



The Role of Lifestyle, Menu Variety, and Customer Experience in Shaping Revisit Intention: Evidence from Café Moneela & Eatery, Bekasi

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ABSTRACT

This study was conducted to determine how lifestyle, menu variety, and customer experience influence millennials' revisit intention at Cafe Moneela & Eatery in Bekasi. The increasing competition in the culinary industry requires business owners to understand factors associated with customers' intention to revisit. This study employed a quantitative research design. Data were collected through questionnaires from 100 consumers who had previously visited the café. A purposive sampling technique was employed, and the sample size was determined using the Lemeshow formula. The data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The findings indicated that lifestyle had no significant effect on revisit intention and showed a negative regression coefficient. In contrast, menu variety and customer experience had significant and positive effects on revisit intention. The overall regression model was statistically significant ($F = 55.036$, $p < 0.001$), with an adjusted R^2 of 0.621. These results indicate that menu variety and customer experience contribute significantly to explaining variations in revisit intention, while lifestyle does not show a significant partial effect. The findings are limited to revisit intention and should not be interpreted as direct evidence of customer satisfaction, customer loyalty, or actual repeat visits.

Keyword: *Lifestyle, Menu Variety, Customer Experience, Revisit Intention*



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1. Introduction

The rapid growth of the café industry is primarily driven by changing lifestyles among millennials, coupled with the ever-expanding influence of social media. Today, cafés have evolved beyond simply being places to eat and drink they have also become spaces for social interaction and relaxation [1], [2]. To attract and retain customers, many café owners provide various additional facilities and entertainment elements to enhance the overall customer experience [3]. This development has intensified competition among café businesses, encouraging industry players to continuously innovate their marketing strategies while maintaining high standards of service quality [4], [5]. The development of the café industry is also reflected in Indonesia's food and beverage service sector. Based on the 2024 Survey of Food and Beverage Service Businesses conducted by Statistics Indonesia (Badan Pusat Statistik), there were 5,276,991 food and beverage service businesses in Indonesia in 2024. Among the provinces, West Java recorded the highest number, with 1,231,975 businesses [6].

Provinsi Province	Jenis Usaha/Business Type				Jumlah Total
	Restoran/ Rumah Makan Restaurant	Katering Catering	PMM Keliling/ Tempat Tidak Tetap Provision of Mobile Food & Beverages/ Non-Permanent Places	PMM Lainnya Others	
	(1)	(2)	(3)	(4)	(5)
1. Aceh	14.766	4.334	2.803	55.504	77.407
2. Sumatera Utara	130.601	6.374	24.344	86.972	248.291
3. Sumatera Barat	52.088	4.195	13.803	35.057	105.143
4. Riau	61.192	4.350	8.749	29.799	104.090
5. Jambi	19.662	2.170	4.737	17.213	43.782
6. Sumatera Selatan	52.500	2.997	8.592	29.764	93.853
7. Bengkulu	18.187	1.090	934	6.613	26.824
8. Lampung	46.894	5.531	12.785	34.999	100.209
9. Kep. Bangka Belitung	9.080	159	1.154	7.557	17.950
10. Kepulauan Riau	18.143	2.264	1.660	9.283	31.350
11. DKI Jakarta	202.983	10.376	48.323	116.983	378.665
12. Jawa Barat	514.857	72.385	239.744	404.989	1.231.975
13. Jawa Tengah	385.898	49.881	142.782	285.502	864.063
14. D.I. Yogyakarta	43.838	6.524	5.361	23.128	78.851
15. Jawa Timur	408.735	65.961	110.912	315.809	901.417
16. Banten	121.990	11.796	30.784	84.790	249.360
17. Bali	64.521	1.287	4.430	12.511	82.749
18. Nusa Tenggara Barat	41.946	975	9.234	13.045	65.200
19. Nusa Tenggara Timur	11.240	1.419	1.510	2.884	17.053
20. Kalimantan Barat	25.137	1.456	3.843	21.148	51.584
21. Kalimantan Tengah	18.868	1.922	7.617	9.732	38.139
22. Kalimantan Selatan	44.035	5.065	10.307	24.619	84.026
23. Kalimantan Timur	35.771	9.520	6.169	24.191	75.651
24. Kalimantan Utara	6.860	855	1.013	4.528	13.256
25. Sulawesi Utara	29.153	3.012	1.179	8.058	41.402
26. Sulawesi Tengah	21.284	2.792	1.464	11.237	36.777
27. Sulawesi Selatan	40.215	9.795	10.144	38.164	98.318
28. Sulawesi Tenggara	14.437	1.357	2.140	13.337	31.271
29. Gorontalo	16.717	669	633	1.699	19.718
30. Sulawesi Barat	10.936	—	—	4.375	15.311
31. Maluku	7.943	1.106	4.164	2.676	15.889
32. Maluku Utara	6.095	467	959	2.043	9.564
33. Papua Barat	3.853	433	721	3.318	8.325
34. Papua	10.703	730	1.603	6.492	19.528
Indonesia	2.511.128	293.247	724.597	1.748.019	5.276.991

Figure 1. Number of Food and Beverage Service Businesses by Province in Indonesia, 2024
Source: Badan Pusat Statistik (2025)

The large number of food and beverage businesses in West Java is also reflected at the regency and city level. Several regions in West Java have a substantial number of food and beverage businesses, including Bekasi [7]. The large number of food and beverage businesses in West Java is also reflected at the regency and city level. Several regions in West Java have a substantial number of food and beverage businesses, including Bekasi.

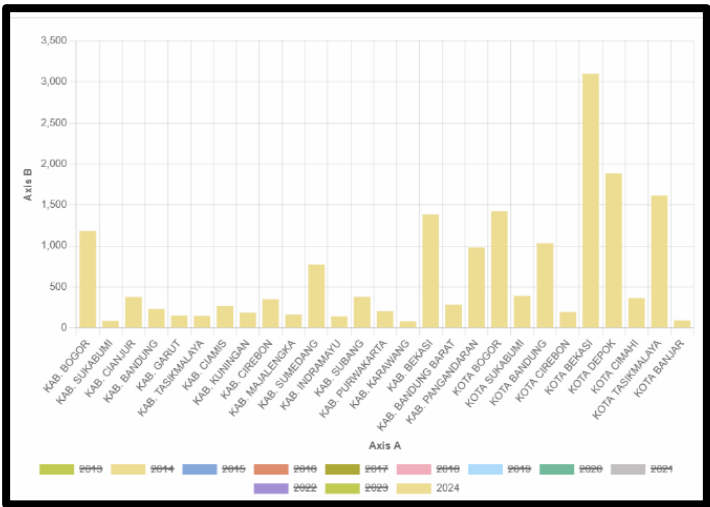


Figure 2. Number of Food and Beverage Establishments in West Java, 2024
Source: Open Data Jabar (2025)

The development of the food and beverage sector in Bekasi has contributed to an increasingly competitive environment for café businesses. In such conditions, café businesses need to understand the factors that encourage customers to return. One of the cafés operating in this environment is Cafe Moneela & Eatery in Bekasi City. In this context, lifestyle, menu variety, and customer experience are relevant factors to consider because they may influence customers' revisit intention. Therefore, this study examines the effect of lifestyle, menu variety, and customer experience on millennials' revisit intention at Cafe Moneela & Eatery in Bekasi City.

Visitor data from Cafe Moneela & Eatery throughout 2024 show fluctuations in the number of visitors from month to month. The number of visitors increased from 363 in March to 1,387 in October, although several declines occurred during the period, such as from 1,368 visitors in August to 1,164 in September. These fluctuations indicate that visitor numbers vary over time. Therefore, understanding the factors that influence customers' revisit intention is important for maintaining business sustainability and competitiveness [8].

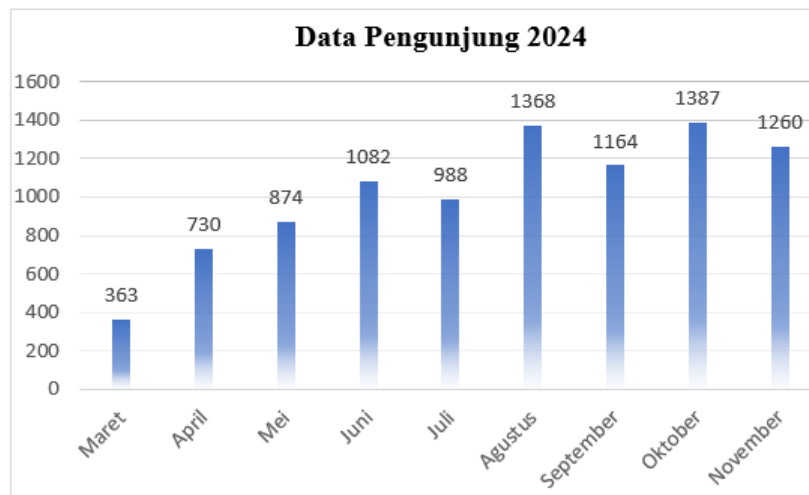


Figure 3. Monthly Number of Visitors at Cafe Moneela & Eatery (2024)
Source: Processed Data (2026)

Previous research suggests that the intention to return may be influenced by lifestyle, menu variety, and customer experience [9], [10], [11]. Lifestyle reflects consumers' activities, interests, and opinions, which shape their preferences and consumption behavior [12]. Menu variety provides customers with more choices and can increase satisfaction by accommodating diverse tastes and preferences [13]. Meanwhile, customer experience represents customers' overall perceptions and emotional responses during their interactions with a café, which can influence their intention to return [14].

However, previous research has yielded inconsistent findings regarding the influence of these variables on the intention to revisit. Several studies have reported that lifestyle has a positive and significant effect on the intention to revisit, such as studies conducted at CW Coffee in Pontianak [15], Café Motik Spot in Surakarta [16], De'Kersen Café in Manado [9] and the Untung Jawa Island Tourist Attraction [17]. Conversely, research conducted at the National Gallery [18] and Decade Coffee Shop found that lifestyle has a negative and insignificant effect on the intention to revisit [19].

Similar inconsistencies have also been identified in studies examining menu variety and customer experience. Menu variety was reported to have a positive and significant effect on the intention to revisit at HG Coffee Rantaupratat [20], Rumalaman Tulungagung [21], Dimsum Mamatjoe Restaurant in Medan [22], Manjo Kopi Café in Airmadidi [23] and culinary tourism destinations in Guangzhou [24].

However, other studies have found that menu variety does not significantly influence the intention to revisit [13], [25]. Similarly, customer experience was found to positively and significantly influence the intention to revisit at Tomoro Coffee Sumbawa [26], Kedai Kopi Biji Ciamis [27], Lepoet Coffee House Ratahan [28], and Maulana Villa and Café in Pangambaten, Karo Regency [29]. However, conflicting findings have also

been reported in other studies, indicating that customer experience does not significantly influence the intention to revisit [30], [31].

Previous studies have reported inconsistent findings regarding the factors influencing revisit intention in the café industry. These differences may be related to variations in the definition of visit and revisit intention, the distinction between food quality and menu variety, the characteristics of the generations studied, and differences in research designs. Revisit intention refers to the consumer's intention to return after having previously experienced a café, while menu variety concerns the diversity of choices available rather than the quality of food itself. In addition, findings from studies involving different generational groups may not fully represent millennial consumers.

Therefore, this study examines the influence of lifestyle, menu variety, and customer experience on revisit intention among millennial consumers at Cafe Moneela & Eatery in Bekasi, both partially and simultaneously. Theoretically, this study contributes to consumer behavior literature by integrating personal lifestyle, menu choice, and customer experience to explain revisit intention as a post-consumption behavioral intention. Practically, the findings are expected to provide insights for café managers in developing strategies to encourage repeat visits and maintain customer relationships.

Consumer behavior theory explains that consumers' purchasing and revisit decisions are influenced by their evaluation of products and services after consumption. Meanwhile, service quality theory emphasizes that positive service experiences can contribute to customer satisfaction and encourage repeat visits. Building on these theoretical perspectives and previous empirical findings, lifestyle, menu variety, and customer experience are expected to influence revisit intention as a post-consumption behavioral intention among customers of Cafe Moneela & Eatery.

2. Methods

2.1 Grand Theory

This study is primarily grounded in two theories: consumer behavior theory and service quality theory. The first theory explains how individuals go through the processes of selecting, purchasing, using, and evaluating products or services to satisfy their needs and wants [32]. The second theory emphasizes the central role of service quality in shaping positive perceptions and customer satisfaction [33]. Based on these theories, consumers' evaluations of products, menu offerings, and service experiences are expected to influence their intention to revisit. Therefore, Consumer Behavior Theory provides the foundation for explaining the influence of lifestyle and menu variety, while Service Quality Theory explains the role of customer experience in shaping revisit intention.

2.2 Revisit Intention

Revisit intention can be defined as an individual's willingness to return to a place in the future, which is formed through the accumulation of experiences, evaluations, and satisfaction derived from previously consumed products or services. When customers have satisfying experiences and develop positive impressions, they are naturally motivated to revisit and continue using the products or services offered by the same company [33], [34], [35]. Therefore, revisit intention serves as the dependent variable in this study to evaluate customers' willingness to revisit Café Moneela & Eatery based on their evaluations of lifestyle, menu variety, and customer experience.

2.3 Lifestyle

Lifestyle is defined as an individual's way of living, reflected through activities, interests, and opinions, which illustrate how a person spends their time, sets priorities, and perceives themselves and their environment [34], [36], [37]. According to Consumer Behavior Theory, lifestyle influences consumers' preferences, purchasing decisions, and consumption patterns. Individuals with lifestyles that align with a café's atmosphere and offerings are more likely to revisit the café because it reflects their personal interests and social activities.

2.4 Menu Variety

Menu variety can be defined as the diversity of food and beverage products offered by a business, encompassing different types, categories, and product characteristics that are intentionally provided to accommodate customers' needs and preferences [38], [39], [40]. Consumer Behavior Theory also explains that product attributes influence customers' evaluations before making future purchasing decisions. A diverse menu provides customers with more alternatives to satisfy different tastes and preferences, thereby increasing the likelihood of revisit intention.

2.5 Customer Experience

Customer experience is defined as the overall perception formed through customers' interactions with a company's products, services, and other elements, generating cognitive and emotional responses that influence their perceptions and evaluations [32], [41], [42]. Based on Service Quality Theory, customer experience is formed through interactions with products, employees, and the service environment. Positive experiences generate satisfaction and strengthen customers' intention to revisit the same café in the future.

2.6 Conceptual Framework

Based on Consumer Behavior Theory, Service Quality Theory, and previous empirical studies, this study proposes a conceptual framework illustrating the relationships among lifestyle, menu variety, customer experience, and revisit intention. Lifestyle, menu variety, and customer experience are treated as independent variables, while revisit intention serves as the dependent variable. The conceptual framework is presented in Figure 2.

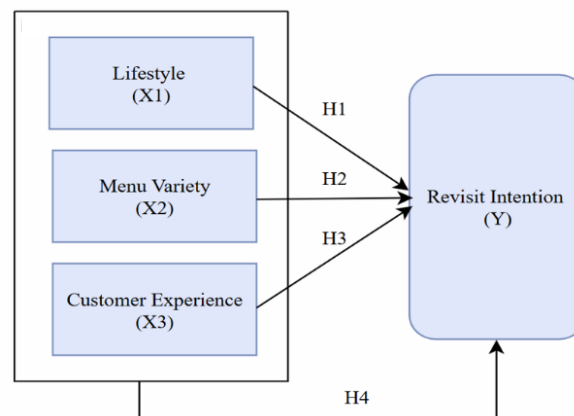


Figure 4. Conceptual Framework
Source: Processed Data (2026)

Based on the conceptual framework, the hypotheses of this study are formulated as follows:

- H1 : Lifestyle has a significant effect on revisit intention among millennial consumers at Cafe Moneela & Eatery in Bekasi.
- H2 : Menu variety has a significant effect on revisit intention among millennial consumers at Cafe Moneela & Eatery in Bekasi.
- H3 : Customer experience has a significant effect on revisit intention among millennial consumers at Café Moneela & Eatery in Bekasi.
- H4 : Lifestyle, menu variety, and customer experience simultaneously have a significant effect on revisit intention among millennial consumers at Cafe Moneela & Eatery in Bekasi.

2.7 Research Method

This study employed a quantitative research approach to examine the influence of lifestyle, menu variety, and customer experience on revisit intention. The population consisted of millennial consumers who had previously visited Cafe Moneela & Eatery in Bekasi. Millennials in this study were defined as individuals born between 1980 and 2000. A total of 100 respondents were selected using purposive sampling, with the inclusion criterion that respondents had visited Cafe Moneela & Eatery at least once. The sample size was determined using the Lemeshow formula based on the calculation and methodological source used in this study. Data were

collected through an online questionnaire using Google Forms, distributed from February to May 2026. Participation was voluntary, and respondents were informed about the purpose of the study and provided consent to participate. The research instrument consisted of 24 questionnaire items measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The collected data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, the F-test, and the coefficient of determination (R^2) using IBM SPSS Statistics version 29.0.

2.8 Operational Definition of Variables

Table 1. Operational Definitions of Variables

Construct	Operational Definition	Indicator	Reference
Lifestyle	Lifestyle refers to an individual's pattern of living reflected through activities, interests, and opinions, which describe how people spend their time, what they consider important, and their views about themselves and their environment	Activities Interests Opinions	[43]
Menu Variety	Menu variety refers to the diversity of food and beverage products offered by a business, including different types, categories, and product characteristics designed to meet consumers' needs and preferences	Taste Aroma Presentation	[44], [45], [46]
Customer Experience	Customer experience is the overall impression formed through customers' interactions with a company's products, services, and other related elements, which generate cognitive and emotional responses that influence customer perceptions and evaluations	Sense Experience Feel Experience Think Experience Act Experience Relate Experience	[47]
Revisit Intention	Revisit intention is an individual's willingness to revisit a place in the future based on previous experiences, evaluations, and satisfaction with the products or services received. Positive experiences and favorable perceptions encourage customers to return and reuse the products or services offered by a company	Willingness to Revisit Willingness to Invite Others Willingness to Share Positive Information Willingness to Make the Place a Primary Destination	[48]

Source: Research Data (2026)

3. Results and Discussion

Results

Respondent Characteristics

Table 2 presents the demographic profile of the respondents, including gender, age, education level, and occupation.

Table 2. Respondent Characteristics

Characteristics	Category	Percentage (%)
Gender	Male	35%
	Female	65%
Age	26–30 years	71%
	31–35 years	13%

Characteristics	Category	Percentage (%)
Education	36–40 years	10%
	41–46 years	6%
	SMA/SMK	65%
	Diploma	6%
	Bachelor Degree	24%
	Others	5%
	Student	21%
Occupation	Employee	49%
	Entrepreneur	14%
	Others	16%

Source: Data Questionnaire (2026)

Descriptive Statistics

Table 3 presents the descriptive statistics of the study variables. Overall, all variables showed relatively high mean scores, indicating positive evaluations of Café Moneela & Eatery among respondents.

Table 3. Descriptive Statistics

Variable	Mean
Lifestyle	4.00
Menu Variety	4.21
Customer Experience	4.15
Revisit Intention	4.15

Source: Data Questionnaire (2026)

Validity and Reliability Test

The validity test was conducted on 30 respondents as a preliminary instrument test before the main study involving 100 respondents. Item validity was assessed using item-total correlation. The results showed that the correlation values for all questionnaire items ranged from 0.456 to 0.824. All values exceeded the r-table value of 0.361 at the 5% significance level, indicating that all 24 questionnaire items were valid.

Furthermore, reliability was assessed using Cronbach's Alpha to measure the internal consistency of each variable. The Cronbach's Alpha values were 0.766 for Lifestyle, 0.816 for Menu Variety, 0.893 for Customer Experience, and 0.847 for Revisit Intention. All Cronbach's Alpha values exceeded the threshold of 0.60, indicating that all measurement instruments demonstrated acceptable reliability.

Table 4. Validity and Reliability Test Results

Variabel	Item	Validity Test			Reliability Test		
		r Count	r Tabel	Conclusion	Cronbach's Alpha	Criterion	Conclusion
Lifestyle (X1)	GH1	0.706	0.361	Valid	0.766 >	0.60	Reliabel
	GH2	0.703	0.361	Valid			
	GH3	0.623	0.361	Valid			
	GH4	0.456	0.361	Valid			
	GH5	0.523	0.361	Valid			
	GH6	0.508	0.361	Valid			
Menu Variety (X2)	VM1	0.665	0.361	Valid	0.816 >	0.60	Reliabel
	VM2	0.600	0.361	Valid			
	VM3	0.763	0.361	Valid			
	VM4	0.578	0.361	Valid			
Customer Experience (X3)	PP1	0.610	0.361	Valid	0.893 >	0.60	Reliabel
	PP2	0.647	0.361	Valid			
	PP3	0.805	0.361	Valid			
	PP4	0.609	0.361	Valid			
	PP5	0.640	0.361	Valid			
	PP6	0.476	0.361	Valid			
	PP7	0.761	0.361	Valid			
	PP8	0.690	0.361	Valid			

Variabel	Item	Validity Test			Reliability Test		
		r Count	r Tabel	Conclusion	Cronbach's Alpha	Criterion	Conclusion
Revisit Intention (Y)	PP9	0.791	0.361	Valid	0.847 >	0.60	Reliabel
	PP10	0.744	0.361	Valid			
	MBK1	0.799	0.361	Valid			
	MBK2	0.666	0.361	Valid			
	MBK3	0.498	0.361	Valid			
	MBK4	0.824	0.361	Valid			

Source: Data Processed Using SPSS Version 29 (2026)

Normality Test

The normality test using the Kolmogorov–Smirnov method yielded an Asymp. Sig. value of 0.143, which exceeds 0.05. The test did not provide evidence against residual normality at the 0.05 significance level.

Table 5. Normality Test Results

Indicator	Value
N	100
Kolmogorov-Smirnov Statistic	0.078
Asymp. Sig. (2-tailed)	0.143
Conclusion	Normally Distributed

Source: Data Processed Using SPSS Version 29 (2026)

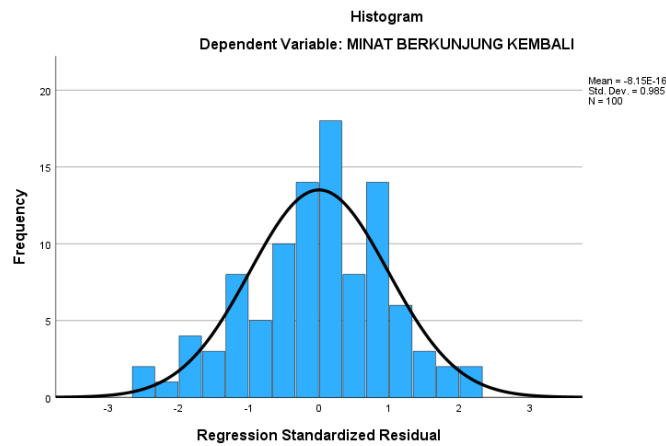


Figure 5. Residual Histogram

Source: Data Processed Using SPSS Version 29 (2026)

The residual histogram shows a distribution that approximates a normal curve and is centered around zero. This indicates that the regression model residuals are approximately normally distributed.

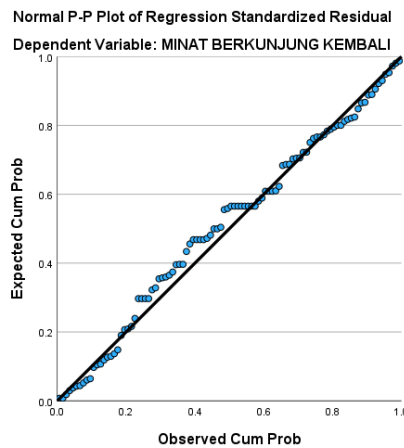


Figure 6. Normal P-P Plot of Regression Model Residuals

Source: Data Processed Using SPSS Version 29 (2026)

The Normal P-P Plot shows that the observed residual points are generally distributed close to and follow the diagonal line, although slight deviations can be observed in several areas. Overall, the pattern supports the assumption that the regression model residuals are approximately normally distributed.

Multicollinearity Test

The multicollinearity test, assessed through tolerance and Variance Inflation Factor (VIF) values, showed that all independent variables had tolerance values above 0.10 and VIF values below 10. These values did not exceed the stated screening thresholds for multicollinearity.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Lifestyle	0.418	2.390	No Multicollinearity
Menu Variety	0.337	2.967	No Multicollinearity
Customer Experience	0.395	2.529	No Multicollinearity

Source: Data Processed Using SPSS Version 29 (2026)

Heteroscedasticity Test

The heteroscedasticity test using the Glejser method showed significance values of 0.085 for lifestyle, 0.639 for menu variety, and 0.680 for customer experience. As all values exceed 0.05, the glejser test did not detect heteroscedasticity at the 0.05 significance level.

Table 7. Heteroscedasticity Test Results

Variable	t-value	Sig.	Conclusion
Lifestyle	-1.738	0.085	No Heteroscedasticity
Menu Variety	0.471	0.639	No Heteroscedasticity
Customer Experience	-0.414	0.680	No Heteroscedasticity

Source: Data Processed Using SPSS Version 29 (2026)

Results of the Partial (t-Test) and Simultaneous (F-Test)

The t-test was conducted to examine the partial effect of Lifestyle, Menu Variety, and Customer Experience on Revisit Intention. The results are presented in Table 8.

Table 8. t-test Results

Variable	t-value	Sig.	Conclusion
Lifestyle	-1.493	0.139	Rejected
Menu Variety	2.752	0.007	Accepted
Customer Experience	6.632	<0.001	Accepted

Source: Data Processed Using SPSS Version 29 (2026)

H1: Association Between Lifestyle and Revisit Intention

The association between lifestyle and revisit intention was not statistically significant ($t = -1.493$, $p = 0.139$). Therefore, H1 was not supported at the 0.05 significance level.

H2: Menu Variety Has a Significant Effect on Revisit Intention

The findings indicate that Menu Variety significantly influences customers' Revisit Intention. A diverse menu selection, attractive presentation, and appealing taste encourage customers to revisit Café Moneela & Eatery. Therefore, H2 is accepted.

H3: Customer Experience Has a Significant Effect on Revisit Intention

The findings indicate that Customer Experience significantly influences customers' Revisit Intention. Positive experiences gained through service quality, atmosphere, and customer interactions increase customers' willingness to revisit Café Moneela & Eatery. Therefore, H3 is accepted.

H4: Lifestyle, Menu Variety, and Customer Experience Have a Significant Effect on Revisit Intention

The results of the simultaneous test indicate that Lifestyle, Menu Variety, and Customer Experience jointly have a significant effect on Revisit Intention. The regression model obtained an F-value of 55.036 with a significance value of $p < 0.001$. Since the significance value is below 0.05, H4 is accepted. This finding indicates that at least one regression coefficient (slope) differs significantly from zero, meaning that the independent variables jointly contribute to explaining variations in Revisit Intention. However, the F-test does not indicate that all three independent variables are individually significant; their individual effects are assessed using the t-test.

Table 9. Simultaneous Hypothesis

Model	F	Sig.
Regression	55.036	<.001 ^b

Source: Data Processed Using SPSS Version 29 (2026)

Coefficient of Determination (Model Summary)

Table 10 shows that the Adjusted R Square value is 0.621, indicating that lifestyle, menu variety, and customer experience explain 62.1% of the variance in revisit intention. The unexplained variation may include omitted factors, measurement error, and model misspecification.

Table 10. Coefficient of Determination

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.795 ^a	.632	.621	1.38933

Source: Data Processed Using SPSS Version 29 (2026)

Multiple Linear Regression Coefficients

Table 11 presents the results of the multiple linear regression analysis, including unstandardized coefficients (B), standardized beta coefficients (Beta), t-values, and significance levels. The results indicate that lifestyle has a negative and statistically insignificant effect on revisit intention ($B = -0.095$, $\beta = -0.143$, $p = 0.139$). Meanwhile, menu variety has a positive and statistically significant effect on revisit intention ($B = 0.259$, $\beta = 0.293$, $p = 0.007$). Customer experience also has a positive and statistically significant effect on revisit intention ($B = 0.293$, $\beta = 0.653$, $p < 0.001$).

Table 11. Multiple Linear Regression Coefficients

Variable	B	Beta	t	Sig
Constant	2.335	-	1.952	.054
Lifestyle	-0.095	-0.143	-1.493	.139
Menu Variety	0.259	0.293	2.752	.007
Customer Experience	0.293	0.653	6.632	<.001

Source: Data Processed Using SPSS Version 29 (2026)

Based on the unstandardized coefficients (B), the multiple linear regression equation is expressed as follows: $Y = 2.335 - 0.095X_1 + 0.259X_2 + 0.293X_3$. Where Y represents revisit intention, X_1 represents lifestyle, X_2 represents menu variety, and X_3 represents customer experience

The regression coefficients presented in table 11 are interpreted as follows:

1. The constant value of 2.335 indicates that when lifestyle, menu variety, and customer experience are assumed to be constant, revisit intention remains at 2.335.
2. The regression coefficient of -0.095 for lifestyle indicates a negative relationship with revisit intention. However, this effect is not statistically significant (Sig. = 0.139), indicating that lifestyle does not significantly influence revisit intention.
3. The regression coefficient of 0.259 for menu variety indicates a positive and statistically significant effect on revisit intention (Sig. = 0.007). This means that a greater variety of menu offerings tends to increase customers' intention to revisit Café Moneela & Eatery.

4. The regression coefficient of 0.293 for customer experience indicates a positive and statistically significant effect on revisit intention (Sig. < 0.001). This finding suggests that better customer experiences are associated with higher revisit intention.

Based on the standardized beta coefficients presented in Table 11, customer experience ($\beta = 0.653$) has the largest estimated standardized coefficient among the three predictors, followed by menu variety ($\beta = 0.293$). Meanwhile, lifestyle has a negative and insignificant effect ($\beta = -0.143$). This comparison describes the coefficient estimates in this sample and does not establish a statistically significant difference between their magnitudes.

Discussion

This study aimed to examine the influence of lifestyle, menu variety, and customer experience on revisit intention at Café Moneela & Eatery, Bekasi City. The findings indicate that lifestyle does not significantly influence revisit intention, whereas menu variety and customer experience have positive and significant effects.

The insignificant effect of lifestyle is consistent with the findings of [18], [19], which reported that lifestyle does not significantly affect revisit intention. This finding suggests that customers' decisions to revisit Café Moneela & Eatery are influenced more by their evaluation of the products and services received than by their personal lifestyle. From the perspective of Consumer Behavior Theory, consumers make revisit decisions based on the perceived value and satisfaction obtained after consumption. Therefore, although lifestyle may shape consumers' preferences, it does not necessarily determine their intention to revisit the café.

Menu variety has a positive and significant effect on revisit intention. This finding supports previous studies [20], [21], [22], [23], [24], which indicate that menu variety can encourage customers to revisit. A diverse menu provides customers with more food and beverage options to suit their individual tastes and preferences. In this study, menu variety specifically refers to the diversity of menu options available to customers, rather than food quality, product innovativeness, or food presentation. From a theoretical perspective, a wider selection of menu items may increase customer satisfaction and reduce boredom by providing more choices. However, these factors are presented as possible explanations and were not directly examined as mediating variables in this study. This finding is also consistent with Consumer Behavior Theory, which explains that consumers evaluate product attributes when making purchasing decisions. When customers perceive a café as offering a diverse range of menu options that suit their preferences, they may be more inclined to revisit. Furthermore, Arun et al. [44] highlighted the influence of food presentation and food photography on customer preferences through perceived product quality and dining satisfaction. However, these aspects are distinct from menu variety and provide complementary context rather than direct evidence of the relationship between menu variety and revisit intention in this study.

Customer experience had the largest estimated standardized coefficient in the reported model. This result is in line with studies by [26], [27], [28], [29], [49], which demonstrated that customer experience plays a crucial role in encouraging repeat visits. Positive experiences related to service quality, café atmosphere, product quality, and interactions with employees create favorable impressions that strengthen customers' intention to revisit. This finding is also supported by Service Quality Theory, which emphasizes that positive service experiences lead to customer satisfaction and encourage repeat visits. Furthermore, [46] reported that service quality and coffee shop attributes significantly contribute to customer satisfaction, reinforcing the importance of delivering memorable customer experiences to build long-term customer loyalty.

From a managerial perspective, Café Moneela & Eatery should prioritize enhancing customer experience by maintaining service quality, improving employee responsiveness, creating a comfortable café atmosphere, and maintaining menu variety to encourage customers' intention to revisit. These recommendations are limited to the variables measured in this study and should not be interpreted as direct evidence of customer satisfaction, customer loyalty, or actual repeat visits. This study has several limitations. The research was conducted at only one café using purposive sampling and self-reported data, which may limit the generalizability of the findings and introduce common-method bias. The classification of millennials also depends on the birth-year criteria used in this study, which may differ from other generational definitions. In addition, the study measures revisit intention rather than actual repeat-visit behavior, and its cross-sectional design does not establish definitive

causal relationships. Future research should involve multiple cafés or regions with larger samples, consider additional variables such as price, promotion, service quality, and brand image, and use alternative data sources or longitudinal designs to strengthen generalizability and understanding of revisit behavior.

4. Conclusion

This study examined the influence of lifestyle, menu variety, and customer experience on revisit intention among millennial consumers at Café Moneela & Eatery in Bekasi. The findings indicate that lifestyle does not significantly influence revisit intention, whereas menu variety and customer experience have positive and significant effects. Among the independent variables, customer experience had the largest estimated standardized coefficient in the reported model. These findings suggest that customers are more likely to revisit the café when they experience high-quality service and are offered diverse menu options.

This study contributes to the consumer behavior literature by providing empirical evidence on the factors associated with revisit intention in the café industry, particularly among millennial consumers. From a managerial perspective, the findings highlight the importance of continuously improving customer experience and maintaining menu variety to encourage customers' intention to revisit. These findings are limited to revisit intention and should not be interpreted as direct evidence of customer loyalty, customer satisfaction, or actual repeat visits, as these outcomes were not directly measured in this study.

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