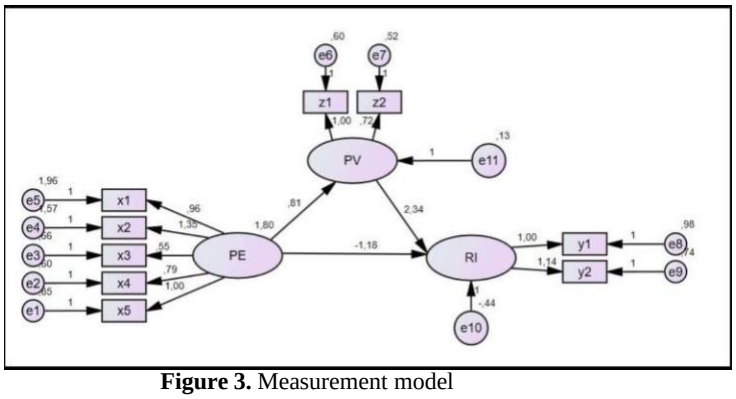


Figure 3. Measurement model

Table 5. Multivariate data

Dimension	min	max	skew	c.r.	kurtosis	c.r.
Y2 Y1 Z2	9,000	15,000	-,196	-,843	-,600	-1,290
Z1 X1 X2	9,000	15,000	,067	,289	-,638	-1,371
X3X4X5	5,000	10,000	-,289	-1,241	-,332	-,713
Multivariate	8,000	15,000	-,452	-1,943	-,488	1,050
	7,000	15,000	-,583	-2,510	-,055	-,118
	11,000	20,000	-,404	-1,738	-,469	-1,008
	5,000	10,000	-,091	-,391	-,220	-,472
	5,000	10,000	-,567	-2,440	-,197	-,424
	8,000	15,000	-,293	-1,258	-,022	-,046
					1,612	,604

Source: data processing, 2024

Based on Table 8, it can be seen that the data is normally distributed, because the c.r. value obtained from the table is said to be less than 2.68.

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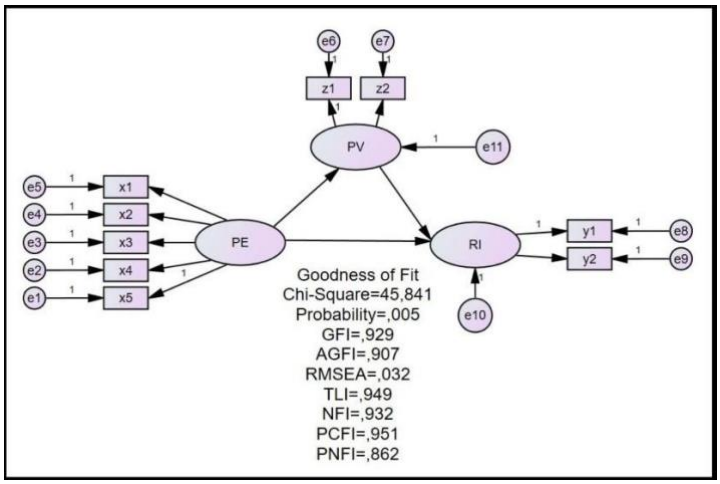

Figure 4. Model of Goodness of Fit

The *goodness of fit* model is to state whether this research is worth testing or not. According to Hair (2019) category 4 to 5 good fit, then the research is worth testing. So based on Figure 4, it can be seen that the probability value is in the good fit category, the GFI value above 0.90 is in the good fit category, the AGFI value above 0.90 is in the good fit category, the RMSEA value below 0.050is in the good fit category, the TLI value above 0.90 is in the good fit category, theNFI value is above 0.90 said to be good fit, the PCFI value is above 0.90 so it is said to be good fit. Meanwhile, the PNFI value is in the poor fit category, because it is below 0.95, then the Chi-Square value is 45.841.

Hypothesis Testing

Hypothesis testing is a method of making decisions about the results of previously analyzed data using verification statistical calculations. The initial hypothesis appears with the following categorization:

- H0 accepted and H1 rejected
- H0 is rejected and H1 is accepted

This study uses the hypothesis that the *physical environment* variable affects the *perceived value* variable, the *perceived value* variable affects the *revisit intention* variable, and the *physical environment* variable affects *revisit intention*.

In hypothesis testing using SEM AMOS, the level of influence can be seen in the significance table (p) as follows:

Table 6. Regression Weight: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PV← PE	,813	,086	9,496	***	
RI← PE	,964	,125	7,707	***	
RI← PV	,762	,586	5,412	***	

Source: data processing, 2024

DISCUSSIONS

Based on Table 6, the hypothesis results of the *physical environment* variable on the *perceived value* variable are stated to have a positive effect. This happens

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because the significance value in the P table column is stated to be less than 0.05 so that the exogenous variable to the intervening variable is declared to have an effect. With dimensions that state the measurement of the physical environment, such as facility aesthetics, ambience, table settings, layout and staff service, each is also said to have an influence. This is reinforced by research Hanaysha, (2018) which states that the physical environment has a significant influence on perceived value.

Then, for the hypothesis results, the *physical environment* variable on the *revisit intention* variable is stated to have a positive effect. This happens because the significance value in the P table column that connects the two variables is stated to be less than 0.05 so that the exogenous variables to the endogenous variables are declared influential. This statement is also supported by the same research which states that the physical environment variable has a significant influence on revisit intention by customers on the culinary tours they visit. (Handayani, et al., 2022). For the hypothesis results, the *perceived value* variable on the *revisit intention* variable will have a positive effect. This happens because the significance value in the P table column is stated to be less than 0.05 so that the intervening variable to the endogenous variable is declared to have an effect.

CONCLUSIONS

This study examines the relationship between physical environment variables to revisit intention through perceived value, with objects taken from fivewell-known restaurants in the city of Bandung. The purpose of this study is to answer the formulation of the problem and provide an overview of how the physical environment occurs, how perceived value occurs, how revisit intention occurs, and the relationship of the three variables to each other. This study took 175 respondents from the entire population to be given coherent questions regarding their availability to answer about the three variables in this study. The hypothesized result of this research is that there is a relationship between exogenous variables and endogenous variables with intervening variables as intermediaries, with a significance level below 0.05 for all respondent data. The findings of this study are to determine the influence of the physical environment that contributes to revisit intention with perceived value as the variable underlyingthe customer's decision-making process in visiting.

The implication of this research in culinary tourism is that it can provide strategic offers to provide services in improving customer experience when they decide to visit their place of business. With the physical environment variable as a calculation, it can generate and foster customer loyalty in revisiting culinary tourism. So that culinary tours are visited repeatedly, can generate a sense of competition and maintain excellence by considering ambiance, layout, table settings, staff service, and facility aesthetics as indicators of long-term assessment.

This research provides insight for readers who need it and as a reference for reading studies. This research is still wide open for further exploration to makethe understanding deeper. For further research, it can explore other variables with

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different calculations of intermediate variables, such as using with the emotional characteristics of respondents, local cultural background, or technology that is increasingly developing to fulfill further research.

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