

An Empirical Study of the Factors Influencing Revisit Intention at the Food Court of the Modern Fish Market in Jakarta

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Abstract: The intensifying competition within the culinary service industry has prompted businesses to deepen understanding the factors that drive customer loyalty, particularly through revisit intention. This study aims to examine and analyze the influence of experiential marketing, service quality, product quality, and customer satisfaction on revisit intention among consumers of The Food Court at the Modern Fish Market in Muara Baru, Jakarta. A quantitative approach was employed, involving 270 respondents who had visited the location at least once. Data were collected through a structured questionnaire and analyzed using Structural Equation Modeling (SEM) facilitated by AMOS software. The findings reveal that five out of six hypothesized relationships were statistically significant. Specifically, experiential marketing positively influences both customer satisfaction and revisit intention; service quality directly enhances revisit intention; product quality significantly influences customer satisfaction; and customer satisfaction positively affects revisit intention. However, one hypothesis was rejected, indicating that the direct effect of product quality on revisit intention is not statistically significant. Practically, these findings provide strategic insights for food court managers and culinary business operators. Emphasizing holistic customer experiences and maintaining consistent service quality are critical to enhance revisit intention loyalty.

Keywords: food court, experiential marketing, revisit intention, modern fish market, structural equation modeling

I. INTRODUCTION

The culinary industry in Indonesia, especially in the city of Jakarta, is growing very rapidly and competitively. Based on data from the DKI Jakarta Provincial Statistics Agency (2020), more than 22.000 food and beverage shop business units operate in this region. This figure reflects the high level of competition between business owners in the industry. These conditions require every business owner to formulate effective strategies to attract consumer interest, build long-term loyalty, and maintain competitiveness amid the increasingly high intensity of competition. Competitive advantage becomes the main key in maintaining business existence in the midst of intense competition. Proctor (2000) defines that differentiation strategy is one of the essential approaches in building sustainable competitive advantage. Through differentiation, a business can create unique value that is difficult to imitate by competitors and relevant to consumer needs. Experiential marketing has emerged as a prominent differentiation strategy in contemporary marketing. According to Schmitt (1999), experiential marketing is a marketing approach that focuses on creating holistic experiences that involve the emotional, sensory, cognitive, and relational aspects of consumers. This approach not only sells products, but also builds emotional attachments between consumers and brands through meaningful experiences. In the context of the culinary industry, experiential marketing is particularly influential in shaping consumer perceptions, increasing satisfaction, and encouraging revisit intentions.

One of the culinary tourism destinations in Jakarta that provides an interesting concept is the Food Court of the Modern Fish Market Muara Baru Jakarta. As Indonesia's largest fish market, launched in 2019, the Muara Baru Modern Fish Market serves as a fresh fish distribution center with the concept of "one-stop shopping". Beyond its primary functions as a marketplace to buy and sell fish, it features a food court offering a unique culinary experience centered on fish dishes. Visitors can choose fresh fish directly from the market and have it prepared according to their preferences, creating an interactive and distinctive dining experience (Ananda et al., 2024; Maydita, 2024).

A pre-survey conducted by the author shows that consumers are interested in visiting the Food Court of the Modern Fish Market Muara Baru due to the unique and interactive experience, as well as competitive prices. In the context of the service industry, both service quality and product quality also play an important role in shaping customer satisfaction and repeat

visit intentions (Timothy, 1989; Irfan Sabir et al., 2014; Han et al., 2009). Several previous studies have shown a positive relationship between experiential marketing, service quality, and product quality on customer satisfaction and revisit intention (Rajput & Gahfoor, 2020; Salomão & Santos, 2022; Aditya & Tiarawati, 2023). Despite these insights, there remains a limitation of research specifically examining how experiential marketing, product quality, and service quality influence customer satisfaction and revisit intentions within the context of fishery product-based food courts, such as one at the Food Court of the Modern Fish Market Muara Baru. Addressing this gap, the present study aims to investigate the influence of these three factors customer satisfaction and repeat visit intentions at this culinary destination

II. LITERATURE REVIEW

2.1 Experiential Marketing

The concept of experiential marketing was first introduced by Schmitt (1999) as a marketing approach that emphasizes consumers' emotional and sensory experiences, diverging from traditional marketing that focuses on product features. Schmitt developed Strategic Experiential Modules (SEMs), consisting of five elements: Sense, Feel, Think, Act, and Relate. These modules are designed to create emotional and cognitive engagement through various dimensions of experience.

Experiential marketing focuses on creating a holistic consumer experience, encompassing emotional, cognitive, and sensory dimensions. This approach not only improves consumers' perception of the service, but also the emotional and functional value that has a direct impact on customer satisfaction (Yuan & Wu, 2008). When consumers feel positively engaged with the experience offered by a brand, their satisfaction with the product or service received tends to increase. Empirical studies have consistently demonstrated the significant role of experiential marketing in elevating customer satisfaction levels in various industry contexts (Jeon, 2013; Rahardja & Dudi, 2010). The quality of interactions that create a deep impression significantly increases consumers' positive evaluation of their experience.

Chen et al. (2022) emphasized that pleasant and meaningful experiences play a crucial role in motivating consumers to revisit. This means that the quality of experience provided during consumer-service interactions as a key determinant of revisit intention. Supporting this, Rorimpandey et al. (2022) found that experiential marketing positively and significantly influences visitor's intentions to return, as evidenced in their study at Bukit Kasih Kanonang tourist destination. These findings indicate that memorable experiences at tourist attractions can strengthen consumer loyalty in the form of a desire to return.

Furthermore, Jeon (2013) conducted a study in the beauty service sector, focusing on how experiential marketing affects customer satisfaction and revisit intentions to franchise salons. The results showed that all dimensions of experiential marketing applied in the salon have a significant contribution in encouraging consumers' intention to return to use the same service in the future.

Based on these theoretical and empirical studies, the following hypothesis is formulated:

H₁ - Experiential marketing has a positive and significant effect on revisit intention.

H₂ - Experiential marketing has a positive and significant effect on customer satisfaction

2.2 Service Quality

Service quality is commonly defined as a comparison between expectations and their perceptions of service performance (Parasuraman et al., 1985). The SERVQUAL model developed by Parasuraman and colleagues, identifies five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This model serves as a comprehensive framework in assessing service quality holistically.

Gronroos (1984) emphasized that service quality is key in shaping customer loyalty and satisfaction, while Schneider & White (2004) underline the importance of customer perceptions in assessing service excellence. According to Seth et al. (2005), service quality is also influenced by the dynamics of interactions, situations, and expectations that change over time. In competitive business environment, service quality is a strategic asset for sustaining customer satisfaction.

Customer satisfaction results from consumers' perceptions of how well their expectations for products or services are met, which plays an important role in increasing loyalty and long-term profitability (Oliver, 2010; Sureshchandar et al., 2002). Oh (1999) asserts that service quality, when combined with perceived value, contributes significantly to the creation of customer satisfaction. This is reinforced by the findings of Mosahab et al. (2010), which showed a positive and significant relationship between the five dimensions of service quality and the level of customer satisfaction and loyalty.

Based on these theoretical and empirical studies, the following hypothesis is formulated:

H3 - Service quality has a positive and significant effect on customer satisfaction

2.3 Product Quality

Product quality is defined as the extent to which a product fulfills consumer expectations and needs. Rogerson (1983) and Berry and Waldfogel (2010) state that product quality includes attributes that affect consumer satisfaction and preferences in the market. Naini et al. (2022) added that product quality consists of two main dimensions: consistency and the level of quality that supports product positioning. Elements such as reliability, performance, design, and durability are the main aspects of product quality perception. Superior products will increase consumer perception value and strengthen the company's competitiveness.

In the culinary business sector, product quality (particularly food quality) plays a central role in shaping consumer perceptions and behavior. Food quality is not only a functional aspect in meeting customer expectations, but also serves as an emotional element that enriches the overall dining experience (Rajput & Gahfoor, 2020). High quality food tends to generate consumer satisfaction, which encourages them to make repeat visits. Pradana et al. (2022) emphasized that improving product quality will strengthen the competitiveness and selling points of the company, which in turn creates satisfaction and encourages repeat visit intentions. The view is supported by Nor et al. (2015), who found a significant positive relationship between food quality, customer satisfaction, and directly affects repeat visit intentions.

Product quality is one of the main factors in shaping customer satisfaction. After making a purchase, consumers evaluate the product's actual performance against their initial expectations. When the product meets or exceeds expectations, customer satisfaction tends to be achieved (Mahsyar & Surapati, 2020). Previous studies, such as those conducted by Hidayat et al. (2020) and Setiawan and Rastini (2021), show that product quality significantly affects the level of customer satisfaction. These findings suggest that when consumers get quality products, the more likely consumers are satisfied with a service provided,

Based on the theoretical basis and empirical findings, the following hypothesis is proposed:

H₄ - Product quality has a positive and significant effect on customer satisfaction.

H₅ - Product quality has a positive and significant effect on revisit intention

2.4 Customer Satisfaction

Customer satisfaction refers to consumers' assessment of the extent to which a product or service meets their expectations Oliver (2010). Yi and Natarajan (2018) emphasize that satisfaction as a crucial element in modern marketing strategies, given its direct correlation with consumer loyalty and company profits. Nagel & Cilliers (1990) mention that satisfaction arises from the comparison between rewards and costs incurred, considering anticipated consequences. Thus, satisfaction is dynamic and is strongly influenced by the rational and emotional aspects of the consumer experience.

Customer satisfaction has long been recognized as an important foundation in shaping consumer loyalty. Oliver (2010) states that satisfaction is the first step in the process towards loyalty, although satisfaction alone does not necessarily guarantee long-term loyalty sustainability. Nevertheless, consumers who are satisfied with the service or product experience tend to show a higher commitment to the brand, which is reflected in revisit intention. Psychologically, when consumer expectations of service quality are met or even exceeded, positive perceptions are formed that strengthen the desire to return. In the context of the food and beverage business, this is particularly relevant, where customer experience is a key aspect in maintaining consumer engagement. Chun and Nyam-Ochir (2020) assert that satisfaction not only increases the likelihood of repeat visits, but also encourages consumers to recommend the service to others.

Previous research also supports the positive relationship between customer satisfaction and revisit intentions. Ibrahim (2016) found that customer satisfaction mediates the relationship between restaurant quality attributes and revisit intention. Similarly, Raza and Khuram (2012), in the context of the hospitality industry in Pakistan, proved that customer satisfaction contributes significantly to increasing consumers' intention to return to use the same service.

Based on these theoretical and empirical studies, the following hypothesis is formulated:

H₆ - Customer satisfaction has a positive and significant effect on revisit intention.

2.5 Service-Dominant Logic (S-D Logic)

Service-Dominant Logic (S-D Logic) is a contemporary marketing perspective introduced by Vargo and Lusch (2004), which posits that the fundamental basis of exchange is service, rather than tangible goods. This paradigm shift emphasizes that consumers are no longer passive recipients of value, but rather active participants in the value co-creation process. In this logic, value is not embedded in products and exchanged at the point of sale (*value-in-exchange*), but instead realized through the actual use and experience of the service or product (*value-in-use*).

In the context of the Food Court at Pasar Ikan Modern Muara Baru, the S-D Logic framework is particularly relevant, as the interaction between service providers (food court tenants) and consumers plays a crucial role in generating customer

satisfaction and fostering revisit intention. Elements such as responsive service, enjoyable dining experiences, and the convenience of facilities are integral components of resource integration and mutual value creation.

Moreover, S-D Logic encourages a broader understanding of competitive advantage, not merely as a function of product quality, but as the outcome of collaborative engagement between providers and consumers in co-creating meaningful service experiences. This perspective is especially important in service-dominated environments such as food courts, where experiential and relational elements strongly influence consumer behavior and loyalty.

III. RESEARCH METHOD

3.1 Measurement

The research was conducted in the Jakarta area, specifically targeting individuals who had visited the Food Court at Pasar Ikan Modern Muara Baru at least once within the past 12 months. A purposive sampling technique was employed to ensure that participants met specific inclusion criteria relevant to the research objectives. This study employed a structured questionnaire as the primary research instrument, developed based on established indicators corresponding to each of the key research variables: experiential marketing, service quality, product quality, customer satisfaction, and revisit intention. The preparation of this instrument is done by adapting indicators from previous research that have been proven valid and reliable. Specifically, the experiential marketing variables were adopted from the works of Salomão and Santos (2022) and Gayathree et al. (2020). Service quality variables were derived from Zhong and Moon (2020) and Zena and Hadisumarto (2013). For the product quality variable, the indicators were sourced from previous research conducted by Zhong and Moon (2020) and Amelia et al. (2023). Customer satisfaction indicator adapts from research by Zhong and Moon (2020) and Sánchez-Rodríguez et al. (2024), the revisit intention variable utilized indicators from the research of Doeim et al. (2022), Amelia et al. (2023), and Tosun et al. (2015).

Each indicator was measured using a six-point Likert scale, ranging from 1 "strongly disagree" to 6 "strongly agree" (6), to capture the level of respondent agreement with each item. This measurement approach was selected to ensure data quality and support quantitative analysis through appropriate statistical methods. Fig. 1 illustrates the theoretical framework in this study, along with the respective measurement indicators adapted from previous research.

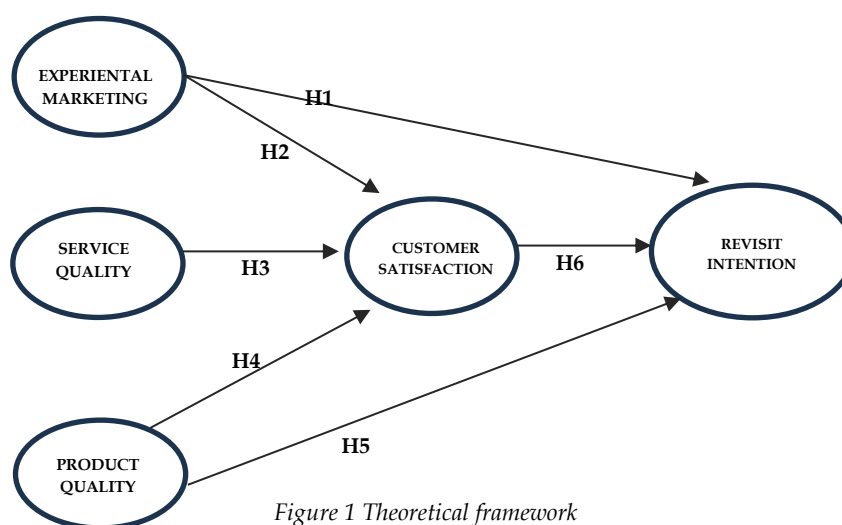


Figure 1 Theoretical framework

3.2 Data Analysis

The data analysis technique in this study was conducted in three main stages, namely validity, reliability, and hypothesis tests – each aimed at evaluating instrument quality and examining the relationships among the study variables. The validity test was carried out to measure the extent to which the instrument truly represents the construct under study, using a standardized loading factor indicator with a minimum value of ≥ 0.70 . In addition, Average Variance Extracted (AVE) testing was also carried out to ensure discriminant validity, with a minimum required value of ≥ 0.50 . Furthermore, the reliability test evaluated the internal consistency of the research instrument via Cronbach's alpha value, where a value of ≥ 0.70 was considered indicative of high-consistency level.

The hypothesis testing in this study was carried out using the Structural Equation Modeling (SEM) method with the help of AMOS software, which enables simultaneous testing of complex relationship among latent variables. The analysis process includes developing theoretical models, preparing flowcharts, transforming diagrams into structural equations, selecting input matrices, evaluating model identification, and testing model fit (goodness of fit). The goodness of fit criteria

used include Chi-Square, RMSEA (≤ 0.08), GFI and AGFI (≥ 0.90), CFI (≥ 0.94), TLI (≥ 0.95), and CMIN/DF (≤ 2.00). If the initial model did not meet these criteria, modifications were based on the available index modification results. Through this stage, it is expected to obtain a valid and reliable structural model in explaining the relationship between experiential marketing, service quality, product quality, customer satisfaction, and revisit intention in the context of visitors to the Food Court of the Modern Fish Market Muara Baru.

IV. RESULTS

4.1 Respondent Profile

The participants in this study were individuals who had visited the Food Court of the Modern Fish Market Muara Baru Jakarta at least once within the past year. A total of 270 respondents obtained through purposive sampling technique. Table 1 presents the demographic characteristics of respondents including gender, age, latest education, employment status, and marital status. The gender distribution showed a slight majority of female respondents (53%), while males totaled 47%. In terms of age, the largest groups are in the range of 40-44 years (20%) and 35-39 years (17%), indicating that respondents are dominated by individuals of productive adult age. In terms of educational background, most respondents are Bachelor's degree (49%), followed by Master/Doctorate degree holders (27%). In terms of employment status, as many as 86% of respondents were employed, while either unemployed, self-employed, or retired. Meanwhile, marital status data showed 67% of the participants were married.

Table 1. Demographic Characteristics of Respondents

Profile		Frequency	Percentage
Gender	Male	126	47%
	Female	144	53%
Age	< 20 Years	1	0.40%
	>50 Years	15	6%
	20-24 Years	40	15%
	25-29 Years	38	14%
	30-34 Years	42	16%
	35-39 Years	46	17%
	40-44 Years	54	20%
	45-49 Years	34	13%
Educational Background	< High School	12	4%
	Diploma	24	9%
	Master's Degree/Doctoral	73	27%
	Bachelor's Degree	133	49%
	High school	28	10%
Employment Status	Employed	231	86%
	Unemployed	20	7%
	Entrepreneur	14	5%
	Retired	2	1%
	Not working	3	1%
Marital Status	Single	86	32%
	Divorced	4	1%
	Married	180	67%

4.2 Validity and Reliability Test Results

Validity and reliability tests were carried out to ensure that the research instruments used to measure the intended constructs accurately and consistently. Table 2 shows the results of the validity and reliability tests of each indicator and variable. All indicators in each variable have a factor loading value above the 0.7 threshold, which means that all indicators are valid in representing the construct under study. Furthermore, the AVE analysis results show that all variables exceed the recommended threshold of 0.50, confirming adequate convergent validity. Specifically, the AVE values are as follows: experiential marketing (0.557) service quality (0.653), product quality (0.675), customer satisfaction (0.788), and revisit

intention (0.775). These findings indicate that the measurement indicators effectively capture the variance of their respective latent constructs.

Meanwhile, the reliability test using Cronbach's Alpha value also shows that all variables have a high level of reliability, with each value above 0.70, starting from experiential marketing (0.795), service quality (0.863), product quality (0.877), customer satisfaction (0.932), to revisit intention (0.925). Based on these results, it can be concluded that all instruments in this study have good validity and reliability, so they are suitable for measuring the variables studied consistently and representatively.

Table 2. Validity and Reliability Test Results

Code	Variable and Indicator	Factor Loadings	Average Variance Extracted	Cronbach's Alpha
Experiential Marketing			0.557	0.795
EM1	The building and dining area at the Food Court of the Modern Fish Market Muara Baru are visually appealing and able to attract attention	0.669		
EM2	The Food Court of the Modern Fish Market Muara Baru presents a distinctive and appetizing aroma of fresh fish.	0.764		
EM3	The experience of choosing my own fish and determining the tenant to cook feels good with a warm atmosphere	0.768		
EM4	During communication with the staff there, I feel that they are attentive to my expectations.	0.749		
EM5	I can improve my relationship with my crush by eating together at the Food Court of the Modern Fish Market Muara Baru.	0.775		
Service Quality			0.653	0,863
SQ1	Staff at the Food Court of the Modern Fish Market Muara Baru provide services in a fast and timely manner.	0.792		
SQ2	The Food Court of the Modern Fish Market Muara Baru serves food according to the promised time.	0.802		
SQ3	Staff at the Food Court of the Modern Fish Market Muara Baru look professional and show that they have received good training.	0.787		
SQ4	Staff at the Food Court of the Modern Fish Market Muara Baru always ready to help when I need help.	0.857		
SQ5	Staff at the Food Court of the Modern Fish Market Muara Baru are friendly and welcome visitors well.	0.801		
Product Quality			0.675	0,877
PQ1	The food served has a delicious taste.	0.821		
PQ2	The fish used in the Food Court of the Modern Fish Market Muara Baru is kept fresh.	0.759		
PQ3	The food served meets quality standards that match my expectations.	0.848		
PQ4	The food served is in accordance with the specifications or desires that I expect.	0.875		
PQ5	The appearance of the food served is visually appealing and appetizing.	0.799		
Customer Satisfaction			0.788	0,932
CS1	Overall, I am satisfied with my experience at the Food Court of the Modern Fish Market Muara Baru.	0.882		
CS2	The overall experience I had at the Food Court of the Modern Fish Market Muara Baru was able to make my mood happier.	0.886		
CS3	I enjoyed the time I spent at the Food Court of the Modern Fish Market Muara Baru.	0.873		
CS4	I feel that the decision to visit the Food Court of the Modern Fish Market Muara Baru was the right decision.	0.903		

CS5	The Food Court of the Modern Fish Market Muara Baru met most of my expectations as a visitor.	0.893		
Revisit Intention			0.775	0,925
RI1	I have a desire to return to visit the Food Court of the Modern Fish Market Muara Baru in the future.	0.875		
RI2	I have the potential to become a regular customer of the Food Court of the Modern Fish Market Muara Baru.	0.888		
RI3	I will recommend this place to my friends and relatives.	0.898		
RI4	I will convey positive things about the Food Court of the Modern Fish Market Muara Baru to others.	0.878		
RI5	I plan to visit the Food Court of the Modern Fish Market Muara Baru more often.	0.862		

4.3 Hypothesis Testing

Following confirmation that the research model meets the goodness of fit criteria, hypothesis testing was conducted to evaluate the causal relationship between variables in the conceptual model that has been developed. This analysis utilized Structural Equation Modeling (SEM) approach with the help of AMOS software. Table 3 shows the results of hypothesis testing, the table shows that of the six hypotheses tested, five of them (H_1 , H_2 , H_3 , H_4 , and H_6) are accepted, as evidenced Critical Ratio (CR) values and p-values meeting statistical significance standards. On the other hand, the direct effect between product quality and revisit intention (H_5) is not significant.

The customer satisfaction variable has the strongest effect on revisit intention ($CR = 8.685$; $p < 0.001$), confirming the important role of satisfaction in shaping revisit intention. These findings provide a strong empirical basis for understanding the dynamics of relationships between variables in the context of culinary experiences at the Food Court of the Modern Fish Market Muara Baru, as well as a basis for formulating strategies to increase consumer loyalty based on service quality, experience, and customer satisfaction.

Tabel 3. Hypothesis Test Results

Hypothesis	Path	C.R.	P	Result	
H ₁	Experiential Marketing	Revisit Intention	2.511	0.012	Accepted
H ₂	Experiential Marketing	Customer Satisfaction	2.270	0.023	Accepted
H ₃	Service Quality	Customer Satisfaction	2.091	0.037	Accepted
H ₄	Product Quality	Customer Satisfaction	4.006	***	Accepted
H ₅	Product Quality	Revisit Intention	-0.973	0.331	Rejected
H ₆	Customer Satisfaction	Revisit Intention	8.685	***	Accepted

V. DISCUSSION

The results of this study indicate that experiential marketing has a positive and significant effect on revisit intention and customer satisfaction. One notable implementation of experiential marketing at the research site involves engaging consumers directly in choosing and processing food ingredients, thereby offering a distinctive and memorable experience that increases the likelihood of repeat visits and customer satisfaction. In addition, service quality is also proven to significantly affect customer satisfaction. Service dimensions, such as reliability, empathy, and responsiveness are key elements in creating a positive perception of the overall consumer experience.

Nonetheless, ensuring consistent service delivery across various tenants is an important note that needs to be managed strategically by market managers. Another significant finding is the effect of product quality on customer satisfaction, which shows that good food product quality, including freshness of ingredients and menu diversity, contributes greatly to creating a satisfying culinary experience. However, product quality does not directly influence consumers' revisit intention, indicating that customer satisfaction must be complemented by other experiential factors to effectively drive consumer return behavior.

Furthermore, this study confirms that customer satisfaction has a strong and significant influence on revisit

intention, strengthening the argument that satisfaction is an important mediator in shaping consumer loyalty. These findings provide practical and theoretical contributions for culinary destination managers, highlighting the importance of prioritizing experiential marketing approaches and holistic services as a key strategy in increasing competitiveness and customer retention in the era of a competitive service industry.

VI. CONCLUSION

This study reveals that experiential marketing, service quality, and product quality each contribute significantly to customer satisfaction, which in turn affects revisit intention at the Food Court of the Modern Fish Market Muara Baru. The findings reveal that experiential marketing not only has a direct impact on customer satisfaction, but also on intention to return, confirming the important role of emotional and sensory experiences in shaping consumer loyalty. Service quality emerges as a pivotal factor in building customer satisfaction, where professional, prompt, and friendly service interactions markedly increase visitor comfort and satisfaction. In addition, while product quality has a positive influence on satisfaction, it does not directly affect revisit intention, indicating that high-quality products are important but not the only factor in encouraging repeat visits. Instead, customer satisfaction proved to be a significant mediator linking marketing and operational factors with revisit behavior. Thus, the results of this study emphasize the importance of holistic experience management – one that integrates superior service quality, excellent product quality, and the creation of memorable experiences. Such a comprehensive strategy is important for increasing customer loyalty and maintaining repeat visits in the modern market destination-based culinary services sector.

VII. IMPLICATIONS

These findings can be explained through the lens of Service-Dominant Logic (Vargo & Lusch, 2004), which emphasizes that value is not embedded in the product itself but is co-created through the overall experience that consumers have when interacting with a service. Consumers do not merely evaluate what they consume (e.g., food), but also how they experience the service as a whole, including elements such as service quality, ambiance, and interpersonal interactions.

Therefore, while product quality remains important, it is not sufficient on its own to drive revisit intention. To foster return visits, businesses must pay close attention to other service-related aspects. A holistic approach, encompassing service quality, experiential marketing, and positive customer interactions is more effective in creating meaningful experiences and encouraging customer loyalty. This aligns with the core principle of Service-Dominant Logic, which positions service and experience as the foundation of consumer value creation.

The study also offers several practical implications for the management of the Food Court at Pasar Ikan Modern Muara Baru in enhancing both service quality and the overall customer experience. First, in terms of experiential marketing, management must pay close attention to the visual appeal and cleanliness of the dining area, which remain critical weaknesses in establishing a positive first impression. Improvements can also be done by elevating hygiene standards, increasing the number of cleaning personnel, and educating tenants on the importance of maintaining a clean and hygienic environment. Second, regarding service quality, the standardization of excellent service is essential, including staff professionalism.

This necessitates the implementation of continuous, integrated training programs to cultivate a consistent service culture. Third, while the majority of customers express satisfaction with product quality, there remains a need to ensure consistency in taste, hygiene, and presentation. Management should also continue innovating by offering menu variations that align with evolving consumer preferences. Fourth, customer satisfaction could be further elevated by enriching the dining experience through enhancements in spatial layout, background music, lighting, and the addition of supporting amenities, such as a children's play area or free internet access.

VIII. LIMITATIONS

This study is limited in scope, as it focuses solely on the food court area of Modern Fish Market Muara Baru. Including other market facilities – such as the fresh fish retail area and other supporting amenities – may reveal different outcomes and inter-variable relationships. Therefore, future research may benefit from a broader scope of analysis to obtain a more comprehensive understanding of the factors influencing revisit intention within the overall environment of Pasar Ikan Modern Muara Baru.

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