Exploring the Dynamics of Japanese Cuisine Patronage in Jakarta: A Comprehensive Study on Social Influence, Experiential Marketing, and Repurchase Decisions in the Post-COVID Era

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Abstract

This study aimed to identify factors affecting customers' decision to revisit a Japanese restaurant in the Greater Jakarta area. The study was conducted by surveying 365 individuals who work at Japanese restaurants in the Jabodetabek area. The study was conducted on 365 people who work at Japanese eateries within the Jabodetabek region. The examination of the information collected from these respondents uncovered the following discoveries: (1) cost essentially impacts the choice to repurchase nourishment at a Japanese eatery; (2) item quality moreover altogether impacts the choice to repurchase nourishment at a Japanese eatery; (3) benefit quality plays a noteworthy part in nourishment repurchase choices at Japanese restaurants; (4) social effect encompasses a noteworthy impact on the choice to repurchase at a Japanese eatery, and (5) experiential showcasing essentially impacts the choice to repurchase nourishment at a Japanese eatery. The research discovered that social influence mediates the link among repurchase decisions and product quality. However, the mediation effect of social influences diminishes the connection among the dependent and independent variables. The research highlights the significance of experiential marketing for the food and beverage sector, as it can help restaurants better understand customers' senses, feelings, sights, actions, and relationships. Overall, the research contributes valuable insights into the limitations of experiential marketing and its impact on customer's repurchase decisions at Japanese restaurants.

Keywords: Experiential Marketing, Price, Product Quality, Repurchase Decision, Service Quality, Social Influence.

Indonesians highly seek Japanese food on a global scale. Due to their strong interest in their country's specialties, numerous Japanese restaurants offer various Japanese delicacies. One of the most popular Japanese foods is sushi, which consists of rice and fillings wrapped in

nori or seaweed. However, sushi comes in many different varieties, each with unique qualities (Neubauer, 2020).

In the larger Jakarta area, there is much competition among sushi sellers due to the many Japanese restaurants offering sushi. Some popular ones include Sushi Massa, Sushi Hiro, Sushi-Tei Jakarta, Yamaji, Okinawa Sushi, and Kitsune. All eating house presents their products differently, considering social impact, cost, quality of the goods and services, and experiential marketing provided to patrons. Japanese cuisine is considered healthier than other nations, while Western and Chinese cuisines require highly inventive and skilled new dishes unique to their restaurants.

Indonesian society has developed a strong affection for Japanese cuisine due to its authentic flavors. Japanese cuisine is known for its use of simple techniques and handcrafted ingredients. However, it still maintains a natural and delicious flavor, as per the principles of Japanese gastronomy (Cwiertka, 2021). Japanese restaurants, snacks, and cuisine have become increasingly popular in the larger Jakarta area of Indonesia since the Free Trade Agreement (FTA) was signed between the two countries. The greater Jakarta area is experiencing a yearly growth in the number of Japanese eateries expanding their presence (BPS, 2020).

Entrepreneurial individuals have opened various Japanese restaurants, such as sushi, fine dining, fast food, and fusion. These establishments offer many Japanese delicacies, including bento rice boxes, sashimi, donburi, sushi rolls, rice balls, yakitori, teppanyaki, soba, sukiyaki, and more (Neubauer, 2020). However, since the COVID-19 epidemic, people's lifestyles have changed dramatically. Dining out has become rare, especially with government regulations prohibiting outdoor activities and enforcing social distancing. As a result, most people now opt for takeout or online food delivery to enjoy restaurant cuisine. In early 2022, the government relaxed these regulations, allowing people to dine out and resume daily activities as usual.

Many people enjoy dining in Japanese restaurants, but some significant considerations must be remembered. The COVID-19 virus is still a concern, especially in certain raw or partially uncooked Japanese dishes. According to studies conducted by US colleges and the World Health Organization, the transmission of the virus through food has not been detected (Abbasi et al., 2022; Wadyka, 2020; WHO, 2021). Individuals with robust immune systems regularly consuming raw food are unlikely to contract the virus. However, those with weakened immune systems are at a higher risk, so cooking food to a specific temperature is recommended to reduce the risk (CORONA VIRUS AND FOOD, 2021; WHO, 2021).

On the other hand, the spread of the virus in food in the greater Jakarta area led to a decline in patronage at restaurants, especially Japanese eateries. Additionally, experiential marketing played a significant role during this time, encompassing senses, feelings, thoughts, actions, and relationships, especially for customers who dined at the restaurant (Schmitt, 2010). Researchers considered this a crucial component, so they would like to examine the decision to repurchase a meal in a Japanese restaurant, particularly following the COVID-19 pandemic.

Several studies have explored the social components that influence decisions to repurchase. In this study, three main areas are being investigated: (1) whether social influence moderates the relationship among prices, quality of product, quality of service, experiential marketing, and buyback decisions, (2) whether social influence mediates the interrelationship among the dependent and independent variables, and (3) whether social influence has a straight impact on buyback decisions. The pilot study framework comprises a literature evaluation, hypothesis creation, data analysis, discussion, and conclusion.

Literature Review and Process of Developing a Hypothesis

2.1 Price

According to Zhang & Prasongsukarn (2017), price is the money required to purchase goods or services or the value customers must give up to obtain a good or service. Some academics also consider price the total amount of money stated in monetary units and additional components, especially non-monetary ones, such as specific utilities or uses required to receive goods or services (Farm, 2020).

The price of an item or service can have various monetary and non-monetary values that consumers use to purchase. The price of a service is typically expressed in monetary units. This finding is based on the researchers' investigation of pricing. Additionally, consumers use price as a guide when making a purchase. Additionally, the term 'price' refers to the complete sum of money that a customer pays the seller to provide products and services. It is the amount a seller is willing to charge for products and services, considering the cost and profit margin (Olajide et al., 2016). In their study, Kotler & Armstrong (2018) identified price matches, price lists, special discounts, and recognized prices as significant pricing indicators. Based on this, the following possibilities are proposed:

H1: The prices influence repurchase decisions positively

H5: The relationship between Pricing and Social Influence is favorable

H10: Social Influence has a favorable influence on the link among prices and repurchase decisions

2.2 Product Quality

According to Kotler & Armstrong, (2018), the quality of a product is defined by its prowess to perform its intended functions, as well as its precision, dependability, longevity, and repairability. Other beneficial qualities such as accuracy, ease of use, and maintenance contribute to a product's quality (Hoe & Mansori, 2018; Takeuchi & Quelch, 2022).

Giao (2020) utilized the following metrics to evaluate a product's quality: functioning, operation services, durability, reliability, product characteristics/qualities, conformance with specifications, and output of the results, including fit and finish. The annotations provided by experts for high-quality products imply that the ability to assess a product based on its versatility, reliability, accuracy, and other factors makes it high-quality. Consequently, the hypothesis concludes that a product's quality can be determined by its performance, service, durability, reliability, features, conformance with specifications, and output results:

H2: Product quality positively influences buyback decisions.

H6: Product quality has a favorable influence on social influence.

H11: Social Influence mediates the relationship among quality of product and buyback decisions.

2.3 Service Quality

The definition of quality servicey is the expected standard of excellence and the capacity to uphold it to satisfy the client's expectations (Kansra & Jha, 2016; Zulganef et al., 2020). Previous studies have examined service quality regarding the benefits customers receive from interactions, as opposed to the initially expected benefits (Cho & Sagynov, 2015). Additionally, the quality of the services provided significantly influences client happiness, loyalty, and future purchase intentions (Cao et al., 2018; Salomão & Santos, 2022).

Several scholars have identified critical characteristics that make people well-suited for the online food and beverage sectors. Parasuraman et al., (2005) questioned whether the definitions and relative usefulness of SERVQUAL factors change when clients interact with technology rather than service providers. Other researchers have identified the following characteristics of high-quality e-services: responsiveness, efficiency, privacy, fulfillment, and contact (Lin et al., 2020; Zeithaml et al., 2010).

As evident from the experts' definitions above, service quality helps meet client demands by providing clients with tangible benefits. Service quality indicators include tangible proof, dependability, responsiveness, assurance, and empathy. The conclusion of the premise is provided as follow.

H3: Service quality perfectly affect repurchase decisions.

H7: Service quality has a favorable effect on social influence.

H12: Social Influence mediates the relationship among quality of service and buyback decisions.

2.4 Social Influence

The proportion to which the usage of technology by others influences one's own is known as social influence (Tandon et al., 2018). Most people believe that because others perceive technology as essential, social influence creates a distinct feeling of its importance (Hyun et al., 2020). Social norms have a significant impact on innovation, as it is believed that people turn to their social circles for almost everything, including new technology, and can be influenced by the information they receive.

People are more interested in the thoughts and perceptions of others regarding technical features than in their own experiences. Additionally, social norms affect perceptions of traditional and online dining experiences, especially in light of the COVID-19 pandemic. Therefore, the behaviors, comments, and viewpoints of family, friends, and peers regarding the decision to dine out again are significant. Social influence is the most extensively studied and hypothesized construct in the UTAUT framework. The touch of social influence on behavioral intentions and repurchase decisions is significantly correlated. Users' intentions to dine at a restaurant and use its services again may be influenced by peers, family, and even media, such as television (Parenti et al., 2017; R. Sharma et al., 2020).

Meanwhile, a person's social environment influences how they exert social influence differently (Adewale et al., 2019; Khuong et al., 2022). People may be inclined to follow a reference even if they disagree with it, so it would be interesting to explore the connection between social influence and usage intention (Nyesiga et al., 2017).

Numerous studies have shown that social influence is high-priority in society's decision-making process and mediates between price and repurchase decisions. With the advancements in technology and the widespread use of social media, consumers now have easy access to others' opinions, which can significantly influence their decisions to repurchase (Butcher et al., 2002). Furthermore, social influence dramatically affects the quality of products, services, and the overall marketing experience about repurchase decisions (Liu et al., 2019).

Several reports have shown that various aspects affect the decision to repurchase and continue using a product. Users can make informed purchasing decisions for future use based on the technology's accessibility, information about its use and usefulness, and firsthand experience using it (Kabadayi et al., 2019). Other factors influencing behavioral intentions include social influence, corporate expectations, performance expectations, and enabling circumstances (Venkatesh et al., 2003). Research has also shown that social factors affect consumers' decisions to adopt digital banking services in various industries (Srivastava & Singh, 2020). Additionally, a study conducted in Australia found that sectors primarily involved in customer service were significantly impacted by social Influence (Butcher et al., 2002). As a result, the following theory is possible to formulate:

H5a: The correlation among price and repurchase decisions is moderated by social influence.

H5b: Social Influence moderates the link among product quality and repurchase decisions.

H5c: The link among service quality and buyback decisions is moderated by social influence.

H5d: Social Influence moderates the conenction between experiential marketing and repurchase decisions.

H9: Repurchase decisions are firmly impacted by social influence.

2.5 Experiential Marketing

Experiences are viewed as unique events that involve the entire being reacting to stimuli rather than being self-managed by the consumer (Pötters et al., 2018). According to Oh et al., (2008), experiences should be enjoyable, engaging, and memorable from the customer's perspective. In this sense, an experience can be understood to coordinate all the cues people notice while purchasing since the experience is perceived as physical or intangible to be consumed (Akel & Cakir, 2023; Shen et al., 2023). This perspective suggests that the experience economy includes hobbies, entertainment, and diversion—creates connections and evokes deep emotions and empathy (Lipovetsky & Godart, 2018).

Experiential marketing refers to a customer's memorable experience or recollection in this context (Lee & Chang, 2012). However, some authors suggest that introducing this concept highlights the transformation of the communication paradigm. Marketers strive to draw customers' attention by providing more personalized experiences through words and movements (Amin & Tarun, 2019). To meet the needs of consumers, marketers create five distinct experiences that involve sensing, feeling, thinking, acting, and relating. These experiences are collectively strategic experiential modules (Schmitt, 2010). Consequently, several scholars have employed this technique to the product's five experiences.

According to Fang et al., (2014), the sense module creates sensory experiences by stimulating the senses of sight, hearing, touch, taste, and smell. Most attachment is formed while consuming, differing from modestly positive aura connected with one or more brands to even stronger feelings of amuse and admiration. As per Shen et al., (2023) the feel module focuses on the client's emotions and feelings to develop affective experiences. The thinking module, on the other hand, enhances customer knowledge while creating the cognitive experience. Appealing to their mental abilities addresses problems and intentionally challenges customers (Amin & Tarun, 2021; Schmitt, 2010). The acting module aims to enhance customers' physical experiences, introduce them to new opportunities, and impact their interactions, lifestyles, and experiences.

Furthermore, lifestyle shifts are typically more spontaneous, motivational, and inspiring, often incorporating role models such as athletes, musicians, or actors (Lee & Chang, 2012; Schmitt, 2010). Lastly, the associated module addresses issues beyond the individual's state and transcends their deepest thoughts. Relational campaigns capitalize on people's desire for self-fulfilment.

Schmitt's (2010) model has drawn much interest, although conceptual fit may be necessary for its five dimensions. The sensory dimension is balanced in the same way as the other dimensions. Marketers present customers with stimuli, which they then process and understand (Wu & Tseng, 2014). The author also considers marketing decisions' potential reactions and triggers (Salomão & Santos, 2022). Marketing decisions are not made in response to sensory stimuli (vision, smell, touch, taste, hearing). The other dimensions (behavior, emotion, cognition, and social relationships) could be combined by them (LaRocca et al., 2020). Furthermore, studies on services, especially in the restaurant and hospitality sectors, usually highlight these five experience modules (Lee & Chang, 2012; Mahr et al., 2019). The aforementioned data allow for the development of the following hypotheses:

H4: Marketing Experiential has a favourable impact on buyback decisions.

H8: Marketing Experiential has a firmly influence on social influence.

H13: Social Influence mediates the relationship among experiential marketing and buyback decisions.

2.6 Repurchase Decision

According to Cihan et al., (2017), when a customer purchases a product multiple times, they must decide whether to make a repeat purchase. Repurchase decisions are influenced by customers' positive reactions to a company's e-service quality, which encourages them to revisit the business and purchase more of its products (Han & Li, 2020).

Repurchase intent, or the willingness of customers to repurchase the same products or brand, is one of the most significant behavioral marketing goals (Hsu, 2021; Yang et al., 2022). Chumpitaz & Paparoidamis, (2020) demonstrated the likelihood that an individual will continue to make purchases from an online retailer or merchant in the context of dining and shopping.

Li et al., (2019) found that the behavioral intentions are positively impacted by service convenience. However, behavioral intention is only supported by two of the five convenience elements (Mpinganjira, 2015; Sánchez et al., 2020). Scholars argued that the influence of different convenience factors on behavioral intentions depends on the type of service being studied.

According to the experts mentioned above, the repurchase decision can be defined as a customer's behavior that indicates satisfaction with their product purchase and intention to return to use it again. Shafiee & Bazargan, (2018) discovered four indicators—transactional, referral, preference, and exploratory—that would influence the choice to repurchase. Studies on offline and online purchasing have shown that service convenience favorable affects buyback intention (Tian et al., 2022; Xue et al., 2021).

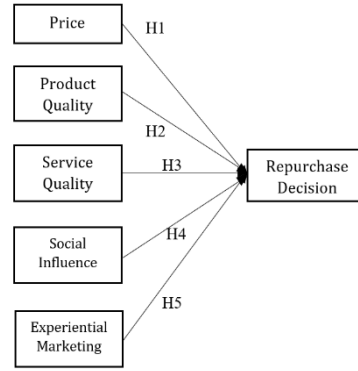

Figure 1 Conceptual Proposed Blueprint for Model 1

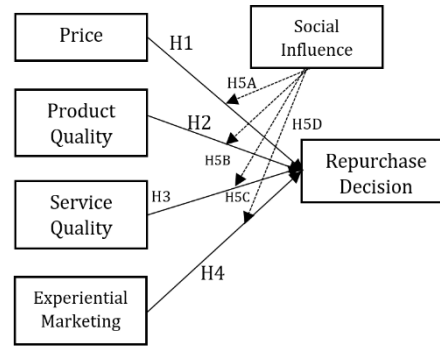

Figure 2 Conceptual Proposed Framework for Model 2

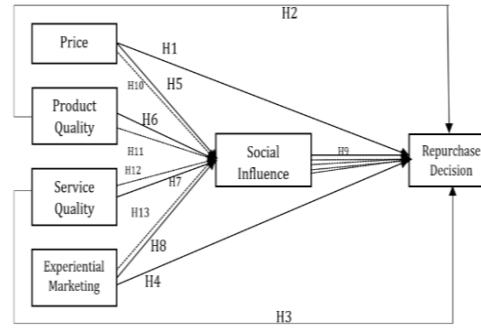

Figure 3 Conceptual Proposed Framework for Model 3

METHODS

3.1 Data

This research utilizes both primary and secondary data. Primary data was collected by individuals directly involved with the study's objective through observations or interviews (Sekaran & Bougie, 2020). Secondary data, on the other hand, was gathered from completed studies (Sekaran & Bougie, 2020). The primary data sources were derived from respondents who completed online questionnaires conveyed to customers of Japanese restaurants. Additionally, pre-existent sources such as books, journals, and online materials were utilized to gather secondary data sources.

3.2 Population and Sample

According to Sugiyono, (2019), the population is a generalization comprised of an object or topic selected by researchers for study with specific qualities and traits from which inferences can be derived. As a result, everyone who frequents Japanese restaurants in the wider Jakarta area makes up the study's demographic. The sample characteristics have been determined and reflect a percentage of the population size (Hair et al., 2022). Customers who have made meal purchases at Japanese restaurants make up the sampling for this study. Purposive sampling is the method of sampling used in this investigation. One method for choosing data sources with concerns is called purposeful sampling (Ghozali, 2018; Gultom et al., 2020). These several factors are diverse since they cater to the requirements of the study.

According to Hair et al., (2022), a study should ideally have 100 to 200 samples, with at least 5 to 10 observations per estimated parameter. Since this study involves 20 indicators, the required sample size would be 20 multiplied by 10, which equals 200 respondents.

RESULTS AND DISCUSSION

The respondents selected for this study were characterized by several factors, including age, gender, marital status, residential location, and average monthly expenses. Based on the information gathered, there are 345 responses.

Table 1. Presents the Gender distribution

Gender	Percentages
Female	75.12%
Male	24.88%
Total	100%

Source: Output of data

Table 1 shows that female respondents had the highest sushi Go consumption at 75.12%.

Table 2. Presents the Age Distribution Of Participants

Age	Percentages
< 25 years old	58.29%
26 - 35 years old	24.50%
36- 45 years old	9.11%
> 45 years old	8.10%
Total	100%

Source: Output of data

Table 2 displays the age distribution of the respondents in order of preference. The majority of the respondents who are under 25 years old are Millennials (58.29%). Second, 24.50% of respondents were between 26 and 35. The final two, between the ages of 36 and over 45, had comparable results, ranging from 8.10% to 9.11%.

Table 3. Presents the Respondents' occupational status

Occupation	Percentage
Employee	0.70%
Businessman	0.25%
Private Employee	22.30%
College Student	76.75%
Total	100%

According to Table 3, college students have the highest percentage of respondents at 76.75%. The private sector follows with 22.30%, followed by business people and employees.

Table 4. Responders Expenditures

Monthly Expenditures	Percentages
< Rp. 1.500.000	55.24%
Rp. 1.500.001 - Rp. 3.000.000	26.88%
Rp. 3.000.001 - Rp. 4.500.000	15.01%
> Rp. 4.500.000	2.87%
Total	100%

Table 4 displays the highest expense levels, ranging from Rp 0 to Rp 1,500,000, accounting for 55.24%. Following that, spending between Rp 1,500,001 and Rp 3,000,000 comes in second place, making up 26.88% of the total. Spending over Rp 4,500,000 makes up 2.87%, followed by spending between Rp 3,000,001 and Rp 4,500,000 at a rate of 15.01%.

Validity test

Based on the PLS-SEM methodology, the following result has been calculated.

Table 5. The price of the Convergence Validation Testing

Item Indicators	Standardized Factor Loading	Result
PR1	0.876	Valid
PR2	0.851	Valid
PR3	0.841	Valid
PR4	0.830	Valid

Source Data Process (2024)

Table 6. Quality of Product Based on Convergence Validation Testing

Item Indicators	Standardized Factor Loading	Result
PQ1	0.800	Valid
PQ2	0.771	Valid
PQ3	0.807	Valid
PQ7	0.830	Valid

Source Data Process (2024)

Table 7. Convergence Validity Tests for Service Quality

Item Indicators	Standardized Factor Loading	Result
SQ1	0.754	Valid
SQ2	0.663	Valid
SQ3	0.646	Valid
SQ4	0.804	Valid
SQ5	0.819	Valid

Source Data Process (2024)

Table 8. Social Influence Based on Convergence of Validity Test

Item Indicators	Standardized Factor Loading	Result
SI1	0.858	Valid
SI2	0.808	Valid
SI3	0.813	Valid
SI4	0.818	Valid
SI5	0.772	Valid

Source Data Process (2024)

Table 9. Convergent Validity Test for Experience Marketing

Item Indicators	Standardized Factor Loading	Result
EM1	0.915	Valid
EM2	0.850	Valid
EM3	0.730	Valid
EM4	0.859	Valid
EM5	0.891	Valid

Source Data Process (2024)

Table 10. Repurchase Decision Based on Convergent Validity Testing

Item Indicators	Standardized Factor Loading	Result
RD1	0.844	Valid
RD2	0.842	Valid
RD3	0.861	Valid
RD4	0.849	Valid

Source Data Process (2024)

The data from Tables five, six, seven, eight, nine, and ten clearly show that each variable's indication can be accepted, as its significance has greater significance than 0.60 (Hair et al., 2022).

Reliability Test

The reliability of the test is diagnosed by the Cronbach's Alpha and composite reliability test. If the value is more significant than 0.60 (>0.60), it is considered more significant and reliable.

Table 11. Reliability Output

Variables	Cronbach Alpha	Composite Reliability	Results
Price	0.871	0.873	Reliable
Product Quality	0.844	0.879	Reliable
Service Quality	0.796	0.816	Reliable
Social Influence	0.873	0.875	Reliable
Experiential Marketing	0.903	0.905	Reliable
Repurchase Decision	0.871	0.873	Reliable

Source Data Process (2024)

Based on the statistic results, all values in Table 11 are >0.70, indicating the usefulness and reliability of construct's Cronbach alpha and Composite Reliability findings (Kock & Hadaya, 2018).

Table 12. Convergent Validity with AVE Outputs

Variables	Average Variance Extracted (AVE)	Results
Price	0.722	Reliable
Product Quality	0.522	Reliable
Service Quality	0.548	Reliable
Social Influence	0.663	Reliable
Experiential Marketing	0.725	Reliable
Repurchase Decision	0.721	Reliable

Source Data Process (2024)

An AVE test for convergent validity is displayed in Table 12. Four variables in this interpretation were deemed valid based on the results of the convergent validity test, which showed a value greater than 0.50. Consequently, four variables were deemed valid by the convergent validity test: Pricing, Quality of Product, Quality of Service, and Decision to Purchase.

R-Square

Based on the study findings by Hair et al., (2022), the R-square (R2) quantifies the overall Effect of the structural model or the percentage of variation in the dependent variable that the independent variable or predictor can explain. Additionally, Hussain et al., (2018) discuss the variance in the endogenous components, which measures the model's predictive performance.

Table 13. R-Square Test Output

Variables	R-Square
Repurchase Decision	0.785

Source: Data Process (2024)

The data presented in table 13 pertains to the buyback Decision Value variable, which has an R-square value of 0.785. This indicates that the variables of prices, products quality, services quality, social influence, and experiential marketing account for 78.5% of the variance in the repurchase decision. Furthermore, the variables showed a moderate correlation.

f-Square

The R-square values of each endogenous construct were continuously assessed and examined. The R-square value shifts when a particular exogenous construct is taken out of the model to examine and decide whether to delete the construct, which impacts the endogenous constructs. (Hair et al., 2020). According to Hair et al., (2020), three values are considered significant rule of thumb values for analyzing and evaluating the F-Square: 0.02, which is contemplated small; 0.15, which is contemplated medium; and 0.35, which is contemplated significant. These values represent small, moderate, and large effects. In addition, the f-square represents the variation in the R-square that occurs when an exogenous variable is removed from the design of the research (Hair et al., 2022).

Table 14. Test of f-Square Output

Variable	f-Square
Price	0.103
Product Quality	0.001

Service Quality	0.011
Social Influence	0.007
Experiential Marketing	0.385

Source obtained from the processing of the data

The f-square values for pricing, social impact, product quality, service quality, experiential marketing, and repurchase decision are displayed in Table 14. Product Quality and Social influence do not affect repurchase decisions, with a value of 0.001 and 0.007. The effects of service quality are mirrored with values of 0.011. Next, the price variable was 0.102, indicating a moderate influence on the decision to repurchase. Lastly, the experiential marketing variable was 0.385, significantly impacting the decision to buy back. Overall, most of the variables in this study had a negligible impact and a weak correlation with the buyback decision variable.

intrinsic latent models

Q2-Predict

Like R-squared, predictive relevance can be used to evaluate the frameworks in a study. The predictive power of the research model can be forecasted from the result of Q-Square (Hussain et al., 2018). Furthermore, the Q-Square criteria reveal the intrinsic latent models that the conceptual model can predict. A Q-Square value > 0 indicates that the model's predictive relevance helps identify, while a value less than 0 indicates that the model has no predictive value. This study determines predictive relevance by blindfolding the dependent variable value until it reaches a Q-Square value > 0, indicating predictive significance according to the general rule of thumb. The outputs of the data processing are presented below.

Table 15. Test of Q-Square Outputs

Variable	Q^2
Repurchase Decision	0.554

Source: Data Analysis (2024)

With a score of 0.554, the Q-Square value indicates that the endogenous construct is the repurchase decision. Additionally, the Q-Square provides predictive relevance as an influence on the structural model. A value of 0.02, 0.15, and 0.35 implies that the framework is weak, moderate, or robust, respectively. Given the obtained predictive relevance value, the model could be considered robust.

Hypothesis Test

The importance of hypothesis testing must be evaluated in light of the relationship between the variables. As the hypothesis formulated in this study is precise and there is evidence of a positive affect of the independent variable on the dependent variable, a one-tailed approach has been employed to test the hypothesis. With a 95% confidence level, the significance threshold for hypothesis testing is 0.10 for the two-tailed approach and 0.05 for the one-tailed approach. As a result, the criteria T-statistics > 1.65 and P-value < 0.05 are used in hypothesis testing to determine the significance of the hypothesis. In addition, table sixteen presents the outcome of the hypothesis examining conducted in this research to indicate the level of support for the hypothesis.

Table 16. Hypotheses Test Outcome

Design 1	T-Statistics	P-Value	Result
Repurchase Decision <- Price	3.191	0.001	Significant
Repurchase Decision <- Product Quality	4.396	0.000	Significant
Repurchase Decision <- Service Quality	2.655	0.000	Significant
Repurchase Decision <- Social Influence	2.861	0.005	Significant
Repurchase Decision <- Experiential Marketing	6.635	0.000	Significant

Table 17. Hypotheses Test Outcome with Moderating Effect

Design 2	T-Statistics	P-Value	Result
Price -> Repurchase Decision	2.221	0.013	Significant
Product Quality -> Repurchase Decision	3.750	0.020	Significant
Service Quality -> Repurchase Decision	1.758	0.039	Significant
Social influence -> Repurchase Decision	1.853	0.002	Significant
Experiential Marketing -> Repurchase Decision	7.224	0.000	Significant
Price Moderating Effect -> Repurchase Decision	0.223	0.412	Not Significant
Product Quality Moderating Effect -> Repurchase Decision	0.612	0.279	Not Significant
Service Quality Moderating Effect -> Repurchase Decision	0.203	0.381	Not Significant
Experiential Marketing Moderating Effect -> Repurchase Decision	0.637	0.368	Not Significant

Table 18. Hypotheses Test Outcome with Direct Mediation Effect

Design 3	T-Statistics	P-Value	Result
Repurchase Decision <- Price	3.086	0.014	Significant
Repurchase Decision <- Product Quality	2.447	0.000	Significant
Repurchase Decision <- Service Quality	2.573	0.017	Significant
Repurchase Decision <- Social Influence	6.597	0.021	Significant
Price -> Social Influence	2.185	0.014	Significant
Product Quality -> Social Influence	5.295	0.000	Significant
Service Quality -> Social Influence	1.599	0.055	Not Significant
Experiential Marketing -> Social Influence	3.604	0.000	Significant
Social influence -> Repurchase Decision	2.256	0.015	Significant

Table 19. Hypotheses Test Outcome with Mediation Indirect Effect

Design 3	T-Statistics	P-Value	Result
Price -> Social Influence -> Repurchase Decision	0.654	0.257	Not Significant
Product Quality -> Social Influence -> Repurchase Decision	2.778	0.018	Significant
Service Quality -> Social Influence -> Repurchase Decision	0.634	0.263	Not Significant
Experiential Marketing -> Social Influence -> Repurchase Decision	0.734.	0.231	Not Significant

The Smart-Plus Data Analysis (2024) was used as the source of this information.

The T-count values for the independent variables are displayed in Table 16. The value for price is 3.191, while the values for product quality, services, social influence, and experience marketing are 4.396, 2.655, 2.861, and 6.635, respectively. At a significant level of 1.65, the findings for all four variables are more significant than the T-table. In addition, T-statistic results for the moderating effect are 0.223, 0.612, 0.203, and 0.637, where all the values are below 1.65. Therefore, Ho is accepted.

The P-values of price, product quality, service quality, social influence, and experiential marketing are 0.001, 0.000, 0.005, and 0.000, respectively, indicating that the data is sufficient to reject Ho since all four independent variables have values less than 0.05 (<0.05). Thus, the decision to purchase food at a Japanese restaurant is significantly influenced by pricing, product quality, service quality, social influence, and experiential marketing. In Table 17, the moderating Effect of Social Influence on the decision to repurchase a meal at a Japanese restaurant did not significantly affect the prices, products quality, services quality, and experiential marketing variables. The P-value for price is 0.412, while the values for product and service quality are 0.279 and 0.381, respectively.

The experiential marketing score is 0.368, indicating that Ho is accepted and Ha is denied.

Furthermore, Table 18 demonstrates how the direct relationships between pricing, social influence, product and service quality, and experience marketing significantly impact repurchase decisions. It also shows that service quality does not impact social influence but relatively price, product quality, and experiential marketing. Additionally, Table 19 illustrates how the independent and dependent variables are indirectly related. In the interaction among prices, quality of service, and experience marketing on buyback decisions, social influence functions as a mediation variable and produces negligible results. The output demonstrates the association between the quality of the product and buyback decisions using social influence as a mediation variable.

"The regression formula for a multivariable regression with a statistic as follows: y=a+b1*x1+b2*x2+….+bn*xn

where, y=dependent variable, xn = independent variables, a = constant (y-intersect), bn=regression coefficient of the variable x."

The first model's regression line looks like this: y = 0.544 + 0.222*x1 + 0.450*x2 + 0.270*x3 + -0.188*x4 + 0.215*x5 where x1 = Price, x2 = Product quality, x3 = Service quality, x4 = Social influence and x5 = Experiential marketing. According to this model, buyback decisions increase by 0.222 units with an increase in price value. This also applies to other factors such as social impact, experiential marketing, product and service quality, and product quality.

Subsequently, the regression equation for the moderator variable statistic is illustrated below:

y = 0.578 + 0.207*x1 + 0.369*x2 + 0.225*x3 + 0.195*x4 - 0.078*x1z1 + 0.040*x2z2 - 0.024*x3z3 + 0.025*x4x4

In this model, Z represents social influence as a moderator, Y represents repurchase decisions, and X1-4 represents independent variables. In model two, the price estimate will increase by 0.207 units, indicating increased repurchase decisions. For additional variables, such as experience marketing, product quality, and service quality, the similar pattern is seen. The equation for the moderator variable indicates that the repurchase decisions are expected to decline, and the predicted price moderated by social influence is likely to decrease by 0.089 units.

Additionally, with social influence as a moderator, the decision to repurchase increases by 0.041 units compared to the product quality standard. Conversely, there is 0.0033 units decrease in service quality if the repurchase decision declines. According to experiential marketing standards, repurchase decisions will increase by 0.0200 units, with social influence as a moderator.

"The regression equation with mediation effect between independent and dependent is as follows:

y = 0.581 + 0.243* x 1 + 0.359* x 2 + 0.258* x 3 + 0.231* x 4 -0.061* x 5 + 0.555* x 6 -0.022* x 7 + 0.477*x8 + 0.011*x1 x 5 -0.102* x 2 x 6 + 0.004* x 3 x 7 – 0.087* x 4 x 8."

This formula demonstrates that even when controlling for independent variables such as price, product quality, service quality, and experiential marketing, social influence still impacts buyback decisions. The direct and indirect effects of the independent variables on the dependent variable are separated for mediation analysis. These models show that the direct relationship between price and repurchase decisions is 0.243, while X1X5 represents the indirect relationship between price and buyback decisions through social influence.

Discussions

Considering the results of the initial hypothesis, it can be concluded that price significantly influences repurchase decisions for Japanese restaurant patrons. Specifically, the price variable has been shown to impact repurchase decisions significantly.

This outcome complies with earlier research that has demonstrated the positive effect of pricing on repurchase decisions (Gupta & Kim,

2007). Studies on pricing, which affects repurchase decisions in online and offline transactions, support this finding (Shahid et al., 2023; Sharma & Lijuan, 2015). Three key factors contribute to this result: customer affordability of pricing, price competition, and price suitability concerning product benefits. Previous research in the Chinese and Korean food industries has shown that pricing significantly impacts repurchase intention (Kim & Kang, 2022; Tian et al., 2022). The outputs of the research suggest that price impacts consumers' decisions to eat at Japanese restaurants in the future. This is due to the differing characteristics of the respondents, particularly between China, Korea, and Indonesia. Additionally, most respondents in the current study are under 20 years old, single, and enrolled in college. In contrast, in previous studies, the respondents had a graduate degree, were married, and ranged in age from 35 to 40. Despite significant variations in respondent characteristics, the results show that price significantly impacted repurchase decisions in China, Korea, and Indonesia.

The impact of price on dining at a Japanese restaurant was found to have little social influence. The results of this investigation are corroborated by earlier Chinese research. (Wu et al., 2021). Despite being conducted in two different countries, the study's results are considered reliable. Additionally, with minimal effects, social influence mediated between price and the intention to repurchase. This suggests a significant correlation between price and the decision to repurchase. Furthermore, social influence was a mediating factor, revealing a minimal correlation between prices and repurchase decisions.

The Impact of Product Quality on Buy-Back Decisions: The findings of the second hypothesis suggest that the product's quality significantly influences the decision to repurchase. This implies that the product's quality will heavily influence Japanese restaurant patrons' decisions to repurchase. Similarly, the product's quality significantly affects the intention to buy back in fast-food restaurants. This aligns with a prior study conducted in Ho Chi Minh, which found that repurchase intentions are influenced by product quality (Cuong, 2022). The current study in the food and beverage industry used a similar methodology. Furthermore, the results of this research are consistent with earlier studies in the Chinese food sector, which also found that repurchase decisions in the food industry are influenced by product quality (Tian et al., 2022).

Social factors significantly affect the connection among products quality and the decisions to repurchase, and the interaction between product quality and social influence has also produced significant outcomes. Wang & Chou, (2014) reported a strong correlation between product quality and the repurchase decisions of online shoppers when social influence is taken into account as a mediating factor. Despite being conducted in two industries, the findings are consistent with the current study.

The study on the impact of service quality on buy back decisions revealed that the third hypothesis was supported, indicating that the service quality variable had a favorable effect on buy back decisions. This suggests that the service experience dramatically influences Japanese restaurant customers' decisions to repurchase.

This result is consistent with previous research (Seo & Lee, 2021; Sofia et al., 2019), which shows that service quality significantly impacts repurchase intention. Furthermore, research conducted by various academics has demonstrated a significant correlation between service quality and the intention to repurchase online service transactions (Fagerstrøm et al., 2020; Prodanova et al., 2020). Regardless of the service quality component studied across multiple industries, the outcome consistently demonstrates that satisfaction, repurchase intention, and loyalty are strongly impacted by both service quality and e-service quality (Gajewska et al., 2019; Salem, 2022; Wilson et al., 2019).

Arrieta et al., (2019) reported unimpressive service quality and social influence findings. They found that service quality is influenced by social impact and that dining at Japanese restaurants is not affected by repurchase decisions. This study aligns with a previous investigation conducted in a different nation, focusing on bloggers and their potential impact on repurchase intention (Wu et al., 2021). The study demonstrates how service quality influences repeat buy back decisions, with certainty and dependability being paramount. Additionally, many Japanese restaurant patrons are willing to stand in line and make further purchases because of the consistently high quality of service they receive.

The Impact of Social Influence on Buyback Decisions: The outcome of the fourth hypothesis demonstrated that the social influence variable positively affects repurchase decisions. This suggests that the decisions of Japanese restaurant customers to repurchase were significantly influenced by social influence. This finding contradicts the conclusion of a previous study that found no noticeable effect of social influence on the repurchase decisions of Taiwanese consumers (Wu et al., 2021). Previous research has shown that social influence outcomes have little influence on repurchase decisions across various businesses. Previous studies have mainly focused on respondents aged 25 to 30 with an income of over $1,500. Most study participants, aged between 17 and 20, earn about IDR five million. Despite differences in respondent characteristics, the results showed that repurchase decisions in Indonesia were influenced by social influence.

Lee et al., (2021) previous study demonstrated that repurchase decisions in the online e-commerce marketplace were influenced by social influence. Additionally, a previous Australian study showed a favorable relationship among social influence and buyback decisions in business decision-making (Butcher et al., 2002). The results also align with previous research confirming that social influence positively impacts buyback decisions in Taiwan (Lee et al., 2021).

The fifth hypothesis, which pertains to the experience marketing variable, showed that experiential marketing positively affects repurchase decisions. This suggests that this factor greatly influences Japanese restaurant customers. This study contradicts a previous study by Yang & He that found experiential marketing to significantly impact repurchase decisions in China's retail sector. Additionally, another researcher who examined experience marketing in the low-cost garment sector found that experiential marketing supports repurchase decisions in Taiwan (Wu & Tseng, 2014).

According to Bayir, (2022), experiential marketing positively affects social influence, highlighting the importance of social influence in a customer's decision to purchase a product or service. Interestingly, the decision to dine in at a Japanese restaurant is not influenced by social influence, which mediates the relationship between repeat purchases and the experiential marketing factor. This finding is in line with previous research on travel experiences (Sedera et al., 2017). The researcher also identifies three degree of social influence includes: low, medium, and high. However, the author notes that while low levels of social influence do not significantly affect travel experiences, they are strengthened when social influence is strong.

This study demonstrates the experiential marketing effect on consumers' decisions to make repeat purchases. The findings indicate that people's emotions and senses are crucial in this process. Additionally, many customers anticipate experiencing and feeling superior experiential marketing to make repeat purchases, evident in Japanese restaurants' consistently high level of experiential marketing.

(2017) conducted recent research demonstrating that as a moderator between the dependent and independent variables, social influence does not significantly affect buyback decisions based on the variables of price, quality of product, quality of service, and experience

marketing. The current result contradicts an earlier study by Shariffadeen & Manaf, (2020), which found that social impact, as a moderator variable, does impact buy-back intention among Malaysian consumers for ladies' apparel. As per Gardner et al., (2017), a moderator variable can either enhance, weaken, or modify a relationship (Memon et al., 2019). Additionally, a moderator variable in current study suggests that the relationship among prices, products quality, services quality, and experiential marketing on buyback decisions may diminish, as evidenced by the results of the statistical equation (Gardner et al., 2017).

CONCLUSION

Japanese restaurants offer delicious Japanese cuisine to their customers at affordable prices. This study utilizes a survey data collection technique by distributing a Google Form questionnaire. The current study focused on customers of Japanese restaurants in the Greater Jakarta area, with an estimated sample size of 365 respondents. The sampling for this study was conducted using purposeful sampling. Smart PLS was used for the analysis.

The study found that the decision to rebuy Japanese food in the Local DKI Jakarta area was significantly influenced by several favorable variables, including prices, quality of product, quality of service, social impact, and experience marketing. The "price variable" refers to the respondents' perception that users' decisions to buy back at a Japanese eating place are influenced by price alone.

Customers' decisions to return to the Japanese restaurant are influenced by the food quality they receive. This means they believe the restaurant serves fresh, high-quality cuisine, especially regarding the raw fish used for sushi and sashimi. It has been consistently demonstrated that decisions to eat at Japanese restaurants again are highly influenced by the quality of the service. Users' perceptions of tangibility, responsiveness, assurance, and dependability can be summarized as impacting patrons' decisions to prioritize dining at Japanese restaurants.

Social influence has always significantly impacted people's decisions to repurchase meals at Japanese restaurants. According to this study, millennials living in the greater Jakarta area are mainly affected by social factors, including culture, recommendations from friends and family, and the decision to eat at a Japanese restaurant. Additionally, the decision to purchase a meal at a Japanese restaurant is influenced by experiential marketing, and perceptions of taste, smell, touch, vision, and hearing are all important, particularly in the food business.

SUGGESTIONS

Japanese restaurants must continue to create cost-effective menu options that balance high-quality cuisine and attentive service. The study's findings demonstrate that meal repurchase decisions at Japanese restaurants are significantly influenced by price, product quality, service quality, social effects, and experiential marketing elements. Japanese restaurants need to focus on improving customer service and providing high-quality products. This will help the public in Indonesia to identify Japanese restaurants as establishments that maintain a high standard of hygiene and offer flavorful, freshly prepared cuisine. Japanese eateries should also be mindful of their service level and continue to offer dependable service while carefully handling each customer complaint.

One of Indonesia's highly valued cultural factors is social impact, so Japanese restaurants in the greater Jakarta area should consider other viewpoints to enhance repurchase intentions. Along with visual, smell, touch, taste, and hearing, experience marketing is considered a critical component of the service sector. In this instance, all Japanese eateries should take this issue seriously, especially in light of the flavor and aroma of Japanese raw cuisine, which helps

keep patrons interested in returning. Recommendations for upcoming research should focus on improving restaurant performance, food delivery, individual aspects, experience marketing that covers every component in depth, and personnel orientation to increase community knowledge of Japanese restaurants.

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