What Influences Customers to Revisit Full-Service Restaurants in Malaysia?

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Abstract: - The full-service restaurant segment contributed significantly to the Malaysian restaurant industry in 2020. However, the full-service restaurant segment has been facing fierce competition from the other segments, such as cafes and bars, street stalls, fast food, self-service cafeterias, and home-based segments, particularly after the government's announcement to loosen the COVID-19 restrictions. Therefore, this study intends to examine predictors of customer revisit intention towards full-service restaurants in Malaysia. The variables investigated in this study were food safety, price fairness, customer satisfaction, and customer revisit intention. This research followed a quantitative approach. Data were collected from 291 customers that had previously experienced dining in full-service restaurants in Malaysia through an online platform using a Google Form. The gathered information was entered into SPSS as coded data and subjected to partial least squares analysis with SmartPLS 3.0. The findings confirmed food safety and price fairness do not have any significant influence on customer revisit intention towards a full-service restaurant. On the other hand, the results of this study show that food safety and price fairness have a positive and significant influence on customer satisfaction. Also, customer satisfaction positively and significantly influences customers' intentions to revisit. Finally, the analysis confirmed that customer satisfaction mediates the relationship between food safety and price fairness with customers' revisit intentions towards full-service restaurants in Malaysia. Price fairness was found to have a greater influence than food safety on Malaysian consumers' revisitation intentions towards full-service restaurants in Malaysia. Industrial players can improve customer revisit intentions for their restaurants using the research findings.

Key-Words: - food safety, full-service restaurant, price fairness, revisit intention, satisfaction.

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1 Introduction

One of the key industries that have made a significant contribution to Malaysia's economic growth is the restaurant industry, which includes full-service restaurants, cafes and bars, street stalls, fast food, self-service cafeterias, and home-based delivery. The multicultural background of Malaysia, with its distinctive fusion of foods, has also aided in the restaurant industry's growth. The industry has been competitively growing and has continued to develop as consumers' demand increases due to the growing proportion of working populations. Due to the intense competition, restaurants must concentrate on their consumers in a more cutthroat environment by adopting marketing strategies that take into account their needs, resulting in increased satisfaction and repeat business. However, the recent global COVID-19 outbreak has significantly hurt the restaurant industry. The government has

forbidden restaurant operators from doing business to stop the pandemic from spreading. With limited operating capacity during the Movement Control Order (MCO), restaurants could not survive in the market. As of the start of the epidemic, almost 30% of the approximately 200,000 restaurants and bars have already closed, as mentioned by the Vice President of the Restaurant and Bistro Owners Association, Mr. Jeremy Lim, [1]. Even when the restaurants were given the go-ahead to open, the government only authorised them to offer takeout and food delivery services. Without exception, full-service restaurants also have to rely on takeout and delivery services to fulfill their customers' demands during the MCO period. Therefore, not surprisingly, full-service restaurants led the restaurant industry's revenue by contributing 36.6% to the total industry revenue in 2020, [2]. The Malaysian government's subsequent statement that the COVID-19 limits will

be loosened beginning on April 1, 2022, has permitted restaurant operators to run at full capacity and consumers to dine in. This has created opportunities for restaurant operators to recover their businesses after a long period of closure. For the full-service restaurants, this would be a great opportunity for the operators to increase their profitability in the market, especially during an uncertain period such as the present COVID-19 pandemic. Retaining customers is essential since it immediately affects how the restaurant runs, [3], as consumers are a business's source of income and profitability, [4]. However, the restaurant industry has faced several issues, such as food safety and price increases. As the global food industry develops, food safety has emerged as a common issue for both wealthy and developing nations, [5]. The majority of consumers do not think about the safety level of food prepared when selecting a restaurant, [6]. The majority of Malaysians prioritise and place a high value on food taste over food safety; consequently, Malaysians have a poor level of public awareness regarding food safety, [7]. Food safety is crucial in the restaurant industry because the restaurant marks the end of the food supply network before it is consumed by the consumer. A restaurant operator's lapse in food safety can greatly impact the customers, as deemphasizing hygiene and food safety may lead to food poisoning. Ensuring food safety is challenging due to the complexity of food production and the extension of the food supply network, [5]. Except for schools, institutions, and private households, a study by the Ministry of Health Malaysia (MOH) in 2019 found that 21% of food poisoning incidents in Malaysia were brought on by other sources such as food trucks, restaurants, and night markets, [5]. In addition, MOH also reported 516 food poisoning cases in 2019, followed by 288 and 197 cases in 2020 and 2021, respectively, [8]. Even though the cases have been showing a downward trend, there is still a need to ensure food safety, as it has significant consequences for public health, [5]. Therefore, restaurant operators must prioritise food safety since it can lead to a decline in customer loyalty, a loss of consumer trust, public health compliance requirements, and expensive legal fees, [9]. In addition to providing hygienic and superb food, the reasonable price charged may impact customer satisfaction with the restaurants and customers' revisit intention, [10]. The current inflation rate of 3.8% as of December 2022 has caused an increase in food prices, making it more challenging for restaurant operators to retain their customers. Price, a crucial marketing tool, retains its

significance in repeat purchases, [11]. Restaurant operators that are mainly dependent on the supply of raw materials from suppliers are currently found to be forced to increase food prices by up to 40 percent following the supply of expensive raw materials (i.e., cooking oil, sugar, vegetables, fish, grains, eggs, and meat) imposed by suppliers, [12]. Consumers who work and frequently eat out suffer the most from the price hike, especially the low-income population. While restaurant operators work hard to boost their profits, customers prefer to shop around for the best deals on products and services that will benefit them the most, [13]. However, increasing the price of cooked food excessively will ultimately affect restaurant operators when consumers make a choice, [14]. Consumers feel that the increase is too high and affects restaurant visitors who are daily customers, [12]. Therefore, in an industry where customers have many selections to choose from, restaurant operators must understand the determinants of customers' revisit intentions. This research was conducted to investigate factors (i.e., price fairness, food safety, and customer satisfaction) influencing the intention to revisit full-service restaurants. Specifically, the aims of this research are listed as follows: (i) to investigate the influence of food safety and price fairness on customers' revisit intention towards full-service restaurants, and (ii) to investigate the role of satisfaction as a mediator on the relationships between food safety and customer revisit intention and between price fairness and customer revisit intention towards full-service restaurants. The full-service restaurant sector has been contributing huge profits to the restaurant industry in 2020. This study is also an effort to learn more about full-service restaurants in Malaysia, as limited studies have been conducted in this context. Except for studies by [15], [16], [17], numerous studies on customer revisit intention were conducted in the context of fast food, quick casual, limited services, theme, local food, and organic food restaurants, [18], [19], [20]. However, research on food consumption and representation in Asia is still lacking, especially empirical studies on the environment of full-service restaurants in Malaysia, [21]. Various studies have investigated the relationship between food safety and customer intention to revisit, [22], [23], and also the relationship between price fairness and customer intention to revisit, [24], in separate research frameworks. This study combines food safety, price fairness, and satisfaction in one integrated research framework to study their influence on customer revisit intention towards full-service establishments. The outcome of this study will contribute to the

body of knowledge in this industry. Knowing which variable is more crucial can benefit restaurant operators, who need to maximise efficiency and profitability while working with constrained resources. As a result, it is necessary to determine factors that consumers deem significant when revisiting full-service restaurants. Consequently, this study's goal is to analyse dual purposes. By conceptualising and analysing a framework (Fig. 1) that offers a better understanding of the impact of food safety and price fairness on consumer satisfaction and revisiting intention, the main goal of this study is to close the gap in the existing studies. The study also examines how satisfaction mediates the link between food safety and the intention to revisit full-service restaurants and the relationship between price fairness and the intention to revisit full-service restaurants. Additionally, the current study offers significant insights to restaurant operators that will help them focus their efforts in ways that will satisfy their customers and provide them with a competitive edge. In this study, the stimulus-organization-Response theory (SOR) will be used to examine the association between food safety, satisfaction, and customers' intentions to return to a full-service restaurant. Besides that, the equity theory was used to explain the connection between price fairness and customer satisfaction. A survey of customers at several full-service restaurants in Malaysia was undertaken to better comprehend the reasons why customers planned to return.

2 Theoretical Background and Hypotheses Development

2.1 Underpinning Theories
This study is conducted based on the framework developed according to the Stimulus-Organism-Response (SOR) Theory, [25], and Equity Theory created by Adams in 1965, [11]. SOR is a well-established research framework that has been broadly applied to learn consumer behavior, [26]. The SOR Theory aids in the understanding of the motivations underlying a person's action. The consumers' actions are an image of the stimuli that affect their inner feelings. It primarily depicts how an organism can be stimulated, which starts inner processes to prepare for the ultimate response, [26]. Stimuli are any external cues that cause customers to act in a hedonistic manner, such as the quality of products, prices, packages, or promotions, [27]. The inner processing may be conscious or unconscious,

depending on the input. The process will further trigger an emotion that prompts a reaction. Therefore, it is important to understand how various stimuli can affect a consumer's mental state when examining his or her behaviour. From the perspective of this theory, food safety is a stimulus that may affect customers' internal evaluations (satisfaction), increasing their willingness to revisit full-service restaurants. Equity theory provides the foundation for the idea of perceived justice, [11]. According to this theory, if customers understand that there is justice between what they give and what they receive, they will be satisfied. Customers will be dissatisfied if their expectations regarding equity are not met, [28]. This study proposes that food safety and price fairness influence customer satisfaction and revisit intention. It does this by using SOR theory and equity theory, which combine the evaluations of food safety, price fairness, and satisfaction with revisiting intention towards a full-service restaurant. The next section discussed the variables involved and the development of hypotheses.

2.2 Revisit Intention
Long-term restaurant profitability largely depends on customers' eagerness to return and recommend the establishment to others, [16]. In the context of dining establishments, behavioural intentions can be characterised as the possibility, tendency, or plan that a customer will return to the same restaurant, [29], and to spread favourable word of mouth and recommendations to relatives, friends, and other people in the future, [16]. Since it costs more to obtain a new customer than to retain an existing one, service providers are mindful of consumers' intentions to return. Satisfied existing customers will be more likely to revisit compared to new customers because they have more confidence in the restaurant, [30]. Therefore, the restaurants must investigate factors that may increase customer revisit intention.

2.3 Food Safety
Food safety is synonymous with food hygiene which refers to anything done to guarantee that food is handled, prepared, or processed in a way that makes it safe to eat, [31]. From the customers' perspective, food safety refers to subjective assessments or judgments about the safety of food in dining establishments, [32]. Food safety is strictly related to several types of risks including biological, physical, chemical, and technological risks. Therefore, confirming that food is safe entails

reducing the likelihood of these risks, [33]. Any part of the food system can experience issues with food safety. As food is prepared and cooked for customers, restaurants play a significant role in the chain from farm to fork, [34]. In judging the level of food safety, customers only rely on the visible cues in the food service establishments, [33], as all the foods are prepared by the food handlers. Therefore, it is important for the food handlers to safely prepare the foods for consumption as any outbreak undermines the food sector by causing people to stop buying its products. Instead of dining out, customers may choose to buy prepared foods from grocery stores. A study by [35], found a positive and significant relationship between food safety and the intention to purchase halal products. In addition, studies by [32], [36], found that customer satisfaction was found to be positively influenced by consumer views of restaurant food safety.

2.4 Price Fairness

As one of the fundamental marketing mixes, price plays an important role in customer satisfaction as it is related to fairness, [37]. When making purchase decisions, customers will frequently compare prices, and when consumers have faith in the price to be realistic, they are more likely to be satisfied, [38], willing to repurchase the product, and more likely to recommend it to other people, [18]. In contrast, unfair prices unfavorably affect the revisit intentions of the customers, [18], [39]. Consumers frequently refer to previous prices, rival prices, and the cost of goods sold, assuming that price comparisons between other brands are impartial, [13]. For this reason, restaurants work hard to increase the level of price fairness for their customers. Price fairness refers to consumer evaluations of whether the costs of a certain brand's goods or services are fair, adequate, or justified. Price fairness is important to consider, as honest and fair prices prevent customers from switching and negative word of mouth, [40]. A study by, [11], found that price fairness positively influences restaurants' customer revisit intention in Turkiye. In addition, [40], found price fairness to affect customers' satisfaction in full-service restaurants in the United States. The same results were also found in a study conducted by, [13], in the context of fast-food restaurants.

2.5 Customer Satisfaction

According to the expectation-disconfirmation theory, [41], consumers should assess their actual experiences with products and services against their expectations. Customers are more likely to feel satisfied if their experiences meet or exceed their expectations based on the overall performance of the firm. To satisfy customers, firms need to meet their expectations. Therefore, analysing customer satisfaction has undeniably become one of the biggest challenges for businesses, [42]. If the managers can identify determinants of customer satisfaction, they may be able to improve the factors to maximise the customers' satisfaction. Customer satisfaction is crucial because it influences post-purchase attitudes and actions, including repurchasing, brand loyalty, and changing attitudes, [43]. Customers frequently decide whether to buy or repurchase a product or service after determining whether their interactions with it have been positive or satisfying, [44]. Satisfied consumers intend to revisit the same establishment and do not plan to shift to a different one, [11]. A positive and significant relationship between satisfaction and revisit intention towards hotel restaurants was found in a study conducted by, [44]. According to, [45], customer satisfaction is directly correlated with customer retention at a limited-service restaurant in Jordan. Customer satisfaction was also found to significantly affect customers' intention to revisit and dine in Bangladeshi restaurants, [46].

The outcome of several studies has shown positive relationships between price fairness, customer satisfaction, and revisit intention. For example, [37], [47], [48], found that price fairness affects customer satisfaction and in turn that customer satisfaction enhanced revisit intention. In addition, studies by, [32], [49], found that the impact of food safety on customer loyalty (future behavioural intentions) was fully mediated through their associations with customer satisfaction.

2.6 Summary of Hypotheses

The following hypotheses were proposed to measure the associations between the study constructs:
H1: Food safety positively influences revisit intention.
H2: Price fairness positively influences revisit intention.
H3: Food safety positively influences satisfaction.
H4: Price fairness positively influences satisfaction.
H5: Satisfaction positively influences revisit intention.
H6: Satisfaction mediates the relationship between food safety and revisits intention.
H7: Satisfaction mediates the relationship between price fairness and revisiting intention.
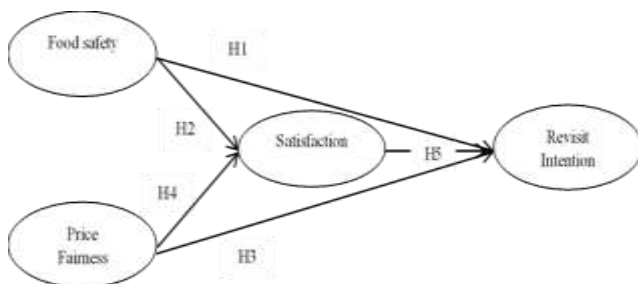
The research framework is shown in Fig. 1.

Fig. 1: Research Framework

3 Methodology

3.1 Survey Instrument

This study investigates variables that influence customers' intentions to revisit full-service restaurants. To measure various variables involved in the study (i.e., food safety, price fairness, satisfaction, and revisit intention), an extensive literature review was conducted. Items from existing scales with strong internal consistency were adapted for the current study. This study used a seven-point Likert scale ranging from "1" as strongly disagreeing to "7" as highly agreeing. A three-item scale was adapted from, [46], to measure revisit intention. Price fairness was also measured using a five-item scale adapted from, [50], to measure revisit intention. Price fairness was also measured using a five-item scale adapted from, [51]. A five-item scale was adapted from, [52], to measure food safety. Customer satisfaction was measured using a four-item scale adapted from, [53]. Except for satisfaction and other variables (i.e., food safety, price, and revisit intention), all items are measured based on reflective indicators.

3.2 Pretest Survey and Pilot Study

This study adopted a quantitative approach. To guarantee that the questionnaire design was comprehensive, two associate professors who are experts on consumer behaviour and two restaurant customers participated in the pretesting process of the survey instrument. The purpose of conducting the pretest was to assess the measurement items' content validity and face validity. The questionnaire was revised to remove any potential for misunderstanding the terminology, the questions, or the possible answers based on the feedback. Changes were also made to the survey's format, language, flow, and length based on their recommendations. The questionnaires comprise two sections: a section on the demographic profile of the

respondents and questions related to the variables. Nominal and ordinal scales were utilised to assess questions about respondents' backgrounds. The questions on the safety of food served at the full-service restaurants, the price of food, satisfaction with the full-service restaurants, and the intention to revisit the full-service restaurants were related to the variables. The pilot study was conducted on 30 respondents following the pretest survey to assess the reliability of the variables. Scale reliability was measured by Cronbach's alpha coefficient. Values of Cronbach's alpha exceeding the threshold value of 0.70 indicated an adequate level of reliability.

3.3 Data Collection and Analysis

The target population in this study was all full-service restaurant customers in Malaysia during October 2022. The G*power software was used to compute the sample size, [54]. A non-probability sampling methodology combined with a purposive sampling strategy was utilised because the precise population size was undetermined. In this study, customers over 18 years of age who have experienced dining at full-service restaurants were the sample selection criteria. Data collection was conducted via an online platform using Google Forms, which were distributed to the respondents. The G*power software identified a minimum sample size of 119 respondents. The overall sample size obtained using the snowball sampling method was 291 respondents. All questionnaires collected from these respondents were usable for further data analysis. The collected data were examined, coded, and further filtered out using SPSS 26. SPSS makes it easier to look for logical inconsistencies that exist in the data. Data on the demographic background were further analysed using SPSS. Hypotheses testing was conducted by employing partial least squares (PLS-SEM). The PLS-SEM analysis is frequently performed using SmartPLS statistical software. PLS-SEM can achieve a higher level of statistical power as it can utilise a smaller sample size even in highly complex models, [55]. In addition, the distribution of data does not need to be normal for PLS-SEM analysis. PLS-SEM can use the bootstrapping process to convert the non-normally distributed data set into a normal distribution, [56].

The measurement model and the structural model are the two models that makeup PLS-SEM. The measurement model represents the associations between the observed items and the latent variables. The structural model depicts the connections between the latent variables. Thus, according to [57], the PLS-SEM analysis entails two-step

procedures: the estimation of the measurement model in the first step and the assessment of the structural model in the second. Only once the first phase has determined that the measurement model is accurate and valid can the second step begin. In the measurement model phase, a confirmatory factor analysis (CFA) was initially carried out to see if the observed variables accurately reflected the predicted latent constructs (factors) using the covariance matrix. The measurement's reliability for constructs with reflective indicators (i.e., food safety, price, and revisit intention) was examined using Cronbach's alpha and composite reliability (CR). Additionally, factor loadings and average variance extracted (AVE) were checked to verify convergent and discriminate validity. The construct with formative indicators (i.e., satisfaction) was validated by evaluating the Variance Inflation Factor (VIF), convergent validity through redundancy analysis, and the values of outer weights. Once the measurement model was verified, the structural model was then investigated using the bootstrapping procedure to test the hypotheses. The statistical analysis for this study was carried out using the software packages SPSS 26 and SmartPLS 3.0.

4 Results

4.1 Demographic Profiles

Google Forms was distributed to obtain 291 usable questionnaires. Women comprised 73.5% of the responses, while men made up only 26.5%. Most of the responses were young, ranging in age from 20 to 29 years (43.6%). Apart from that, the majority of respondents completed higher-level education and currently have a bachelor's degree (41.2%), a postgraduate degree (27.8%), and a certificate or diploma (25.1%). However, most of the respondents are young and still studying (33.3%). Therefore, their gross monthly earnings were less than RM1500. The majority of the respondents (36.8%) dine out once in a while, with most of them (51.2%) dining in during dinner at independent (70.4%) and casual full-service restaurants (97.9%).

4.2 Measurement Model

Associations between observable items and the corresponding latent variables make up the measurement model. The study, [58], identified two categories of measurement models. The first type of measurement model is the reflective construct, in which observable items are indicators of latent variables. The formative construct is the second type

of measurement model. In this construct, the observable items determine the latent variables. Except for satisfaction, all three variables in this study, namely food safety, price fairness, and revisit intentions are identified as reflective constructs. The estimation of measurement models is a prerequisite of the PLS-SEM analysis. The assessment is necessary to effectively capture and measure the latent variables, which serve as the foundation for evaluating relationships in the structural model. The next section is to estimate the reflective constructs.

4.2.1 Reflective Measurement Model Assessment

The latent variables of the reflective construct can be manifested through the observable items, where the arrows originate from the latent variables and point to the observable items. The observable items of a reflective construct are interchangeable, correlated with one another, and can be deleted without altering the meaning of the reflective construct, [59]. To fit the construct's overarching theory or concept, an observable item that does not accurately reflect the latent variable can be removed. Initial assessment of a measurement model used confirmatory factor analysis (CFA). For variables with reflective constructs (i.e., food safety, price fairness, and revisit intention), every observable item was put onto its latent variables, and correlation between constructs was permitted during the analysis, [57]. As suggested by, [58], reflective constructs should be examined using four tests: indicator reliability, internal reliability, convergent validity, and discriminant validity.

The indicator reliability, a measurement of how effectively the observable items reflect on the latent variable, can be used to assess the reliability of the reflecting construct. According to, [60], the outer loadings of the observable items can be used to estimate the indicator reliability. Since all of the items had rather high standardised outer loadings on their observable items, with values ranging from 0.801 to 0.938, all of the items demonstrated good indicator reliability (Table 1).

The items' internal reliability was assessed using Cronbach's alpha and composite reliability. As presented in Table 1, all three latent variables had Cronbach's alpha and composite reliability values higher than the minimum threshold of 0.70, providing adequate internal consistency, [61].

Convergent validity measures the degree to which an item positively correlates with other items of the same construct, [35]. It can be assessed by calculating the average variances of the observable items of the impacted construct, or Average Variance Extracted (AVE), [58]. The AVE value

must be larger than 0.50 for a construct to be considered to have attained convergent validity. The values of AVE for each construct are higher than the cutoff point of 0.50, ensuring convergent validity was attained, [62].

The level of item differentiation between constructs that assess different concepts is known as discriminate validity. Discriminant Validity occurs when several items converge on one construct while also being negatively correlated with opposing constructs, [58]. By looking at the correlations between the measurements of the probable overlapping concept, the discriminant validity was evaluated, [62]. The square roots of AVEs should be larger than the other entries showing the correlations, [62]. Based on the assessment results, the items have demonstrated discriminant validity, as indicated in Table 2.

Table 1. Results of the Assessment of Reflective Measurement Model

Code	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
FS1	The food served in this restaurant is safe in terms of the source.	0.869	0.912	0.935	0.742
FS2	The food served in this restaurant is safe and the slaughtering process is according to Islam.	0.898			
FS3	The food served in this restaurant is safe from animal diseases.	0.915			
FS4	The food served in this restaurant has low possibility to be contaminated from the physical, chemical, and biological contamination.	0.801			
FS5	The food served in this restaurant is guaranteed halal through halal certificate issued by JAKIM.	0.817			
P1	The price of food at this restaurant is reasonable	0.924	0.96	0.969	0.861
P2	The price charged by this restaurant is appropriate with the menus.	0.93			
P3	The restaurant's food taste good compared with price.	0.935			
P4	The restaurant experience was worth the money paid.	0.938			
P5	This restaurant provides me a great price as compared to others	0.913			
RVI1	I would like to revisit this restaurant in the near future	0.907	0.877	0.924	0.802
RVI2	I have a strong intention to revisit this restaurant with my friends and family in the near future.	0.897			
RVI3	I prefer this restaurant over other restaurants.	0.883			

Table 2. Discriminant Validity

	Food safety	Price	Revisit Intention
Food safety	**0.861**		
Price	0.809	**0.928**	
Revisit Behaviour	0.636	0.671	**0.896**

4.2.2 Formative Measurement Model Assessment
In a formative construct, the indicators influence the construct, where the arrows point to the particular construct. This indicates that the construct is entirely formed from its measurements and that the measures themselves cause the construct. In this research, customer satisfaction is caused by four

measures: quality of foods and beverages, quality of restaurants' services, restaurants' environment, and prices set by the restaurants (Table 3). An increase in the quality of foods and beverages would increase customer satisfaction even if there were no increases in the quality of restaurants' services, restaurants' environments, or food prices. Therefore, satisfaction would not require simultaneous changes in all of the measurements. As suggested by, [62], formative constructs should be examined using four tests: convergent validity, collinearity of indicators, and test for significance and relevance. To test the existence of convergent validity, a redundancy analysis, suggested by, [62], was conducted for the particular construct (i.e., customer satisfaction). In the redundancy analysis, a global single-item measure with a generic assessment of the four phenomena of customer satisfaction (i.e., quality of foods and beverages, quality of restaurants' services, restaurants' environment, and prices set by the restaurants) was used as the measure of the dependent construct. It should be noted that a global single-item measure (i.e., item S5 in Table 3) should be included for each formative construct if the questionnaire consists of formative constructs.

Table 3. Measurement Items for Satisfaction

S1	I am satisfied with the quality of food and beverage.
S2	I am satisfied with the restaurant's service quality.
S3	I am satisfied with the restaurant's environment.
S4	I am satisfied with the food prices set by the restaurant.
S5	Overall, I am satisfied with the restaurant.

shows the t-values were higher than the critical values to establish significant outer weights at the alpha 0.05 level of significance.

Table 4 shows that satisfaction was validated, and convergent validity was established by the value of the path coefficient of 0.852 from the redundancy analysis exceeding the threshold value of 0.70, [63]. In addition, no collinearity among indicators was detected, as proven by the values of Variance Inflation Factor (VIF) less than 5, [62]. The collinearity does not reach the critical level in the formative construct, and further analysis of the construct can be conducted using PLS-SEM. Lastly, it is also proven that the values of the outer weights are all significant and relevant from the bootstrapping procedure using 5000 subsamples, [62]. shows the t-values were higher than the critical

values to establish significant outer weights at the alpha 0.05 level of significance.

Table 4 shows the t-values were higher than the critical values to establish significant outer weights at the alpha 0.05 level of significance.

Table 4. Results of the Assessment of Formative Measurement Model

Items	Outer Weights	t value	p Value	Outer Loadings	VIF
S1	0.285	3.868	0.000	0.916	3.822
S2	0.265	3.128	0.002	0.906	4.495
S3	0.164	2.048	0.041	0.880	3.678
S4	0.395	5.523	0.000	0.897	2.374

4.3 Structural Model Assessment

The structural model is then assessed using the bootstrapping procedure once the measurement model has been evaluated. According to Table 5Table 5's structural model results, there is no evidence that food safety has a significant impact on revisit intention (β=0.090, t-value = 1.171, p>0.05). In contrast, food safety positively and significantly influenced satisfaction (β= 0.303, t-value = 3.3.852, p<0.05). Price fairness was likewise shown to have no discernible effect on revisit intention, with a t-value of 1.270 and β=1.103 at a p-value of 0.05. Other than that, satisfaction was positive and significantly influenced by price fairness (β=0.579, t-value=7.480 at p<0.05). Lastly, satisfaction had a significant positive influence on the intention to return (β=0.601, t-value=8.0, p=0.05). Except for hypotheses H1 and H3, all other hypotheses (e.g., H2, H4, H5) were supported.

Table 5. Results of the Structural Model

Hypothesis	Relationships	b	t-value	p-value	Decision
H1	Food safety -> Revisit Intention	0.090	1.171	0.242	Not supported
H2	Food safety -> Satisfaction	0.303	3.852	0.000	Supported*
H3	Price fairness-> Revisit Intention	0.103	1.270	0.208	Not supported
H4	Pricefairness -> Satisfaction	0.579	7.480	0.000	Supported*
H5	Satisfaction -> Revisit Intention	0.601	8.00	0.000	Supported*

p<0.05

4.5 Test of Mediating Effect

Mediation analysis was performed to evaluate the role of satisfaction as a mediator variable in the relationship between food safety and revisit intention. The results (Refer to Table 6) revealed a significant indirect effect of food safety and revisit intention (β=0.182, t-value = 3.848, p<0.05). The direct effect of price fairness on revisit intention was insignificant (β=0.09, t-value =1.171, p>0.05). This shows that satisfaction fully mediates the relationship between food safety and revisit intention. Hence, H6 was supported.

Table 6. A mediation analysis of Satisfaction on the Relationship between Food Safety and Revisit Intention

Direct effect			Indirect effect			Percentile bootstrap 95% confidence	
Coefficient	t-value	p-value	Coefficient	t-value	p-value	Lower	Upper
0.09	1.171	0.242	0.182	3.484	0.001	0.09	0.29

Mediation analysis was also performed to assess the mediating role of satisfaction in the relationship between price fairness and revisit intention. The results (Refer to Table 7) indicated a significant indirect effect on price fairness and revisit intention (β=0.348, t-value=5.791, p<0.05). The direct effect of price fairness on revisit intention was insignificant (β=0.103, t-value=1.27, p>0.05). This shows that satisfaction fully mediates the relationship between price fairness and revisit intention. Thus, H7 was supported. Lastly, a mediation analysis of Satisfaction on the Relationship between Price Fairness and Revisit Intention is presented in Table 7.

Table 7. A mediation analysis of Satisfaction on the Relationship between Price Fairness and Revisit Intention

Direct effect			Indirect effect			Percentile bootstrap 95% confidence	
Coefficient	t-value	p-value	Coefficient	t-value	p-value	Lower	Upper
0.103	1.27	0.204	0.348	5.791	0.000	0.24	0.474

5 Discussions and Research Implications

The findings of this study show that food safety and price fairness significantly and positively affect customer satisfaction with full-service restaurants, respectively. The results of this study support previous research conducted by, [17], [32]. Customers were happy with the level of food safety and price fairness at the restaurants, which

contributed to their satisfaction. Customers will be satisfied if the outcome exceeds expectations, [64]. However, the t-value for food safety is smaller compared to price fairness, suggesting that food safety is not the most important factor concerning customer satisfaction. Customer satisfaction was also found to have a strong and significant positive influence on revisit intention. Thus, customer satisfaction is an important factor that keeps customers from revisiting full-service restaurants. In contrast, food safety and price fairness were found to have no significant influence on customer revisit intention. The results do not support the studies by [11], [65].

Based on the mediation analysis, the relationships between food safety, revisit intention, and price fairness was fully mediated by customer satisfaction. These relationships support the Stimulus-Organism-Response (SOR) Theory developed by, [25]. Therefore, restaurant operators need to improve the level of food safety and price fairness to confirm their customers are satisfied and return to the restaurant. Customers who feel the foods prepared are safe and the prices charged are fair will be satisfied and revisit the restaurants in the future. Increasing consumer awareness and education about food safety is important in ensuring customers have adequate knowledge to protect themselves from any food-borne illnesses caused by lapses in preparing food at restaurants. Apart from that, frequent monitoring by government officials in charge of prices should be conducted to ensure restaurants do not overcharge their customers. From a managerial perspective, it is essential to recognise how customers are affected by the level of price charged by restaurants. Customers are price-sensitive and are anxious about the price of food when dining out. If they perceive an unfair price being charged, they will not hesitate to switch to another restaurant. Nevertheless, even with the high rate of inflation, customers' rights should be protected.

6   Limitations of the Research and Recommendations for Future Research

This study adds to the literature on full-service restaurants in several ways, but it also has several unavoidable limitations. The distribution of respondents' socioeconomic and demographic traits was not uniform. It is because data collection was conducted via an online survey due to the movement control order (MCO) during the COVID-19 pandemic, which restricted the data collection process. Only respondents who have access to the Internet answered the questionnaire. A future study should revisit the research questions with a comparable sample size and more diverse respondents from different backgrounds.

This study only looked at three independent variables related to customer revisit intention in a full-service restaurant in Malaysia. Therefore, the future study can examine other independent variables such as food quality, restaurant image, and halal marketing compliance to obtain precise and reliable data that may predict customer revisit intention towards full-service restaurants.

7 Conclusion

This study confirms that the effect of food safety and price fairness on customer revisit intention towards full-service restaurants was mediated by satisfaction. The results indicate that for customers to revisit full-service restaurants, they must be satisfied with the level of food safety and the price charged by the restaurant operators. The results of the study found that price fairness is the most important predictor of satisfaction with full-service restaurants compared to food safety. It is because Malaysian customers are concerned about the increase in food prices and expect to gain a high benefit from the price they pay. In terms of food safety, restaurant operators should ensure that all facets of their performance in terms of food safety are consistently up to par and maintained by creating and implementing a thorough food safety management program.

In conclusion, for a restaurant to enhance consumer revisit intention, it is vital to identify the main factors that may influence this variable. Revisit intention can be observed when the customers decide to remain with or defect from the restaurants. To stay competitive in the market, revisit intention plays an important role in the future success of the restaurant industry. Learning and understanding the important factors that may influence the customer to revisit full-service restaurants enables restaurant operators to formulate or develop efficient marketing strategies to entice customers to eat at their restaurants.

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Conflict of Interest
The authors have no conflict of interest to declare.