

# BRAND IMAGE AND MEMORABLE CULINARY EXPERIENCE AS DETERMINANTS OF REPURCHASE INTENTION: A CASE STUDY OF UMA OMA CAFÉ JAKARTA

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| Article Info                                                                                                                                                                                                              | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <p><b>Keywords:</b><br/>brand image, memorable culinary experience, repurchase intention.</p> <p><b>Received:</b><br/>May 07, 2026</p> <p><b>Approved:</b><br/>May 18, 2026</p> <p><b>Published:</b><br/>May 29, 2026</p> | <p>This study examines the impact of brand image and memorable culinary experiences on customers' repurchase intention at Uma Oma Café, a distinctive Jakarta eatery established in 2023 that recreates a grandmother's home ambiance through nostalgic décor, authentic home-style cuisine, and elderly staff, offering a unique emotional and cultural dining concept. A quantitative research approach was employed, using a survey of 100 respondents who had visited the café. Data were collected through structured questionnaires and analyzed using multiple linear regression with SPSS 24 software. The research results indicate that both brand image and memorable culinary experiences have a positive and significant effect on repurchase intention (Sig = 0.000; F = 19.855). The coefficient of determination indicates that the variables explain 29% of the variance in customers' repurchase behavior, while the remaining variance is attributed to other factors beyond the scope of this study such as price perception and social influence. Memorable culinary experience (<math>\beta = 0.349</math>) exerted a stronger effect than brand image (<math>\beta = 0.271</math>), underscoring the primacy of affective dining encounters in driving repurchase. These findings provide actionable guidance for experience-orientated restaurant operators and extend the literature by empirically demonstrating the synergistic role of brand and experiential factors in repurchase decisions.</p> |

## How to cite:

Ayuningtias, N. P., & Hurdawaty, R. (2026). Brand Image and Memorable Culinary Experience as Determinants of Repurchase Intention: A Case Study of Uma Oma Café Jakarta. *International Journal of Travel, Hospitality and Events*, 5(2), 264–272. <https://doi.org/10.56743/ijothe.v5i2>

## INTRODUCTION

Culinary experiences have long been recognized as more than just the act of consuming food; they embody cultural identity, emotional connection, and social interaction (Richards, 2021). In the hospitality and restaurant industry, dining is increasingly viewed as a holistic experience that integrates taste, atmosphere, service, and brand perception (Ha & Jang, 2010; Ryu & Han, 2010; Walls, et al., 2011). Memorable culinary encounters not only satisfy customers' immediate needs but also create lasting impressions that influence their loyalty and repurchase behavior. When food reflects the true essence of a place and its people, it transforms tourists' encounters into distinctive and lasting memories, as genuine local flavours significantly elevate the overall quality of culinary tourism (Hurdawaty et al., 2025). As competition intensifies in urban food markets, restaurants must differentiate themselves not only through menu innovation but also by offering unique experiential value.

Uma Oma Café, located in Melawai, South Jakarta, exemplifies this trend by adopting a distinctive concept that evokes the warmth of a grandmother's home. Established in 2023, the café combines minimalist yet cozy interior design with authentic home-style dishes, while employing elderly staff members to enhance emotional engagement with customers. This approach creates a nostalgic and familial atmosphere, reinforced by personalized greetings such as "Welcome, beloved children and grandchildren of grandma." The café's philosophy emphasizes culinary experiences that touch both the palate and the heart, positioning Uma Oma as more than a dining venue, it is a cultural and emotional space.



Figure 1. Uma Oma Cafe

Source: Author's Documentation, 2025

Customer reviews reflect this duality of brand image and culinary experience. Uma Oma Café holds a strong brand reputation, evidenced by a Google Maps rating of 4.7 out of 5 in 2025. Brand image, characterised by the beliefs and connections people have toward a brand, is crucial in influencing customer expectations and post-visit evaluations in the restaurant industry (Keller, 1993; Kotler & Keller, 2016). A strong and consistent brand image not only attracts first-time customers but also reinforces the likelihood of repeat visits by

building trust and emotional attachment (Rather et al., 2022). However, some customers report negative experiences related to seating arrangements, food quality relative to price, and service friendliness. These reviews highlight the critical role of both positive and negative culinary experiences in shaping repurchase intention, particularly when there is a perceived gap between brand image and actual service delivery (Han & Hyun, 2017; Padma & Ahn, 2020). When the brand image projected by a restaurant does not align with the customer's lived experience, cognitive dissonance may arise, weakening loyalty and discouraging revisit behaviour (Oliver, 2015; Zeithaml et al., 2017). The evaluation of local food and its quality by tourists bolsters a destination's reputation, while the authenticity of local food is essential for assessing contentment with a particular place (Hurdawaty et al., 2025).

In hospitality research, repurchase intention is considered a key indicator of customer loyalty and business sustainability. Previous studies have demonstrated that brand image and customer experience independently influence repurchase behavior (Sulistyani & Hendar, 2025; Safari et al., 2024). Numerous studies have found that culinary experiences encourage people to return to certain tourist destinations, with this relationship mediated further by the construction of memorable experiences and a positive destination image (Hurdawaty et al., 2025). However, their combined influence in concept-driven restaurants that integrate cultural identity and emotional engagement remains empirically underexplored. Specifically, no study has examined how these two constructs jointly shape repurchase intention in the context of experiential dining venues that deliberately evoke nostalgia and a sense of social belonging. Uma Oma Café, with its distinctive grandmother's-home concept, elderly staff, and home-style cuisine, provides a compelling and contextually appropriate case to address this gap.

Based on the above, this study aims to analyze the effects of brand image and memorable culinary experience on repurchase intention at Uma Oma Cafe, Jakarta. The proposed hypotheses are:

H1: Brand Image has a positive effect on repurchase intention

H2: Memorable culinary experience has a positive effect on repurchase intention

H3: Brand Image and Memorable culinary experience simultaneously have a positive effect on repurchase intention

## METHODS

This study used a quantitative approach to objectively examine the relationships and influences between brand image, memorable culinary experience, and repurchase intention through statistical analysis. Data collection was carried out in 2025 at Uma Oma Cafe, located at Jl. Melawai 1 No. 28, Kebayoran Baru District, South Jakarta City, DKI Jakarta. The target population comprised all customers who had visited the café at least once in the preceding twelve months. A sample of 100 respondents was drawn using purposive sampling with google form. This sample size satisfies the minimum threshold for multiple linear regression, which Hair et al. (2019) recommend as at least 10 observations per predictor variable; with two predictors, a minimum of 20 cases was required, and the present sample of 100 provides substantially greater statistical power.

Data were collected using a Likert scale questionnaire to assess respondents' impressions of the variables under consideration. The data was then analysed using the SPSS version 24 program. The data analysis steps included validity and reliability testing to confirm

that the study instrument was appropriate for usage, as well as descriptive analysis to describe respondent characteristics. The coefficient of determination ( $R^2$ ) test was performed to assess the independent factors' contribution to explaining the dependent variable. In addition, this study performed multiple linear regression analysis to examine the effect of the independent variables on the dependent variable. Hypothesis testing was conducted to examine both partial and simultaneous effects.

The variables in this study consist of independent variables (X), namely brand image and memorable culinary experience, and a dependent variable (Y), namely repurchase intention. These variables are presented in the following operational definition table.

**Table 1.** Operational of Variables

| Variables                                                                        | Dimension           | Indicators                                                           |
|----------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|
| Brand Image<br>(Kotler & Keller, 2016)                                           | Strength            | 1. Perception of brand quality<br>2. Perception of brand reliability |
|                                                                                  | Favorability        | 3. Preference level compared to competitors                          |
|                                                                                  | Uniqueness          | 4. Perceived uniqueness of offered products                          |
| Memorable Culinary Experience<br>(Kim, 2017) (Stone et al., 2017) (Baiden, 2021) | Food                | 1. Taste Quality<br>2. Presentation<br>3. Menu variety               |
|                                                                                  | Environment         | 4. Dining comfort<br>5. Dining atmosphere                            |
|                                                                                  | Service             | 6. Staff friendliness<br>7. Responsiveness<br>8. Staff knowledge     |
|                                                                                  | Social              | 9. Interaction with other customers                                  |
|                                                                                  | Economic            | 10. Food value relative to price<br>11. Price transparency           |
|                                                                                  | Transactional value | 1. Likelihood of repurchaseing food/beverages                        |
|                                                                                  | Referential Value   | 2. Tendency to recommend or refer the brand to others                |
|                                                                                  | Preferential Value  | 3. Preference for the brand over competitors                         |

Source: Processed by researchers, 2025

## RESULT AND DISCUSSION

### Result

The demographic profile of respondents indicates that female respondents accounted for 53%, while male respondents comprised 47%. This distribution suggests that female customers were more dominant than male customers in the sample. In terms of visit frequency, 16% of respondents reported visiting Uma Oma Café only once, 57% had visited twice, and 27% had visited more than twice. These findings imply that the majority of respondents had visited the café more than once, demonstrating a tendency toward repeat patronage and suggesting that Uma Oma Café has successfully attracted returning customers.

### Validity and Reliability Testing

The validity test results in Table 2, show that all items across the three variables; Brand Image ( $X_1$ ), Memorable Culinary Experience ( $X_2$ ), and Repurchase Intention (Y), have correlation coefficients (r-count) greater than the r-table value of 0.361. This indicates that all items are valid and can be used to measure the intended constructs. Similarly, the reliability

test results in Table 3 demonstrate that all variables have Cronbach's alpha values above the threshold of 0.6 (Brand Image = 0.745; Culinary Experience = 0.857; Repurchase Intention = 0.783). This confirms that the measurement instruments are reliable and consistent. According to Hair et al (2019), a Cronbach's alpha above 0.7 is considered acceptable, which further strengthens the reliability of this study's instruments.

**Table 2.** Validity Test

| Variables                          | Items | R count | R table | Conclusion |
|------------------------------------|-------|---------|---------|------------|
| Brand Image (X1)                   | X1.1  | 0.778   | 0.361   | Valid      |
|                                    | X1.2  | 0.744   | 0.361   | Valid      |
|                                    | X1.3  | 0.850   | 0.361   | Valid      |
|                                    | X1.4  | 0.661   | 0.361   | Valid      |
| Memorable Culinary Experience (X2) | X2.1  | 0.649   | 0.361   | Valid      |
|                                    | X2.2  | 0.631   | 0.361   | Valid      |
|                                    | X2.3  | 0.687   | 0.361   | Valid      |
|                                    | X2.4  | 0.692   | 0.361   | Valid      |
|                                    | X2.5  | 0.634   | 0.361   | Valid      |
|                                    | X2.6  | 0.744   | 0.361   | Valid      |
|                                    | X2.7  | 0.799   | 0.361   | Valid      |
|                                    | X2.8  | 0.618   | 0.361   | Valid      |
|                                    | X2.9  | 0.516   | 0.361   | Valid      |
|                                    | X2.10 | 0.673   | 0.361   | Valid      |
|                                    | X2.11 | 0.523   | 0.361   | Valid      |
| Repurchase Intention (Y)           | Y.1   | 0.855   | 0.361   | Valid      |
|                                    | Y.2   | 0.816   | 0.361   | Valid      |
|                                    | Y.3   | 0.860   | 0.361   | Valid      |

Source: Processed by researchers, 2025

**Table 3.** Reliability Test

| Variables                          | Cronbach alpha | $\alpha$ | Conclusion |
|------------------------------------|----------------|----------|------------|
| Brand Image (X1)                   | 0.745          | 0.6      | Reliable   |
| Memorable Culinary Experience (X2) | 0.857          | 0.6      | Reliable   |
| Repurchase Intention (Y)           | 0.783          | 0.6      | Reliable   |

Source: Processed by researchers, 2025

### Multiple Linear Regression Analysis

The regression analysis in Table 4 reveals that both independent variables significantly influence repurchase intention. The unstandardized coefficients show that brand image ( $B = 0.248$ ,  $Sig = 0.007$ ) and memorable culinary experience ( $B = 0.101$ ,  $Sig = 0.001$ ) positively affect repurchase intention. The standardized coefficients (beta) indicate that memorable culinary experience ( $\beta = 0.349$ ) has a stronger effect compared to brand image ( $\beta = 0.271$ ). This finding aligns with Oliver's (2015) theory of customer loyalty, which emphasizes that experiential satisfaction plays a critical role in shaping repeat purchase behavior.

**Table 4.** Multiple Linear Regression Analysis

| Model      | Coefficients <sup>a</sup>   |                           | t    | Sig  |
|------------|-----------------------------|---------------------------|------|------|
|            | Unstandardized Coefficients | Standardized Coefficients |      |      |
|            | B                           | Std. Error                | Beta |      |
| (constant) | 3.929                       | 1.465                     |      | .009 |



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|                               |      |      |      |       |      |
|-------------------------------|------|------|------|-------|------|
| Brand Image                   | .248 | .091 | .271 | 2.744 | .007 |
| Memorable Culinary Experience | .101 | .028 | .349 | 3.536 | .001 |

a. Dependent Variable : Repurchase Intention

Source: Processed by researchers, 2025

### Coefficient of Determination Analysis

Table 5 shows the  $R^2$  value of 0.290, indicating that brand image and memorable culinary experience account for 29% of the variance in repurchase intention, the remaining 71% is impacted by non-model factors. This suggests that although brand image and culinary experience are important determinants, additional variables such as price perception, social influence, or marketing communication may also contribute to repurchase intention.

**Table 5.** Coefficient of Determination Analysis

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .539 <sup>a</sup> | .290     | .276              | 1.506                      |

a. Predictors: (Constant), Memorable Culinary Experience, Brand Image

b. Dependent Variable: Repurchase Intention

Source: Processed by researchers, 2025

### Hypothesis Testing

The F-test result ( $F = 19.855$ ,  $Sig = 0.000$ ) show that the regression model is statistically significant. This means that brand image and memorable culinary experiences simultaneously have a meaningful impact on repurchase intention. This supports Keller's (2013) brand equity theory, which posits that strong brand associations combined with positive customer experiences enhance customer loyalty and repurchase behavior.

**Table 6.** F testing (ANOVA)

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 90.100         | 2  | 45.050      | 19.855 | .000 <sup>b</sup> |
|       | Residual   | 220.090        | 97 | 2.269       |        |                   |
|       | Total      | 310.190        | 99 |             |        |                   |

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Memorable Culinary Experience, Brand Image

Source: Processed by researchers, 2025

### Discussion

The findings of this study demonstrate that both brand image and memorable culinary experiences significantly influence repurchase intention, with culinary experiences exerting a stronger effect. This result is consistent with Keller's (2013) brand equity theory, which

emphasizes that a favourable brand image enhances consumer trust and preference, thereby encouraging loyalty. However, the stronger impact of memorable culinary experiences aligns with Oliver's (2015) loyalty framework, which highlights that affective and experiential satisfaction play a more decisive role in shaping repeat purchase behavior than purely cognitive evaluations. Previous studies by Ha & Jang (2010) dan Cankul et al., (2024) also support this conclusion, showing that dining experiences shaped by food quality, atmosphere, and service create emotional bonds that drive customer loyalty. Similarly, research by Setyawan et al. (2025) dan Laela (2024), found that memorable culinary encounters contribute to long-term customer attachment and revisit intentions. The present study extends these insights by confirming that in concept-driven cafés such as Uma Oma, experiential factors outweigh brand image in determining repurchase intention. This suggests that while maintaining a strong brand identity is essential, restaurants must prioritize delivering emotionally engaging and high-quality dining experiences to sustain customer loyalty in competitive markets.

## CONCLUSION

This study confirms that both brand image and memorable culinary experiences significantly and positively influence repurchase intention at Uma Oma Café Jakarta, with memorable culinary experiences ( $\beta = 0.349$ ) outweighing brand image ( $\beta = 0.271$ ). Theoretically, these findings extend Keller's brand equity framework and Oliver's loyalty model by demonstrating their joint explanatory power in an experience-driven dining context. Practically, the findings suggest that Uma Oma Café should prioritize enhancing service quality, maintaining its nostalgic and unique concept, and actively addressing customer feedback to strengthen loyalty. Overall, this research demonstrates that the synergy between brand image and memorable culinary experiences is essential for sustaining customer loyalty in competitive restaurant markets. By focusing on both cognitive brand perceptions and affective dining experiences, restaurants can build stronger emotional connections with customers and ensure long-term business sustainability.

## Limitations

Although this study sheds light on the impact of brand image and memorable culinary experiences on repurchase intention, it is important to acknowledge a few limitations. First, because the study was conducted in a specific case study context, Uma Oma Café Jakarta, the findings may not be completely applicable to other eateries or cultural settings. Second, while 100 respondents is a reasonable sample size for statistical analysis, the robustness of conclusions may be limited when compared to larger-scale investigations. Third, the study used self-reported questionnaire data, which may be prone to response bias and may not completely capture the complexities of customer behaviour.

## Future Research Directions

Future research could address these constraints by increasing the sample size and incorporating numerous restaurants with diverse concepts to improve generalisability. Longitudinal research would also help to track changes in customer perceptions and loyalty

over time. Furthermore, using qualitative methodologies such as interviews or focus groups may provide more in-depth insights into the emotional and cultural components of memorable culinary experiences. Additional research might include characteristics such as consumer happiness, perceived value, and social media participation to create a more comprehensive model of repurchase intention in the culinary business.

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