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## The Influence of Experience Satisfaction on Revisit Intention with Site Image and Content Moderation

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### Keywords

*Revisit Intention;  
Experience Satisfaction;  
Site Image;  
Content;*

### Abstract

The high level of competition in the pizzeria industry in Indonesia, particularly in Bekasi Regency, reflects a situation where customer experience satisfaction is not always directly proportional to the intention of repeat visits. This study aims to analyze the influence of experience satisfaction on revisit intention with site image and content moderation among consumers of fast-food restaurants Pizza Hut, Domino's Pizza, and Gian Pizza in Bekasi Regency. A quantitative approach was employed, utilizing primary data sources. The research sample consisted of 360 participants selected through purposive sampling techniques based on the non-probability sampling method. Data collected via questionnaires were analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) statistical method with SmartPLS 3.2.9 software. The results reveal that: (1) Experience satisfaction does not have a significant effect on the revisit intention of consumers of Pizza Hut, Domino's Pizza, and Gian Pizza in Bekasi Regency; (2) Site image does not moderate the relationship between experience satisfaction and revisit intention of pizza restaurant consumers in Bekasi Regency; and (3) Content also does not moderate the relationship between experience satisfaction and revisit intention of pizza restaurant consumers in Bekasi Regency. These findings underscore the importance of restaurant image and content-based marketing strategies in fostering customer loyalty. The implications of the study suggest that enhancing customer satisfaction and strategically utilizing site image and promotional content are essential in increasing revisit intentions.



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### Introduction

The era of fast-food culinary business development in Indonesia shows rapid growth, one of which is in pizza restaurants that are dominated by global brands such as Pizza Hut and Domino's Pizza, as well as local brands such as Gian Pizza (Herminingrum, 2020). Pizza Hut has succeeded in becoming the second-largest pizza restaurant chain in the world and remains popular with Indonesians, while Domino's Pizza presents the concept of fast-food service with delivery as its main advantage since entering Indonesia in 2008. On the other hand, Gian Pizza, founded in 2004,

managed to attract attention with the concept of pizza without oil and even won the Indonesia Popular Brand Award in 2016.

Data on Top Pizza Restaurant Brands in Indonesia from 2020 to 2024 shows Pizza Hut in first place, followed by Domino's Pizza in second place, and Gian Pizza in third place (Top Brand Award, 2024). This data is supported by pizza ratings. This competition is reflected in customer ratings, where Pizza Hut received a rating of 4.6, Domino's Pizza 4.4, and Gian Pizza 4.7—even with fewer reviews. This condition shows that product quality, service, and consumer experience have a major influence on satisfaction and revisit intention. The number of positive reviews indicates that consumers have a high interest in the pizza restaurant, both from those who visit directly and those who use online services. The increase in ratings reflects a strong brand image, influenced by various factors such as price, service quality, emotional connection, ease of obtaining products or services, pizza quality, menu variety, and promotions. These factors encourage consumers to make repeat purchases and revisit, thereby increasing sales and creating customer loyalty (Handi Irawan D., 2003).

However, based on the literature review, research on experience satisfaction and its relationship with revisit intention still shows inconsistent results. Some studies (Kyungmi & Kim, 2014; Khairiyadi et al., 2024) found a positive effect of customer satisfaction on revisit intention, while other studies (Sudarso, 2024; Siti Fatimah, 2024) found no significant effect. In fact, Sudarso (2024) shows the opposite, with customer experience on revisit intention yielding negative results and having no effect. This difference indicates a research gap that needs to be tested further, especially in the context of fast-food pizza restaurants in Indonesia, which face intense competition between global and local brands.

Furthermore, previous studies tend to only highlight the direct relationship between satisfaction and revisit intention, while the role of site image and content as moderating variables is still rarely examined. Site image, formed through cognitive and emotional aspects (Çoban, 2012) and reinforced by digital content strategies on social media (Isman et al., 2020), has the potential to strengthen or weaken the relationship between experience satisfaction and revisit intention. Therefore, this study contributes originality by examining *THE INFLUENCE OF EXPERIENCE SATISFACTION ON REVISIT INTENTION WITH SITE IMAGE AND CONTENT MODERATION* in the pizza restaurant industry in Indonesia. This research enriches the literature and provides practical implications for developing digital marketing strategies and strengthening brand image.

This study is unique compared to previous research because it not only examines the effect of experience satisfaction on revisit intention but also includes site image and content as moderating variables—rarely explored in the context of the Indonesian fast-food pizza restaurant industry. Previous research focused mainly on the direct relationship between customer satisfaction and revisit intention, but findings remain inconsistent: some show a positive effect while others show no effect. Therefore, conducting this study is important to provide a more comprehensive understanding of factors influencing consumers' revisit intentions, particularly amid fierce competition between global and local brands. The objective is to analyze the effect of experience satisfaction on revisit intention and examine the moderating role of site image and content in strengthening or weakening this relationship.

Customer satisfaction is realized from comparing what is expected with what is actually experienced and received. Satisfaction arises after customers use a product or service. However, if service quality fails to meet expectations, customers will feel disappointed and dissatisfied (Tufahati et al., 2021). Khairiyadi et al. (2024) argue that customer satisfaction has a positive

influence on revisit intention. This means the more satisfied a person is with a pizza restaurant's quality and service, the more likely they are to repurchase. Kyungmi & Kim (2014) also found a positive influence of satisfaction on revisit intention. Conversely, Sudarso (2024) found that customer experience on revisit intention shows negative results, with no significant effect, whereas Siti Fatimah (2024) concluded that customer satisfaction has no effect on revisit intention.

Chiu et al. (2016) in Sitaniapessy (2024) explain that site image—defined as the perception visitors have after visiting a place—plays a role in shaping satisfaction and loyalty. Image is a general impression influencing visitors' satisfaction and loyalty, and destination image directly affects tourists' desire to return. However, Bintarti & Kurniawan (2017) noted that site image can also have a negative effect on revisit intention. Site image can be enhanced with relevant content to provide additional information to visitors, making them not only exposed to attractive visuals but also more deeply understand the brand and products (Rather, 2021 in Lintang Ayu Alya Ma'arif et al., 2023). Content, understood as differing media messages from both service providers and user-generated perspectives, contributes to image formation, ultimately influencing perception and revisit intention. Still, Ubud Salim et al. (2022) found that Islamic preaching content on social media does not significantly moderate the relationship between diniyah norms and perceived behavioral control towards visit intention.

The practical benefit of this research is to provide guidance for pizzeria management in developing effective marketing strategies, particularly in building brand image and digital content to increase customers' revisit intentions. Academically, this study enriches service marketing literature by examining the role of site image and content moderation in the relationship between experience satisfaction and revisit intention, specifically in the Indonesian restaurant industry.

## Materials and Method

This study used a quantitative approach, where data were collected in numerical form and analyzed using statistical techniques (Ghozali, 2021). The research was conducted at Pizza Hut, Domino's Pizza, and Gian Pizza restaurants in Bekasi Regency. This location was chosen because it is a popular culinary destination with significant market growth for these pizza brands.

The population of this study consisted of consumers who had purchased products from Pizza Hut, Domino's Pizza, and Gian Pizza. The sampling method applied was non-probability sampling with a purposive sampling technique (Bintarti, 2015). Respondents were individuals aged 17 to 55 years who had made purchases at these restaurants and resided in Bekasi Regency. Determination of the sample size aimed to test and confirm theoretical relationships between the studied latent variables. Following Ghozali (2021), research using the SEM approach generally recommends a minimum of 50 to 500 respondents. Based on this guideline, the study obtained 120 respondents for each brand, resulting in a total of 360 participants.

The research variables included the independent variable Experience Satisfaction (X), the dependent variable Revisit Intention (Y), and the moderating variables Site Image (Z) and Content (Z<sup>2</sup>). Data were collected through online questionnaires distributed via Google Forms and analyzed using SEM-PLS (Partial Least Squares Structural Equation Modeling) with descriptive and inferential statistical methods.

## Results and Discussions

**Table 1. Results of The Intention Revisi Data Feasibility Test**

Indicator	Cross Loading Pizza Hut	Cross Loading Domin's Pizza	Cross Loading Giant Pizza	P-Value	Note
RI.1	0.759	0.987	0.963	< 0.05	Valid
RI.2	0.815	0.921	0.840	< 0.05	Valid
RI.3	0.733	0.897	0.796	< 0.05	Valid
RI.4	0.722	0.896	0.849	< 0.05	Valid
RI.5	0.836	0.907	0.805	< 0.05	Valid
RI.6	0.787	0.946	0.811	< 0.05	Valid
RI.7	0.833	0.907	0.837	< 0.05	Valid
RI.8	0.820	0.932	0.777	< 0.05	Valid

*Source:* (Primary data processed by researchers, 2025)

**Table 2 Results of The Experience Satisfaction Data Feasibility Test**

Indicator	Cross Loading Pizza Hut	Cross Loading Domin's Pizza	Cross Loading Giant Pizza	P-Value	Note
ES.1	0.884	0.988	0.985	< 0.05	Valid
ES.2	0.811	0.875	0.925	< 0.05	Valid
ES.3	0.737	0.881	0.859	< 0.05	Valid
ES.4	0.829	0.860	0.910	< 0.05	Valid
ES.5	0.789	0.921	0.865	< 0.05	Valid
ES.6	0.882	0.939	0.931	< 0.05	Valid
ES.7	0.816	0.936	0.889	< 0.05	Valid
ES.8	0.856	0.913	0.917	< 0.05	Valid

*Source:* (Primary data processed by researchers, 2025)

**Table 3 Results of Site Image Data Feasibility Test**

Indicator	Cross Loading Pizza Hut	Cross Loading Domin's Pizza	Cross Loading Giant Pizza	P-Value	Note
SI.1	0.791	0.982	0.867	< 0.05	Valid
SI.2	0.783	0.880	0.865	< 0.05	Valid
SI.3	0.778	0.866	0.848	< 0.05	Valid
SI.4	0.805	0.860	0.867	< 0.05	Valid
SI.5	0.835	0.893	0.864	< 0.05	Valid
SI.6	0.856	0.891	0.854	< 0.05	Valid
SI.7	0.772	0.887	0.863	< 0.05	Valid
SI.8	0.825	0.884	0.862	< 0.05	Valid

*Source:* (Primary data processed by researchers, 2025)

**Table 4 Results of Content Data Feasibility Test**

Indicator	Cross Loading Pizza Hut	Cross Loading Domin's Pizza	Cross Loading Giant Pizza	P-Value	Note
KO.1	0.777	0.968	0.887	< 0.05	Valid
KO.2	0.780	0.838	0.852	< 0.05	Valid
KO.3	0.751	0.920	0.897	< 0.05	Valid
KO.4	0.707	0.908	0.851	< 0.05	Valid
KO.5	0.793	0.899	0.878	< 0.05	Valid
KO.6	0.827	0.927	0.847	< 0.05	Valid
KO.7	0.862	0.891	0.847	< 0.05	Valid
KO.8	0.793	0.953	0.871	< 0.05	Valid

Source: (Primary data processed by researchers, 2025)

Based on the four tables above, each item in the statement has a cross-loading value greater than 0.70. This indicates the validity of the data, as an item is considered valid if its cross-loading value exceeds 0.70. Therefore, all statements representing the variables revisit intention, experience satisfaction, content, and site image are declared valid and suitable for use in this study.

**Table 5 Reliability Test Results**

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Pizza Hut			
<i>Revisit Intention</i> (Y)	0.913	0.920	0.929
<i>Experience Satisfaction</i> (X1)	0.947	0.776	0.945
<i>Site Image</i> (Z1)	0.923	0.925	0.937
<i>Content</i> (Z2)	0.912	0.916	0.929
Cronbach's Alpha rho_A Composite Reliability			
Domino's Pizza			
<i>Revisit Intention</i> (Y)	0.976	0.982	0.979
<i>Experience Satisfaction</i> (X1)	0.973	1,016	0.976
<i>Site Image</i> (Z1)	0.964	0.995	0.969
<i>Content</i> (Z2)	0.977	1,160	0.976
Giant Pizza			
Variable	Cronbach's Alpha	rho_A	Composite Reliability
<i>Revisit Intention</i> (Y)	0.938	0.947	0.949
<i>Experience Satisfaction</i> (X1)	0.971	0.988	0.975
<i>Site Image</i> (Z1)	0.951	0.974	0.958
<i>Content</i> (Z2)	0.954	1,030	0.960

Source: (Primary data processed by researchers, 2025)

Reliability testing was conducted to ensure that the research indicators were able to measure the variables consistently. The test results showed that all variables had Composite Reliability values above 0.70, thus concluding that the indicators used were reliable and could proceed with testing the structural model.

**Table 6 Hypothesis Test Results**

<b>Pizza Hut Brand</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>(X) EXPERIENCE SATISFACTION -&gt;(Y) REVISIT INTENTION</b>	0.033	-0.013	0.094	0.348	<b>0.364</b>
<b>(X)*(Z1) -&gt; (Y) REVISIT INTENTION</b>	-0.123	-0.094	0.132	0.929	<b>0.177</b>
<b>(Z1)*(Z2) -&gt; (Y) REVISIT INTENTION</b>	0.063	0.009	0.118	0.531	<b>0.298</b>
<b>Domino's Pizza brand</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>(X) EXPERIENCE SATISFACTION -&gt;(Y) REVISIT INTENTION</b>	-0.020	-0.016	0.119	0.170	<b>0.433</b>
<b>(X)*(Z1) -&gt; (Y) REVISIT INTENTION</b>	0.193	0.011	0.190	1,016	<b>0.155</b>
<b>(Z1)*(Z2) -&gt; (Y) REVISIT INTENTION</b>	0.211	0.235	0.120	1,766	<b>0.039</b>
<b>Gian Pizza brand</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>(X) EXPERIENCE SATISFACTION -&gt;(Y) REVISIT INTENTION</b>	-0.098	-0.126	0.089	1,099	<b>0.136</b>

<b>(X)*(Z1) -&gt; (Y)</b>					
<b>REVISIT INTENTION</b>	-0.214	-0.109	0.237	0.903	<b>0.184</b>
<b>(Z1)*(Z2) -&gt; (Y)</b>					
<b>REVISIT INTENTION</b>	-0.291	-0.029	0.244	1,193	<b>0.117</b>

Source: (Primary data processed by researchers, 2025)

The results of the hypothesis test that has been carried out with the results above can be translated as follows:

a. Pizza Hut Brand

- 1) The first hypothesis obtained the value of the experience satisfaction variable on revisit intention t-statistic of 0.348, smaller than the t-table of 1,980 ( $0.348 < 1,980$ ) and the P-value greater than 0.05 ( $0.364 > 0.05$ ). This shows that the first hypothesis stating that the experience satisfaction offered to consumers of the Pizza Hut brand of fast food restaurants has an effect on revisit intention is declared rejected.
- 2) The second hypothesis obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which is 0.929 smaller than the t-table of 1.980 ( $0.929 < 1.980$ ) and the P-value is greater than 0.05 ( $0.177 > 0.05$ ). This shows that the first moderation states that the experience satisfaction felt by consumers of the Pizza Hut brand of fast food restaurants have an effect on revisit intention with site image moderation is declared rejected. Hence, the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.
- 3) The third hypothesis obtained the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which is 0.531, smaller than the t-table of 1.980 ( $0.531 < 1.980$ ) and the P-value is greater than 0.05 ( $0.298 > 0.05$ ). This shows that the second moderation states that the site image, understood as the brand image given by the fast food restaurant brand Pizza Hut, influences revisit intention with content moderation, which is declared rejected. Hence, the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.

b. Domino's Pizza brand

- 1) The first hypothesis obtained the value of the experience satisfaction variable on revisit intention t-statistic which is 0.170 smaller than the t-table of 1,980 ( $0.170 < 1,980$ ) and the P-value is greater than 0.05 ( $0.433 > 0.05$ ). This shows that the first hypothesis which states that the experience satisfaction offered to consumers of Domino's Pizza brand fast food restaurants influences revisit intention is declared rejected.
- 2) The second hypothesis obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which is 1.016, smaller than the t-table of 1.980 ( $1.016 < 1.980$ ) and the P-value is greater than 0.05 ( $0.155 > 0.05$ ). This shows that the first moderation states that the experience



satisfaction felt by consumers of Domino's Pizza fast food restaurants influences revisit intention with site image moderation being rejected. Hence, the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.

- 3) The third hypothesis obtains the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which is 1.766 smaller than the t-table of 1.980 ( $1.766 < 1.980$ ) and the P-value is greater than 0.05 ( $0.039 > 0.05$ ). This shows that the second moderation says that the site image understood as the brand image given by the Domino's Pizza fast food restaurant influences revisit intention with content moderation being declared rejected. Hence, the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.
- c. Gian Pizza Brand
- 1) The first hypothesis obtained the value of the experience satisfaction variable on revisit intention t-statistic which is 1.099 smaller than the t-table of 1.980 ( $1.099 < 1.980$ ) and the P-value is greater than 0.05 ( $0.136 > 0.05$ ). This shows that the first hypothesis which states that the experience satisfaction offered to consumers of the fast food restaurant brand Gian Pizza influences revisit intention is declared rejected.
  - 2) The second hypothesis obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which is 0.903 smaller than the t-table of 1.980 ( $0.903 < 1.980$ ) and the P-value is greater than 0.05 ( $0.184 > 0.05$ ). This shows that the first moderation states that the experience satisfaction felt by consumers of the Gian Pizza brand of fast food restaurants influence revisit intention with site image moderation is declared rejected. Hence, the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.
  - 3) The third hypothesis obtains the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which is 1.193 smaller than the t-table of 1.980 ( $1.193 < 1.980$ ) and the P-value is greater than 0.05 ( $0.117 > 0.05$ ). This shows that the second moderation states that the site image understood as the brand image given by the fast food restaurant brand Gian Pizza has an effect on revisit intention with content moderation being declared rejected. So it can be said that the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.

## Moderation Test

**Table 7 Moderation Test Results**

Pizza Hut Brand				
Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values



<b>(X)*(Z1) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	-0.123	-0.094	0.132	0.929	<b>0.177</b>
<b>(Z1)*(Z2) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	0.063	0.009	0.118	0.531	<b>0.298</b>
<b>Domino's pizza brand</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>(X)*(Z1) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	0.193	0.011	0.190	1,016	<b>0.155</b>
<b>(Z1)*(Z2) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	0.211	0.235	0.120	1,766	<b>0.039</b>
<b>Gian pizza brand</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>(X)*(Z1) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	-0.214	-0.109	0.237	0.903	<b>0.184</b>
<b>(Z1)*(Z2) -&gt; (Y)</b> <b>REVISIT</b> <b>INTENTION</b>	-0.291	-0.029	0.244	1,193	<b>0.117</b>

Source: (Primary data processed by researchers, 2025)

The results of the hypothesis test that has been carried out with the results above can be translated as follows:

a. Pizza Hut Brand

- 1) he first moderation obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which was 0.929 smaller than the t-table of 1.980 ( $0.929 < 1.980$ ) and the P-value was greater than 0.05 ( $0.177 > 0.05$ ). This shows that the first moderation states that the experience satisfaction felt by consumers of the Pizza Hut brand of fast food restaurants influence revisit intention with site image moderation being rejected. Hence, the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.
- 2) The second moderation obtained the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which was 0.531 smaller than the t-table of 1,980 ( $0.531 < 1,980$ ) and the P-value was

greater than 0.05 ( $0.298 > 0.05$ ). This shows that the second moderation says that the site image understood as the brand image given by the fast food restaurant brand Pizza Hut influences revisit intention with content moderation being declared rejected. Hence, the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.

b. Domino's Pizza Brand

- 1) The first moderation obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which was 1.016 smaller than the t-table of 1.980 ( $1.016 < 1.980$ ) and the P-value was greater than 0.05 ( $0.155 > 0.05$ ). This shows that the first moderation states that the experience satisfaction felt by consumers of Domino's Pizza fast food restaurants influences revisit intention with site image moderation being rejected. So it can be said that the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.
- 2) The second moderation obtained the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which was 1.766 smaller than the t-table of 1.980 ( $1.766 < 1.980$ ) and the P-value was greater than 0.05 ( $0.039 > 0.05$ ). This shows that the second moderation says that the site image understood as the brand image given by the Domino's Pizza fast food restaurant influences revisit intention with content moderation being rejected. Hence, the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.

c. Gian Pizza Brand

- 1) The first moderation obtained the value of the moderating variable, namely the t-statistic value of the experience satisfaction variable on revisit intention with site image moderation, which was 0.903 smaller than the t-table of 1.980 ( $0.903 < 1.980$ ) and the P-value was greater than 0.05 ( $0.184 > 0.05$ ). This shows that the first moderation states that the experience satisfaction felt by consumers of the Gian Pizza brand of fast food restaurants influence revisit intention with site image moderation being rejected. Hence, the existence of the site image variable acts as a potential moderating variable and does not act as an explanatory variable.
- 2) The second moderation obtained the value of the moderating variable, namely the t-statistic value of the site image variable on revisit intention with content moderation, which was 1.193 smaller than the t-table of 1.980 ( $1.193 < 1.980$ ) and the P-value was greater than 0.05 ( $0.117 > 0.05$ ). This shows that the second moderation states that the site image understood as the brand image given by the fast food restaurant brand Gian Pizza influences revisit intention with content moderation being rejected. So it can be said that the existence of the content variable acts as a potential moderating variable and does not act as an explanatory variable.

## Conclusion

The study found that experience satisfaction at Pizza Hut, Domino's Pizza, and Gian Pizza had no significant effect on revisit intention, either directly or through the moderating roles of site image and content. Path coefficient results showed insignificant values with t-statistics below the t-table and p-values above 0.05, indicating weak predictive relationships. Respondent feedback revealed dissatisfaction with physical facilities, atmosphere, and promotional strategies—such as long queues, limited space, noise, and uninspiring or inconsistent content—which may represent unmeasured external variables influencing behavior. These findings suggest that factors beyond satisfaction and brand image, including physical evidence, service processes, and marketing execution, play stronger roles in shaping revisit intentions. Future research should explore these external dimensions in greater depth, possibly by integrating qualitative methods or comparative analysis across different culinary segments.

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