

The Influence of Instagram Advertising and Food Quality Toward Revisit Intention at Kungfu Kebab Serpong (A Case Study of Kungfu Kebab-Serpong)

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ABSTRACT. The aim of this research is to observe the impact of Instagram Advertising, and Food Quality to Revisit Intention at Kungfu Kebab Serpong. This research was conducted in Kungfu Kebab Serpong. It is a restaurant in Serpong which sells premium Turkish kebab. The design of this research is using descriptive and quantitative research which shows the correlation between variables. The technique of collecting data was done using questionnaire to 113 respondents. The technique of analysing data was done using structural equation modelling (SEM) by SPSS statistics 26 and AMOS software version 24. The result of this research shows that the Instagram Advertising shown very weak influence with 0.373 to Revisit Intention. The Food Quality has a positive and significant impact of 0.829 to Revisit Intention. It means that the correlation between Instagram Advertising slightly influence but not significant toward Revisit Intention. However, the correlation between Food Quality shown significant or strong influence to Revisit Intention at Kungfu Kebab Serpong.

Keywords: Instagram Advertising, Food Quality, Revisit Intention

1. INTRODUCTION

This thesis explores technology's and the Internet's impact, particularly through platforms like Instagram, on the food and beverage industry. The rapid development of technology has greatly influenced human life, and the rise of the Internet has become an integral part of daily life. With a focus on Indonesia, the thesis highlights the significant growth in internet users, particularly on social media platforms, especially Instagram.

Researchers Park, Hyun, & Thavisay (2021) stated that social media is an effective platform for communicating and promoting new or existing products or services that can give significant growth in influencing consumer buying behavior in recent years. Social media are characterized by minimal costs, being placeless, quick reach, and many users, which is why business people should exploit the advantages of social media in many ways (Hanaysha, 2022).

The COVID-19 pandemic further accelerated the dependence on the Internet, especially for businesses. The food and beverage industry witnessed growth, with businesses using platforms like Instagram for marketing and promotion. Instagram's features, such as ads and business

profiles, have been leveraged by businesses, particularly in the food sector. The study delves into how Instagram's features, followers, and likes impact business promotion (Habibie et al., 2021).

the culinary business sector is undergoing rapid growth, marked by a surge in restaurant establishments, including fast-food outlets. Menus and amenities are diversifying, catering to various preferences, from simple home-cooked meals to luxurious dining experiences offering unique and international-standard fare. Fast-food restaurants stand out for their quick service, appealing to individuals with limited time due to work commitments. This trend has made fast food increasingly popular (Bayu, 2022). Fast food quality is closely tied to customer satisfaction and the intention to revisit, which plays a pivotal role in predicting future customer behavior, as highlighted by Gahfoor and Rajput (2020).

The food and beverage industry has become intensely competitive within this dynamic environment, especially for Micro, Small, and Medium Enterprises (MSMEs). Entrepreneurs strive to differentiate themselves through innovative menus and various promotional strategies to establish brand recognition (Puspita,

2023). The sector's evolution has led to new stores and franchises, exemplified by Kungfu Kebab Serpong.

Kungfu Kebab is a part of PT Kungfu Kebab Indonesia, established in 2021 and operates as a premium Turkish kebab and snack food chain. The standout menu items include the "King Warrior" kebab with premium toppings, the "Salted Egg" kebab with a unique oriental flavor, the "Shifu" kebab featuring premium beef, and the "Prince" kebab with added French fries. Customers can personalize their kebabs with various protein options, a selection of sauces and adding extra toppings. The brand also offers a range of snacks, including sweet desserts and savory appetizers. Kungfu kebab also offers online ordering options through go-food, Grab-food, Shopee-food, Tokopedia, Traveloka-eats, and Air Asia. Kungfu Kebab has value for every restaurant: the quality of food, healthy food, packaging practices, and satisfying portions.

Maintaining food quality is essential in determining a food's suitability for consumption. Tastes, presentation, proper cooking, and appropriateness contribute to consumer satisfaction. High food quality plays a role in encouraging customers to revisit establishments—a concept known as "Revisit intention." signifies a customer's willingness to return based on positive experiences. Satisfied customers tend to come back, irrespective of their initial perception.

Furthermore, Instagram ads can impact a user's Revisit intention, as Nurdin & Latifah (2021) explored, ads on Instagram can influence a user's interest in revisiting a restaurant by affecting factors like the relevance of preference, interest in the restaurant, frequency and timing of the ads, and the restaurant's overall presence on the platform. Given these insights, the study analyzes whether Food Quality and Instagram advertising significantly impact the revisit intention at Kungfu Kebab Serpong. Additionally, the research aims to determine the best strategies for Kungfu Kebab's expansion and continuous growth within the competitive food industry.

2. LITERATURE REVIEW

2.1. Instagram Advertising

The rise of online advertising has made it the primary method of commercial communication worldwide. According to Kotler & Armstrong (2010), advertising involves paid communication

through media to create a brand image. Experts Valos et al. (2016) stated that social media is continually playing a function that is becoming increasingly crucial in the marketing communications organizations have with other communities and individuals.

Advertising includes both paid and unpaid promotion. Unpaid promotion involves organic posts, where individuals, brands, or organizations engage with audiences, share information, and foster interactions without paid promotion. These posts rely on platform algorithms and user engagement for visibility. Organic social media is essential for digital marketing as it builds customer connections, supports various stages of the buying journey, and offers customer service (Cooper, 2021).

Online advertising, which operates via the Internet, will become a powerful marketing tool. Experts like Ducoffe and Mishra, predict that online advertising will significantly impact the industry's future. Internet advertising empowers 21st-century consumers with exposure, control, and engagement, allowing them to explore promotions, pricing, product design, sales, and support (Mishra & Mahalik, 2017).

2.1.1. Multimedia

According to Xia, Y., Chen, W., Liu, X., Zhang, L., Li, X., & Xiang, Y. (2017), the significance of multimedia messages, including videos and images, in communication. Multimedia content is deemed more comprehensive and user-friendly than simple text, making it effective for persuasive communication-based services. With the rise of mobile devices, multimedia messaging, particularly video and photo retargeting, has become a potent strategy. Brand posts containing multimedia elements tend to receive more positive feedback (Taemin, Hyejin, & Yunhwan, 2019). An advertisement featuring animated short films or moving images and graphics can significantly boost brand awareness and favorability in online video advertising (R & Shabrina, 2022).

2.1.2. Picture

Pictures play a crucial role in social media marketing advertisements, as they attract targeted customers. The findings from Umami & Darma, (2021), explained that customers are more likely to purchase from a brand after seeing a good picture. Effective use of pictures, including celebrity

images, can capture customer attention and drive purchases (Helmi, Mat Desa, & Mustafa, 2015).

2.1.3. Content

Researchers Batlas (2022) suggests that short and focused messages improve the effectiveness of banner ads. Pictures with informative, aesthetic, and educational content about the brand and its products make social media posts more attractive. Yet, using low-quality images or uninteresting content could lead to less user engagement, as per research by (li & Xie, 2020).

2.2. Food Quality

Food quality encompasses attributes that affect how consumers perceive a product's value. (Loutfi, et al., 2020). This food quality includes both negative aspects like decomposition and positive features like color, flavor, and texture. It covers nutrition, sensory properties, social factors, and safety. Safety is the foundation of quality, regulated by governments and international standards. All involved in food service must ensure safety and follow good practices (Petrescu et al., 2020).

The overall quality of food can be assessed through four indicators: freshness, presentation, well-cooked, and variety of food (Wijaya W., 2017). Taste forms an essential part of food quality, influenced by factors like price, quality, and brand. Providing appealing taste and presentation is crucial for customer satisfaction (Maurico et al., 2020).

2.2.1. Food Taste

The significance of food taste is widespread, serving as a source of personal pleasure, a focal point for social interactions, and a contributor to overall well-being. Taste is a complex process involving chemical reactions in the mouth, throat, and nose, driven by sensory cells in taste buds (Liem & Russell, 2019). It plays a crucial role in identifying the flavor of foods. Before consuming food, taste receptors help identify potential harm, allowing us to avoid consuming dangerous substances. Taste also heavily influences consumer preferences, often outweighing factors like labelling and ethical claims when determining product satisfaction.

2.2.2. Freshness

The concept of freshness is the antithesis of staleness or spoilage in food, encompassing factors like production time, harvesting, and maintenance. Fresh ingredients significantly enhance cooking, as they retain their natural flavors compared to preserved alternatives. Scholarly attention has focused on food freshness within the service industry due to its impact on quality. Freshness encompasses attributes like crispness, juiciness, and aroma in food (Peter & Iheanacho, 2019). Businesses, including restaurants and shops, prioritize freshness to meet customer expectations and gain a competitive edge. Maintaining freshness is an essential that impacts food's overall quality and acceptability, leading to customer satisfaction (Müller & Schmid, 2019).

2.2.3. Well-cooked

The essence of well-cooked food lies in its cleanliness, devoid of contaminants like hair and insects. Food intended for consumers must strike a balance between thorough cooking and avoiding overcooking. Achieving this involves precise timing and temperature control, enabling spices to infuse while preserving taste and aroma. Cooking quality, as highlighted by Adinugraha & Michael H (2015), holds pivotal importance in overall food quality. Flawless cooking reflects culinary prowess and meticulous preparation, resulting in optimal doneness, pleasing texture, and harmonious flavors. Such well-cooked dishes showcase a chef's expertise, promising a satisfying dining experience that captivates customers (Adinugraha & Michael H, 2015).

2.2.4. Presentation

Food presentation communicates essential information about the meal and influences its perception. Aesthetic appeal matters as the saying "judging a book by its cover" applies to food quality too plate (Suhartanto, 2018). Researchers Putra, Anantadjaya, & Nawangwulan (2020), link food presentation to enticing decoration that considers layers, colors, and textures, transforming food into an artistic and sensory experience (Ghifary, 2021). Five key elements, outlined by Unilever Food Solution (2023), outlines five key elements for effective plating: framework, simplicity, balance, portion size, and ingredient emphasis. Beyond aesthetics, food arrangement reflects care and quality (Zellner, 2013). In market-driven societies, the food industry holds primary responsibility for ensuring safety and quality (Putra, Anantadjaya, & Nawangwulan, 2020).

2.2.5. Variety of Food

Having a diverse range of food options in a restaurant enhances the overall dining experience and caters to different customer preferences, as highlighted by Rozekhi et al. (2016). With customers coming from various cultural, ethnic, and economic backgrounds, offering a variety of menu items is crucial. This approach provides a wider choice and caters to individual tastes. It also adds value to the dining experience by allowing customers to explore new flavors and cuisines (Payne-Palacio & Theis, 2005; Rozekhi et al., 2016). The advantages of diverse menus, as outlined by Wijaya W. (2017), include meeting specific customer preferences, enhancing the dining experience, and attracting a broader customer base. Such variety not only accommodates dietary restrictions and preferences but also creates an exciting and memorable atmosphere that appeals to a wider audience.

2.3. Revisit Intention

Revisit intention is when customers decide to make repeat purchases due to a positive initial experience. Consumers seek information before buying to reduce uncertainty and risk. Various channels, including advertisements, manufacturers' websites, and social media, are used for product research (Panwar et al., 2019; Saumya et al., 2020).

After the first purchase, customers start considering their next purchase, known as repurchasing. Revisit intention emerges when consumers want to buy from the same brand again (Verdilla & Albari, 2018). This is influenced by various factors, including their intention and satisfaction levels (Keni, 2018). High repurchase intention indicates greater willingness to buy again. Satisfaction affects attitudes toward a business, impacting the likelihood of customers returning (Wulanjani & Derriawan, 2017).

Positive experiences drive attitudes toward repurchasing. Ongkowijoyo (2022) suggests four indicators influencing customer repurchase intention: Transactional Interest, Referral Interest, Preferential Interest, and Exploratory Interest. These factors collectively contribute to customers' decisions to buy from a brand again.

2.3.1. Transactional Interest

Transactional interest is a person who purchases goods or services (Yuwanti, Sumedi, Perdana, Kaburuan, & Sfenrianto, Analysis of the Factors Affecting Repurchase Intention in Social

Commerce in Indonesia, 2019). People with transactional interest tend to repeatedly buy products they have consumed (Ruswanti, Eff, & Kusumawati, 2020). Various factors influence transactional interest in the food sector, with product quality being a significant driver. Positive experiences with the initial purchase often led to further transactions. On the other hand, if the quality disappoints initially, consumer interest in repeat transactions dwindles.

2.3.2. Referral Interest

Referential is an interest that describes the behavior of someone with a primary preference for the product and will tend to encourage others to use or buy the same product (Wonok & Loindong, 2018). Researchers Yuwanti et al (2019) also stated that, referral interest is the behavior of someone to refer product or service to other parties.

Researchers Lau, Bunga, & Ndoen (2019) stated that a customer will start referring to a product when they are also already satisfied with the product or service. Referral interest will be influenced by customer experience and their emotion to refer a product they are satisfied with to their relatives.

2.3.3. Preferential Interest

Preferential interest can be described as the attitude of someone with a primary preference for the product. This preference may change if something happens with the products/service (Yuwanti et al, 2019). The preference stage, owned by consumers towards a product, is the beginning of consumer loyalty (Wonok & Loindong, 2018). Food taste will play a dominant role in setting out preferential interest because customer usually has their preference in term of food. Customer experience and food quality significantly impact customer repurchase intentions (Lau, Bunga, & Ndoen, 2019).

2.3.4. Exploratory Interest

Exploratory interest is the attitude of someone constantly finding out information regarding the product or service and the information that reviews the product or service (Yuwanti et al, 2019). Information about the product can usually be found online or obtained from the customer's closest ones. People tend to believe their trusted friends, mutual, or families with the same taste and preferences as them. The more the customer knows about the product, the more the chance for them to have an intention to repurchase the certain product

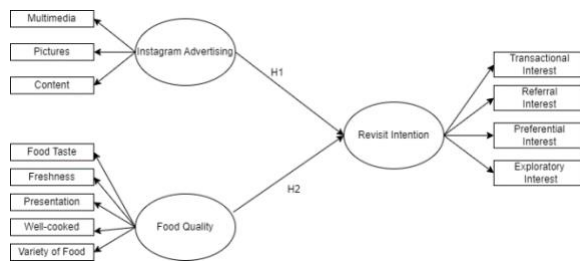


FIGURE I RESEARCH MODEL

The research model above consists of 3 variables. Instagram Advertisement and Food Quality are the independent variables, and Revisit Intention is the dependent variable

H1: Instagram Advertising of Kungfu Kebab Serpong has a significant effect on Revisit Intention.

H2: Food Quality of Kungfu Kebab Serpong has significant effect on Revisit Intention

3. METHODOLOGY

This research focuses on descriptive and quantitative approaches to investigate managerial practices in certain industries. The research uses both primary and secondary data. The questionnaire method is employed for data collection, validated through pre-testing with a subset of participants. Primary data collection involves distributing questionnaires to Kungfu Kebab Serpong customers who have consumed their products multiple times. After ensuring reliability and validity, the questionnaires are distributed widely. Interviews with the owner validate online questionnaire results.

The population of interest is customers who have consumed Kungfu Kebab Serpong and those who ordered online through platforms like Grab, Go-Food, and Shopee-Food. The sampling method chosen is cluster stratified convenience sampling. Cluster stratified sampling combines elements of stratified and cluster sampling, while convenience sampling selects subjects based on accessibility. This research aims to understand customer behavior and revisit intentions by focusing on customers who have eaten at Kungfu Kebab more than twice.

3.1. Sample Size

The sample size was determined using the Lemeshow formula, which is applicable when the population size is unknown.

$$n = \frac{Z^2 P (1 - P)}{d^2}$$

Where:

N = sample size

Z = Z score at 95% confidence = 1.96

P = maximum estimate = 0.5

D = sampling error = 10%

$$n = \frac{Z^2 P (1 - P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0.25}{0,01}$$

$$n = 96,04 = 100$$

Following the formula, the calculated sample size (n) was found to be 96.04, subsequently rounded up to 100 individuals. Once the total number of respondents was established, a pre-test was conducted prior to the post-test to assess the reliability and validity of the data.

3.2. Method of Analysis

In this research, the data will be analysed using software like Amos and SPSS through Structural Equation Modelling. The data will be used to create a path diagram using these tools. The analysis will involve two main methods: descriptive analysis and hypothesis testing.

Descriptive analysis is employed to summarize numerical data and provide an overview of equations and characteristics within the data. This helps extract valuable insights, identify patterns, and understand relationships between variables.

Hypothesis testing involves comparing values using statistical software. For this study, all collected data will undergo processing with AMOS Structural Equation Modelling (SEM). The outcomes will be presented in the form of a path analysis model, following the approach outlined by Anantadjaya & Nawangwulan (2018).

4. RESULT & DISCUSSION

4.1. Respondents Characteristics

The respondents for this research are from diverse background starting from Gender, Age, Education, and Domicile. The following information on the respondents' characteristics; approximately 65% of respondents are female, 71% of respondents are between 21-24 years old, 88% of respondents are Bachelor's Degrees (S1), 48% of respondents' domicile at BSD/Pagedangan, 43% of

respondents' preference go to Kungfu Kebab BSD mostly coming from BSD and 42% of respondents prefer buying online coming from East Serpong.

The pre-test and post-test were conducted since it is necessary to examine the available data's validity and reliability. The pre-test was run with only 44 data from the respondents, and the post-test was run with all the completed responses 113. all the data has considered reliable (pre-test; 95% and post-test; 92%) and valid (pre-test; 60 % and post-test; 79%)

4.2. Data Analysis

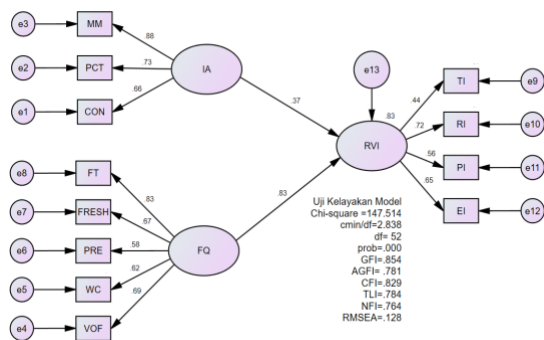


FIGURE II STRUCTURAL EQUATION MODELLING

The testing model was conducted by using the regression weight for the variable of Instagram Advertising, Food Quality and Revisit Intention shown in table I.

		Estimate	S.E.	C.R.	P	Label
RVI	<--- IA	.207	.083	2.502	.012	par_10
RVI	<--- FQ	.478	.115	4.164	***	par_11

TABLE I REGRESSION WEIGHT

Relying on the analysis of SEM, the following results were obtained at Tabel 3. With the above measurements, the structural equation can be shown in fig.2. From Figure 2, structural estimates, the following analysis can be elaborated;

1. Instagram Advertising on Revisit Intention

The correlation between Instagram Advertising and Revisit Intention shows a very weak influence of 37%. It means that Instagram slightly influences the intention of customers to revisit Kungfu kebab. The multimedia, picture, and content have the explanatory power of 88%, 73%, and 66% toward the formation of Instagram advertising. The influences of each indicator show that; Multimedia, including videos and images, significantly affects product promotion. Short animated films with moving images and graphics enhance brand awareness and favorability (R & Shabrina, 2022). For pictures, research by Umami & Darma (2021)

highlights that customers are more inclined to make purchases when presented with appealing pictures. Regarding content's influence, studies by Baltas (2022) underscore that images accompanied by informational, aesthetic, and educational content about the brand and its products enhance the overall appeal of social media posts. Additionally, the business promotes unpaid content through regular stories and posts with relevant hashtags. The owner's interview confirms a combination of unpaid and paid promotions, wherein five campaign-related pictures are posted with a monthly budget of 1 million. These ads' outcomes can exceed 100,000 when aggregated, with varying degrees of success in reaching a wider audience.

Criteria Goodness of Fit Model	According to Ghozali (2004), Santoso (2018)	According to Cucos (2022)	AMOS Result	Goodness of Fit
CMIN/df (Normed Chi-Square)	CMIN/df ≤ 5 = Better	≤ 3 = acceptable fit ≤ 5 = reasonable fit	2.838	Fit
RMSEA (Root mean square error of approximation)	RMSEA ≤ 5 = Better	≤ 0.05 = reasonable fit	0.128	Fit
GFI (Goodness of fit index)	GFI value closer to 1 = Better	1 = perfect fit ≥ 0.95 = excellent fit ≥ 0.9 = acceptable fit	0.854	Fit
AGFI (Adjusted goodness of fit index)	AGFI closer to 1 = Better	≥ 0.90 = acceptable fit	0.781	Fit
TLI (Tucker-lewis index)	TLI value closer to 1 = Better	TLI value closer to 1 = perfect fit TLI value closer to 1 = very good fit	0.784	Fit
NFI (Normed Fit Index)	NFI ≥ 0,09 = Better	1 = perfect fit	0.764	Fit
CFI (Comparative fit index)	CFI value closer to 1 = Better	1 = perfect fit ≥ 0.95 = excellent fit ≥ 0.90 = acceptable fit	0.829	Fit

TABLE II CRITERIA OF GOODNESS OF FIT

Source: (Ghozali, 2004), (Santoso, 2018), (Cucos, 2022)

2. Food Quality on Revisit Intention

The food quality variable exhibits a strong correlation of 0.83 with revisit intention, as evident from the preceding path analysis. This value indicates that food quality significantly impacts, with 83% of the influence on Revisit Intention. This observation aligns with prior research, stating, "Food quality positively affects consumer satisfaction and loyalty to our products" (Wijaya, 2017). The indicators have the explanatory power; Food taste (83%), Freshness (67%), Presentation (58%), Well-Cooked (62%), and variety of food (69%) toward the formation of Food Quality.

The findings from Wijaya (2017), show that taste, freshness, presentation, well-cooked, and variety of food are vital indicators of food quality. Taste also is a two-phase chemical reaction involving the mouth, throat, and nose for scent (Liem & Russell, 2019). Müller & Schmid's research (2019) stated, stated that freshness significantly impacts food quality and customer satisfaction. Freshness refers to the state of food associated with its crispness, juiciness, and aroma (Peter & Iheanacho, 2019). Besides freshness, well-cooked food is essential to food quality; as findings by Adinugraha & Michael H (2015) show, the cooking quality/ the well-cooked food plays a vital role in determining its overall quality. Ensuring freshness and well-cooked can enhance food quality, leading to satisfied customers who are more likely to revisit.

However, paying more attention to food presentation and variety of food is advised based on theories like Hobday & Denbury (2010) and Zainol, Ariffin, & Rozali (2018), who emphasize the visual appeal of food as the essential part. "People judge a book by its cover" is not overstated because the quality of the food will first be seen by its appearance, which is why it should look good while on the plate (Suhartanto, 2018). According to Rozekhi et al., (2016), restaurants need to offer a wide variety of food because each customer is from different cultural, ethnic, and economic backgrounds, and mostly they have exact preferences for food.

In an interview, Kungfu Kebab's owner highlighted their focus on food quality through a central kitchen. Hygiene measures include staff wearing protective gear. The supply chain maintains ingredient freshness, freezing items quickly for delivery. The À la Minute approach ensures that food is made and served upon ordering. Based on historical reviews, new menu items are added every 3-6 months. Kungfu Kebab must maintain consistent quality since customers view it as a key reason to return.

With the above results and with regards to the hypothesis in this study, the hypothesis tests can be addressed as showed at Tabel 4.

Hypothesis	Measurement	Criteria Value	Result	Conclusion
H1	Instagram Advertising to Revisit Intention	P-Value < 0.05 indicates significant the influence	0.012 Not Significant	Rejected

Hypothesis	Measurement	Criteria Value	Result	Conclusion
		The regression weight value indicates the influence	0.373 Low Influence	
H2	Food Quality to Revisit Intention	P-Value < 0.05 indicates significant the influence	*** Significant	Accepted
		The regression weight value indicates the influence	0.829 Strong Influence	

TABLE III HYPOTHESIS TESTING

5. CONCLUSION

The research aimed to analyze the impact of Instagram advertising on repurchase intention at Kungfu Kebab, a restaurant in the Serpong area. Primary data was collected through online questionnaires from 113 respondents who had purchased from Kungfu Kebab. The gathered data were validated through interviews, processed using SPSS for validity and reliability tests, and model fit tests were conducted using AMOS.

5.2.1. Influence of Instagram Advertising on Revisit Intention

Instagram advertising's effect on revisit intention was found to be very weak at 37%. It indicated that Instagram advertising only slightly influenced customers to return to Kungfu Kebab. While Instagram ads are beneficial for promoting products and increasing brand awareness, the study showed that the quality of food remained the primary factor driving revisit intentions. Although Kungfu Kebab had engaged in both paid and organic content promotions, customers still valued food quality more.

5.1.1. Food Quality and Revisit Intention

Food quality had a strong influence on revisit intention at 83%. Factors like taste, freshness, presentation, cooking quality, and variety significantly impacted customers' decision to repurchase. Kungfu Kebab had successfully maintained food quality by ensuring ingredient freshness, hygiene, and attractive variety. However, there were suggestions for improvement, such as upgrading packaging to maintain neatness for takeout orders.

5.2.1. Recommendations for Instagram Advertising
Despite the weak influence of Instagram advertising on revisit intention, the study recommended refining the advertising strategy. Creative posts, relevant hashtags, visually appealing content, and consistent posting schedules were advised. Quality content that adds value to the audience is more important than quantity.

5.2.2. Sustaining Food Quality

The study emphasized the need for Kungfu Kebab to maintain its strong food quality reputation. The focus should be on delivering a captivating experience beyond taste, catering to the interests of Gen Z and millennials. Enhancing presentation, especially for takeout orders, was suggested to improve the overall experience.

5.2.3. Future Research

Other researchers were encouraged to build upon this study by exploring additional variables as indicators for enhancing the Kungfu Kebab brand.

In conclusion, the research highlighted the significance of food quality over Instagram advertising in influencing customers' intention to revisit Kungfu Kebab. The recommendations included refining advertising strategies and consistently maintaining food quality while considering the overall customer experience.

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