

Analysis of the Influence of Quality of Food & Beverage and Quality of Environment at Food Court on Mall Revisit Intention with Dining Satisfaction as a Mediating Variable

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Abstract: This study examines the impact of quality of food & beverage and quality of environment on mall revisit intention, with dining satisfaction acting as a mediating variable. Food courts in shopping malls are of growing interest due to their distinct appeal and differing characteristics from conventional restaurants. A food court is a shared space offering diverse food and beverages from multiple counters. High standards in food quality and physical environment are essential, particularly as mall competition intensifies. Despite food court availability, revisit intention remains relatively low. Data were collected using direct (paper-and-pencil) questionnaires with a 5-point Likert scale from 100 respondents and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) via SmartPLS software. The outer model assessment confirmed convergent validity, discriminant validity, and composite reliability, showing all indicators reliably reflected their respective constructs. Inner model analysis explored the relationships between latent variables. The results revealed that both quality of food & beverage and quality of environment significantly affect mall revisit intention—either directly or through dining satisfaction as a mediator.

Keywords : Quality of food & beverage, Quality of environment, Dining satisfaction, Revisit intention, Food courts, Shopping malls.

1. Introduction

The evolving global lifestyle has driven shopping malls to transform into multifunctional venues that offer not only retail but also spaces for recreation, socialization, and dining (Zhu & Chung, 2023). These modern “one-stop shops” meet diverse consumer needs by integrating facilities such as food courts, cinemas, salons, and entertainment zones (Kowalczyk et al., 2020). Within this setting, food courts serve as a major attraction, offering a comfortable and varied dining experience (Kowalczyk et al., 2020).

In Semarang, Indonesia, Central City Mall exemplifies this concept by targeting middle-to-lower-income consumers. Karanja et al. (2022) revealed that this segment values affordability, convenience, and availability—factors typically met by food courts. Despite the strategic advantage, Central City Mall faces low revisit rates,

which may stem from poor food and beverage quality or an unsatisfactory physical environment (Dabral et al., 2024).

Although previous studies acknowledge the impact of food and environmental quality on revisit intention, most focus on restaurants or culinary tourism, not mall-based food courts. For instance, Eren et al. (2023) examined service quality in eco-friendly restaurants, while Dogan (2025) focused on tourist satisfaction in local food contexts. Research linking food & beverage and environmental quality to dining satisfaction as a mediating factor in malls is still limited. Dabral et al. (2024) addressed this in Hyderabad, India, but similar studies are lacking in Indonesian contexts.

This study employs a quantitative approach at Central City Mall to investigate the effect of quality of food & beverage and quality of environment on mall revisit intention, while also examining dining satisfaction as a mediating variable.

2. Literature review and hypothesis development

The S-O-R (Stimulus–Organism–Response) model by Mehrabian & Russell (1974) posits that environmental stimuli influence individuals' internal states (e.g., satisfaction or emotion), which subsequently drive behavioral responses. This framework has been widely applied in hospitality and retail research. For example, Rajput & Gahfoor (2020) demonstrated that food quality and physical environment in fast-food settings significantly influence customer satisfaction, ultimately affecting revisit intention. Similarly, Rathnasiri et al. (2025) applied the model to assess how restaurant atmospherics shape customer satisfaction and behavioral intentions. In this study, quality of environment and quality of food & beverage function as the stimuli (S), dining satisfaction represents the organism (O), and mall revisit intention serves as the response (R).

Dabral et al. (2024) describe quality of food & beverage as the extent to which offerings meet expectations for taste, freshness, presentation, and healthy options. Meanwhile, Aziz et al. (2025) highlight the sensory, nutritional, and safety attributes that shape consumer satisfaction. Quality of environment is defined by Ngah et al. (2022) as the degree of physical comfort provided by cleanliness, ventilation, layout, and aesthetics. Tastan & Soylu (2023) further emphasize overall environmental impressions such as lighting, noise, and seating comfort. Dining satisfaction reflects customers' overall evaluation of their dining experience, including service quality and ambiance (Abdullah et al., 2023), while Chua et al. (2023) stress the role of immersive elements like staff interaction and innovative food presentation. Lastly, mall revisit intention is conceptualized by Dabral et al. (2024) as future intentions to revisit the mall, driven by dining satisfaction and overall experiences. Kusumasondjaja et al. (2025) reinforce this by linking multisensory experiences to behavioral loyalty.

2.1 The Influence of Quality of Food & Beverage on Mall Revisit Intention

The quality of food and beverages served in a food court plays a significant role in shaping visitors' shopping experiences in a mall. The higher the visitors' perception of food and beverage quality, the greater their likelihood to exhibit a strong mall revisit

intention. A study by Rajput & Gahfoor (2020) demonstrated that food quality directly increases revisit intention in the food retail sector. Similarly, Dabral et al. (2024) identified that food and beverage quality is a strong predictor of mall revisit intention. Based on these theoretical and empirical connections, the following hypothesis is proposed:

H1. Quality of food & beverage has a positive effect on mall revisit intention.

2.2 The Influence of Quality of Environment at the Food Court on Mall Revisit Intention

The quality of the food court environment—including cleanliness, ambiance (lighting, air circulation, noise levels), seating facilities, spatial layout, and interior design—affects visitors' perceptions and behaviors toward the mall as a whole. A pleasant environment can create a positive emotional experience, thereby encouraging revisit intention. Empirical research by Bichler et al. (2020) showed that the atmosphere of a restaurant and the overall quality of its environment play a vital role in shaping customers' revisit intentions within the hospitality and food service sectors. Likewise, Asghar et al. (2021) found that a high-quality servicescape in restaurants significantly influences revisit intention. Based on these findings, the proposed hypothesis is:

H2. Quality of environment at foodcourt has a positive effect on mall revisit intention.

2.3 The Influence of Quality of Food & Beverage on Dining Satisfaction

The quality of food and beverage—including taste, freshness, variety of menu, presentation, and drink quality—can shape customers' emotional assessments, ultimately leading to satisfaction. A study by Dandotiya et al. (2020) showed that food and beverage quality significantly affects passenger satisfaction. Furthermore, Ling et al. (2024), in their research on Southeast Asian fast-food restaurants, found that food quality significantly influences customer satisfaction. In the food court context, customers tend to evaluate the overall dining experience based on the perceived quality of the food and beverages provided. The higher the perceived quality, the greater the dining satisfaction. Thus, the proposed hypothesis is:

H3. Quality of food & beverage has a positive effect on dining satisfaction.

2.4 The Influence of Quality of Environment at the Food Court on Dining Satisfaction

The food court environment comprises aspects such as cleanliness, lighting, seating layout, ventilation, and overall ambiance. A pleasant and comfortable environment enhances visitors' emotional comfort, contributing to dining satisfaction. Research by Bichler et al. (2020) revealed that a restaurant's atmosphere—including interior design and lighting—significantly enhances satisfaction in the food service industry. Moreover, Siswanto et al. (2022) found that environmental quality significantly influences customer satisfaction in fast-food restaurants. These findings underscore the importance of supportive environmental quality in fostering dining satisfaction. Based on these theoretical and empirical foundations, the hypothesis is proposed:

- H4. Quality of environment at foodcourt has a positive effect on dining satisfaction.

2.5 The Influence of Dining Satisfaction on Mall Revisit Intention

Dining satisfaction is a key factor influencing visitors' intention to return to the shopping mall. When customers are satisfied with the food quality, service, and ambiance of the food court, they tend to form a positive perception of the overall mall experience, which increases the likelihood of revisiting. In a study by Dabral et al. (2024), dining satisfaction in food courts was found to have a strong positive effect on mall revisit intention. Additionally, research by Sriyalatha & Kumarasinghe (2021) on fast-food restaurants in Sri Lanka confirmed that dining satisfaction significantly increases revisit intention. Based on the above theories and empirical findings, the following hypothesis is proposed:

- H5. Dining satisfaction has a positive effect on mall revisit intention.

2.6 The Mediating Role of Dining Satisfaction between Quality of Food & Beverage and Mall Revisit Intention

Food and beverage quality is a crucial factor affecting customer dining satisfaction, which in turn impacts mall revisit intention. Thus, dining satisfaction serves as a mediating variable between food and beverage quality and revisit intention. Dabral et al. (2024) examined the relationship among food & beverage quality, dining satisfaction, and mall revisit intention. Their findings indicated that food & beverage quality significantly increases satisfaction, which subsequently drives revisit intention. Similarly, Rajput & Gahfoor (2020) discovered that in fast-food restaurants, customer satisfaction mediates the relationship between food & beverage quality and revisit intention. They concluded that good food quality enhances satisfaction, which in turn contributes to revisit intention. These findings support the mediating role of dining satisfaction. Based on this evidence, the proposed hypothesis is:

- H6. Dining satisfaction mediates the relationship between quality of food & beverage and mall revisit intention.

2.7 The Mediating Role of Dining Satisfaction between Quality of Environment at the Food Court and Mall Revisit Intention

The quality of the food court environment plays a vital role in shaping visitor perceptions and behavior. A clean, comfortable, and aesthetically pleasing setting can enhance dining satisfaction, which subsequently promotes revisit intention. Dining satisfaction, therefore, acts as a mediating variable between environmental quality and revisit intention. Handayani et al. (2022), in a study conducted at a coffee shop in Kintamani-Bali, found that environmental quality positively and significantly affects customer satisfaction, which then impacts revisit intention. This study emphasizes the importance of creating a pleasant environment to foster customer loyalty. Moreover, Rajput & Gahfoor (2020) reported that the quality of environment significantly affects customer satisfaction in fast-food restaurants, which subsequently contributes to revisit intention. These findings support the mediating role of dining satisfaction.

Based on the theoretical foundation and empirical evidence, the hypothesis is proposed:

- H7.* Dining satisfaction mediates the relationship between quality of environment at foodcourt and mall revisit intention.

3. Research Design

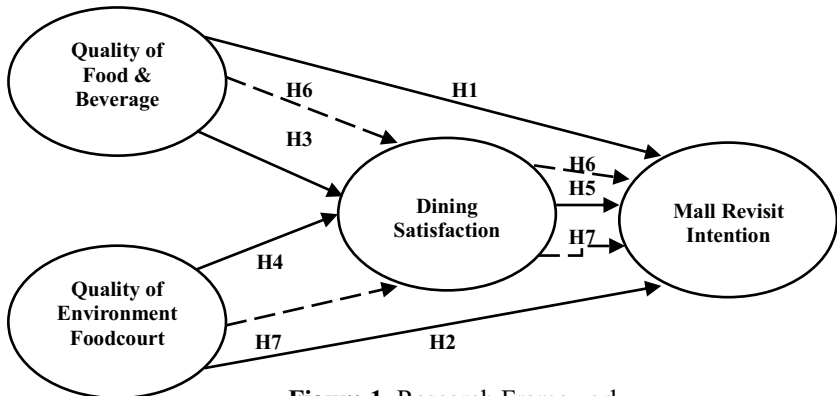


Figure 1. Research Framework

3.1 Sample and respondent profile

In this study, purposive sampling is applied, which is a method of sample selection based on specific criteria determined by the researcher (Vijayamohan, 2025). The sampling criteria used in this analysis are: mall visitors who have dined at the food court at least once within the past three months and are at least 17 years old. To determine the sample size when the total population is unknown, the Lemeshow formula can be used (Lwanga et al., 1991). Using a 95% confidence level, the Lemeshow formula results in a sample size of 96.04 respondents (Mugahed, 2023). This figure is rounded to 97 respondents, and the author ultimately set the sample size at 100 respondents.

3.2 Data collection and analysis

The data collection method used in this study is a survey with a closed-ended questionnaire as the instrument. The measurement scale used in the questionnaire is a 5-point Likert scale (Likert, 1932). The Likert-type scale is a widely used psychometric tool for measuring attitudes, opinions, or perceptions in research contexts (Koo & Yang, 2025). Respondents were asked to indicate their level of agreement with each statement using the following options: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. The questionnaire was administered offline (paper-and-pencil) in the area of Central City Mall Semarang. The researcher approached mall visitors (intercept survey) in the food court area. The collected questionnaires were then entered into a spreadsheet for further processing and analysis using the statistical software SmartPLS 4.1.0.9.

4. Results

4.1 Descriptive statistics

Demographic data from 100 respondents was dominated by the 26-35 age group at 39%, the 17-25 age group at 37%, the 36-45 age group at 12%, and those aged 46 and above at 12%. Male respondents accounted for 51% and female respondents for 49%. Educational attainment includes high school graduates at 54%, college graduates at 39%, junior high school graduates at 6%, and elementary school graduates at 1%. Regarding visit frequency, approximately 41% of respondents reported visiting the food court 3-4 times in three months, 31% visited more than 4 times, and 28% visited twice.

Based on the data, it can be inferred that the visitors are predominantly young families, particularly fathers who are assumed to be either waiting for their children at the playground or accompanying their wives who are shopping, while having food or drinks at the food court.

4.2 Outer model : Reliability, convergent validity and discriminant validity

The outer model is employed to ensure that the measurement instruments (indicators) used are both valid and reliable in representing the investigated constructs, prior to analyzing the relationships among variables in the inner model.

Table 1. Reliability and validity

Variable	Item	Standardized loadings	α	CR	AVE
Dining Satisfaction	DSAT1	0.874	0.884	0.888	0.742
	DSAT2	0.850			
	DSAT3	0.833			
	DSAT4	0.888			
Mall Revisit Intention	MRI1	0.850	0.852	0.855	0.692
	MRI2	0.835			
	MRI3	0.799			
	MRI4	0.842			
Quality of Environment	QEN1	0.872	0.903	0.935	0.715
	QEN2	0.805			
	QEN3	0.859			
	QEN4	0.859			
	QEN5	0.832			
Quality of Food & Beverage	QFB1	0.830	0.900	0.900	0.715
	QFB2	0.843			
	QFB3	0.846			
	QFB4	0.871			
	QFB5	0.838			

Source: Output SmartPLS, 2025

Convergent validity

Convergent validity refers to the extent to which different indicators consistently reflect the same construct. The outer loading values in Table 1 show that all indicators exceed 0.7, and the Average Variance Extracted (AVE) values are all greater than 0.5. These results indicate that convergent validity is achieved, and all indicators adequately explain the latent variables in this study.

Composite reliability

This test is used to assess the reliability or internal consistency of the constructs. As shown in Table 1, all constructs demonstrate Composite Reliability (CR) values ≥ 0.7 and Cronbach's Alpha values ≥ 0.7 , indicating that all constructs possess a high level of reliability.

Table 2. Discriminant validity
Fornell Larcker Criterion

Variable	DSAT	MRI	QEN	QFB
Dining Satisfaction	0.861			
Mall Revisit Intention	0.414	0.832		
Quality of Environment	0.293	0.320	0.846	
Quality of Food & Beverage	0.257	0.634	0.106	0.846

Source: Output SmartPLS, 2025

Discriminant validity

Discriminant validity can be assessed using the Fornell-Larcker criterion and cross-loading analysis. As shown in Table 2, the square root of the AVE for each construct is higher than the correlation between that construct and all other latent constructs. Additionally, the cross-loading values indicate that each indicator loads more strongly on its intended construct (with values > 0.7) than on any other construct. Therefore, based on both criteria, it can be concluded that the constructs exhibit adequate and valid discriminant validity.

4.3 Inner model : R-square, F-square and hypothesis testing

The inner model test is applied to examine the correlations among variables in the proposed hypothesis model. This assessment evaluates the relationships between independent and dependent variables, thereby addressing the research objectives by testing the hypotheses developed from the research framework.

Table 3. R-square test

No.	Variable	R-square	Predicate
1	Dining Satisfaction	0,137	Weak
2	Mall Revisit Intention	0,505	Moderate

Source: Output SmartPLS, 2025

The closer the R-square value is to 1, the better the model's predictive ability; conversely, a value approaching 0 indicates low predictive relevance. R-square values ≥ 0.67 are considered strong, ≥ 0.33 moderate, and ≤ 0.19 weak. Adjusted R-square

indicates the proportion of variance in the dependent variable explained by the independent variables, accounting for the number of predictors in the model. In Table 3, Dining Satisfaction has an R-square of 0.137 (adjusted 0.120), suggesting that 13.7% of its variance is explained by Quality of Food & Beverage and Quality of Environment. Meanwhile, Mall Revisit Intention has an R-square of 0.505 (adjusted 0.490), indicating that 50.5% of the variance is explained by the same predictors. These results suggest a model with moderate predictive relevance, implying the potential presence of other influential variables outside the model. Dabral et al. (2024) identified other factors such as Service Quality (SQL), Price Fairness (PRF), and Authenticity (AUT) as additional predictors influencing Dining Satisfaction and Mall Revisit Intention.

Table 4. F-square test

No.	Path	<i>F-square</i>	Predicate
1	DSAT → MRI	0,078	Weak
2	QEN → DSAT	0,083	Weak
3	QEN → MRI	0,073	Weak
4	QFB → DSAT	0,060	Weak
5	QFB → MRI	0,588	Strong

Source: Output SmartPLS, 2025

Table 4 presents the Effect Size (F-square) values, which assess the magnitude of influence each independent variable has on its corresponding dependent variable. According to Cohen's guidelines, F-square values > 0.35 indicate a strong effect, 0.15–0.35 moderate, 0.02–0.15 weak, and < 0.02 negligible. The results show that Quality of Food & Beverage has a strong and most substantial impact on Mall Revisit Intention ($F^2 = 0.588$). Meanwhile, Dining Satisfaction has a weak yet notable effect on Mall Revisit Intention ($F^2 = 0.078$), and both Quality of Environment at Foodcourt and Quality of Food & Beverage exert weak but significant effects on Dining Satisfaction ($F^2 = 0.083$ and $F^2 = 0.060$, respectively). Additionally, Quality of Environment also weakly influences Mall Revisit Intention ($F^2 = 0.073$). These findings highlight that while several relationships are statistically significant, the strength of their effects varies.

Hypothesis testing

Hypothesis testing is conducted to determine whether the hypotheses or assumptions used in this study are statistically supported. The hypothesis testing is carried out by applying path analysis, which is used to explain the causal relationships among variables. The significance testing is performed using the bootstrapping method, where a hypothesis is accepted if the resulting t-statistic is ≥ 1.96 or the p-value is < 0.05 at the 5% significance level. The results of the data analysis using SmartPLS are presented in Tables 5 and 6 below.

Table 5. Direct effect test

Hypothesis	Path	Original Sample (O)	t-value	p-value	Decision
H1	QFB → MRI	0.558	9.890	0.000	Supported
H2	QEN → MRI	0.199	2.240	0.013	Supported
H3	QFB → DSAT	0.229	2.568	0.005	Supported
H4	QEN → DSAT	0.269	3.193	0.001	Supported
H5	DSAT → MRI	0.212	3.349	0.000	Supported

Notes: DSAT = Dining Satisfaction; MRI = Mall Revisit Intention;
QEN = Quality f Environment; QFB = Quality of Food & Beverage
Source: Output SmartPLS, 2025

Table 6. Indirect effect test

Hypothesis	Path	Original Sample (O)	t-value	p-value	Decision
H6	QFB → DSAT → MRI	0.048	2.302	0.011	Supporte d
H7	QEN → DSAT → MRI	0.057	2.137	0.016	Supporte d

Notes: DSAT = Dining Satisfaction; MRI = Mall Revisit Intention;
QEN = Quality of Environment; QFB = Quality of Food & Beverage
Source: Output SmartPLS, 2025

Tables 5 and 6 above indicate that all seven hypotheses proposed in this study are accepted/supported.

5. Conclusion

This study, conducted among food court visitors at Central City Mall, found that both the quality of food & beverage and the quality of the food court environment significantly influence mall revisit intention, with dining satisfaction serving as a mediating variable.

These findings align with Dabral et al. (2024), who demonstrated that food and environmental quality impact both dining satisfaction and revisit intention. The results also reinforce Bichler et al. (2020) and Asghar et al. (2021), who emphasized the role of environmental quality in the food service sector, and support Rajput & Gahfoor (2020), who confirmed that food quality directly affects satisfaction and customer loyalty. Similarly, Sriyalatha & Kumarasinghe (2021) showed that dining satisfaction significantly influences revisit intention. Theoretically, this research extends the marketing literature by validating the S-O-R theory, framing food and environmental quality as stimuli (S), dining satisfaction as the organism (O), and revisit intention as the response (R). From a managerial perspective, mall managers must enhance food hygiene and improve seating comfort, as respondents indicated

neutral satisfaction, especially on hygiene indicators. However, the relatively low R-square value for dining satisfaction (0.137) suggests that only 13.7% of its variance is explained by the examined variables, while the remaining 86.3% may involve other factors not captured in this model (Hair et al., 2024). Future research is recommended to explore additional variables such as price fairness, service quality, and authenticity, or include word of mouth as a potential moderator.

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