



Nostalgia Value Of Viral Restaurants: The Importance Of Human Atmosphere and Perceived Value On Intention To Return

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ABSTRACT

Viral restaurants are indeed on the rise, but many of them struggle to maintain longevity. A common issue is their focus on the viral aspect instead of understanding and catering to consumer needs. Interestingly, nostalgia can serve as a powerful marketing tool; it evokes a sense of comfort and helps consumers recall joyful memories from the past. In a recent study involving 100 participants, both men and women, PLS analysis was employed to assess the data. The findings suggest that the feeling of nostalgia positively influences the overall atmosphere and perceived value in a dining experience. However, it's important to note that while nostalgia enriches the experience, it doesn't necessarily correlate with a consumer's desire to return.

Keywords: Nostalgia, Perceived Value, Human Atmosphere, Intention to Return

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1. INTRODUCTION

Technology is developing quite rapidly, which makes it very easy for various parties, one of which is making it easier to market products or services using Social Media (Christy et al., 2021). The social media that is quite widely used by the public today is Instagram (Kemp, 2021), Instagram has the most followers in Indonesia at 175 million. In Indonesia, there are various kinds of social media that are easy to access, so that they can be used by influencers who demonstrate abilities that can be showcased to a wide audience in the form of content.. There are many types of influencers, one of which is food influencers, who review food in restaurants or cafes, so that they attract teenagers to try. Restaurants that are visited by the public because they see food influencer social media posts are usually referred to as viral restaurants. The growth of restaurants in East Java is relatively high, in 2022 restaurant growth will almost reach 30% evenly across all segments of large or small restaurants and cafes (Peni Widarti, 2022). The viral restaurant that is currently in great demand by the public is Wizz mie, a family-style restaurant that serves various menus. The mainstay is noodles served with a level of spiciness that suits your taste. Wizz mie was established in 2022 in Surabaya, with its marketing strategy of collaborating with influencers, tiktokers, and youth communities in East Java. Currently, Wizz mie has spread to several places in East Java. Nostalgia can attract consumers to visit restaurants because nostalgia is a memory of the past that appears suddenly (Wardono et al., 2012). The importance of nostalgic stimulation is in accordance with the benefits it produces. Functionally, nostalgia provides an opportunity for customers to communicate with each other (Begum, 2021). Restaurant menus with certain items can evoke memories and ultimately consumers can recall the happy times associated with them. (Gu et al., 2021).

Thus, certain designs of these sentimental places can benefit customers epistemically and emotionally. Meanwhile, research that discusses the benefits of restaurant nostalgia is still limited. The nostalgic stimuli associated with restaurants is a design that this study aims to examine.

Nostalgia arises influenced by human atmosphere factors, human atmosphere in the form of services received by consumers in the form of physical stimuli. a physical stimulus that exists in the sensory environment. Items in the human atmosphere are team member clothing, appearance and attitude (Wei & Liu, 2020). Employees who wear uniforms according to restaurant regulations can give the impression that the restaurant has good SOP, because employees who wear uniforms can reflect more than just the professionalism of the company.. Although there has been a lot of research discussing the atmosphere associated with consumer behavior in a restaurant environment, there is still little research discussing food quality as a physical stimulus to increase nostalgia.

In addition to human atmosphere, nostalgia can also affect perceived value. So that the results of this study are expected to provide theoretical contributions related to marketing strategies in general. Perceived value is often associated with food quality, food performance, and consumer emotional meaning. (Liu & Jang, 2009). As a result, the value will be different and have a real difference between consumers. The value felt by consumers is certainly not the same depending on the expectations of each consumer. These different results will be input to restaurant entrepreneurs.

Few publications consider service quality and food atmosphere as physical stimuli, even though there is research on the impact of atmosphere on restaurant patron behavior. According to academics, ethnic restaurants frequently use ethnic art and music, as well as ethnic cuisine and staff dressed in ethnic attire, to give patrons a sense of authenticity. Integrating human and food factors as part of the physical stimulus is crucial, given the strategy used better to understand atmospheric composition and its influence on consumer behavior. The conventional inventory for atmosphere, human atmosphere, and food atmosphere is altered in this study. "Items" in the food and human atmosphere inventory are characteristics that can enhance the atmosphere in a restaurant. This study also examines the relationship between nostalgia, viral restaurant human atmosphere, perceived value, and how it relates to the intention to return. The uniqueness lies in associating the human atmosphere as an integral part of the overall atmosphere. Doing this will help further clarify how these elements interact and affect consumer decisions.

2. LITERATURE REVIEW

Early research has shown that waiting to buy food is very important when people decides what food they like and choose to eat (Kushwah et al., 2019). The research aims to improve consumer desires in purchasing products, and aims to find nostalgic tendencies that can influence consumer desires in consuming food at viral restaurants, so that consumer preferences can be analyzed by connecting marketing theory.

2.1 Nostalgia
In the past, nostalgia was considered a medical condition that could potentially lead to death. During the nineteenth century, various doctors attempted to establish a link between nostalgia and mortality among those who experienced it. Over time, our understanding of nostalgia has significantly evolved. It is now viewed as an emotional yearning for the past, encompassing a desire for memories and experiences that have

already taken place. This change in perspective has revealed that nostalgia is no longer classified as a medical illness (Lim et al., 2023). Instead, it is recognized as a positive emotional state that involves four key aspects: the recollection of beautiful memories, reflection on the past, the act of bringing those memories into the present, and a profound sense of reminiscing (Sedikides et al., 2008). Repurchase intention is a term used in marketing to describe a customer's desire for a product. According to (Tang et al., 2023) the intention to return to a restaurant is the consumer's willingness to pay directly affects whether they buy a product or not (Adil Mahmood Alkhafagi, 2023).

Perceived Value

Customer value represents how consumers evaluate the quality of a product and its effectiveness in helping them meet their goals within a specific context. The importance of perceived value in the decision-making process is significant. Nostalgia, in particular, plays a key role as it can evoke feelings of pleasure, boost consumer self-identity, and enhance the evaluation of products. This aspect of nostalgia is widely acknowledged as an important factor affecting product consumption perceptions (Casaló et al., 2020). Research by Sedikides et al., (2008) indicates that nostalgia not only influences consumer experiences but also encompasses the experiential values of those involved. A recent survey concerning historic restaurants (Leong et al., 2023) revealed that customers who experience nostalgia when visiting a restaurant tend to perceive the consumption experience more positively, which contributes to increased brand loyalty.

Human Atmosphere

Liu & Jang, 2009) found that researchers proposed that the human atmosphere of service quality be included as part of the atmosphere dimension. However, other findings suggest that researchers use other variables to measure consumer behavior. One of the indicators of human atmosphere in this study is "employees who wear uniforms". Employees who wear uniforms give the impression of being polite and neat. Human atmosphere is the consumer aura that radiates in a place, according to several theories. In this study, the human atmosphere referred to is the restaurant environment that contains people with positive auras. The human atmosphere is not the same as the food atmosphere in this study. The dimension of the human atmosphere in this study is a stimulus that comes from a group of people with positive auras.

Perceived Value and Intention to Return

Marketing always hopes that consumers will always make purchases of a product, and previous research found that perceived value can increase purchases so that consumers consume the product more often. (Konuk, 2018a). If consumers feel that visiting a viral restaurant will have value, they will consider it practical and will be more likely to return to the viral restaurant. Perceived value consisting of emotional, quality, and social value significantly impacts consumer desire to consume the product (Leong et al., 2023).

The conceptual framework below is derived from the results of the hypothesis

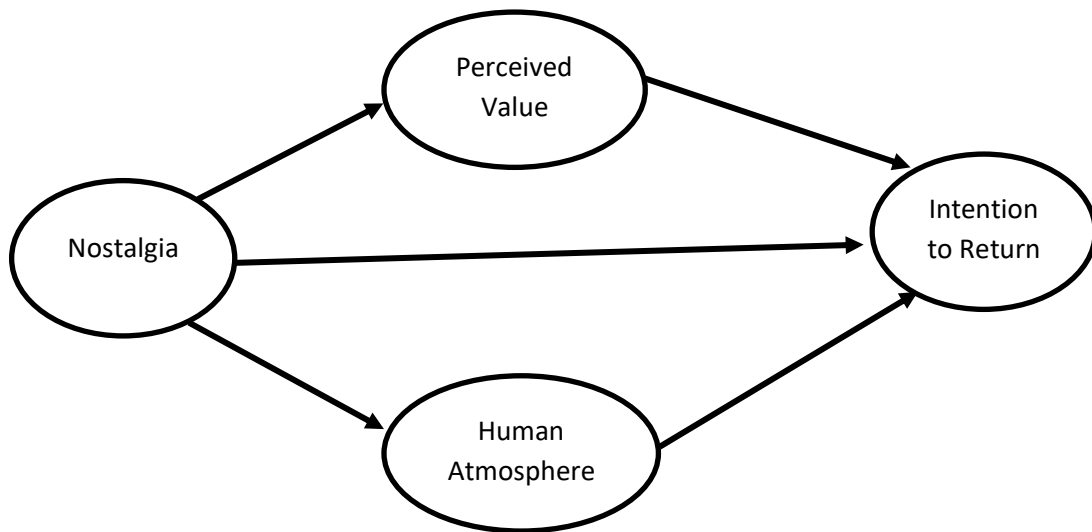


Figure 1. Research Framework

3. METHODOLOGY

This research used a quantitative for testing samples and is classified as a causality study. It was carried out at Wizz Mie in East Java, involving 100 respondents. The purposive sampling technique was utilized for selecting participants. Data collection was conducted through a questionnaire, which was distributed via Google Forms to visitors at Wizz Mie. To support the analysis, both primary and secondary data were combined. The primary data consisted of responses from the respondents to the questionnaire, achieving a 100 percent response rate from all 100 customers of Wizz Mie in East Java. Secondary data was gathered from various academic sources, including journals, books, theses, and publications.

Analysis Technique

The analysis in this study uses the Partial Least Square (PLS) software, where this path analysis is included in the SEM (Structural Equation Modeling) approach which can identify the development of new theories.. As noted by Ghazali (2016), PLS serves as an alternative method that transitions from the covariance-based SEM approach to a variance-based methodology. While covariance-based SEM primarily focuses on testing causality or theory, PLS emphasizes predictive modeling. PLS is regarded as a robust analysis technique (Ghozali 2016) since it does not rely on assumptions of normal distribution, and it does not require a large sample size.

Definition and Indicators of Variables

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The measurement of the research variables is grounded in previous studies, which have been adapted to fit the study's objectives. In this research, the independent variables include Nostalgia (X₁), perceived value as a moderating variable (z₁), and human atmosphere (z₂), with the intention to return (y) being the dependent variable. The nostalgia indicators focus on evoking beautiful memories, recollecting the past, and bringing those memories into the present, incorporating a sense of reminiscence. The perceived value is captured through emotional, quality, and social indicators. Indicators for the human atmosphere include team uniforms, overall appearance, and the attitudes of team members. Finally, the intention to return is indicated by plans to revisit soon and recommending appropriate pricing. Respondent questions are structured in the form of a questionnaire that employs a 5-point Likert scale.

4. RESULTS

Respondent Demographic Characteristics

This study employs quantitative data collected through direct distribution of questionnaires via Google Forms. The data encompasses various respondent characteristics, including gender, age, and educational background, specifically focusing on individuals who have visited Wizz Mie more than two times. A total of one hundred responses were gathered.

In terms of gender, there were 46 male and 54 female respondents. Analyzing the age distribution, 77 participants fell within the 18–25 age range, 12 were aged 26–32 years, and 11 were 33 years and older. Regarding educational attainment, 12 respondents had completed junior high school, 43 were high school graduates, 20 held diplomas, 19 had bachelor's degrees, and 6 possessed master's degrees.

Descriptive Statistical Results

The responses collected from the participants are summarized using descriptive statistics, which aim to identify the mean or average value of each indicator. The classification of respondent ratings is as follows: an interval class value of 1.00-1.79 indicates a very low response, 1.80-2.59 denotes a low response, 2.60-3.39 represents a low to medium response, 3.40-4.19 is classified as high, and 4.20-5.00 is considered very high. Table 1 provides a detailed calculation of the descriptive statistics for each tested variable.

Table 1. Descriptive Statistical Results

Variable	Mean	Conclusion
Nostalgia	3,60	High
Perceived value	3,86	High
Human atmosphere	2,57	Medium
Intention to return	3,32	High

Partial Least Square (PLS)) Data Analysis

The recommended sample for SEM analysis is a minimum of one hundred respondents. (Ghozali 2016). The sample of this research is 100 customers who have visited Wizz Mie, so the number of 100 consumers is expected to meet the assumptions set by the PLS analysis. Multivariate data has a normal distribution that must be met. The z value and the distribution value of skewness and kurtosis can be used to see normally distributed data.

This study obtained the results of the univariate normality test, with most of them being normally distributed. This is because the critical ratio (CR) values results for skewness and kurtosis are still in the crucial value range of -2.58 to +2.58. While the multivariate data does not meet the critical value requirements because it has a value of more than 2.58, namely 13.207.

Data that is not good can be done using estimation techniques if it does not meet a normal distribution. (Anderson, 2017). Outliers are observations or data points that exhibit unique characteristics differing from other data and typically manifest as extreme values (Hair Jr. et al., 2019). The Mahalanobis Distance value is 51.931, where the limit that must be met is 61.098. Therefore, values outside the limit are outlier data

Data processing found that this analysis was said to be successful if the model was classified as identifiable, which requires degrees of freedom (df) greater than zero ($df > 0$). In the context of the research data, the model possesses a df value of 428, confirming it as over-identified and positively contributing to the analysis. Consequently, the data analysis can progress to the subsequent phase.

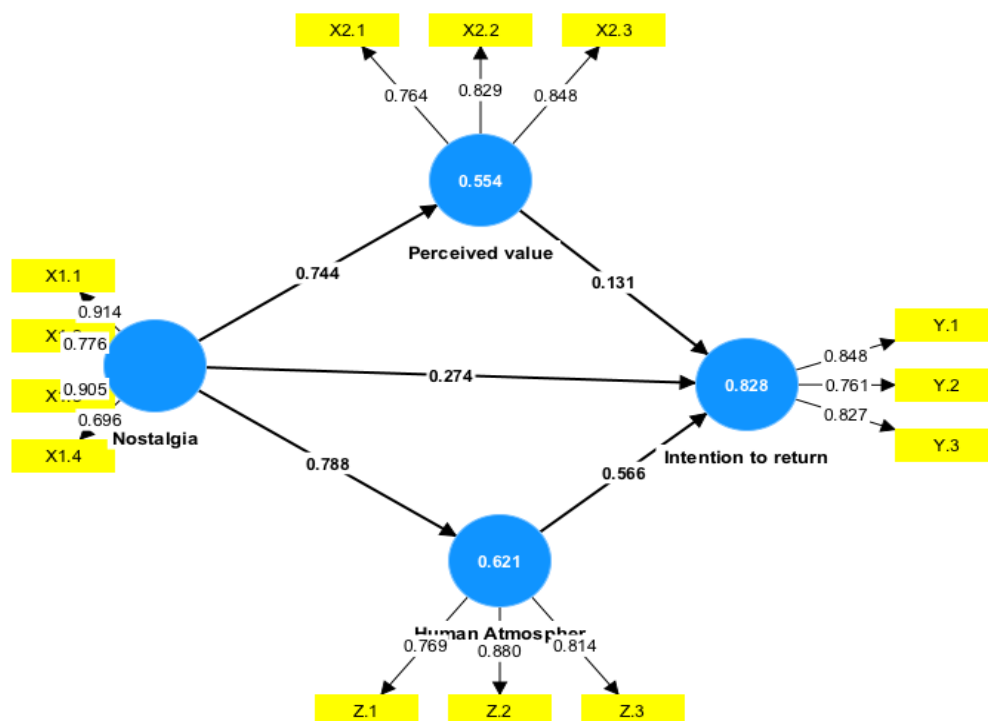


Figure 2. Flowchart Of Structural Equation Model

Figure 2 shows that nostalgia impacts perceived value and significantly affects the human atmosphere. However, nostalgia does not impact the intention to return; on the contrary, human intention impacts the intention to return. At the same time, perceived value does not affect the intention to return.

5. DISCUSSION

The study found that gender does not have a clear difference, where men and women can actually feel nostalgia after they come back to enjoy food at Wizz Mie. Age can affect the intention to visit because they want to repeat the beautiful events they have experienced, where young people between 18 and 25 years old are the age that easily remembers good or bad memories when they eat noodles at restaurants. People's consumption behavior is not the same depending on the type of food consumed, currently viral food in East Java is still held by spicy food and noodles of various levels. The findings of the study show that the nostalgia felt by consumers still has to be discovered by restaurant entrepreneurs, so it is hoped that when the nostalgia felt by consumers sticks to consumers, it will affect the intention to revisit Wizz Mie. Nostalgia can make consumers happy remembering the times they have been through (Bhutto et al. 2021). Nostalgia also affects perceived value, every consumer feels that remembering the past can create perceived value, and the uncertainty of perceived value is not the same as that felt by other consumers. Perceived value is a benefit that is felt, so that every consumer who remembers the past will get benefits such as feeling the longing for something that has passed (Konuk, 2018b). Nostalgia also makes the human atmosphere more colorful, the human atmosphere is a feeling created from a sense of (Wei & Liu, 2020). The human atmosphere formed from feelings of pleasure when visiting a restaurant can bring consumer emotions to the intention to visit again (Bhutto et al., 2021). Human atmosphere needs to be always considered by restaurant entrepreneurs, so that if the human atmosphere is maintained it will form positive emotions, so that consumers always imagine visiting the Wzz mie restaurant.

6. CONCLUSION

Gender consisting of men or women have the same sense of nostalgia. It has been shown that nostalgia builds perceived value and a positive human atmosphere; restaurant entrepreneurs can utilize this. They must always maintain a conducive restaurant atmosphere so that when consumers visit, they will feel nostalgic by remembering the good times they have been through, thus increasing the benefits and good human atmosphere. However, nostalgia is lacking in increasing the intention to revisit because nostalgia needs a driver, such as a good human atmosphere. This study has a weakness, namely that only respondents in East Java participated in this study, and the number of samples is still small. For further research, the number of respondents will be increased to improve the data.

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