

From Paper to Pixel: How Digital Menus Transform Customer Experience in Luxury Dining

Dendy Rosman *, Muhammad Rojali **, Seruni Dinitri***, Freska Darlion ****

* Department of Hospitality, Insitut Pariwisata Tedja Indonesia

** Department of Hospitality, Insitut Pariwisata Tedja Indonesia

***Department of Tourism, Insitut Pariwisata Tedja Indonesia

****Department of Digital Business, Insitut Pariwisata Tedja Indonesia

Article Info

Keyword :

Digitalization

Digital Menu

E-Menu

Hospitality Service

Smart Technology

ABSTRACT

The advancement of technology has transformed the way the businesses operate include service delivery in food and beverage industry. This study aims to evaluates the impact of digital menu attributes, especially perceived usefulness and interactivity on customer purchase intention and customer satisfaction in a luxury restaurant. The study employed a quantitative approach using survey questionnaire that distributed to 217 research participants. Data collected from respondents was analyze using SmartPLS. The results of the study indicate that perceived usefulness and interactivity have positive and significant effects on purchase intention and customer satisfaction. Among the variables, interactivity was the strongest one to influence the customers purchase intention and satisfaction, highlighting the importance of engaging digital feature in influencing the restaurant patrons behaviour. This study contributes to the literature by extending the application of digital menu research into the luxury dining context, which has been relatively under explored. The findings offer practical implications for restaurant managers in designing effective digital menu systems that enhance customer experience and business performance.

SARI PATI

Kemajuan teknologi telah mengubah cara bisnis beroperasi, termasuk dalam penyampaian layanan di industri makanan dan minuman. Penelitian ini bertujuan untuk melakukan evaluasi mengenai pengaruh atribut menu digital, khususnya persepsi kegunaan dan interaktivitas terhadap niat beli serta kepuasan pelanggan di sebuah restoran mewah. Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner survei yang didistribusikan kepada 217 responden. Data yang telah diperoleh lalu dianalisis menggunakan SmartPLS.

Hasil penelitian menunjukkan bahwa persepsi kegunaan dan interaktivitas memiliki pengaruh positif dan signifikan terhadap niat beli dan kepuasan pelanggan. Di antara variabel yang diteliti, interaktivitas merupakan variabel yang paling kuat dalam memengaruhi niat beli dan kepuasan pelanggan. Temuan ini menegaskan pentingnya fitur digital yang interaktif dan menarik dalam memengaruhi perilaku pelanggan restoran.

Penelitian ini memberikan kontribusi terhadap literatur dengan memperluas penerapan kajian mengenai menu digital ke dalam konteks restoran mewah, yang sejauh ini masih relatif kurang diteliti. Temuan penelitian ini juga memberikan implikasi praktis bagi

Corresponding Author:

Email: dendy.rosman@ipti.ac.id

Copyright © 2021 by Authors,
Published by Garuda.

This is an open access article
under
the CC BY-SA License

manajer restoran dalam merancang sistem menu digital yang efektif guna meningkatkan pengalaman pelanggan dan kinerja bisnis.

INTRODUCTION

The advancement of technology has transformed the way the restaurants doing their business. This transformation has brought various advantages. One of the examples of the implementation of smart technology in restaurants is digital menu. The menus of restaurants play a significant part in the process of luring customers into the establishment by functioning as the primary driving factor among many other considerations, which make menus hold a core position in the marketing strategy of restaurants (McCall & Lynn, 2008). Due to advancements in technology, restaurants were undertaking menu development with the aim to boost sales and improving the overall ordering experience for customers (Garg, 2022). In contrast to the traditional type of menu, digital menu offers several benefits, such faster service, mitigate the mistake occur during order taking process, and the ability to create personalized service (Oktavia et al., 2023). This encompasses all categories of dining establishments, including those that specialize in high-end culinary experiences. A luxury dining establishment refers to a restaurant that is characterized by its formal dining style and luxurious concept, which encompasses several aspects such as the quality of service, the dishes served, ambience, and the interior design of the restaurant (Rozekhi et al., 2016). This kind of restaurant offers a personalized and special dining experience to its guests, which the guests perceive as enhancing their social value and status (Eliwa, 2006).

Digital menus or e-menus are perceived to be more advantageous since they can display a huge amount of data, are easy to alter without incurring additional costs, and are easy to use (Yim & Yoo, 2020). Moreover, it has the potential to mitigate human errors in the process of writing orders, especially during periods of high influx of food orders (Ahn & Seo, 2018). Apart from those distinct advantages, there are a drawback associated with the implementation of technology in restaurants as well, which is the likelihood of a reduction in the amount of direct interaction with customers (Kimes, 2009), especially in luxury dining restaurants that are accustomed to employing straightforward paper menus that are devoid of images and other visual elements and are completely served by the server, who also provides all of the necessary explanations and recommendations (Meichsner, 2012). This research is important since this research has never been studied in Indonesia. Therefore, it has the potential to contribute valuable insight to the restaurant business in terms of the implementation and utilization of digital menu technology. The objective of this study is to analyse the influence of digital menu features, particularly perceived utility and interaction, on consumer purchase intention and satisfaction in luxury dining establishments. This study seeks to examine the impact of these technology attributes on consumer behavioural and evaluative responses in the realm of upmarket dining, where personalised service and human interaction are conventionally prioritised. The study aims to investigate the correlation between purchase intention and customer satisfaction to enhance the understanding of how behavioural intention influences overall eating experiences. This study aims to fill a gap in the research by focusing on high-end restaurants in Indonesia and providing empirical evidence of how well digital menus work in those situations.

The definition of customer's purchase intention refers to the probability that an individual will engage in a transaction to acquire a particular product (Tien et al., 2019). Past research

defines the term of intention as a decision-making process that examines the factors and justifications behind a customer's choice to purchase a specific brand, considering numerous circumstances and reasoning. Purchase intention also defined as the factors that a customer takes into account before to making a purchasing of a product or service from a specific brand through a connection in the community (Reynaldy et al., 2020).

According to earlier research Mohamed et al., (2022), the utilisation of digital menus through QR codes have a positive influence on customers' intention to buy and even their behavioural intention in casual dining establishments measured by usefulness, interactivity, enjoyment, and consumption visions. Using a sample of 389 participants, this research examined the impact of employing digital menus on guest behavioural intention with the role of guest satisfaction within casual dining restaurants. However, the result of this study is only applicable for casual dining restaurant and perhaps the results could have been different if the research conducted in other type of restaurant.

Furthermore, another past study Yim & Yoo, (2020), revealed that the utilisation of digital menus can significantly enhance customer's purchase intention, contingent upon their perception of a satisfactory user experience, measured from interactivity which causes enjoyment so that it influences attitudes towards digital menus, giving rise to satisfaction and repurchase intention. Therefore, this research will examine the correlation between digital menus and customers' buying intent in luxury dining restaurants in Indonesia.

Customer Satisfaction

Customer satisfaction refers to the perception and evaluation of customers regarding the extent to which their demands are being fulfilled by a product or service, as well as the ability of the product's features or the product itself to meet or beyond customer expectations (Dewi et al., 2020). Moreover, customer satisfaction also defined as the outcome of the acquisition and utilization of items, whereby customers engage in a process of evaluating the outcomes achieved in relation to the expenditures incurred during and after the purchase (Susanti, 2019). In addition, customer satisfaction also defined as the perception of a customer regarding the extent to which their requirements, desires, and expectations have been fulfilled or exceeded throughout the whole lifespan of a product or service (Norliza Aminudin et al., 2021). This study will use the definition by the past study (Dewi et al., 2020).

Furthermore, the past study (Mohamed et al., 2022) discovered that the implementation of innovative technology like digital menus has a beneficial and demonstrably significant connection to the level of customer satisfaction measured by usefulness, interactivity, enjoyment, and consumption visions. The weakness of this journal is that it only carries out research on one type of restaurant, which is casual dining restaurants and doesn't include luxury dining restaurants. In addition, another past study (Cakici et al., 2019) found that the satisfaction of customers has a vital role in the growth of any business, as contented clients engage in good word-of mouth communication, thereby strengthening the repurchase intention of the customers. Therefore, this study will examine the correlation between digital menus and customer gratification in luxury dining restaurants in Indonesia.

Digital Menu Overview

The past study (Şahin, 2020) stated that digital menus have a multifaceted role within the restaurant industry, including several key features. These include enhancing convenience, elevating the standard and efficiency of service, minimizing expenses, fostering promotional and publicity efforts, bolstering profitability, disseminating information, and cultivating a sense of control. Therefore, digital menus could be more superior than printed menus, particularly in terms of information presentation, although they have not entirely supplanted their printed menus. In order to supplant the conventional menu, the digital menu must furnish a greater abundance of useful information (Labus & Jelovac, 2022). According to

the previous findings (Yim & Yoo, 2020), the efficacy of digital menus is contingent upon the context in which they are employed. Specifically, their research suggests that digital menus may not necessarily outperform traditional menus when utilized to provide familiar food items. This is in relation to the function of digital menus, which have the capability to display food items through the use of movies, animations, and 3D graphics, hence potentially enhancing guest satisfaction (Mohamed et al., 2022). According to another past study (Tang et al., 2021) the most common types of digital menus are boards, smartphone applications, tablets, kiosks, and QR codes.

Perceived Usefulness

The term of perceived usefulness has been defined as the degree to which an information system can contribute to improving the performance of its users (Bawazir et al., 2023). Furthermore, perceived usefulness also defined as the ability of innovative applications and systems to assist customers in achieving their desired outcomes through cooperative techniques, specifically in the context of mobile food ordering applications (Cho et al., 2019). In addition, perceived usefulness refers to a subjective perception of a person on the potential of a specific system to enhance their work performance (Tee, 2018). This study will use the definition by the previous study (Bawazir et al., 2023).

According to earlier research (Wilson et al., 2021) which included feedback from 346 participants based in China, it was discovered that perceived utility has a positive and significant relationship with customer gratification. The limitation of this research is that it only focuses on the application of computer technology in a generic sense, it does not concentrate on digital menus, nor does it explore the connection between perceived usefulness and the purchase intention. Furthermore, according to another research Labus & Jelovac (2022), involving a sample of 406 participants from Croatia and Serbia, it was discouraged that there exists a statistically significant and positive relationship between the perceived usefulness of digital menus and customer purchase intentions. Nevertheless, it should be noted that the findings of this particular investigation lack generalizability due to the predominant inclusion of respondents who were patrons of casual dining establishments, with limited emphasis on luxury dining establishments. The generalizability of the research findings is limited due to the exclusive focus on fast food establishments and the emphasis on conditions specifically during the pandemic. Therefore, this study will examine the relationship between perceived usefulness of digital menus and customer gratification and purchase intention in luxury dining establishments in Indonesia.

Interactivity

From the technical perspective, the past study Qiao, (2019) conceptualizes interactivity as the essential ability of interpersonal communication practices or the exchange of messages between senders, receivers, and their interfaces. Meanwhile, interactivity also defined as the level of responsiveness exhibited by the platform towards the user's perception (Jung et al., 2021). Furthermore, interactivity pertains to the capacity of clients to engage with a menu exhibited on a digital apparatus, such as a tablet or touchscreen kiosk (Oktavia et al., 2023). This study will use the definition by the past study (Oktavia et al., 2023).

According to earlier research (Yusni et al., 2022) on patrons of Family Style restaurants in Malaysia, it has been observed that the implementation of interactive digital menus has the potential to enhance customer satisfaction and foster a greater likelihood of revisit intention. Therefore, there exists a positive and substantial correlation between interactivity in digital menus and both customer satisfaction and inclination to revisit. Nevertheless, it is crucial to note that the discovery of this study may lack generalizability as they exclusively pertain to family style restaurants, without including luxury dining restaurants. In addition, in another research conducted (Oktavia et al., 2023) which had a sample size of 129 respondents and utilized 100 randomly selected data points, the incorporation of interactivity in digital menus

has the potential to have a positive and significant impact on the level of customer engagement and satisfaction. The findings of this study, on the other hand cannot be generalized because the research did not concentrate on upscale dining establishments. Furthermore, previous research (Mohamed et al., 2022) has indicated that the utilization of interactive digital menu has been associated with a notable and favorable correlation between digital menus and both customer satisfaction and behavioral intention measured by usefulness, interactivity, enjoyment, and consumption visions.

Based on the discussion above, the objective of the research is to evaluate the correlation between the implementation of digital menu on customers' satisfaction and purchase intention in luxury dining restaurants. To achieve the research objectives, the following hypotheses are proposed:

H1: Perceived usefulness of digital menus has a positive and significant relationship with customer purchase intention in luxury dining restaurants.

H2: Perceived usefulness of digital menus has a positive and significant relationship with customer satisfaction in luxury dining restaurants.

H3: Interactivity of digital menus has a positive and significant relationship with customer purchase intention in luxury dining restaurants.

H4: Interactivity of digital menus has a positive and significant relationship with customer satisfaction in luxury dining restaurants.

H5: Purchase intention has a positive and significant relationship with customer satisfaction toward digital menus.

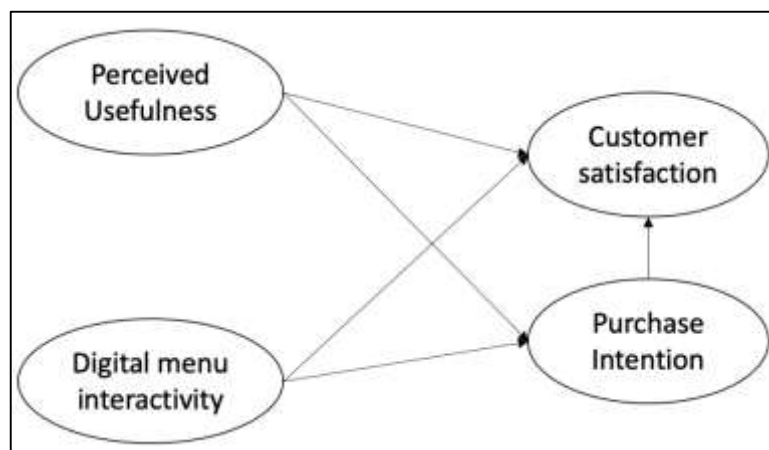


Figure 1. Research Model

METHODS

The proposed study used quantitative approach. The reason was because the research was aiming to examine the impact of digital menu on restaurant's customers. The samples utilized in this research are derived from patrons of all luxury dining establishments in Jakarta. The survey was disseminated from November until December 2025. Convenient sampling technique was employed for collecting the data. The survey was distributed via WhatsApp and various other social media networks. In total, there are 217 responders that have successfully filled out the questionnaire, providing significant insights into the impact of digital menus on customer gratification and purchase intention in luxury dining restaurants. The participant demographics indicate a significant predominance of female, accounting for 66,8% of the sample, with males comprising the remaining 33,2%. The age

distribution exhibits heterogeneity, with a substantial proportion 44,2% consisting of individuals within the 18 to 25 age brackets, 40,6% falling over 35 years, 9,7% falling between the ages of 26 to 30, and 5,5% falling between the ages of 31 to 35. In terms of professions, the participants exhibit a diverse range of occupations. The most prominent category consisted of students, accounting for 33,2% of participants, 28,1% as employees in the private sector, 26,3% as entrepreneurs, 9,2% as housewives, and government employees comprised a lesser percentage, specifically 3,2%. This wide-ranging distribution of gender, age, and profession ensures a full review of the participants' characteristics, guaranteeing a broad representation in the study.

This study employed quantitative methodologies and the data were gathered by questionnaire survey, specifically using a Google form. The initial section of the survey encompassed the demographic attributes of the respondents, including their gender and profession. The second section of the survey comprised three items designed to assess the perceived usefulness of digital menus. The third section of the survey comprised three item surveys adapted from the previous research (Yim & Yoo, 2020), designed to assess the interactivity of digital menus. The fourth section of the survey has 4 items designed to assess customer satisfaction toward digital menus. Lastly, the final section of the survey comprised five items designed to assess customers' purchase intention. The instruments used for perceived usefulness of digital menu, customer satisfaction, and purchase intention was adapted from another previous research (Hossain et al., 2018). The questionnaire utilized a five-point Likert scale, ranging from "(1) Strongly Disagree" to "(5) Strongly Agree". The research instruments utilized in this study presented in Table II below.

Smart Partial Least Square (SmartPLS) version 4 was used to analyze the data in this research by employing descriptive statistical approaches, namely data analysis to determine the distribution of responses using measures such as mean size and standard deviation. This study also utilizes inferential statistics by doing a Structural Equation Model (SEM) with Partial Least Squares (SEM-PLS) approach. In this study, the independent variables are perceived usefulness and interactivity of digital menu, while the dependent variables are customer satisfaction and purchase intention. In order to determine the validity of latent constructs, the average variance extracted, and loading-factor were calculated as part of a convergent validity test. For assessing the reliability of latent constructs, the Cronbach's alpha and composite reliability (CR) were tested. Moreover, path coefficient analysis was also tested to assess standardized beta, standardized error, t-values, and p-values which will provide a conclusion whether the proposed hypotheses are accepted or rejected. According to the previous research (Hair Jr et al., 2021), the recommended composite reliability (CR) value is >0.70 , indicating that the instrument is reliable in measuring variables. The minimum value of outer loading is 0.70, indicating that items are valid in measuring variables. The recommended Cronbach's alpha is >0.70 , indicating that the item is reliable. The recommended value of Average Variance Extracted (AVE) is >0.50 , indicating the significant range of measurement items encompassed by the variable.

RESULTS AND DISCUSSION (12 pt)

The proposed study used quantitative approach. The reason was because the research was aiming to examine the impact of digital menu on restaurant's customers. The samples utilized in this research are derived from patrons of all luxury dining establishments in Jakarta. The survey was disseminated from November until December 2025. Convenient sampling technique was employed for collecting the data. The survey was distributed via WhatsApp and various other social media networks. In total, there are 217 responders that have successfully filled out the questionnaire, providing significant insights into the impact

of digital menus on customer gratification and purchase intention in luxury dining restaurants. The participant demographics indicate a significant predominance of female, accounting for 66,8% of the sample, with males comprising the remaining 33,2%. The age distribution exhibits heterogeneity, with a substantial proportion 44,2% consisting of individuals within the 18 to 25 age brackets, 40,6% falling over 35 years, 9,7% falling between the ages of 26 to 30, and 5,5% falling between the ages of 31 to 35. In terms of professions, the participants exhibit a diverse range of occupations. The most prominent category consisted of students, accounting for 33,2% of participants, 28,1% as employees in the private sector, 26,3% as entrepreneurs, 9,2% as housewives, and government employees comprised a lesser percentage, specifically 3,2%. This wide-ranging distribution of gender, age, and profession ensures a full review of the participants' characteristics, guaranteeing a broad representation in the study.

This study employed quantitative methodologies and the data were gathered by questionnaire survey, specifically using a Google form. The initial section of the survey encompassed the demographic attributes of the respondents, including their gender and profession. The second section of the survey comprised three items designed to assess the perceived usefulness of digital menus. The third section of the survey comprised three item surveys adapted from the previous research (Yim & Yoo, 2020), designed to assess the interactivity of digital menus. The fourth section of the survey has 4 items designed to assess customer satisfaction toward digital menus. Lastly, the final section of the survey comprised five items designed to assess customers' purchase intention. The instruments used for perceived usefulness of digital menu, customer satisfaction, and purchase intention was adapted from another previous research (Hossain et al., 2018). The questionnaire utilized a five-point Likert scale, ranging from "(1) Strongly Disagree" to "(5) Strongly Agree". The research instruments utilized in this study presented in Table II below.

Smart Partial Least Square (SmartPLS) version 4 was used to analyze the data in this research by employing descriptive statistical approaches, namely data analysis to determine the distribution of responses using measures such as mean size and standard deviation. This study also utilizes inferential statistics by doing a Structural Equation Model (SEM) with Partial Least Squares (SEM-PLS) approach. In this study, the independent variables are perceived usefulness and interactivity of digital menu, while the dependent variables are customer satisfaction and purchase intention. In order to determine the validity of latent constructs, the average variance extracted, and loading-factor were calculated as part of a convergent validity test. For assessing the reliability of latent constructs, the Cronbach's alpha and composite reliability (CR) were tested. Moreover, path coefficient analysis was also tested to assess standardized beta, standardized error, t-values, and p-values which will provide a conclusion whether the proposed hypotheses are accepted or rejected. According to the previous research (Hair Jr et al., 2021), the recommended composite reliability (CR) value is >0.70 , indicating that the instrument is reliable in measuring variables. The minimum value of outer loading is 0.70, indicating that items are valid in measuring variables. The recommended Cronbach's alpha is >0.70 , indicating that the item is reliable. The recommended value of Average Variance Extracted (AVE) is >0.50 , indicating the significant range of measurement items encompassed by the variable.

This study examined the impact of perceived usefulness and interactivity of digital menus on purchase intention and customer satisfaction in upscale dining establishments. The findings demonstrate that all proposed hypotheses are validated, with perceived usefulness and interactivity exerting positive and significant effects on both purchase intention and customer satisfaction. Interactivity emerged as the most significant predictor of purchase intention, underscoring the necessity of engaging and responsive digital menu features. Furthermore, purchase intention plays a significant role in customer satisfaction, indicating

a strong correlation between behavioral intention and evaluative outcomes. Overall, the results show how important well-designed digital menus are for improving the dining experience for customers in high-end restaurants.

There are a few problems with this study. First, concentrating on high-end dining establishments may restrict the applicability of the results to other types of restaurants. Second, the cross-sectional design makes it hard to see how customer perceptions change over time. Lastly, using self-reported survey data could lead to response bias. Subsequent research should investigate diverse dining contexts, employ longitudinal methodologies, and incorporate additional variables to enhance the existing findings.

MANAGERIAL IMPLICATION

The findings of this study provide several practical implications for managers of luxury dining restaurants. First, restaurant managers should consider digital menus as a strategic service tool rather than merely a replacement for printed menus. Since perceived usefulness has a positive and significant effect on purchase intention and customer satisfaction, digital menus should be designed to provide clear, accurate, and relevant information about menu items, including ingredients, prices, portion descriptions, allergen information, and product availability. The system should also simplify the ordering process and reduce the time required for customers to obtain information and make purchase decisions.

Second, interactivity should become a major priority in the development of digital menu systems because it was found to be the strongest factor influencing purchase intention and customer satisfaction. Restaurants should therefore incorporate responsive and engaging features such as high-quality images, interactive product descriptions, menu customization, dietary preference filters, personalized recommendations, and easy navigation. However, the adoption of digital menus should not eliminate human interaction, particularly in luxury dining establishments where personalized service is an essential part of the customer experience. A hybrid service approach is recommended, in which digital menus support the service process while restaurant staff continue to provide explanations, recommendations, and personalized assistance.

Third, restaurant managers should provide adequate training for service employees so that they can assist customers who are unfamiliar with digital menus and respond quickly to technical difficulties. Restaurants should also regularly evaluate the performance of digital menus by collecting customer feedback, monitoring usage patterns, and analyzing frequently viewed or ordered menu items. Investment in digital menu technology should be implemented gradually, beginning with user-friendly features that have a direct effect on customer convenience and engagement. Through an appropriate combination of useful information, interactive features, and personalized employee service, luxury restaurants can improve customer experience, encourage purchase intention, strengthen customer satisfaction, and support overall business performance.

CONCLUSION (10 PT)

This study examined the effects of perceived usefulness and interactivity of digital menus on purchase intention and customer satisfaction in luxury dining restaurants in Jakarta. Data were collected from 217 respondents and analyzed using Structural Equation Modeling with the Partial Least Squares approach through SmartPLS. The results confirmed that all proposed hypotheses were supported. Perceived usefulness had positive and significant effects on purchase intention and customer satisfaction. Similarly, interactivity had positive and significant effects on both variables. Among the examined predictors, interactivity

demonstrated the strongest influence, indicating that engaging and responsive digital menu features play an important role in shaping customer behavioral and evaluative responses. The study also found that purchase intention had a positive and significant effect on customer satisfaction. This result suggests that customers who perceive digital menus as useful and interactive are more likely to develop a stronger intention to purchase, which subsequently contributes to a more satisfactory dining experience. These findings extend previous research on digital menus by providing empirical evidence from the luxury dining context, where personalized service and direct interaction traditionally play an important role. Despite its contributions, this study has several limitations. The research focused only on luxury dining restaurants in Jakarta, which may limit the generalizability of the findings to other restaurant categories and geographical areas. The cross-sectional design also did not capture possible changes in customer perceptions over time, while the use of self-reported questionnaires may have introduced response bias. Future studies should examine different restaurant segments and regions, employ longitudinal or experimental research designs, and include additional variables such as perceived ease of use, enjoyment, trust, technology readiness, service quality, and revisit intention. Further research may also compare digital, printed, and hybrid menu systems to provide a more comprehensive understanding of technology-supported dining experiences.

ACKNOWLEDGEMENTS (10 pt)

The authors would like to express their sincere appreciation to all respondents who participated in this study and provided valuable information regarding their experiences with digital menus in luxury dining restaurants. The authors also gratefully acknowledge the support of Institut Pariwisata Tedja Indonesia and all colleagues who contributed their time, suggestions, and assistance throughout the research and manuscript preparation process.

REFERENCES

- Ahn, J. A., & Seo, S. (2018). Consumer responses to interactive restaurant self-service technology (IRSST): The role of gadget-loving propensity. *International Journal of Hospitality Management*, 74, 109–121. doi:10.1016/j.ijhm.2018.02.020
- Bawazir, A. A., Kamal, A. A. B. M., Lean, G. M., Lee, L., Kai, N. S., Nor, S. M., & Noordin, P. A. B. M. A. (2023). Factors affecting consumer acceptance of e-menu in the Klang Valley restaurant sector in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 13(6), 781–797. doi:10.6007/IJARBS/v13-i6/17108
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: The mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. doi:10.1108/TR-02-2018-0025
- Cho, M., Bonn, M. A., & Li, J. J. (2019). Differences in perceptions about food delivery apps between single-person and multi-person households. *International Journal of Hospitality Management*, 77, 108–116. doi:10.1016/j.ijhm.2018.06.019
- Eliwa, R. A. (2006). *A study of customer loyalty and the image of the fine dining restaurant* [Doctoral dissertation, Oklahoma State University].
- Garg, A. (2022). Investigating the moderating effects of age and gender on customers' use of tablet menus in casual dining restaurants. *Journal of Quality Assurance in Hospitality & Tourism*, 23(6), 1509–1547. doi:10.1080/1528008X.2021.2002786

- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer.
- Hossain, M. S., Zhou, X., & Rahman, M. F. (2018). Examining the impact of QR codes on purchase intention and customer satisfaction on the basis of perceived flow. *International Journal of Engineering Business Management*, 10, 1–11. doi:10.1177/1847979018812323
- Jung, J., Park, E., Moon, J., & Lee, W. S. (2021). Exploration of sharing accommodation platform Airbnb using an extended technology acceptance model. *Sustainability*, 13(3), Article 1185. doi:10.3390/su13031185
- Kimes, S. E. (2009). How restaurant customers view online reservations. *Cornell Hospitality Report*, 9(5), 6–15.
- Labus, P., & Jelovac, D. (2022). Restaurants: Applying an extended technology acceptance model. *Acta Turistica*, 34(1), 51–82. doi:10.22598/at/2022.34.1.51
- McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price, and purchase intention. *Journal of Foodservice Business Research*, 11(4), 439–445.
- Meichsner, J. (2012). *Evaluation of interactive tablets for improving customer service in restaurants* [Master's thesis, RWTH Aachen University].
- Mohamed, H. E., Hasanein, A. M., & Saad, S. G. (2022). The impact of digital menus on customer behavioral intentions in casual dining restaurants: Mediating role of customer satisfaction. *International Academic Journal Faculty of Tourism and Hotel Management*, 8(2), 49–73. doi:10.21608/ijaf.2022.302807
- Aminudin, N., Hassan, N. A., Shaukani, N. F. A., & Jamal, S. A. (2021). Customer satisfaction towards the hotel industry in Malaysia: A systematic review of the pre-COVID-19 era. *Insight Journal*, 8(1), 170–181. doi:10.24191/ij.v8i0.105
- Oktavia, T., Krisdy, S., Nathaniel, M., Adiwidjaja, J. J., Kurniawan, J. M., & Ong, S. (2023). Digital menu transformation: Usability testing approach for the food and beverage industry. *Journal of Theoretical and Applied Information Technology*, 101(10), 3778–3792.
- Qiao, F. (2019). Conceptualizing interactivity on social media and exploring the effects of interactivity on consumers' engagement with online social interactions. *Online Journal of Communication and Media Technologies*, 9(3), Article e201913. doi:10.29333/ojcm/5781
- Reynaldy, F. Y., Kenang, I. H., & Sutrisno, T. F. C. W. (2020). Role analysis of the elaboration likelihood model in influences of purchasing interests online: An empirical study in Authenticstoresby. *Primanomics: Jurnal Ekonomi & Bisnis*, 18(2), 96–108. doi:10.31253/pe.v18i2.355
- Rozekhi, N. A., Hussin, S., Siddique, A., Rashid, P. D. A., & Salmi, N. S. (2016). The influence of food quality on customer satisfaction in fine dining restaurants: A case in Penang. *International Academic Research Journal of Business and Technology*, 2(2), 45–50.
- Şahin, E. (2020). An evaluation of digital menu types and their advantages. *Journal of Tourism and Gastronomy Studies*, 8(4), 2374–2386. doi:10.21325/jotags.2020.716
- Susanti, C. E. (2019). The effect of service quality and perceived price fairness on consumer loyalty through consumer satisfaction in budget hotels in East Java. *Indian Journal of Science and Technology*, 12(6), 1–7. doi:10.17485/ijst/2019/v12i6/141954

- Tang, I. L. F., Chan, E. T. Y., Kuan, W. U. F., & Ip, Y. K. (2021). Millennials' application of digital menus to culinary arts experience/Der Einsatz digitaler Menükarten zur Erlebnisgenese in der Zielgruppe der Millennials. In J. Rüdiger, D. Wagner, A. Dreyer, & A. F. Stöckl (Eds.), *Kulinarischer Tourismus und Weintourismus: Culinary and wine tourism conference 2020* (pp. 57–64). Springer Gabler. doi:10.1007/978-3-658-33226-6_6
- Tarigan, E. D. S., Wijaya, M., & Marbun, P. (2020). The influence of lifestyle, physical environment, and menu variety on customer loyalty through customer satisfaction in the coffee shop. *International Journal of Research and Review*, 7(3), 102–111.
- Tee, Y. T. (2018). *Factors influencing Malaysian youth consumers' online purchase intention of travel products* [Master's thesis, Universiti Tunku Abdul Rahman].
- Tien, D. H., Rivas, A. A. A., & Liao, Y.-K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. doi:10.1016/j.apmr.2018.06.003
- Wilson, N., Keni, K., & Tan, P. H. P. (2021). The role of perceived usefulness and perceived ease of use toward satisfaction and trust which influence computer consumers' loyalty in China. *Gadjah Mada International Journal of Business*, 23(3), 262–294. doi:10.22146/gamaijb.32106
- Yim, M. Y.-C., & Yoo, C. Y. (2020). Are digital menus really better than traditional menus? The mediating role of consumption visions and menu enjoyment. *Journal of Interactive Marketing*, 50(1), 65–80. doi:10.1016/j.intmar.2020.01.001
- Yusni, A., Ab Rashid, P. D., Md Isa, M., Badiuzaman, A. F., Salmi, N. S., & Aziz, M. A. (2022). Customers' satisfaction towards online digital menu experience and intention to revisit family-style restaurants post-COVID-19 pandemic. In *Proceedings of the 2nd International Joint Conference on Hospitality and Tourism (IJCHT 2022)*. EAI. doi:10.4108/eai.6-10-2022.2325703