

UNDERSTANDING WHY LEGENDARY RESTAURANTS IN BANDUNG HOLD A SPECIAL PLACE IN CONSUMERS' HEARTS

Aurora Yupita Achmada^{1*}, Arianis Chan², Pratami Wulan Tresna³

Business Administration, Faculty of Social and Political Sciences, Universitas Padjadjaran¹²³

Email: aurora23001@mail.unpad.ac.id^{1*}, arianis.chan@mail.unpad.ac.id²,
pratami@mail.unpad.ac.id³

Abstract:

The emergence of new eateries with creative and contemporary approaches has made the culinary sector more competitive. Legendary eateries have proven resilient in the face of this, continuing to operate for decades or even centuries. These eateries offer a distinctive environment for understanding the elements that ensure their sustainability by fusing historical relevance with evolving customer tastes. A more thorough examination of these interactions in renowned restaurants is required, despite previous research emphasizing the significance of consumer experience, customer loyalty, and multichannel behavior. By examining the variables with the highest average ratings, such as customer experience, multichannel behavior, customer loyalty, and visit frequency, this study seeks to identify the critical success aspects of iconic restaurants in Bandung. We gathered data through questionnaires, interviews, and observations at four renowned restaurants, using a descriptive-quantitative methodology. The findings reveal that sensory comfort, emotional fulfillment, and transaction convenience strongly influence positive customer experiences. The simplicity of accessing information and the seamless transactions enabled by digital platforms support multichannel behavior. Product pleasure, intriguing experiences, and motivating interactions all increase customer loyalty. The majority of patrons show regular engagement by coming to the eateries once a month. In conclusion, iconic eateries in Bandung remain relevant by meeting customer demands, cultivating enduring relationships with patrons, and balancing their historical character with digital advances. To obtain a more comprehensive understanding of cultural heritage preservation in the digital age, future studies should examine the long-term effects of these variables and broaden their geographic scope.

Keywords: consumer experience, customer loyalty, historical value, legendary restaurants, multichannel behavior, visit frequency

INTRODUCTION

The culinary industry is currently facing increasing competition, especially as many new restaurants emerge, bringing innovations and more contemporary marketing strategies (Hamdani & Rawita, 2023). Despite this, some well-known restaurants have survived for tens or even hundreds of years in these circumstances. These restaurants are not only places to enjoy a meal, but also a testament to their

resilience and sustainability in an ever-changing industry (Prabowo et al., 2022). Legendary restaurants demonstrate that high-quality service channels (Venkatesan et al., 2007), customer loyalty (Bartschat et al., 2022), and a consistent customer experience (Taheri et al., 2021) can be key to long-term success. This is very interesting to study, especially in Bandung, a city known as a culinary center, where

tradition and modernity blend in a dynamic culinary landscape.

These legendary restaurants have survived for a very long time and through various periods, raising questions such as what enables them to survive for so long and how they can remain relevant as customer behavior continues to change over time. Key variables in this study include customer loyalty (Herhausen et al., 2019) , consumer experience (Gentile et al., 2007) , multichannel behavior (Verhoef et al., 2007) - which includes in-person purchases and digital information search - and the number of times customers visit legendary restaurants in Bandung. This research is expected to reveal the key to restaurant sustainability by studying these elements.

One of the main objectives of this study is to explain or describe the main factors in consumer experience, multichannel behavior, customer loyalty, and frequency of visits to legendary restaurants in Bandung. The second objective of this research is to describe the success factors of legendary restaurants by analyzing the highest average of each indicator of the research variables. Overall, this research aims to find the important components that support the sustainability of Bandung's legendary restaurants.

This research shows how important digital innovation is, combining historical value with the times and paying attention to how the consumer experience improves customer loyalty. In addition, this research shows how legendary restaurants use multichannel strategies to meet the demands of loyal customers and attract new customers (Flavián et al., 2019; Hussein & Kais, 2021) . The quantitative descriptive approach chosen was used to help develop more relevant marketing strategies for legendary restaurants in the digital age.

This research is very important because it can provide strategic insights for culinary businesses amid increasing competition. The results of this study can also help other restaurants design sustainability strategies and help preserve culinary heritage that is of great cultural and economic importance.

CONCEPTUAL FRAMEWORK

Components of Consumer Experience

The collection of sensory, emotional, cognitive, pragmatic, lifestyle, and relational components of consumers using products or services are the components that make up the consumer experience (Gentile et al., 2007) .

The six main components are explained as follows:

1. Sensory as stimulation of the senses such as smell, taste, hearing, sight and touch.
2. Emotional includes experiences that impact feelings, moods, and emotions towards goods, brands, or companies.
3. Cognitive is a situation that encourages creativity, problem solving, or revision of ideas.
4. Pragmatic is experience that shows how useful and effective the product is at each stage of its life cycle.
5. Lifestyle is an experience that shows values and beliefs through actions and decisions taken in life.
6. Relational is an experience that consists of social relationships with customers and ideal selves, which can form communities or fan groups.

Components of Multichannel Behavior

To understand the reasons for shopping, attribute construction focuses on the benefits and costs associated with search and purchase, as well as the combination of search and purchase (Verhoef et al., 2007). In their research

Verhoef et al. (2007) identified three main characteristics:

1. Search attributes include the ease of access to information, the ease of the search process, and the effort made to find information through a particular channel.
2. Purchase attributes include service quality, service speed, purchase risk, effort and time spent on making a purchase, negotiation, and privacy during the purchase process.
3. Search and purchase attributes include product variety, price, promotions, and views on using the medium to shop with friends or family.

This method helps indicate customer preferences for shopping channels for search and purchase.

Components of Customer Loyalty

According to Herhausen et al. (2019), to evaluate customer loyalty through customer experience, there are three main components that can affect customer loyalty in various ways:

1. Product satisfaction to evaluate how customers rate the products purchased during the trip.
2. Trip satisfaction to evaluate how customers handle stimuli during a trip, resulting in an overall affective evaluation.
3. Customer inspiration to measure customers' cognitive changes as a result of encountered stimuli, encouraging them to acquire new knowledge and do new things.

Frequency of Visit

Visit frequency is related to the number of times a customer uses a restaurant service within a certain period of time, such as weekly, monthly, or annually (Chugunova et al., 2019). In this study, visits were divided into four categories (1) once a month, (2) two to three times a month, (3) more than three

times a month, and (4) irregular visits. This classification helps researchers to understand how customers visit Bandung restaurants.

RESEARCH METHODOLOGY

Research Approach

Quantitative descriptive analysis is a simple type of analysis that uses statistics to describe or summarize important elements of a database. Descriptive analysis is very important because it helps researchers make better decisions before performing more complex statistical analyses and ensures that the underlying hypotheses support the data collected (Murphy, 2021).

Population and Sample

The population in this study consists of all consumers who visit 4 legendary restaurants in Bandung: Restaurant B, Restaurant P, Restaurant W, and Restaurant R. The names of these restaurants are disguised to maintain their privacy. The population size of this study is unknown, which will affect the sampling method. In more detail, the criteria for consumer samples to be taken are as follows:

1. Have visited and purchased at least 2 times at one of the legendary restaurants in Bandung
2. Have searched for information about the 4 restaurants through *online channels*, namely social media (Instagram, TikTok), television broadcasts, *online* reviews and YouTube.

The sampling method in this study is a nonprobability sampling method, using an incidental sampling approach, namely a sampling technique based on chance, selecting anyone who meets the sample criteria (Sugiyono, 2019). According to Boomsma (1985) as cited by Wolf et al. (2013), the ideal sample size for using

Structural Equation Modeling (SEM) analysis techniques is between 100 and 200 samples. Furthermore, Bentler and Chou (1987), as cited in Wolf et al. (2013), recommend that the minimum sample size for running SEM is 5 to 10 observations per estimated parameter. In this study, there are 42 parameters to be estimated. Therefore, the minimum sample size is calculated by multiplying the number of parameters by 5, yielding 210 samples.

Research Instruments

Consumer perceptions of consumer experience, multichannel behavior, and customer loyalty to Bandung's legendary restaurants were assessed through a Likert Scale-based questionnaire in this study (Sugiyono, 2019) . The Likert scale, ranging from 1 to 5, allows systematic measurement of the main research variables. While the frequency of visits was assessed with several categories, including visits (1) once a month, (2) two to three times a month, (3) more than three times a month, and (4) irregular visits.

Collection

Over the course of three months, data was collected through three methods (1) direct observation in the restaurant, (2) semi-structured interviews with restaurant managers, and (3) an online questionnaire. The online questionnaire made it easier to access respondents more widely and effectively, while interviews with restaurant managers provided a deeper understanding of the strategies used, and interviews with customers added information regarding customer statements from the questionnaire. Meanwhile, direct observation was conducted to assess the restaurant's atmosphere, staff-customer interactions, and customer experience. To support the research analysis, the combination of

these three approaches yielded rich, diverse data. In addition to primary data collection, this research also collected secondary data from the internet, including data from the Central Bureau of Statistics (BPS), online newspapers, and social media.

Data Analysis

Data analysis was conducted by assessing the validity of the research data using the Average Variance Extracted (AVE) value. According to Sihombing and Arsani (2022), data is considered valid if the AVE value is greater than 0.5. Based on Table 1, all variables in this study meet the validity criteria (Sihombing & Arsani, 2022).

Table 1. AVE Validity Test

Variables	Average variance extracted (AVE)
<i>Consumer Experience</i>	0,509
<i>Multichannel Behavior</i>	0,556
<i>Customer Loyalty</i>	0,592

Source: Data Processed by Researchers (2024)

Reliability refers to the level of accuracy, consistency, and accuracy of measuring instruments in making measurements (Haryono, 2016) . If a study is declared reliable, it means that the data obtained has proven reliable and consistent. In Partial Least Squares (PLS), reliability testing can be done using composite reliability. Based on table 2. It can be seen that all constructs in the study are deemed reliable, as their composite reliabilities exceed 0.70 (Sihombing & Arsani, 2022).

Table 2. AVE Validity Test

Variables	Composite Reliability (rho a)
<i>Consumer Experience</i>	0,834
<i>Multichannel Behavior</i>	0,858
<i>Customer Loyalty</i>	0,898

Source: Data Processed by Researchers (2024)

This descriptive research interprets data using a scale range with a minimum

score of 1 and a maximum of 5 (Riyanto & Hatmawan, 2020). The calculation of the scale range can be found by the following formula

$$\text{Scale range} = \frac{\text{skor tertinggi} - \text{skor terendah}}{\text{jumlah pilihan jawaban}} = \frac{5-1}{5} = 0,80$$

Based on the scale range calculation above, the distance between categories is 0.80. Thus, the categories based on the scale range can be classified as shown in table 3 below.

Table 3. Rating Scale Range

Scale Range (Interval)	Category
1.00 ≤ average < 1.80	Very low
1.80 ≤ average < 2.60	Low
2.60 ≤ average < 3.40	Medium/enough
3.40 ≤ average < 4.20	High
4.21 ≤ average ≤ 5.00	Very high

Source: Data Processed by Researchers (2024)

RESULT AND DISCUSSION

Consumer Experience

The concept of consumer experience includes all elements that influence a consumer's interaction with a product or service, such as sensory, emotional, cognitive, pragmatic, lifestyle and relational (Gentile et al., 2007). To provide a complete customer experience, these components are interconnected and work together.

Table 4. Recapitulation of Consumer Variable Score

Dimensions	Total Score	Maximum Score	Average
Sensory	4483	5250	4.27
Emotional	2644	3150	4.20
Cognitive	1561	2100	3.72
Pragmatic	2534	3150	4.02
Lifestyle	1620	2100	3.86
Relational	1504	2100	3.58
Average Total			3,97

Source: Data Processed by Researchers (2024)

As a result of interviews with restaurant managers and observations,

many customers prefer to dine-in rather than ordering online or taking food home. According to customer interviews, the sensory aspect received the highest score (average 4.27), placing it in the very high category, underscoring the importance of sensory elements to the dining experience at the legendary Bandung restaurant. The restaurant offers delicious food with visually appealing presentations, tantalizing aromas, and a cozy atmosphere inside, which results in a strong dining impression for customers (Adesina et al., 2022).

In contrast, the relational dimension received the lowest score (average 3.58), but was still in the high category, indicating that the role of social interaction is less important than the other dimensions. Overall, the average consumer experience score was 3.94, placing it in the high category. The results of the customer interviews align with observations that consumer experience includes factors such as food taste, restaurant atmosphere, emotions, ease of obtaining information, and social relationships. Consumers not only want to enjoy their food, but they also want to feel the sensation of eating in a historical place. This increases social interaction and reflects the cultural identity of the city (Sulistiyo et al., 2024).

Sensory Dimension

The various elements that affect consumers' senses include touch, hearing, sight, taste, and smell which fall under the sensory dimension (Gentile et al., 2007). Customer perceptions of a product or service's quality and appeal through sensory experiences are strongly influenced by these components.

Table 5. Recapitulation of Sensory Dimension Score

Sensory	Average
The food at this restaurant is visually appealing in my opinion	4.22
I find the design of this restaurant visually appealing	4.29
The food served suits my taste	4.27
The smell of food increases my appetite	4.19
Comfortable restaurant conditions	4.38
Average Total	4,27

Source: Data Processed by Researchers (2024)

The restaurant ambience indicator received the highest score (average 4.38) and falls into the excellent category, according to the analysis conducted in table 5. This indicates that the comfort of the restaurant environment is very important for the customer's sensory experience (Shreenidhi et al., 2024) . The four legendary restaurants in Bandung have unique, distinctive atmospheres. Restaurant P offers an elegant design with spacious spaces, monochrome colors, and wooden furniture; Restaurant B offers a cheerful atmosphere with colorful interiors; Restaurant W features an old-school feel with black and white photo ornaments and plants; and Restaurant R offers a classic design with artistic traditional ornaments. Although some features have been updated, all four restaurants retain the vintage feel, which is their main attraction.

In contrast, the food aroma indicator, represented by the statement "Food aroma increases appetite", received an average of 4.19 although still in the high category but lower than all other indicators. Since the restaurant does not use an open kitchen, the food aroma is not

very strong. But the main attraction of the food remains in its visually appealing appearance and the way it is cooked well.

Overall, the sensory dimension contributes significantly to the consumer experience with an average score of 4.27, which is in the very high category. The results of interviews with customers and observations in restaurants show that legendary restaurants in Bandung not only provide delicious food with an attractive appearance, but also offer a comfortable, clean, spacious and well-organized atmosphere. This makes the dining experience at the restaurant memorable for customers.

Emotional Dimension

Factors that affect the affective aspects of consumers, such as moods, feelings and emotions associated with a company, brand or product, fall under the emotional dimension of consumer experiences (Gentile et al., 2007). The deep impressions that customers feel can affect their perceptions in the long term.

Table 6. Recapitulation of Sensory Dimension Score

Emotional	Average
The food at this restaurant reminds me of old memories	4.14
When I hear the word legendary culinary, my mind immediately goes to this restaurant	4.22
I feel happy when consuming food at this restaurant	4.23
Average Total	4.20

Source: Data Processed by Researchers (2024)

The indicator of mood and feelings, represented by the sentence "I feel happy when consuming food in this restaurant", obtained the highest score of an average of 4.23 in the very high category, according to the analysis of table 6. The results show

that the happiness that customers feel when enjoying their food in a legendary restaurant in Bandung has a significant positive emotional effect on consumer experience.

Most customers consider the higher costs at these four restaurants to be worth the service and flavors they offer. However, there are some issues, such as favorites that are no longer produced or food that is sometimes served cold. In addition, the long lines on weekends at Restaurant W are inconvenient. However, the pleasant atmosphere and good service keep diners loyal.

One additional indicator, "The food at this restaurant reminds me of a past memory" received a high score with an average of 4.14. Nostalgia remains an important component of the customer's emotional experience, though it scores slightly lower than the other indicators. The restaurant has many customers who highly value the cozy atmosphere and the nostalgic impression given by the vintage menu and ambience.

Overall, the emotional dimension received an average score of 4.20, indicating it is in the high category. Nostalgia and emotional bonding play an important role in providing a pleasant dining experience according to and interviews with customers. According to Chen et al. (2020) The emotional connection between a restaurant and its customers is strengthened by the fact that customers not only enjoy their food, but they also appreciate the historical value that the famous restaurant maintains.

Cognitive Dimension

Customers can provide criticism, suggestions, or feedback to improve service quality in the cognitive dimension of the consumer experience (Gentile et al., 2007). This aspect allows customers to contribute to the restaurant's offerings.

Table 7. Recapitulation of Cognitive Dimension Score

Cognitive	Average
I was given the opportunity to give feedback on the food and restaurant.	3.70
The restaurant has a good customer complaint service	3.73
Average Total	3.72

Source: Data Processed by Researchers (2024)

The problem-solving indicator with the statement "The restaurant has a good customer complaint service" received the highest score with an average of 3.73 and falls into the high category, as shown in Table 7. This complaint service is considered effective in handling customer complaints and recommendations. This shows the restaurant's efforts to provide continuous responses to customer complaints and suggestions (Reetz et al., 2016) .

Restaurant B, Restaurant W, Restaurant R, and Restaurant P receive complaints through direct interaction at the restaurant, Instagram, Google Maps reviews, and WhatsApp, while Restaurant P and Restaurant R do not respond to Google Maps reviews. Some customers from the questionnaire results provided feedback that staff could be more alert, that promo information could be clearer, that facilities such as prayer rooms could be improved, and that queuing and seating systems for waiting customers could be improved, especially at Restaurant W.

Overall the cognitive dimensions received an average score of 3.72, which indicates that they are in the high category. Customers feel they can voice their opinions, which enhances their cognitive experience and improves their overall experience.

Pragmatic dimension

Ease, practicality, and efficiency in using products or services are pragmatic aspects of consumer experience (Gentile et al., 2007). These include ease of finding information about food ingredients, service, and ease of making purchases.

Table 8. Recapitulation of Pragmatic Dimension Score

Pragmatic	Average
I can easily find information about the food ingredients used.	3.60
I can easily make food purchases at this restaurant	4.27
The service of this restaurant is among the best	4.20
Average Total	4.02

Source: Data Processed by Researchers (2024)

The product access indicator, which shows the statement "I can easily make food purchases at this restaurant" achieved the highest score with an average of 4.27 and fell into the very high category, as shown in table 8. Consumers really like the ease of searching for online information and various payment methods with various methods (Geminarqi & Purnomo, 2023) .

Although the score was lower than the other indicators, the access to information indicator received an average score of 3.60, placing it in the high category. Consumers can more easily choose food with information about ingredients on the menu, such as details about the components of "special fried rice", but information such as allergens is still lacking. Service access is rated fairly well, but speed, staff friendliness, and customer service are especially needed when the restaurant is full.

Overall, the pragmatic dimension received an average score of 4.02, which is a score that falls into the high category. According to observations and interviews

with customers, legendary restaurants in Bandung have met customer needs by providing easily accessible products, information, and services. The staff's commitment to providing the best service is evident in their efforts to serve quickly and efficiently, whether the restaurant is full or quiet, so customers can eat comfortably and satisfyingly.

Lifestyle Dimensions

Customer values and preferences, which are reflected in their daily activities, are components of the lifestyle dimension of consumer experience (Gentile et al., 2007). The lifestyle dimension includes aspects of activities and interests in the customer's lifestyle.

Table 9. Recapitulation of Lifestyle Dimension Score

Lifestyle	Average
Buying food at this restaurant on weekends or during leisure time is part of my routine.	3.50
I buy food at this restaurant because I'm interested in legendary restaurants.	4.22
Average Total	3.86

Source: Data Processed by Researchers (2024)

This aspect shows how customers incorporate eating into their lifestyle. The attraction indicator with the statement "I buy food at this restaurant because I am attracted to legendary restaurants" received the highest score with an average of 4.22 which falls into the very high category, as shown in table 9. The "legendary" narrative is a major attraction for customers, especially new customers who are inspired by reviews and influencer content on social media.

Restaurant R, Restaurant P, Restaurant B, and Restaurant W are four legendary restaurants in Bandung that are favored by customers for their classic atmosphere, authentic recipes, and

historical value. Customers say the experience of eating at these restaurants is unique because of the consistent food quality and the ambience reminiscent of the past.

On the statement "Buying food at this restaurant on weekends or when relaxing is included in my routine" the activity indicator obtained an average of 3.50. Weekends are the busiest time for these four restaurants, as most respondents visit them to relax with their families.

Overall, the lifestyle dimension received an average score of 3.86 indicating that eating at legendary restaurants has become part of consumers' lifestyles, both as a routine and due to interest in the historical value of the restaurant (Ingerson & Kim, 2016).

Relational Dimension

Social aspects reflecting consumers' relationships with others or the surrounding environment are included in the relational dimension of consumer experience (Gentile et al., 2007). Hobby and culture indicators were used to measure this dimension in the study.

Table 10. Recapitulation of Relational Dimension Score

Relational	Average
I visit this restaurant because it has been a tradition with my family for a long time.	3.35
I visited this restaurant with a friend who is a culinary enthusiast.	3.81
Average Total	3.58

Source: Data Processed by Researchers (2024)

The hobby indicator, with the statement "I visited this restaurant with friends who have culinary hobbies" achieved the highest score with an average of 3.81 which falls into the high category, as shown in table 10. The

experience of eating with friends who have the same culinary interests makes their experience better and increases their social interaction (Daries et al., 2018).

On the statement "I visit this restaurant because it has been a tradition with my family for a long time" for the culture indicator received an average of 3.35. Most customers are new, attracted by the restaurant's legendary reputation, but this score indicates that the family tradition applies to only a small percentage of them. Overall, the relational dimension is in the high category with an average score of 3.58. The restaurant is considered a place to build social relationships as most customers come with friends or family to enjoy food and share stories, according to interviews and observations (Dunbar, 2017).

Multichannel Behavior

The statement by Verhoef et al. (2007), multichannel behavior consists of three main elements including search attributes, purchase attributes, and search and purchase attributes. Table 11 below displays a recapitulation of the scores of the dimensions in the multichannel behavior variable.

Table 11. Recapitulation of Multichannel Behavior Variable Score

Dimensions	Total Score	Maximum Score	Average
Search Attributes	2517	3150	4.00
Purchase Attributes	5187	6300	4.12
Search and Purchase Attributes	3351	4200	3.99
Average Total			4.03

Source: Data Processed by Researchers (2024)

Table 11. shows that the purchase attribute received the highest score with an average of 4.12 which indicates that the attribute falls into the high category.

This finding indicates that customers perceive significant flexibility and convenience when they purchase food and beverages at restaurants. Thus, this is an important part of multichannel behavior.

At an average of 4.00 the search attribute is also in the high category. Before making a purchase, customers actively search for information through social media, online reviews, YouTube, and television coverage. This process shows the high involvement of consumers in comparing products and getting information (Bai, 2015) .

Overall, the multichannel behavior dimension received an average score of 4.03 which is a high category. This indicates a good adaptation of customers to the use of multiple channels. The strong search and purchase patterns of legendary culinary enthusiasts in Bandung are supported by restaurant initiatives that provide multiple channels of easy access to create a convenient and satisfying experience.

Search attributes

The ability of customers to access and compare product information through various online channels is an attribute of multichannel search behavior (Verhoef et al., 2007). These channels include Instagram, TikTok, online reviews, YouTube, and television.

Table 12. Recapitulation of Search Attribute Dimension Score

Search Attributes	Average
I can easily compare information between products and prices on <i>online channels</i> (Instagram, TikTok, <i>online reviews</i> , Youtube, TV).	3.80
I can easily gather information through <i>online channels</i> (Instagram, TikTok, <i>online reviews</i>, Youtube, TV).	4.10

Search Attributes	Average
I take a short time to search for information on <i>online channels</i> (Instagram, TikTok, <i>online reviews</i> , Youtube, TV)	4.09
Average Total	4.00

Source: Data Processed by Researchers (2024)

The search convenience indicator received an average score of 4.10 which is in the high category, as shown in table 12. Customers of Bandung's legendary restaurants stated that finding information such as locations, prices, menus, discounts, and customer reviews is very easy on online platforms. The restaurant uses social media and collaborates with influencers to increase customers.

The indicator comparing information also has an average score of 4.09 which puts it in the high category. Customers can compare prices and menus on Google Maps and social media before deciding which restaurant to visit. However, not all restaurants offer a complete menu list on social media, so customers often rely on previous customer reviews to get the information they need.

Overall, the search feature received an average score of 4.00, which indicates that the online platform helps users get information quickly and easily. Customers can have a great dining experience at restaurants with the help of such ease of information (Lu et al., 2020) .

Purchase Attributes

Service quality, order speed, ease of payment, privacy, and the amount of time it takes customers to make a purchase decision are important factors in multichannel behavior (Verhoef et al., 2007). These are dimensions of purchasing attributes.

Table 13. Recapitulation of Purchase Attribute Dimension Score

Purchase Attributes	Average
I get good service when making purchases at restaurants	4.30
I got my food quickly after placing an order at the restaurant	4.11
I have no trouble judging the quality of food when ordering food at a restaurant	4.27
I have no trouble making payments when ordering food at restaurants	4.33
The time I take to consider purchasing food at a restaurant is very short	3.96
This restaurant only asks for my personal information for service or booking purposes.	3.73
Average Total	4.12

Source: Data Processed by Researchers (2024)

According to the data in table 4.13, the statement "I have no difficulty making payments when ordering food at a restaurant" received an average of 4.33 and is included in the very good category. Customers really like the ease of payment offered by various payment options, such as cards, cash, and QRIS, thus increasing customer satisfaction and convenience in transactions (Chen et al., 2020) .

The statement "This restaurant only asks for my personal information for service or ordering purposes" received an average of 3.73 in the privacy indicator, which remains in the high category. Customers believe that their personal data is protected and used only for service purposes, such as creating a membership card or handling complaints, without any misuse.

Overall, the purchase feature received an average score of 4.12 and falls into the excellent category. Customers are satisfied with the services provided, such as the friendly welcome, assistance in choosing a menu, and the easy payment process. In addition, the service time is rated quite good, with food served in 10-15

minutes and drinks in 5-10 minutes. However, to maintain customer trust and the restaurant's reputation, complaints about underwarmed food or inconsistent flavors should be addressed by the restaurant (Chan et al., 2014) .

Search and Purchase Attributes

According to Verhoef et al. (2007), the social value of the shopping experience with friends or family, product diversity, convenience, and price promotions are some aspects of the search and purchase dimension. In table 14. there are indicators that make up the dimension of search and purchase attributes.

Table 14. Recapitulation of Search and Purchase Attribute Dimension Score

Search and Purchase Attributes	Average
I can easily find an assortment of products with good quality when searching for information <i>online</i> and buying food at restaurants.	4.07
I can easily get good deals (promo prices) when searching for information <i>online</i> and buying food at restaurants.	3.75
My friends/family and I search for information <i>online</i> and buy food at restaurants.	4.01
I feel comfortable and happy when searching for information <i>online</i> and buying food at restaurants.	4.12
Average Total	3.99

Source: Data Processed by Researchers (2024)

The convenience indicator with the statement "I feel comfortable and happy when searching for information online and buying food at restaurants" received an average of 4.12 and falls into the high category, as shown in table 14. Customers find it easy to find information through online sites such as Instagram, TikTok, YouTube, and Google Maps. This helps them plan their visit to the restaurant, including finding their favorite menu, the

best location to take pictures, and the best time to eat (Kim et al., 2019) .

The price promotion indicator has the lowest score but is still in the high category with an average of 3.75. Customers say that promotional information is often missed because it is sent at short notice. In order to improve customer satisfaction, they suggested that restaurant staff should inform customers more often about promotions when reservations are made.

Overall, the search and purchase attribute dimension received an average score of 3.99 which placed it among the highest categories. Legendary restaurants in Bandung have used various online channels to provide products, promotions, and important social experiences. Customers are comfortable using online channels to search for information before eating at the restaurant, which helps them save time and avoid challenges at the dining venue(Jayasimhan et al., 2017).

Customer Loyalty

Customer loyalty is the tendency for customers to regularly use the same product or service (Herhausen et al., 2019). Trip satisfaction, product satisfaction, and customer inspiration are the three dimensions used to measure this loyalty.

Table 15. Recapitulation of Customer Loyalty Variable Score

Dimensions	Total Score	Maximum Score	Average
Product Satisfaction	4255	5250	4.05
Trip Satisfaction	3483	4200	4.15
Customer Inspiration	2550	3150	4.05
Average Total			4.08

Source: Data Processed by Researchers (2024)

Trip satisfaction recorded the highest score with an average of 4.15

falling into the excellent category, according to table 15. Customers had a positive experience due to the restaurant staff's friendly interaction, ease of ordering, and diverse menu options.

The customer satisfaction and customer inspiration factors each reached 4.05, which is in the high category. Restaurants have many things that customers value, including product quality, ambience, and intrinsic elements such as interior design and historical value, which overall create a positive impression for customers (Pecotić et al., 2014) .

Overall, customer loyalty received an average score of 4.08 (high category) indicating a high level of loyalty from both new and existing customers who have visited the restaurant over the years. This provides a solid foundation for the restaurant to maintain a strong relationship with customers and maintain a good reputation.

Product Satisfaction

Product satisfaction is determined by how well the product meets customers' needs and expectations, and by whether it makes them want to buy other products or try others (Herhausen et al., 2019). In this study, product satisfaction can be measured using parameters such as needs, expectations, opinions, feelings, and the desire to try other products.

Table 16. Recapitulation of Product Satisfaction Dimension Score

Product Satisfaction	Average
This restaurant serves the food I need	4.25
The food at the restaurant matched my expectations	4.20
The food at this restaurant is the best food I've ever bought	3.62
I feel confident to buy food at this restaurant	4.14

If I could make a repeat purchase, I would buy different foods	4.05
Average Total	4.05

Source: Data Processed by Researchers (2024)

Based on table 16. the need indicator, through the statement "This restaurant serves the food I need," recorded the highest score with an average of 4.25 which is in the very high category. The restaurant successfully provides food that suits customer needs, which contributes to a positive experience and increases loyalty (Almohaimmed, 2017) . These four restaurants offer a diverse menu, ranging from traditional to western food, which is available for all meal times, from breakfast to dinner. Each restaurant has its own specialties, such as steak at Restaurant P, sarikaya bread at Restaurant W, 200+ menu variations at Restaurant B, and ice cream at Restaurant R.

The opinion indicator, through the statement "The food at this restaurant is the best food I have ever bought," falls into the high category although it is slightly lower than the other indicators. Customers appreciate some menu highlights, although their preferences vary. Food quality judgments are subjective, depending on individual tastes and situations (Shamsudin et al., 2020) .

Overall, the product satisfaction dimension recorded an average of 4.05 (high category), indicating that customers are satisfied with the food quality and menu diversity. The legendary restaurant has met customer expectations by maintaining consistency in taste and quality. However, some customers suggested improvements, such as keeping the food warm, maintaining flavor consistency, and bringing back classic menus. Innovations such as seasonal menus are also considered appealing,

provided they align with the restaurant's philosophy.

Trip Satisfaction

When consumers interact with a service or product, travel satisfaction is assessed through various stimuli and decision-making processes. This research measures travel satisfaction through indicators such as product availability, purchase decision, purchase experience, and fit (Herhausen et al., 2019).

Table 17: Recapitulation of Travel Satisfaction Dimension Score

Trip Satisfaction	Average
There are interesting foods for me to choose from	4.28
I find the process of deciding which food to buy an interesting process.	4.12
I am satisfied with my experience in making food choices to buy	4.21
I will happily choose the same food at the next purchase occasion	3.97
Average Total	4.15

Source: Data Processed by Researchers (2024)

The product availability indicator with the statement "There are interesting foods for me to choose from" recorded the highest score with an average of 4.28 and fell into the very high category, as shown in table 17. According to Lee et al. (2020) , customers are satisfied with the variety of menus available, but there are some who hope that legendary menus that are no longer available can be added to increase their satisfaction.

On the suitability indicator with the statement "I would be happy to choose the same food on the next purchase occasion" received the lowest average of 4.12. According to Namin (2017) many customers are happy to repeat orders they like, although they are also happy to try new menus to improve their eating experience.

Overall, the trip satisfaction dimension scored an average of 4.1 (high category), indicating that customers were satisfied with the menu choices, ease of decision-making, and overall experience at the restaurant.

Customer Inspiration

Changes in customers' cognition caused by stimuli during interactions are called customer inspiration (Herhausen et al., 2019). This dimension includes ideas, knowledge, and impulses to action, such as the desire to buy the item again.

Table 18. Recapitulation of Sensory Dimension Score

Customer Inspiration	Average
This restaurant showed me new ideas and insights into Bandung's cuisine.	4.05
The food at this restaurant inspires me to make repeat purchases	4.06
The food at this restaurant provides a unique dining experience	4.03
Average Total	4.05

Source: Data Processed by Researchers (2024)

The purchase inspiration indicator, with the statement "The food in this restaurant inspires me to make repeat purchases" received an average of 4.06 and is included in the high category, according to table 18. Satisfactory service, classic atmosphere, and food quality make customers want to return (Hidayat et al., 2020) .

In addition, the stimulation indicator reached the high category with an average of 4.03. The different in-restaurant experiences of each customer are generated by the restaurant's performance of retained original recipes and a more vintage atmosphere. This enhances customers' cognitive journey and increases their loyalty (Hyun & Park, 2016) .

To provide interesting insights and add appeal, the restaurant incorporates historical elements into their menu by offering stories about its origins. Overall, the restaurant's customer inspiration dimension received an average score of 4.05, indicating that it can inspire its customers with unique experiences, new ideas, and a desire to return.

Frequency of Visit

The frequency of visits to a restaurant within a given period is indicated by the frequency of visits. The frequency of visits also indicates their level of interest and loyalty (Chugunova et al., 2019) .

Table 19: Recapitulation of Visit Frequency Variable Score

Frequency of Visit	Frequency (Person)	Percentage (%)
1 Time	122	58,10
2- 3 times	37	17,62
>3 times	16	7,62
More	35	16,67

Source: Data Processed by Researchers (2024)

Table 19 shows that most respondents (58.10 percent, or 122 people) only visit restaurants once a month, mainly due to distance, necessity, or busyness. However, there are 7.62 percent of the respondents, or 16 people, who visit restaurants more than three times a month, making it a family habit on weekends (Manal et al., 2024) .

In addition, of the 35 people who responded, 16.67% had irregular visit frequency, usually by customers from outside Bandung who only visit when they are in Bandung. Overall, this data shows the variation in customer visit frequency to Bandung's legendary restaurants over the course of a month.

Implication

The findings of this study provide strategic guidance for restaurant managers to

increase customer loyalty by combining consumer experience, multichannel behavior, and visit frequency. The results of this study can help restaurants maintain their historical value and adapt to the digital age to retain old customers and expand the reach of new customers. In addition, these results can serve as an example for other restaurants when creating marketing strategies that prioritize historical value and differentiated experiences that meet modern customer demands.

Limitation

This study only covers four well-known restaurants in Bandung, so the results may not be representative of other areas. The online questionnaire method of collecting data also limits a deeper understanding of customer motivations. In addition, this study did not thoroughly examine the relationship between digital and physical channels. This study cannot describe changes in customer behavior over time.

CONCLUSION

Various complementary components, such as consumer experience, multichannel behavior, customer loyalty, and visit frequency patterns, can support the success of Bandung's legendary restaurants. The cozy atmosphere of the restaurant, the satisfaction while enjoying the food, the easy purchase process, and the historical value of the restaurant produce a good consumer experience. The multichannel strategy implemented through digital platforms makes it easier for customers to find information and make transactions, increasing their convenience and satisfaction. Meanwhile, customer loyalty is reflected through customer satisfaction with the restaurant's products and experience, and encouragement for repeat visits. This legendary restaurant

can maintain a consistent customer relationship with a primary visit of once a month. This shows that the legendary restaurant is still relevant in the digital era while maintaining its historical value.

REFERENCES

- Adesina, K. I., Pelumi, O. O., & Blessing, A. O. (2022). Influence of Dining Experiences on Customers' Satisfaction and Loyalty in Fine Dining Restaurants in Abeokuta, Ogun State, Nigeria. *International Journal of Hospitality and Tourism Studies*, 3 (1), 20-31. <https://doi.org/10.31559/ijhts2022.3.1.3>
- Almohaimmeed, B. M.. (2017). International Review of Management and Marketing Restaurant Quality and Customer Satisfaction. *International Review of Management and Marketing*, 7 (3), 42-49. <http://www.econjournals.com>
- Bai, H. (2015). An Examination of Customers' Adoption of Restaurant Search Mobile Applications. *CAUTHE 2015: Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality*, 571-574. <https://search.informit.com.au/documentSummary;dn=219761393434942;res=IELIAC>
- Bartschat, M., Cziehso, G., & Hennig-Thurau, T. (2022). Searching for word of mouth in the digital age: Determinants of consumers' uses of face-to-face information, internet opinion sites, and social media. *Journal of Business Research*, 141 (February 2021), 393-409. <https://doi.org/10.1016/j.jbusres.2021.11.035>
- Chan, W. L., Hassan, W. M. W., & Boo, H. C. (2014). The Product-related Failures in Restaurants. *Procedia - Social and Behavioral Sciences*, 144 , 223-228. <https://doi.org/10.1016/j.sbspro.2014.07.314>
- Chen, Q., Huang, R., & Zhang, A. (2020).

- A bite of nostalgia: The influence of nostalgia in consumers' loyalty intentions at traditional restaurants. *Journal of Hospitality and Tourism Management*,45 (September), 604-614.
<https://doi.org/10.1016/j.jhtm.2020.10.016>
- Chugunova, O., Shkolnikova, M., & Starovoytova, Y. (2019). Segmentation of Consumers as a Leading Factor in Restaurant Marketing. In *Springer Proceedings in Business and Economics*. Springer International Publishing.
https://doi.org/10.1007/978-3-030-15495-0_3
- Daries, N., Cristobal-Fransi, E., Ferrer-Rosell, B., & Marine-Roig, E. (2018). Behavior of culinary tourists: A segmentation study of diners at top-level restaurants. *Intangible Capital*,14 (2), 332-355.
<https://doi.org/10.3926/ic.1090>
- Dunbar. (2017). Breaking Bread: the Functions of Social Eating. *Adaptive Human Behavior and Physiology*,3 (3), 198-211.
<https://doi.org/10.1007/s40750-017-0061-4>
- Flavián, C., Gurrea, R., & Orús, C. (2019). Feeling Confident and Smart with Webrooming: Understanding the Consumer's Path to Satisfaction. *Journal of Interactive Marketing*,47, 1-15.
<https://doi.org/10.1016/j.intmar.2019.02.002>
- Geminarqi, E. R., & Purnomo, H. (2023). Improving Operational Management Efficiency in the Food and Beverage Industry: A Systematic Literature Review. *Open Access Indonesia Journal of Social Sciences*,4 (1), 132-142.
<https://journalsocialsciences.com/index.php/OAIJSS>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value with the Customer. *European Management Journal*,25 (5), 395-410.
<https://doi.org/10.1016/j.emj.2007.08.005>
- Hamdani, N. A., & Rawita, R. T. V. (2023). Applying Innovation Strategy and Its Effect on Competitive Advantage of Creative Industry: Spicy Culinary Subsector in Indonesia. *International Journal of Business, Economics, and Social Development*,4 (4), 332-340.
<https://doi.org/10.46336/ijbesd.v4i4.468>
- Haryono, S. (2016). SEM Method for Management Research AMOS ISREL 8.80 PLS. In *Journal of Physics A: Mathematical and Theoretical*. PT Intermedia Personalia Utama.
- Herhausen, D., Kleinlercher, K., Verhoef, P. C., Emrich, O., & Rudolph, T. (2019). Loyalty Formation for Different Customer Journey Segments. *Journal of Retailing*,95(3), 9-29.
<https://doi.org/10.1016/j.jretai.2019.05.001>
- Hidayat, D., Bismo, A., & Basri, A. R. (2020). the Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Business Management*,10 (1), 1.
<https://doi.org/10.22219/jmb.v10i1.11913>
- Hussein, R. S., & Kais, A. (2021). Multichannel behavior in the retail industry: evidence from an emerging market. *International Journal of Logistics Research and Applications*,24 (3), 242-260.
<https://doi.org/10.1080/13675567.2020.1749248>
- Hyun, S. S., & Park, S. H. (2016). The Antecedents and Consequences of Travelers' Need for Uniqueness: An Empirical Study of Restaurant Experiences. *Asia Pacific Journal of Tourism Research*,21 (6), 596-623.
<https://doi.org/10.1080/10941665.2015.1062404>
- Ingerson, S., & Kim, A. K. (2016).

- Exploring the value of an ethnic restaurant experience: A consumer perspective towards Korean restaurants. *Tourism Recreation Research*, 41 (2), 199-212. <https://doi.org/10.1080/02508281.2016.1151163>
- Jayasimhan, A., Rai, P., Parekh, Y., & Patwardhan, O. (2017). Recommendation System for Restaurants. *International Journal of Computer Applications*, 167(6), 23-25. <https://doi.org/10.5120/ijca2017914312>
- Kim, E., Libaque-Saenz, C. F., & Park, M. C. (2019). Understanding shopping routes of offline purchasers: selection of search-channels (online vs. offline) and search-platforms (mobile vs. PC) based on product types. In *Service Business* (Vol. 13, Issue 2). Springer Berlin Heidelberg. <https://doi.org/10.1007/s11628-018-0384-7>
- Lee, S., Chua, B. L., & Han, H. (2020). Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants. *Journal of Hospitality and Tourism Management*, 43(April), 220-231. <https://doi.org/10.1016/j.jhtm.2020.04.004>
- Lu, C. Y., Suhartanto, D., Gunawan, A. I., & Chen, B. T. (2020). Customer Satisfaction toward Online Purchasing Services: Evidence from Small & Medium Restaurants. *International Journal of Applied Business Research*, 2 (01), 1-14. <https://doi.org/10.35313/ijabr.v2i01.89>
- Manal, N., Rahami, N., Nawawi, W., Kamal, M., & Dewantara, Y. (2024). From Taste Buds to Loyalty: How Food and Service Quality Influence Customer Satisfaction and Repeat Intentions in Hotel Restaurants. *Information Management and Business Review*, 15(1), 37-48.
- Murphy, K. R. (2021). In praise of Table 1: The importance of making better use of descriptive statistics. *Industrial and Organizational Psychology*, 14 (4), 461-477. <https://doi.org/10.1017/iop.2021.90>
- Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34 (June 2016), 70-81. <https://doi.org/10.1016/j.jretconser.2016.09.008>
- Pecotić, M., Bazdan, V., & Samardžija, J. (2014). Interior Design in Restaurants as a Factor Influencing Customer Satisfaction. *RIThink*, 4, 10-14.
- Prabowo, F. A., Suhud, U., & Warroka, A. (2022). Three Generations of Family Culinary Business: A Grounded Theory Study in Jakarta. *Social Science Studies*, 2 (2), 110-123. <https://doi.org/10.47153/sss22.3562022>
- Reetz, N. K., Whiting, S. W., & Dixon, M. R. (2016). The Impact of a Task Clarification and Feedback Intervention on Restaurant Service Quality. *Journal of Organizational Behavior Management*, 36 (4), 322-331. <https://doi.org/10.1080/01608061.2016.1201035>
- Riyanto, S., & Hatmawan, A.. (2020). *Quantitative Research Methods of Research in Management, Engineering, Education, and Experimentation*. DeePublish.
- Shamsudin, M. F., Nayan, S. M., Ishak, M. F., Esa, S. A., & Hassan, S. (2020). *The consequence of food quality and qtmosphere in fast food otwards*. 7(19), 660-667.
- Shreenidhi, Flavia, Z., & Marita Sequeira, Daphney D, S. (2024). *Restaurant Ambience as a Catalyst for Sustainability in Mangaluru*. 3016-3022.
- Sugiyono. (2019). *Quantitative Qualitative and R&D Research*

- Methods* (2nd ed.). Alfabeta.
- Sulistiyo, T. D., Gantina, D., Haryono, J., & Riyadi, A. (2024). *Legendary Culinary Tourism in Jakarta, Indonesia*. 8(2), 208–223.
- Taheri, B., Prayag, G., & Muskat, B. (2021). Introduction to the special issue: Consumer experience management and customer journeys in tourism, hospitality and events. *Tourism Management Perspectives*, 40 (September), 100877. <https://doi.org/10.1016/j.tmp.2021.100877>
- Venkatesan, R., Kumar, V., & Ravishanker, N. (2007). *Multichannel shopping: causes and consequences*. 71(April), 114-132.
- Verhoef, P. C., Neslin, S. A., & Vroomen, B. (2007). Multichannel customer management: Understanding the research-shopper phenomenon. *International Journal of Research in Marketing*, 24 (2), 129-148. <https://doi.org/10.1016/j.ijresmar.2006.11.002>
- Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample Size Requirements for Structural Equation Models: An Evaluation of Power, Bias, and Solution Propriety. *Educational and Psychological Measurement*, 73 (6), 913-934. <https://doi.org/10.1177/0013164413495237>