

THE NOSTALGIA VALUE OF VIRAL RESTAURANTS: THE IMPORTANCE OF HUMAN ATMOSPHERE AND PERCEIVED VALUE ON INTENTION TO RETURN

Widi Dewi Ruspitarsi

Institut Technology and Business Asia Malang
Jl. Rembeksari No.1 A, Malang, East Java, 65113, Indonesia
wididewi@asia.ac.id

ABSTRACT

Culinary tourism in East Java is growing quite rapidly. The purpose of this study is to determine how important nostalgia marketing influences the intention to revisit viral restaurants in East Java. and what aspects can influence consumers to visit the viral wizzmie restaurant in East Java. To test this relationship, researchers used 100 respondents who had visited the viral wizzmie restaurant using PLS analysis. The PLS model shows that nostalgia does not have a direct impact on the intention to revisit consumers, but is influenced by other factors, namely perceived value and human atmosphere.

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

INTRODUCTION

Technology is developing quite rapidly, this 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. According to (Kemp, 2021) Instagram social media users in Indonesia number 175.4 million. The large number of social media that the Indonesian people can access will open up opportunities for influencers to showcase their abilities that can be shown off to the general public in the form of content. There are many types of influencers, one of which is food influencers, where they 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 quite 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. Its 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 suddenly appears (Wardono et al., 2012) The importance of nostalgic stimuli is in accordance with the benefits generated. Functionally, nostalgia offers customers the opportunity to engage in interpersonal communication (Begum, 2021). Restaurant menus with certain items, representing an area or popular in the "past" bring customers back to their childhood (Gu et al., 2021). Thus, certain designs of these sentimental places can benefit customers epistemically and emotionally. While only a few studies have systematically identified the benefits of restaurant nostalgia. This is a key question as a prerequisite for the design and management of nostalgic stimuli, which this study aims to answer.

Nostalgia arises influenced by human atmosphere factors, human atmosphere in the form of services received by consumers in the form of physical stimulation. Physical stimulation usually refers to the characteristics of the physical environment that are sensory. Items in the human atmosphere are employee clothing, appearance and attitude (Liu & Jang, 2009) Well-dressed employees can certainly provide a sense of professionalism, because

employee clothing can reflect more than just the professionalism of the company. Although there are many studies related to the influence of atmosphere on consumer behavior in restaurant environments, only a few publications treat service quality and food atmosphere as part of physical stimulation.

In addition to human atmosphere, nostalgia can also affect perceived value. So the results of this study are expected to provide theoretical contributions related to marketing strategies in general. Perceived value is often associated with product quality, attribute performance, and emotional implications of use (Tang et al., 2023). As a result, the composition of values appears different and may differ significantly from one consumer to another.

This variation in difference will provide input to business actors in the restaurant sector. Although there are many studies related to the influence of atmosphere on consumer behavior in restaurants, only a few publications treat service quality and food atmosphere as part of physical stimuli. For example, researchers ((Liu & Jang, 2009) assert that ethnic art and music are usually used by ethnic restaurants to create a sense of authenticity for customers, as are ethnic foods and employees wearing ethnic clothing. ethnic clothing. Because of the approach that has been taken, to improve understanding of atmospheric composition and its impact on consumer behavior, it is important to integrate human elements and food as part of physical stimuli. This study modifies the traditional inventory for atmosphere, human atmosphere, and food atmosphere. In this study, the inventory of human atmosphere and food atmosphere "items" are attributes that enhance the atmospheric features of a place.

The purpose of this study is to examine the relationship between nostalgia, human atmosphere viral restaurant, perceived value and how it relates to the intention to return. The uniqueness is the relationship between human atmosphere as part of the atmosphere. Doing this will deepen the understanding of the role of human atmosphere in creating a better dining atmosphere, so that it can help restaurants maintain their competitive advantage.

LITERATURE REVIEW

Nostalgia

Nostalgia was originally a diagnosis of a disease that could cause death. In the 19th century, medical experts discovered the relationship between nostalgia and death in individuals. Hofer in 1934 was the first person to research nostalgia in the medical field (Hajlaoui & Gharbi, 2020). Nostalgia is a mental problem associated with longing and loneliness. After that, nostalgia turns into an emotional longing to remember past memories. (Youn & Jin, 2017). Remembering past memories can restore unstable emotional conditions, so nostalgia can be a therapy to relieve stress from longing for the past (Kim et al., 2021).

Perceived Value

Perceived Value is a consumer assessment carried out by customers by comparing the sacrifices and benefits obtained when using a service (Wongkitrungrueng & Assarut, 2020). The initial step to successful repeat purchases is to fulfill the perceived value of the customer. If customer expectations of the product do not give a special impression, or are different from what is expected based on experience, then satisfaction with the product tends to be low and results in no repeat purchases of the product. Meanwhile, customers who have higher expectations tend to stick with the same product for a long time rather than trying something new.

Human Atmosfer

Atmosphere is a marketing term that is an atmosphere consisting of music, lighting, color, and aroma of a place (Lee et al., 2016). Restaurant entrepreneurs arrange restaurants with the aim of triggering positive emotional responses in their consumers and hope that

consumers will be interested (Liu & Jang, 2009). The atmosphere of the real and unreal environment can be categorized into three aspects: (1) ambiance, (2) functionality, and (3) signs, symbols, and artifacts (Leong et al., 2023). Human Atmosphere consists of service quality, and food atmosphere ((Liu & Jang, 2009).

HYPOTHESIS

Nostalgia

Initially, nostalgia was diagnosed as a disease that could lead to death. In the nineteenth century, some doctors tried to find a direct link between nostalgia and the death of sufferers of this condition. Nostalgia in the psychological world is a problem related to longing. Since then, nostalgia has changed to an emotional longing for the past or a desire for memories and situations that occurred in the past, because nostalgia is no longer a disease related to a medical condition (Lim et al., 2023). Nostalgia consists of 4 items, namely remembering beautiful memories, remembering the past, bringing these memories to the present, there is a feeling 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 a consumer's desire to pay which directly influences whether they buy a product or not. (Adil Mahmood Alkhafagi, 2023).

H1. Nostalgia Influences Intention to Return

Perceived value

Customer value is the consumer's choice and assessment of the quality of a product and its usefulness in helping them achieve consumer goals in a particular environment. Because nostalgia can trigger a sense of pleasure, enhance consumer self-identity, and therefore enhance customer assessment of a product, it is generally recognized as an important factor influencing product consumption perceptions (Ju, 2016). According to (Sedikides et al., 2008), nostalgia affects consumer experience and influences respondents' experience values. Through a customer survey of historic restaurants (Chen, 2022) found that nostalgic customers come to a restaurant feel a better consumption experience value, which leads to stronger loyalty.

H2. Nostalgia influences Perceived value

Human atmosfer

(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 indicate that researchers use general inventories to measure these factors. For example, one of the human atmosphere items in one study (Leong et al., 2023) was "well-dressed employees". Well-dressed employees can certainly provide a sense of professionalism.

Based on the literature discussed, atmosphere has many different elements. However, this study adopted a narrow definition of atmosphere that refers to the tangible dining environment and the intangible atmosphere. From this perspective, the human atmosphere and the food atmosphere are part of the atmosphere. This causes the need for some items in the scales for these two dimensions to be reworded to highlight their relationship with physical stimuli.

H3. The Effect of Nostalgia on Human Atmosphere

Perceived value dan intention to return

The main goal of marketing is to increase consumer purchase intention for a product, and previous studies have shown that perceived value has a positive impact on purchase intention in consuming food (Konuk, 2018). If consumers feel that visiting a viral restaurant will have value, then they will consider it practical and will be more likely to come back to the viral restaurant. Perceived value consisting of emotional value, quality value and social value has a significant impact on consumer desire to consume a product ((Leong et al., 2023).

H4. Perceived value on intention to return

METHODS

This study uses a quantitative method by testing samples and is a causality study. This study was conducted at Wizz mie East Java, with 100 respondents, the sampling technique used the purposive sampling technique. The data collection technique in this study used a questionnaire distributed (via Google form) to visitors at Wizz mie in East Java. This study combines primary data and secondary data to support the analysis. The primary data collected was obtained from respondents' answers according to the questions in the questionnaire. All respondents, namely 100 Wizz mie East Java customers, have filled in and shown a 100 percent response rate. While secondary data comes from journals, books, theses, and publications in the academic field.

Analysis Technique

The data analysis technique for this study uses Partial Least Square (PLS) with the help of PLS software. PLS is a Structural Equation Modeling (SEM) equation model based on components or variants. According to (Ghozali, 2016), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based one. Covariance-based SEM generally tests causality/theory while PLS is more of a predictive model. PLS is a powerful analysis method (Ghozali, 2016), because it is not based on many normally distributed assumptions, the sample does not have to be large.

Definition and Indicators of Variables

The measurement of this research variable refers to and adopts previous research that is modified according to the research objectives. In this study, the independent variables are Nostalgia (X1), Moderation variables perceived value (z1) and human atmosphere (z2), and the dependent variable intention to return (y). The nostalgia indicator is reminding of beautiful memories, remembering the past, bringing these memories to the present, there is a sense of reminiscing. The perceived value indicators are emotional, quality and social. The human atmosphere indicator is the uniform, appearance and attitude of employees. While the intention to return indicator is returning in the near future, recommending, and the right price. Respondent questions are packaged in the form of a questionnaire using a 5-point Likert scale.

RESULTS

Respondent Demographic Characteristics

This study uses quantitative data, and data collection is carried out by distributing questionnaires via google form and also directly. Respondent data contains, among others, gender, age, and educational background to respondents who have visited Wizz Mie more than 2 times. 100 respondent answers were collected. Based on gender criteria, the number of male respondents was 46 people and female respondents were 54 respondents. Based on age criteria, there were 77 respondents aged 18–25 years, 12 respondents aged 26–32 years, and 11 respondents aged 33 years and over. Based on educational background, 12 respondents were junior high school graduates, 43 respondents were high school graduates, 20 respondents were diploma graduates, 19 respondents were bachelor's graduates, and 6 respondents were master's graduates.

Descriptive statistical results

The results of respondents' answers are given in the form of descriptive statistics. The purpose of descriptive statistics in research variations is to determine the mean or average value of each indicator. For the measurement of respondent responses, the interval class value of 1.00-1.79 is classified as very low, 1.80-2.59 is classified as low, 2.60-3.39 is classified as low medium, 3.40-4.19 is high, and 4.20-5.00 is very high. Table 1 shows the calculation of descriptive statistics for each variable tested.

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

Source: Processed Data (2024)

Table 2. Validity and Reliability Test Results

Variable	Code	Statement	LF	CCR	AVE
Nostalgic(X1)	X11	Consuming food reminds me of beautiful memories of the past.	0,914		
	X12	Consuming food makes me feel like I'm back in time.	0,776	0,853	0,685
	X13	Consuming food brings back memories from the past to the present.	0,905		
	X14	Eating this food makes me nostalgic.	0,960		
Perceived Value (Z1)	Z11	Consuming food make me rileks	0,764		
	Z12	This restaurant has good food quality	0,829	0,746	0,663
	Z13	This restaurant is comfortable to visit with family	0,848		
	Z21	Employees wear attractive uniforms	0,769	0,764	0,677
Human Atmosphere (Z2)	Z22	Attractive employee appearance	0,880		
	Z23	Friendly employee attitude	0,814		
	Y11	I will be back again soon	0,848	0,744	0,660
	Y12	I would recommen to friend and family	0,761		
Intention to return (Y)	Y13	The price is set accordingly	0,827		

Source: Processed Data (2024)

Partial Leasrt Square (PLS)) Data Analysis

Abnormal data can be estimated using the maximum estimation technique because it is difficult to obtain normally distributed data (Anderson 2017). Outliers are observations or data that have unique characteristics that are different from other data and appear in extreme values (Hair Jr. et al. 2019). The data can be determined from the Mahalanobis Distance value to evaluate multivariate outliers. In this study, the most Mahalanobis Distance value that is quite large is 51.931, which means it is still below the Mahalanobis Distance value, the limit value used is 61.098, and the Mahalanobis Distance value that is more significant than this limit is a multivariate outlier.

Based on the results of data processing estimation, this analysis can be used if the model identification results are classified as over-identified (have degrees of freedom > 0) or can be obtained from the value of the degrees of freedom (df > 0) of the designed model. In this research data, the df value of the model is accepted as large as 428 (df > 0). This shows that the model used is included in the over-identified category and has a positive influence on the value. Therefore, the data analysis in this study can be continued to the next stage.

The causal relationship tested in the PLS data analysis can be expressed as a flowchart for the formation of a structural equation model in Figure 2. The goodness of fit model test is used to test the model in explaining the relationship between variable hypotheses. Table 4 summarizes the results of the model suitability test, showing Chi-square, probability, RMSEA Value, GFI, AGFI, CMIN / DF, and TLI which provide a suitability index that is in accordance with the recommended limits. Referring to the results in Table 4, it is known that this research model is sufficient to be said to be suitable.

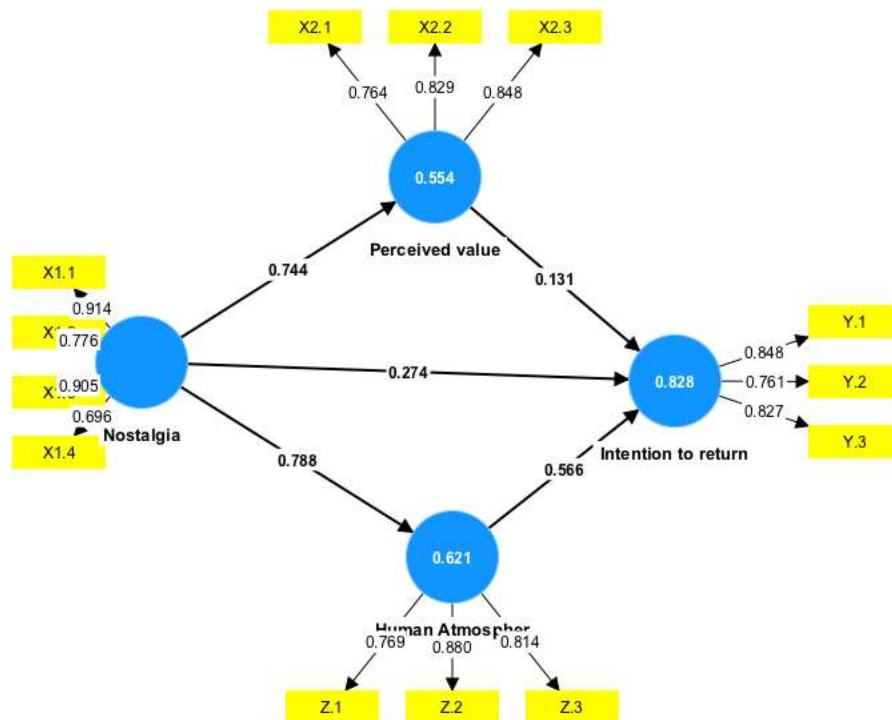


Figure 1. Flowchart Of Structural Equation Model
Source: Processed Data (2024)

Table 3. The Structural Model Path

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Nostalgia -> Intention to Return	0,274	0,313	0,161	1,706	0,088
Nostalgia -> Perceived value	0,744	0,741	0,067	11,132	0,000
Nostalgia -> Human Atmosphere	0,788	0,791	0,078	10,069	0,000
Perceived Value -> Intention to Return	0,131	0,150	0,137	0,959	0,338
Human Atmosphere -> Intention to return	0,566	0,509	0,254	2,307	0,021

Source: Processed Data (2024)

The results of the study show that the effect of nostalgia in direct marketing does not contribute to the intention to return. The use of nostalgia as a marketing tool is not very important in the concept of the Viral restaurant because in Malang City there are so many new restaurants emerging. So when consumers want to intend to return, there must be benefits obtained by consumers. The perceived value does not have a direct impact on the intention to return. In contrast to the opinion of (Chen, 2022) who found that nostalgic customers come to a restaurant feel a better consumption experience value, which leads to stronger loyalty. nostalgia has a fairly strong contribution to the human atmosphere, the nostalgia created by consumers will be more reminiscent of the atmosphere they have felt (Lv et al., 2024).

CONCLUSION

This study aims to determine how important nostalgia marketing is to the intention to return to the Viral Wizzmie restaurant. It turns out that human atmosphere is very important for restaurants to pay attention to because consumers will always remember the human atmosphere they have seen so that they will want to return. Many aspects influence consumers to return to a restaurant, one of which is the aspect of perceived value, where all consumers definitely want value or benefits when they visit a restaurant. The limitation of this study is that the study was a new viral restaurant, for future research it is better to study restaurants that have been established for a long time.

REFERENCES

- Adil Mahmood Alkhafagi, Y. (2023). The Effect of Nostalgia Marketing on Consumers' Purchase Intention. *Journal of Economics and Administrative Sciences*, 29(136), 27–39. <https://doi.org/10.33095/jeas.v29i136.2603>
- Begum. (2021). Exploring the Role of Nostalgia the Restaurant Experience and its Reflections on Return Parsonage Begum. *Istanbul Bilgi University, Istanbul*.
- Chen, P. (2022). The effects of brand revitalisation and retro branding on brand and purchase outcomes: The moderating roles of consumer nostalgia proneness and self-construal. *J. Marketing Management*, 7(8), 771–799.
- Christy, A., Dumatri, A., & Surabaya, U. N. (2021). Pengaruh Viral Marketing dan Brand Awareness Terhadap Niat Beli di Burger king Indonesia. *Jurnal Ilmu Manajemen*, 9. www.shukanbunshun.com,
- Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*.
- Gu, Q., Li, M., & Kim, S. (Sam). (2021). The role of nostalgia-evoking stimuli at nostalgia-themed restaurants in explaining benefits, consumption value and post-purchase behavioral intention. *International Journal of Hospitality Management*, 96. <https://doi.org/10.1016/j.ijhm.2021.102955>
- Hajlaoui, L. L., & Gharbi, A. (2020). Nostalgia: An Attractive Theme for Marketing Researchers. *International Journal of Marketing Studies*, 12(1), 30. <https://doi.org/10.5539/ijms.v12n1p30>
- Ju, I. , K. J. , C. M. J. , B. S. (2016). Nostalgic marketing, perceived self- continuity, and consumer decisions. *Management Decision* . *Management Decision*, 54(8), 2063–2083.
- Kemp. (2021). Digital 2020: Indonesia. (<https://Datareportal.Com/Reports/Digital2020-Indonesia>, Diakses Pada 1 Februari 2021).
- Kim, K., Hong, A., & Li, Y. (2021). Effects of consumer personal characteristics and psychological factors on nostalgia marketing. *International Journal of Electronic Marketing and Retailing*, 12(1), 89–109. <https://doi.org/10.1504/IJEMR.2021.112256>
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>
- Lee, D., Moon, J., Rhee, C., Cho, D., & Cho, J. (2016). The effect of visual and auditory elements on patrons' liquor-ordering behavior: An empirical study. *International*

- Journal of Hospitality Management*, 55, 11–15.
<https://doi.org/10.1016/j.ijhm.2016.01.011>
- Leong, A. M. W., Chen, K. Y., Chen, H. Bin, Chiang, T. E., & Huan, T. C. (2023). Exploring the effects of customers' assessments of a restaurant's atmospherics and emotional assessments on a fine-dining experience and intentions to return. *Tourism Management Perspectives*, 47. <https://doi.org/10.1016/j.tmp.2023.101121>
- Lim, W. M., Kumar, S., Pandey, N., Verma, D., & Kumar, D. (2023). Evolution and trends in consumer behaviour: Insights from Journal of Consumer Behaviour. In *Journal of Consumer Behaviour* (Vol. 22, Issue 1, pp. 217–232). John Wiley and Sons Ltd. <https://doi.org/10.1002/cb.2118>
- Liu, Y., & Jang, S. C. (Shawn). (2009). The effects of dining atmospherics: An extended Mehrabian-Russell model. *International Journal of Hospitality Management*, 28(4), 494–503. <https://doi.org/10.1016/j.ijhm.2009.01.002>
- Lv, Z., Zhao, W., Liu, Y., Wu, J., & Hou, M. (2024). Impact of perceived value, positive emotion, product coolness and Mianzi on new energy vehicle purchase intention. *Journal of Retailing and Consumer Services*, 76. <https://doi.org/10.1016/j.jretconser.2023.103564>
- Peni Widarti. (2022). Industri Kafe & Restoran Jatim Diyakini Tumbuh 30 Persen. <https://Surabaya.Bisnis.Com/Read/20220827/532/1571085/Industri-Kafe-Restoran-Jatim-Diyakini-Tumbuh-30-Persen>.
- Sedikides, C., Wildschut, T., Arndt, J., & Routledge, C. (2008). Nostalgia: Past, present, and future. *Current Directions in Psychological Science*, 17(5), 304–307. <https://doi.org/10.1111/J.1467-8721.2008.00595.X>
- Tang, D., Zheng, Q., Xu, B., Zheng, M., & Chen, J. (2023). Value of nostalgia to agricultural heritage: Consumer's nostalgia proneness and purchase intention toward traditional tea. *Journal of Cleaner Production*, 395. <https://doi.org/10.1016/j.jclepro.2023.136411>
- Wardono, P., Hibino, H., & Koyama, S. (2012). Effects of Interior Colors, Lighting and Decors on Perceived Sociability, Emotion and Behavior Related to Social Dining. *Procedia - Social and Behavioral Sciences*, 38, 362–372. <https://doi.org/10.1016/j.sbspro.2012.03.358>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/J.JBUSRES.2018.08.032>
- Youn, S., & Jin, S. (2017). Reconnecting with the past in social media: The moderating role of social influence in nostalgia marketing on Pinterest. *Journal of Consumer Behaviour*, 16. <https://doi.org/10.1002/cb.1655>