

ABSTRACT

The culinary business is currently booming in Indonesia. Various factors contribute to the success or failure of a food-related venture; hence, this research aims to investigate the influence of price, food quality, and ambiance on customer satisfaction and the intention to revisit at contemporary noodle stalls. The approach employed in this study is quantitative, utilizing the Structural Equation Modelling (SEM) method. The data processing results indicate that only food quality significantly affects customer satisfaction. Additionally, ambiance and customer satisfaction directly contribute to the intention to revisit the noodle stall. The implications of these findings can assist business owners in gaining a better understanding of key factors influencing customer satisfaction and the desire to return, thereby enhancing marketing strategies and operational management in contemporary noodle stalls.

Keywords : Price, Food Quality, Ambience ,Customer Satisfaction, Revisit Intention.