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The Role Of Customer Experience In Mediating The Influence Of Service Quality, Place Image, And Promotion On Revisit Intentio At Pumara Bangkalan Culinary Center Indonesia

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ABSTRACT

This study aims to analyze the role of customer experience in mediating the influence of service quality, place image, and promotion on revisit intention at Pumara Bangkalan Culinary Center. A quantitative approach with an explanatory research design was employed. A total of 150 respondents were selected using accidental sampling, consisting of visitors who had visited Pumara Bangkalan at least twice. Data were analyzed using SmartPLS 4. The results indicate that service quality and place image have a positive and significant effect on customer experience, while promotion does not show a significant effect. Customer experience also has a significant positive effect on revisit intention. Furthermore, customer experience significantly mediates the effect of service quality and place image on revisit intention, whereas promotion does not demonstrate a significant indirect effect. These findings confirm that service quality and place image are key determinants in shaping customer experience and encouraging revisit intention. This study contributes to tourism literature by emphasizing the mediating role of customer experience and provides practical implications for government in improving service quality and destination image to support sustainable tourism development.

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1. Introduction

The Food Center (Pumara) Bangkalan constitutes one of the strategic initiatives undertaken by the Bangkalan Regency Government to stimulate community-based economic development through the establishment of a centralized, standardized, hygienic, and representative culinary hub. This program is designed to enhance the competitiveness of micro-enterprise actors in the culinary sector while simultaneously reinforcing the distinctive identity of Madurese cuisine as a key regional tourism asset. Nevertheles14s, since its official inauguration, Pumara has continued to confront several challenges, particularly the low rate of repeat visitation and limited visitor loyalty. According to empirical observations, there was no discernible pattern of repeat visits, and many customers only made one visit. In addition, some vendors reported that promotional strategies and service quality have not yet reached an optimal level, thereby constraining the program's effectiveness.

The culinary centre (Pumara) Bangkalan aims to establish an exemplary, hygienic, centralised, and representative administrative hub for the culinary sector. The programme is designed to strengthen Madura's culinary identity as a key attraction for tourism while simultaneously increasing

participation within the culinary industry. However, since its launch, Pumara has faced persistent challenges related to low revisit rates and limited customer loyalty. Many visitors come only once, with no observable trend toward repeat patronage, and part-time workers have reported that both promotional efforts and service quality remain inadequate. This highlights the need to evaluate the effectiveness of marketing strategies and consumer experiences in fostering repeat visitation intentions within the area. In the context of service marketing, the success of a culinary destination depends not only on product quality and pricing but also on the consumer experience created through emotional, sensory, and social interactions [1]. This view is reinforced [2], confirming that customer experience is a key construct influencing perceptions and value formation in service settings. Positive experiences have been shown to be a determining factor in the development of ongoing visitation intentions or revisit intentions [3]. Therefore, enhancing consumer experience in Pumara must be examined across various dimensions of marketing strategy, including service quality, destination image, and promotional activities implemented by managers and vendors.

A substantial body of prior research has demonstrated that marketing strategies play a critical role in shaping consumer behavior within the culinary and tourism sectors. Culinary authenticity and the perceived image of local food are consistently identified as key determinants in enhancing destination appeal. This is reinforced by [4], who emphasize that the distinctiveness of local culinary attractions and the narratives constructed around them serve as strategic assets that significantly influence tourists' motivations and visitation decisions. These findings are further supported by [5], whose study revealed that culinary authenticity and social media exposure exert a significant impact on revisit intentions, mediated through memorable culinary experiences and destination image. Similarly, [6] found that influencer reviews and social media engagement foster greater tourist trust, thereby increasing the likelihood of revisiting gastronomic destinations. Research by [7] also underscored the importance of customer experience in themed restaurants, demonstrating its influence on both satisfaction and revisit intentions. At the national level, [8] confirmed that servicescape and customer experience substantially contribute to enhancing satisfaction and revisit intentions in thematic cafés, further highlighting the central role of marketing strategies in shaping revisit behavior.

However, most existing studies continue to concentrate on formal tourism destinations—such as hotels, restaurants, and nature-based attractions—while research on community culinary centers managed by local governments, such as Pumara, remains scarce. Pumara exhibits characteristics distinct from those of commercial restaurants, as it incorporates elements of public policy implementation, MSME empowerment, and multifaceted social interactions between vendors and visitors. Moreover, there is a notable gap in the literature regarding integrated models that simultaneously examine service quality, place image, and promotional activities as determinants of consumer experience and revisit intentions within the context of community-based culinary destinations.

The research gap indicates that there is still a lack of comprehensive studies analyzing how various elements of marketing strategy influence the formation of consumer experience and repeat-visit behavior in culinary centers that operate under area-based policy frameworks. Therefore, this study aims to examine the influence of service quality, place image, and promotional activities on consumer experience, as well as their impact on repeat-visit intention at Pumara Bangkalan.

2. State of the Art

The foundational theory serves as a conceptual basis for explaining the relationships among variables in this study. It provides the scientific grounding necessary to understand how service quality, place image, and promotional activities shape customer experience and influence revisit intention. According to [9] , theory in quantitative research functions as an analytical tool for explaining phenomena through a set of testable propositions. Theory acts as a bridge between abstract

conceptualizations and observable phenomena, enabling researchers to systematically explain causal relationships among variables.

In the context of consumer behavior, theories such as the Theory of Planned Behavior [10], Expectation–Confirmation Theory [11], and Experiential Marketing Theory [1] provide important conceptual frameworks for understanding how perceptions, experiences, and behavioral intentions are formed. The Theory of Planned Behavior [10] emphasizes that behavioral intention is a function of attitudes, subjective norms, and perceived behavioral control, whereas Expectation–Confirmation Theory [11] highlights the role of expectations and their subsequent confirmation in shaping customer satisfaction. Experiential Marketing Theory [1] further adds that the emotional and sensory experiences generated through interactions with a brand or service can foster deep and enduring consumer attachment.

In examining these theories, the study employs them to explain the roles of Service Quality, Place Image, and Promotion in shaping Customer Experience and influencing Revisit Intention. Each variable is grounded in well-established theoretical frameworks that are mutually distinct and have been empirically tested in previous research, both in the tourism sector and within the culinary industry.

2.1 Marketing Strategy

A marketing strategy is a coordinated set of planned activities aimed at creating value and fostering long-term relationships with customers through the effective implementation of the marketing mix. According to [12], a comprehensive marketing strategy consists of seven key components (the 7Ps): product, price, place, promotion, people, process, and physical evidence. In the context of community-based culinary enterprises such as Pumara, the most influential components are service quality, place image, and promotion. These three elements play a critical role in shaping customers' perceptions of the quality, comfort, and overall appeal of a culinary destination [13].

2.1.1. Service Quality

Service quality is generally defined as the degree of service excellence perceived by customers relative to their initial expectations [14]. Through the SERVQUAL model, five key dimensions—reliability, responsiveness, assurance, empathy, and tangibles—are identified as the foundation for a comprehensive evaluation of service performance. Effective implementation of these dimensions fosters positive customer perceptions and enhances overall service experiences. Empirical evidence presented in [15] demonstrates that service attributes related to responsiveness and attentiveness to customer needs significantly increase customer satisfaction and revisit intentions. These findings further underscore the critical role of responsiveness and empathy in shaping positive consumer experiences and encouraging repeat patronage in the restaurant context.

2.1.2. Place Image

Place image refers to the overall perception or impression that consumers form about a destination [16]. A positive place image typically encompasses attributes such as physical attractiveness, cleanliness, safety, and a distinctive local identity [17]. Prior research has shown that a strong destination image plays a significant role in predicting tourists' intentions to revisit.

2.1.3. Promotion

Promotion is a form of purposeful marketing communication aimed at conveying information, influencing consumer attitudes, and reminding customers about the products or services offered [12]. An empirical study by [18] found that marketing activities conducted through social media particularly the aspects of interactivity and content trendiness, significantly contribute to increasing tourist satisfaction, which in turn enhances their intention to revisit a tourism destination (including culinary tourism). Thus, digital promotion strategies designed to foster interaction and present relevant or "trendy" content can strengthen revisit intention by improving visitor satisfaction.

2.2. Customer Experience

Customer experience is defined as the emotional, cognitive, and behavioral responses that emerge as a consequence of consumers' direct and indirect interactions with a company or its products [1]. Empirical findings from [19] indicate that customer experience mediates the relationship between marketing activities—including digital promotion—and repeat-visit intention, thereby reinforcing the position of customer experience as a key variable in shaping consumer behavior.

2.3. Revisit Intention

According to [10]'s Theory of Planned Behavior, intention serves as the primary predictor of actual behavior. Revisit intention is commonly defined as an individual's willingness to return to a destination or to recommend it to others [3]. Moreover, consumer experience functions as a critical link between marketing strategies and revisit behavior, shaping how individuals evaluate and respond to a destination.

2.4. Development Hypothesis

The Influence of Service Quality on Customer Experience

High service quality fosters positive customer perceptions and enhances emotional experiences. According to [14], service quality refers to the degree to which a service meets or exceeds customer expectations. Consistently delivered service quality builds trust and generates positive experiences in the minds of customers [13]. Furthermore, [1] states that customer experience is shaped through interactions that elicit emotional, cognitive, and sensory responses. Customer experience is thus influenced by the quality of services received by consumers, including dimensions such as responsiveness, reliability, and interaction quality. Findings from [20] indicate that these service quality dimensions significantly affect customer experience in night markets and culinary centers. This evidence confirms that service quality is a key factor in shaping customer evaluations and visit behaviors.

H1: Service Quality has a positive effect on Customer Experience

The Influence of Place Image on Customer Experience

A positive place image fosters favorable perceptions and enjoyable experiences for visitors. According to [16], place image comprises both the cognitive and affective evaluations that individuals form about a destination. Destinations that project a positive image tend to enhance visitors' comfort and emotional satisfaction [21]. Furthermore, [22] demonstrates that a strong destination image—particularly one associated with culinary experiences and place attachment—significantly improves visitors' emotional and experiential evaluations of a tourism destination.

H2: Place image has a positive effect on customer experience.

The Influence of Promotion of Customer Experience

Effective promotional activities not only enhance perceived value but also create positive experiences that strengthen the emotional connection between customers and the brand. As noted by [12], promotions function as a strategic communication tool that can influence, remind, and more deeply engage consumers. Furthermore, findings by [23] indicate that interactive digital promotions significantly improve the customer experience within digital-based culinary services, thereby fostering stronger engagement and encouraging repeat usage.

H3: Promotion has a positive effect on Customer Experience

The Influence of Customer Experience on Revisit Intention

Positive customer experiences are a primary driver of the emergence of customers' desire to engage in repeat visits. According to [1], strong experiential encounters can cultivate emotional attachment, which in turn has positive implications for consumer behavior. From the perspective of the Theory of Planned Behavior, [10] confirms that experience plays an important role in shaping attitudes that subsequently influence behavioral intentions. Furthermore, research conducted by Realino, Mugiono, and Moko in their article *"The Effect of Customer Experiential Quality on Revisit Intention"* [24]

demonstrates that high-quality customer experiences have a positive and significant impact on revisit intention, particularly within tourism and culinary service contexts.
H4: Customer Experience has a positive effect on Revisit Intention.

The Role of Customer Experience as a Mediator between Service Quality and Revisit Intention

High service quality plays a pivotal role in shaping favorable customer experiences, which in turn foster stronger revisit intentions. Prior research [25] indicates that service quality exerts a significant positive effect on tourist satisfaction, subsequently enhancing their intention to return. Similarly, findings from [26] further substantiate this relationship by demonstrating that customer experience mediates the association between service quality and visit behavior; specifically, a positive customer experience diminishes switching intentions and increases the likelihood of continued service preference.
H5: Customer experience mediates the effect of service quality on revisit intention.

The Role of Customer Experience as Mediation between Place Image and Revisit Intention

A positive place image is capable of creating pleasant and enriching experiences that encourage visitors to return. Various studies show that destination image shapes both the cognitive and emotional perceptions of tourists, which in turn influence their evaluation of the overall travel experience. The findings in [25] further reinforce this point, demonstrating that memorable experiences and a strong destination image play a significant role in increasing tourist satisfaction and revisit intention.
H6: Customer experience mediates the influence of place image on revisit intention.

The Role of Customer Experience as Mediation between Promotion and Revisit Intention

Effective promotional strategies can strengthen the customer experience and significantly increase customers' intentions to return. Previous studies have shown that emotionally oriented promotional messages can enhance customer involvement and encourage positive behavioral responses. Consistent with these findings, research on *The Influence of Digital Marketing and Guest Experience on Behavioral Intention* [27] confirms that interactive and experience-building digital marketing strategies are more effective in fostering revisit intention than purely informative promotional approaches.
H7: Customer experience mediates the influence of promotion on revisit intention**.**

3. Method

This study employed a quantitative associative (verification) approach. The research was conducted at the Bangkalan People's Food Center (Pumara), a centralized culinary area established as an initiative of the Bangkalan Regency Government. The population in this study consisted of all Pumara Bangkalan visitors who experienced its services and interacted with traders in the area. The exact population size was unknown because the daily number of visitors fluctuated and was not officially recorded. Therefore, this study used a non-probability sampling technique, specifically accidental sampling, which is commonly applied to open and public populations such as those found in restaurants, markets, and tourist destinations [28].

This study employed an accidental sampling technique, a sampling method based on chance, in which any respondent encountered and willing to complete the questionnaire was considered part of the study sample [29]. This method was deemed appropriate because the population of PUMARA visitors is heterogeneous, dynamic, and difficult to define within a clear sampling frame. According to [30], the ideal sample size for studies using the SEM approach ranges from 100 to 200 respondents or is at least 5–10 times the number of indicators used in the model. This study utilized 16 indicators (16 × 5 = 80), and therefore, a total of 150 respondents were included in the analysis, which meets the recommended sample size for SEM-based research.
The study employed primary data, collected directly from respondents using a structured questionnaire. The questionnaire utilized a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The collected data were analyzed using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), implemented through SmartPLS 4 software. The analysis consisted of two major stages: (1) Evaluation of the Outer Model (Measurement Model), which assessed

construct validity and reliability through examinations of factor loadings, Average Variance Extracted (AVE), and composite reliability; and (2) Evaluation of the Inner Model (Structural Model), which examined the relationships among latent variables using path coefficients, R^2 values, and bootstrapping procedures to test statistical significance. The SEM-PLS method was selected because it allows for the analysis of both direct and indirect effects, accommodates relatively small sample sizes, and is well-suited for models incorporating mediating variables[28].

This study employs five primary constructs: (1) Service Quality (X_1), measured using the SERVQUAL dimensions [14]; (2) Place Image (X_2), assessed through indicators of attractiveness, cleanliness, identity uniqueness, and reputation [16]; (3) Promotion (X_3), measured based on social media activities, promotional events, and consumer recommendations [12]; (4) Consumer Experience (M), evaluated through sensory, emotional, cognitive, and social dimensions [1]; and (5) Intention to Revisit (Y), measured by individuals' desire to return, willingness to recommend, and willingness to pay again [10][3].

4. Results and Discussion

The results of the data analysis encompass instrument evaluation, structural model assessment, and the interpretation of empirical findings. All analyses were performed using SEM-PLS.

The respondent profile indicates that the majority of participants are women (73.33%), with men comprising 26.67% of the sample. In terms of age distribution, respondents are predominantly within the 22–26 age group (52%), highlighting the relatively young demographic characteristics of Pumara visitors. Furthermore, most respondents hold a bachelor's degree (54.67%), suggesting a generally adequate level of educational attainment among the sample. Regarding occupation, the largest proportion consists of students (37.33%), followed by entrepreneurs, private employees, civil servants, and other categories.

Validity and reliability tests are conducted to evaluate the suitability of research instruments in measuring the intended constructs. Validity assesses the extent to which the indicators accurately represent the underlying variables, whereas reliability examines the consistency and stability of the measurements across indicators such as on table 1.

Table 1. Validity Test Convergent

Variables	Indicator	Loading Factor	AVE
Service Quality (SQ)	SQ1	0.779	0.669
	SQ2	0.821	
	SQ3	0.851	
Place Image (PI)	PI1	0.909	0.808
	PI2	0.877	
	PI3	0.91	
Promotion (P)	P1	0.792	0.672
	P2	0.789	
	P3	0.875	
Customer Experience (CE)	CE1	0.791	0.644
	CE2	0.794	
	CE3	0.864	
	CE4	0.756	
Revisit Intention (RI)	RI1	0.736	0.643
	RI2	0.797	
	RI3	0.867	

Source: Processed primary data, 2025

Convergent validity was assessed to determine whether each indicator within the research construct appropriately represented the latent variable it was intended to measure. The evaluation relied on factor loadings and Average Variance Extracted (AVE) values, which served as the primary criteria for determining the adequacy of indicators within the measurement modelBased on Table 1, all indicators or statement items for each variable—Service Quality (SQ), Place Image (PI), Promotion (P), Customer Experience (CE), and Revisit Intention (RI)—exhibit loading factor values greater than 0.70 and AVE values exceeding 0.50. Therefore, it can be concluded that the criteria for convergent validity have been met [31].

Discriminant Validity Test

Discriminant validity was assessed to ensure that each construct in the model is empirically distinct from all others. To evaluate this, the Fornell–Larcker criterion was applied. This approach compares the square root of each construct's Average Variance Extracted (AVE) with its correlations with other constructs. Discriminant validity is established when the square root of a construct's AVE exceeds its inter-construct correlations.

Table 2. Fornell Larcker Values

	Service Quality (SQ)	Place Image (PI)	Promotion (P)	Customer Experience (CE)	Revisit Intention (RI)
Service Quality (SQ)	**0.818**				
Place Image (PI)	0.478	**0.899**			
Promotion (P)	0.581	0.445	**0.82**		
Customer Experience (CE)	0.753	0.643	0.562	**0.802**	
Revisit Intention (RI)	0.703	0.382	0.495	0.627	**0.802**

Source: Processed primary data, 2025

Based on the table above, it is evident that the constructs—Service Quality (SQ), Place Image (PI), Promotion (P), Customer Experience (CE), and Revisit Intention (RI)—each exhibit a square root of AVE value that exceeds their correlations with other constructs. This indicates that each construct shares greater variance with its own indicators than with those of other constructs, thereby demonstrating adequate discriminant validity [31].

Reliability Test Results

Reliability testing was performed to verify that each construct exhibited sufficient internal consistency in measuring its corresponding latent variable. Composite Reliability (CR) and Cronbach's alpha were employed to evaluate the stability and reliability of the indicators within the measurement model.

Table 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Service Quality (SQ)	0.753	0.858
Place Image (PI)	0.881	0.926
Promotion (P)	0.756	0.86
Customer Experience (CE)	0.817	0.878
Revisit Intention (RI)	0.725	0.843

Source: Processed primary data, 2025

Based on the table above, it is evident that Service Quality (SQ), Place Image (PI), Promotion (P), Customer Experience (CE), and Revisit Intention (RI) each exhibit Cronbach's alpha and composite

reliability values greater than 0.70. Therefore, it can be concluded that the reliability requirements for these constructs have been satisfactorily met [32].

Structural Model Evaluation Results (Inner Model)

Evaluation of the structural model is conducted to determine the strength of the relationships among latent variables and to empirically test the proposed research hypotheses.

R Square Test Results

The R-Square test is conducted to assess the ability of independent variables to explain the dependent variable in a research model. A higher R-Square value indicates a stronger model explanatory power for endogenous variables.

Table 4. R Square Test Results

	R Square	R Square Adjusted
Customer Experience (CE)	0.677	0.671
Revisit Intention (RI)	0.394	0.389

Source: Processed primary data, 2025

Based on the table above, the Adjusted R^2 value for the Customer Experience (CE) variable is 0.671. This indicates that the independent variables—Service Quality (SQ), Place Image (PI), and Promotion (P)—collectively explain 67.1% of the variance in Customer Experience (CE), while the remaining 32.9% is attributable to other factors not included in the model. An Adjusted R^2 of 0.671 exceeds the threshold of 0.67, suggesting that the model falls within the *strong* category[31].

Adjusted R-Square value of the Revisit Intention variable (RI) of 0.389, this indicates that the Customer Experience (CE) variable is able to explain the Revisit Intention (RI) variable by 38.9%, while the remaining 61.1% is explained by other variables besides that variable. The Adjusted R Square value of 0.389 is greater than 0.33, so it can be concluded that the model is in the moderate model category [31].

F-Square Test Results

The f^2 test is employed to evaluate the incremental contribution of each independent variable to the dependent variable within a structural model. The resulting f^2 statistic reflects the magnitude of each construct's effect, indicating whether its influence is considered small, medium, or large.

Table 5. F Square Test Results

	F Square
Service Quality (SQ) -> Customer Experience (CE)	0.5241
Place Image (PI) -> Customer Experience (CE)	0.2681
Promotion (P) -> Customer Experience (CE)	0.0195
Customer Experience (CE) -> Revisit Intention (RI)	0.6488

Source: Processed primary data, 2025

The results can be interpreted as follows [31]:

a. The f-square value for the path from Service Quality (SQ) to Customer Experience (CE) is 0.5241, which exceeds the threshold of 0.35. This indicates that the effect of Service Quality on Customer Experience falls within the *strong* influence category.

b. The f-square value for the path from Place Image (PI) to Customer Experience (CE) is 0.2681, which is greater than 0.15. This suggests that the effect of Place Image on Customer Experience belongs to the *moderate* influence category.

c. The f-square value for the path from Promotion (P) to Customer Experience (CE) is 0.0195, which is below 0.02. This indicates that the effect of Promotion on Customer Experience is in the *weak* influence category.

d. The f-square value for the path from Customer Experience (CE) to Revisit Intention (RI) is 0.6488, which surpasses the threshold of 0.35. This demonstrates that the effect of Customer Experience on Revisit Intention is in the *strong* influence category.

Q Square Test Results

The Q-square test was conducted to evaluate the predictive capability of the structural model for the endogenous constructs. A positive Q-square value indicates that the model exhibits adequate predictive relevance and can explain the variance in the endogenous variables with acceptable accuracy.

Table 6. Q Square Test Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
Customer Experience (CE)	600	349,881	0.417
Revisit Intention (RI)	450	343,451	0.237

Source: Processed primary data, 2025

Based on the table above, the Q^2 value for the Customer Experience (CE) variable is 0.417, which is greater than 0. This indicates that the Service Quality (SQ), Place Image (PI), and Promotion (P) variables serve as appropriate explanatory variables capable of predicting the Customer Experience (CE) construct [31].

The Q Square value of the Revisit Intention (RI) variable is 0.237 > 0, this shows that the Customer Experience (CE) variable is good (suitable) as an explanatory variable that is able to predict the Revisit Intention (RI) [31].

Path Coefficients and Hypothesis Testing

Path coefficient analysis is used to assess the strength and direction of relationships between variables in a structural model. Hypothesis testing is performed using a bootstrapping procedure to determine the significance of each influence based on the t-statistic and p-value.

Table 7. Path Coefficients and Hypothesis Tests

	Coefficient	T Statistics	P Value	Conclusion
Service Quality (SQ) -> Customer Experience (CE)	0.53	4,812	0,000	H1 Accepted
Place Image (PI) -> Customer Experience (CE)	0.345	3,944	0,000	H2 Accepted
Promotion (P) -> Customer Experience (CE)	0.1	1,084	0.278	H3 Rejected
Customer Experience (CE) -> Revisit Intention (RI)	0.627	9,265	0,000	H4 Accepted
Service Quality (SQ) -> Customer Experience (CE) -> Revisit Intention (RI)	0.333	4,143	0,000	H5 Accepted
Place Image (PI) -> Customer Experience (CE) -> Revisit Intention (RI)	0.216	3.61	0,000	H6 Accepted
Promotion (P) -> Customer Experience (CE) -> Revisit Intention (RI)	0.063	1,055	0.292	H7 Rejected

Source: Processed primary data, 2025

The effects of the independent variables on the dependent variables are summarized as follows:

a. The T-statistic for the effect of Service Quality (SQ) on Customer Experience (CE) is 4.812 > 1.65, with a P-value of 0.000 < 0.05 and a positive coefficient of 0.530. Therefore, H1 is accepted, indicating that Service Quality has a positive and significant effect on Customer Experience among visitors to Pumara Bangkalan.
b. The T-statistic for the effect of Place Image (PI) on Customer Experience (CE) is 3.944 > 1.65, with a P-value of 0.000 < 0.05 and a positive coefficient of 0.345. Thus, H2 is accepted, suggesting that Place Image has a positive and significant effect on Customer Experience among visitors to Pumara Bangkalan.
c. The T-statistic for the effect of Promotion (P) on Customer Experience (CE) is 1.084 < 1.65, with a P-value of 0.278 > 0.05. Accordingly, H3 is rejected, indicating that Promotion does not have a positive or significant effect on Customer Experience among visitors to Pumara Bangkalan.
d. The T-statistic for the effect of Customer Experience (CE) on Revisit Intention (RI) is 9.265 > 1.65, with a P-value of 0.000 < 0.05 and a positive coefficient of 0.627. Hence, H4 is accepted, meaning that Customer Experience has a positive and significant effect on Revisit Intention among visitors to Pumara Bangkalan.
e. The T-statistic for the indirect effect of Service Quality (SQ) on Revisit Intention (RI) through Customer Experience (CE) is 4.143 > 1.96, with a P-value of 0.000 < 0.05. Thus, H5 is accepted, indicating that Customer Experience mediates the relationship between Service Quality and Revisit Intention among visitors to Pumara Bangkalan.
f. The T-statistic for the indirect effect of Place Image (PI) on Revisit Intention (RI) through Customer Experience (CE) is 3.610 > 1.96, with a P-value of 0.000 < 0.05. Therefore, H6 is accepted, meaning that Customer Experience mediates the effect of Place Image on Revisit Intention among visitors to Pumara Bangkalan.
g. The T-statistic for the indirect effect of Promotion (P) on Revisit Intention (RI) through Customer Experience (CE) is 1.055 < 1.96, with a P-value of 0.292 > 0.05. Consequently, H7 is rejected, indicating that Customer Experience does not mediate the influence of Promotion on Revisit Intention among visitors to Pumara Bangkalan.

Discussion of Research Results

The influence of the independent variables on the dependent variable is as follows: The results indicated that service quality and place image were the two dominant factors shaping customer experience at Pumara Bangkalan. The findings confirm that customer experience was largely influenced by the quality of services provided by vendors as well as visitors' perceptions of the overall atmosphere and physical conditions of the culinary area. This is consistent with the view of [14], who states that high-quality service can elicit positive emotional and cognitive responses. Similarly, the strong place image described by [16] plays an important role in shaping consumers' affective perceptions of a destination. In the context of Pumara, the cleanliness of the area, the comfort of its facilities, and the unique identity of Madurese culinary traditions are shown to be key elements that enrich the consumer experience.

The promotion variable was not proven to significantly influence customer experience. This finding differs from several previous studies, such as that conducted by [23], which demonstrated that digital promotion could enhance customer engagement and experience. These differences may be explained by the characteristics of Pumara's promotional activities, which tend to be merely informative, inconsistent, and have not yet utilized digital media in an effective and creative manner to foster emotional engagement. Consequently, the promotional efforts currently implemented were not capable of providing sufficient stimuli to meaningfully influence visitors' experiences.

The influence of the independent variables on the dependent variable is as follows: Customer experience is proven to have a significant effect on revisit intention. These findings are consistent with the Experiential Marketing framework [1], which posits that emotional, sensory, and

cognitive experiences serve as strong predictors of positive consumer behavior. Moreover, the results also reinforce the assumptions of the Theory of Planned Behavior [10], which explains that experience shapes attitudes that ultimately determine behavioral intentions. Visitors to Pumara who perceive positive experiences—such as a pleasant atmosphere, a sense of security, meaningful social interactions, and high-quality food—were more likely to return and to recommend the establishment to others.

The mediation analysis shows that customer experience played an important bridging role between service quality and destination image in relation to revisit intention. This finding supports the results of [25], which confirm that customer experience is a primary pathway through which service quality and destination image influence consumer behavior. In other words, service quality and destination image did not only exert direct effects but also required customer experience as a psychological reinforcement mechanism that strengthens behavioral intention. However, customer experience was not able to mediate the influence of promotional activities on revisit intention. This suggests that Pumara's promotional efforts have not succeeded in creating emotional resonance or delivering a meaningful experiential quality for visitors. These findings are consistent with the perspective of [26], which states that purely informative promotions, without the presence of meaningful experiential elements, tend not to significantly affect consumer behavior.

Study Findings

These findings offer important implications, both theoretically and practically. Theoretically, the results of this study reinforce the proposition that customer experience is a key variable in the marketing of services and destinations, particularly within the culinary sector. This research also broadens the understanding of how service quality and destination image operate within the context of government-managed culinary centers—an area that remains relatively underexplored in the destination-marketing literature. Practically, Pumara's management should prioritize improving service quality through vendor training, strengthening cleanliness standards, enhancing public facility management, and refining spatial layout to reinforce the destination's image. In addition, promotional strategies should adopt more creative and interactive approaches capable of shaping positive customer experiences, rather than simply providing information.

Although this study offers valuable insights, it also has several limitations. One notable limitation is the use of accidental (convenience) sampling, which may reduce the representativeness of the findings, as noted by [28]. In addition, the variables examined in this study are still limited; thus, they do not yet capture a wider range of factors that may influence visitors' experiences and intentions, such as food quality, cultural value, and customer satisfaction. Therefore, future research is recommended to include additional variables and to employ probabilistic sampling methods in order to enhance the generalizability of the results. Studies conducted in community-based culinary centers in other regions are also needed to strengthen comparative understanding across locations and to address existing research gaps.

5. Conclusions

These findings confirm that the customer experience depends not only on the culinary products offered, but also on the quality of interactions and perceptions of the destination environment. On the other hand, promotions have not been found to have a significant influence on the customer experience. This suggests that the current promotional strategies in place are not yet effective in creating strong emotional engagement or meaningful experiences for visitors. Consequently, promotions have not yet emerged as a factor capable of directly enhancing the consumer experience.

Overall, this research confirms that strategies for improving repeat visits to Pumara should focus on enhancing service quality and the destination's image, while promotional strategies should be designed to create meaningful experiences that encourage visitor loyalty. Based on the research findings, several recommendations can be proposed for the development of Pumara Bangkalan. Improving the quality of service should be a primary priority, as service quality is the most influential factor in shaping the

customer experience. Providing training for traders on service ethics, communication skills, and responsiveness to visitors' needs is a strategic step toward enhancing overall service quality.
Strengthening the image of a place is essential to attract serious attention, which can be achieved through the improved arrangement of the culinary area to ensure it is clean, comfortable, and aesthetically pleasing. Visualizing the local Madurese culinary identity—through cultural elements and symbols unique to the area—can enhance Pumara's character as a distinctive culinary destination. A strong place image not only enriches the consumer experience but also reinforces the destination's attraction power. Furthermore, comparative research across different culinary centers could provide deeper insights into the effectiveness of marketing strategies in varied contexts.

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