Determinants of Customer Revisit Intention as a Driver of Microeconomic Development : VT House Billiard Case

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Abstract:

The sports and recreation industry plays an important role in supporting microeconomic development by generating local business growth and employment opportunities. Billiard facilities, such as VT House Billiard, contribute to this sector by providing a venue for skill development and leisure activities. This study investigates the determinants of customer revisit intention and their broader implications for microeconomic development in the local community. Specifically, it examines how perceived price, service quality, positive emotional experience, and store atmosphere influence customer satisfaction, which in turn affects electronic word of mouth (e-WOM) and revisit intention among VT House Billiard visitors. Data were collected from 259 customers and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that all proposed factors positively impact customer satisfaction, which significantly drives both e-WOM and the intention to revisit. These results suggest that enhancing customer experience not only benefits business sustainability but also contributes to the microeconomic growth of the local area through increased patronage and community engagement.

Keywords: *Customer Revisit Intention, Microeconomic Development, Electronic Word of Mouth, Billiard, Service Quality*

1. Introduction

The global entertainment industry currently has a market value of USD 217.48 billion in 2023, with projections to reach USD 1.193 trillion by 2032, growing at an annual rate of 20.82% (Market Data, 2024). This industry includes sectors such as film, music, sports, and billiards, which contribute significantly to local economies. The billiards industry, for example, is forecasted to expand steadily, with the global billiards and snooker equipment market expected to grow from USD 368.6 million in 2024 to USD 500.2 million by 2034, at a CAGR of 3.1% (Market Us, 2025). This growth represents not only rising consumer demand but also expanding economic opportunities at the micro level.

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In Indonesia, the billiards sector is gaining momentum, marked by prestigious events like the Indonesia International Open 2024, which signals increased investment and participation in this sports entertainment segment (Winata, 2023). Locally, VT House Billiard in North Sulawesi exemplifies how small businesses within the entertainment industry serve as engines for microeconomic development by generating income, employment, and business activities in their communities.

Customer revisit intention at venues like VT House Billiard is crucial for sustaining and growing these microeconomic benefits. Increased visits translate to higher revenue from table rentals and ancillary sales such as food and beverages, which circulate within the local economy. By identifying and enhancing the determinants that drive revisit intention—such as perceived price, service quality, and emotional experience—businesses can strengthen customer loyalty, foster positive word of mouth, and ultimately contribute to the resilience and development of the local economy. Thus, understanding revisit intention is key not only for business sustainability but also for supporting microeconomic growth in the entertainment and leisure sectors.

In today's digital era, consumers tend to search for information through social media. So when looking for a place to play billiards, consumers, especially from generation z and millennials, will search for information on places to play billiards through social media. Therefore, reviews and information provided by other consumers will greatly influence the likelihood that consumers will visit. This refers to electronic word of mouth (e-wom), where e-wom is the dissemination of information, reviews, and recommendations for products and services through social media from other consumers (Apriani et al., 2023). Research conducted by Riyadi et al. (2023) and Nazarian et al. (2024) shows that e-wom can influence consumer intention to revisit. Consumers tend to be happy to share positive things with others when they are satisfied with a product or service. Research conducted by Usiña-Báscones et al. (2024). Research conducted by Nam et al. (2020) and Sánchez-Fernández et al. (2020) shows that increased customer satisfaction can influence e-WOM.

Customer satisfaction is one of the main goals for companies in creating and maintaining competitive advantage (Dehghanpouri et al., 2020). In an effort to achieve customer satisfaction, factors such as price perception, service quality, positive emotional expertise and store atmosphere in the billiard industry also play an important role. The results of research by Ali et al. (2021) and Setiawan et al. (2020) shows that price perception has a positive effect on customer satisfaction. While Zygiaris et al. (2022) and Xie & Sun (2021) found real evidence of a significant positive relationship with customer satisfaction. Salah et al. (2023), Diah et al. (2023) and Aldiera et al. (2022) said that positive emotional experience has a positive effect on customer satisfaction. Ndengane et al. (2021) found that store atmosphere has a positive and significant effect on customer satisfaction.

This study will examine the influence of various factors that can influence the intention to revisit VT House Billiard consumers, where the factors that will be analyzed are the influence of perceived price, service quality, positive emotional

experience and store atmosphere on customer satisfaction, as well as its impact on electronic word of mouth.

2. Theoretical Background

Intention to revisit

A post-consumption behavior known as "intention to revisit" describes a customer's desire to return to the same location. Since keeping existing tourists is more economical than bringing in new ones, it is one of the most important concerns in destination marketing (Nazarian et al., 2024). Customers who are happy with the goods or services they have bought will become very loyal customers who are likely to make more purchases (Harahap et al., 2020). While dissatisfied consumers will give different responses including spreading word of mouth about what they experienced. The urge to return to the same location for a second time is known as revisit intention (Amali et al., 2024).

Perceived Price

Price may be seen as the quantity of money (monetary unit) or other non-monetary factors that are necessary to acquire a good or service and have a specific utilitarian value. A consumer's subjective evaluation of a product's pricing based on the presumption of fairness and the determined selling price, whether it be high or low, is known as perceived price (Hitsch et al., 2021). However, according to Beaumais dan Sourd (2024) Perceived price involves more than just the number on the price tag. Therefore, perceived price is a complex process in which consumers interpret and evaluate the price of a product or service based on a variety of factors. Price perception is conceptualized as consumers' judgments and associated emotions about whether the difference (or lack of difference) between a seller's price and the prices of comparable competitors is fair, acceptable, or justified (Konuk, 2021).

Service Quality

Parasuraman et al. (1988) said that service quality is a comparison between the expected service and the service received by the consumer (Syamsu et al., 2020). Service quality is an important predictor because it has the potential to influence future consumer behavior and can be used to evaluate the success of a system. Kotler et al. (2022) characterizes a service as a sequence of intangible acts or exchanges that do not lead to the transfer of ownership of tangible things from one person to another.

Positive Emotional Experience:

Characterizes a service as a sequence of intangible acts or exchanges that do not lead to the transfer of ownership of tangible things from one person to another (Ching et al., 2020). Memorable events are associated with positive feelings. The results of mood, emotions have a significant role in the decisions that consumers make when selecting a good or service (Idham et al., 2024).

Customers are more inclined to post reviews of a product on Instagram or other social media platforms when they had a pleasant emotional experience, which will pique the curiosity of other customers (Diah et al., 2023)

Store Atmosphere
Store atmosphere is a combination of physical and non-physical elements that create a certain environment within a store; it includes factors such as interior design, layout, lighting, music, and aroma that can influence customer perceptions and behavior as well as customer service that overall contributes to the consumer experience (Biswas et al., 2018). Store atmosphere has a significant influence on consumer behavior Basu et al. (2022) states that store atmosphere or atmosphere can influence customer mood, perception and behavior.

Electronic Word-of-Mouth
Word-of-Mouth (WOM) is an effective marketing strategy to reduce a company's promotional costs and distribution flow (Setiawan & Surianto, 2022). E-WoM refers to the spread of information, reviews, and recommendations for products and services through social media. Viral marketing is as contagious as a virus, another form of word of mouth marketing, shared by consumers through online audio, video, and written reviews of products and services developed by a company (Apriani et al., 2023). Usually, people who visit a place will first look for reviews on social media (Witarsyah et al., 2023).

3. Methodology

This study was conducted with a quantitative approach to test the influence of perceived price, service quality, positive emotional experience and store atmosphere on customer satisfaction and its impact on electronic word of mouth and intention to revisit. The study was conducted on 259 samples from a minimum of 245 samples based on calculations from Hair et al. (2022) which states that the number of samples should be 5-10x the number of indicators. Sampling was carried out using a purposive sampling approach with the criteria of consumers who had visited VT House Billiard at least 1x. Revisit intention in this study was measured by 6 indicators adapted from the study Salah et al. (2023) and Chatzoglou et al. (2022), e-wom with 6 indicators from Salah et al. (2023), customer satisfaction with 4 indicators from Salah et al. (2023), positive emotional experience with 7 indicators from Salah et al. (2023), perceived price from 6 indicators from Thalia et al. (2024) dan Dokcen et al. (2021). Analysis in the study using structural equation models in SmartPLS 4.0.

4. Empirical Findings/Result

Profile Respondents
The large number of respondents who work as students/college students with high school/vocational school graduates shows that VT House Billiard is often visited by young people from generation z who are still in college.

Table 1. Profile Respondents

	Criteria	Qty	%
Gender	Male	195	75,29%
	Female	64	24,71%
Age	18 - 27 years old	204	78,76%
	28 - 43 years old	40	15,44%
	44 - 59 years old	15	5,79%
Last Education	Elementary School / Junior High School	9	3,47%
	High School / Vocational School	120	46,33%
	Diploma (D3 or D4)	21	8,11%
	Bachelor's Degree	91	35,14%
	Master's Degree	18	6,95%
Job	College Student	117	45,17%
	Private Employee	67	25,87%
	Civil Servant	20	7,72%
	Part time / freelance	39	15,06%
	Self-employed	16	6,18%
Last time visit VT House Billiard	Less than 3 months ago	126	48,65%
	Between 3 - 6 months ago	79	30,50%
	Between 6 - 12 months ago	54	20,85%
Frequency of visiting VT House Billiard in the last 3 months	1x	47	18,15%
	2x	51	19,69%
	More than 2x	28	10,81%

Instrument Test
Validity Convergent Test
Convergent validity testing is carried out to determine how well an instrument is able to measure what it is intended to measure.

Table 2. Convergent Validity Test

Variable	Indicator	Outer Loading	AVE
Customer satisfaction	CS.01	0,897	0,870
	CS.02	0,940	
	CS.03	0,937	
	CS.04	0,956	
Positive emotional experience	EE.01	0,906	0,828
	EE.02	0,860	
	EE.03	0,854	
	EE.04	0,952	
	EE.05	0,922	
	EE.06	0,923	
	EE.07	0,946	
Intention to revisit	IR.01	0,914	0,835
	IR.02	0,880	
	IR.03	0,898	
	IR.04	0,948	
	IR.05	0,947	
	IR.06	0,894	
Perceived price	PP.01	0,928	0,890

Variable	Indicator	Outer Loading	AVE
Store atmosphere	PP.02	0,938	0,879
	PP.03	0,947	
	PP.04	0,945	
	PP.05	0,941	
	PP.06	0,962	
	SA.01	0,966	
	SA.02	0,848	
	SA.03	0,962	
	SA.04	0,969	
Service quality	SQ.01	0,916	0,757
	SQ.02	0,899	
	SQ.03	0,847	
	SQ.04	0,863	
	SQ.05	0,855	
	SQ.06	0,854	
	SQ.07	0,840	
	SQ.08	0,886	
	SQ.09	0,890	
	SQ.10	0,883	
	SQ.11	0,885	
	SQ.12	0,843	
	SQ.13	0,883	
	SQ.14	0,851	
	SQ.15	0,843	
	SQ.16	0,882	
e-wom	WM.01	0,890	0,793
	WM.02	0,900	
	WM.03	0,919	
	WM.04	0,861	
	WM.05	0,876	
	WM.06	0,897	

Source: 2025 processed original data

All indicators have outer loading values in the range of 0.400 to more than 0.700 and AVE values of more than 0.500, so that all indicators in this study have met the convergent validity aspect. Discriminant validity testing aims to ensure that each concept of a latent variable or construct is different from other variables. Discriminant validity is tested by looking at the Heterotrait-Monotrait value (HTMT).

Table 3. Convergent Discriminant Test

Variabel	CS	IR	PP	EE	SQ	SA	WM
Customer satisfaction							
Intention to revisit	0,441						
Perceived price	0,550	0,548					
Positive emotional experience	0,617	0,578	0,581				
Service quality	0,526	0,237	0,452	0,388			
Store atmosphere	0,609	0,350	0,437	0,432	0,514		
e-wom	0,673	0,524	0,567	0,577	0,609	0,658	

Source: 2025 processed original data

All variables have HTMT values of less than 0.900. This means that all research variables are considered valid. In addition to conducting HTMT tests.

Reliability Test
A questionnaire is considered reliable and consistent if the Cronbach's Alpha value is more than 0.70 and the Composite Reliability value is also more than 0.70 (Hair et al., 2022):

Table 4. Reliability Test Results

Variabel	Cronbach's alpha	Composite reliability	Description
Customer Satisfaction	0,950	0,964	Reliabel
Intention To Revisit	0,960	0,968	Reliabel
Perceived Price	0,975	0,980	Reliabel
Positive Emotional Experience	0,965	0,971	Reliabel
Service Quality	0,979	0,980	Reliabel
Store Atmosphere	0,953	0,967	Reliabel
E-Wom	0,948	0,958	Reliabel

Source: 2025 processed original data

The test results show that all dimensions have a Cronbach's Alpha value of more than 0.7 and a Composite Reliability value of more than 0.7, so it can be concluded that all variables or constructs have met the established reliability criteria.

Inner Model
R Square
The determination coefficient R Square (R2) aims to determine how much the exogenous variable can explain the endogenous variable. The following are the results of the determination coefficient R2 of this study in the following table.

Table 5. R Square Test

Variabel	R-square
Customer satisfaction	0,532
Intention to revisit	0,254
e-wom	0,410

Source: 2025 processed original data

The r square value on the intention to revisit variable is 0.254 which falls into the weak criteria, meaning that 25.54% of the intention to revisit variable can be explained by the e-wom variable while the remaining 74.46% is explained by other variables outside this study. The weak r square size is because the intention to revisit in this study is only influenced by one variable, namely e-wom. The r square value on the customer satisfaction variable is 0.532 which falls into the medium criteria, meaning that 53.20% of the customer satisfaction variable can be explained by the variables perceived price, service quality, positive emotional experience and store atmosphere while the remaining 46.80% is explained by other variables outside this study. While the r square value on the e-wom variable is 0.410 which falls into the medium criteria, meaning that 41.10% of the e-wom variable can be explained by the customer

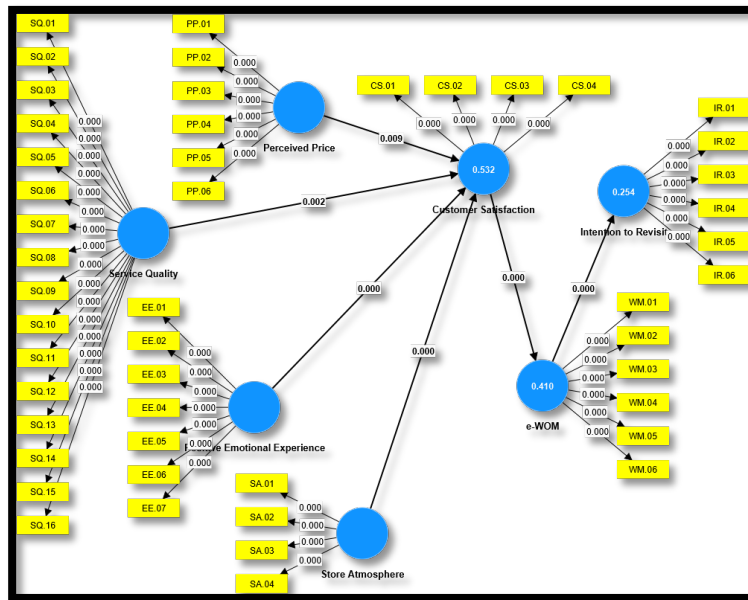satisfaction variable while the remaining 58.90% is explained by other variables outside this study.

Figure 1. Research Model Result
Source: 2025 processed original data

Effect Size

In order to ascertain if the exogenous factors have a significant impact on the endogenous construct, the effect size (f2) test is used to see if the R2 value changes when some of the exogenous variables are eliminated from the model. A value of f2> 0.02 indicates a little influence, a value of f2> 0.15 indicates a moderate effect, and a value of f2> 0.35 indicates a big effect.

Table 6. Effect Size Test

Variable	f-square	Result
Customer satisfaction -> e-wom	0,695	Big Effect
Perceived price -> Customer satisfaction	0,028	Small Effect
Positive emotional experience -> Customer satisfaction	0,141	Small Effect
Service quality -> Customer satisfaction	0,048	Small Effect
Store atmosphere -> Customer satisfaction	0,126	Small Effect
e-wom -> Intention to revisit	0,340	Medium Effect

Source: 2025 processed original data

The influence of the e-WOM variable on the intention to revisit has an F2 value of 0.340 > 0.350, which means that if e-WOM is removed from the research model, it will provide a moderate change in the r square value of the intention to revisit variable.

Multicollinearity

Finding out if the variables in the research have a correlation and a free or connected connection is the goal of the multicollinearity test. The path coefficient value will be impacted by a multicollinearity issue in the research model if the variance inflation factor (VIF) value is more than 5 (Hair et al., 2022).

Table 7. Multicollinearity Test

Variable	VIF	Result
Customer satisfaction -> e-wom	1,000	No Multicollinearity
Perceived price -> Customer satisfaction	1,642	No Multicollinearity
Positive emotional experience -> Customer satisfaction	1,563	No Multicollinearity
Service quality -> Customer satisfaction	1,466	No Multicollinearity
Store atmosphere -> Customer satisfaction	1,477	No Multicollinearity
e-wom -> Intention to revisit	1,000	No Multicollinearity

Source: 2025 processed original data

The VIF value for all variables is less than five. This shows that the quality of this research model does not have multicollinearity problems.

Hypothesis test

This study uses an alpha value of 5% so that the p value will be compared with 0.05 and the value of the statistical t test compared with the t table of 1.65. The output of the research model for hypothesis testing is shown below:

Table 8. Hypothesis Test

	Hypothesis	Original sample	T stat	P values	Result
H1	Perceived price -> Customer satisfaction	0.145	2.379	0.009	Supported
H2	Service quality -> Customer satisfaction	0.182	2.883	0.002	Supported
H3	Positive emotional experience -> Customer satisfaction	0.321	5.616	0.000	Supported
H4	Store atmosphere -> Customer satisfaction	0.295	4.656	0.000	Supported
H5	Customer satisfaction -> e-wom	0.640	14.177	0.000	Supported
H6	e-wom -> Intention to revisit	0.504	10.567	0.000	Supported

Source: 2025 processed original data

5. Discussion

The results of the study showed that perceived price had a significant effect on customer satisfaction (P val 0.009, T stats 2.379). Perceived price has an effect on the satisfaction of VT House Billiard visitors because when consumers feel that the price paid is in accordance with the value obtained such as what is received such as a well-maintained billiard table, a comfortable atmosphere, and quality game accessories, then consumers will certainly feel satisfied in playing. In the descriptive analysis also shows that the price is in accordance with what is obtained by consumers. The results of this study are also in line with research that has been conducted by Ali et al. (2021),

Setiawan et al. (2020) and Zhong dan Moon (2020) which shows that perceived price has a positive effect on customer satisfaction.

Service quality has a significant effect on customer satisfaction (P val 0.002, T stats 2.883). Service quality has an effect on the satisfaction of VT House Billiard visitors because when consumers receive services with various elements such as friendly, professional, timely service, cleanliness of facilities, availability of well-maintained billiard tables, and quality game accessories and others, they feel appreciated and of course satisfaction will also be formed. Consistent service quality also encourages a sense of trust from consumers, which ultimately makes VT House Billiard the main choice for relaxing or socializing, especially for generation z who do like hanging out activities. The results of this study are also in line with research that has been conducted by Ali et al. (2021), Zygiaris et al. (2022) and Balinado et al. (2021) which shows that service quality has a positive effect on customer satisfaction.

Positive emotional experience has a significant effect on customer satisfaction (P val 0.000, T stats 5.616). Positive emotions are related to unforgettable experiences. Emotions are the effects of mood and are an important part of consumer decisions to choose products or services (Idham et al., 2024). Positive emotions felt by visitors to VT House Billiard when playing can be obtained from various aspects such as a comfortable environment, pleasant social interactions, and various other factors. The results of this study are also in line with research that has been conducted by Salah et al. (2023), Diah et al. (2023) and Aldiera et al. (2022) which shows that positive emotional experience has a positive effect on customer satisfaction.

Store atmosphere has a significant effect on customer satisfaction. The VT House Billiard room, which is designed with neat layout, appropriate lighting, and attractive decoration, is able to create a conducive and relaxing atmosphere which can then make consumers feel satisfied when visiting. A clean playing environment has a positive impact on consumer mood, so that consumers can enjoy the game comfortably. The selection of music with the appropriate genre, fresh room aroma, and table layout that facilitates interaction between players also add value to the experience. The results of this study are also in line with research conducted by Munawaroh dan Simon (2023), Anderson dan Sin (2020) and Ndengane et al. (2021) which shows that store atmosphere has a positive effect on customer satisfaction.

Customer satisfaction has a significant effect on e-wom. When consumers feel happy and satisfied playing billiards at VT House Billiard, this satisfaction can encourage consumers to share stories through social media, especially when consumers come from the younger generation who are more active on social media. E-wom can be a more efficient marketing strategy, because recommendations from fellow consumers open up opportunities for increasing loyal customers and sustainable business growth, because usually people who visit a place will first look for reviews on social media (Witarsyah et al., 2023). The results of this study are also in line with research that has been conducted by Usiña-Báscones et al. (2024), Sánchez-Fernández et al. (2020) and Nam et al. (2020) which shows that customer satisfaction has a positive effect on e-WOM.

E-wom has a significant effect on intention to revisit. When consumers share photos or videos, honest testimonials, and pleasant experiences through social media, the information becomes strong social proof that attracts the interest of potential visitors. Authentic reviews and recommendations from fellow players increase public trust in the quality of service, modern facilities, and the atmosphere of the room that supports comfortable playing. The positive impact of e-wom creates the perception that the experience of playing billiards at the place is worth revisiting, because every recommendation from someone you know is certainly made because of the satisfaction you have previously obtained. Therefore, consumers who have previously had a pleasant experience will be encouraged to return, while new visitors feel confident to try visiting a billiards place that has been proven to be credible. The results of this study are also in line with research conducted by Salah et al. (2023), Riyadi et al. (2023) and Nazarian et al. (2024) which shows that e-WOM has a positive effect on the intention to revisit.

6. Conclusions

The results of this study confirm the results of previous studies which state that perceived price, service quality, positive emotional experience and store atmosphere can be predictors of customer satisfaction and its impact on e-WOM and revisit intention. It is known that the indicator related to affordable prices is an indicator that obtains the lowest average value among other indicators even though it has been included in the good category. This means that not all consumers feel that the price set by VT House Billiard is an affordable price. To overcome this, VT House Billiard evaluates the prices given, and increases the value side obtained by consumers so that the prices set can be considered appropriate by consumers. In terms of service quality, indicators such as physical facilities are indicators that obtain the lowest average value among other indicators even though they have been included in the good category. This can happen possibly because the equipment used such as billiard tables, pool cues, and several other facilities are no longer like new and need to be rejuvenated. To overcome this, VT House Billiard can rejuvenate the equipment and facilities. To avoid this from happening again in the future, VT House Billiard can make an appeal regarding the procedures for playing to keep the equipment from being easily damaged.

If VT House Billiard wants to maintain or improve customer satisfaction, it can focus on maintaining or improving the positive emotional experience felt by consumers. From the results of the descriptive analysis, it is known that the indicator related to "VT House Billiard makes me feel like a VIP guest" is an indicator that gets the lowest average value among other indicators even though it is included in the good category. This can be improved by conducting training such as excellent service training for staff who directly serve consumers. By conducting this training, the staff can certainly serve consumers better so that consumers will feel that they are being treated very well. In terms of store atmosphere, temperature and lighting settings are indicators that get the lowest average value among other indicators even though they are included in the good category. It can be said that in terms of design, VT House Billiard

has been considered good and only needs to be improved in terms of temperature and lighting settings. not all consumers are willing to post photos or videos on their social media. To overcome this, the management can create a promotional program that can be obtained if consumers have posted photos or videos on social media, for example by creating a story on Instagram or Tiktok. Through this, it is hoped that the number of e-woms that occur can increase the number of return visits by consumers.

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