

Instagrammable, Authentic, and Influential: Drivers of Generation Z's Revisit Intention toward KOL-Associated Restaurants in Jakarta's Culinary Hub

Bhatara Richky Batuta, Kevin Gustian Yulius*, Dessy Natalia

Faculty of Hotel Management & Business, Universitas Pelita Harapan, Indonesia

*Correspondence e-mail: kevin.yulius@uph.edu

Abstract. This study investigates the drivers of revisit intention among Generation Z consumers frequenting Key Opinion Leader (KOL)-associated food and beverage establishments in the revitalized Blok M district of South Jakarta. Grounded in source credibility theory and Bourdieu's sociological framework, this study examines the structural relationships between KOL Credibility, Perceived Authenticity, Cultural Capital, and Revisit Intention. Data were collected through an online survey of 160 valid Generation Z respondents who met strict screening criteria, including active social media engagement and a recent visit to a KOL-promoted restaurant or café in Blok M. Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized to analyze the measurement and structural models. The empirical results revealed that the structural model explained 30.6% of the variance in Revisit Intention. Both Cultural Capital ($\beta=0.351$, $p<0.001$) and KOL Credibility ($\beta=0.240$, $p=0.001$) exert significant positive effects on Revisit Intention, supporting H1 and H3. Conversely, Perceived Authenticity yields no significant direct effect ($\beta=0.104$, $p=0.202$), leading to the rejection of H2. Cultural Capital emerged as the most critical driver, demonstrating that for Generation Z, a venue's social currency, digital self-presentation opportunities, and trend alignment heavily outweigh pure authenticity when deciding to return to a venue. Restaurant operators should pivot from focusing solely on conventional authenticity toward creating visually appealing, shareable environments that enable lifestyle participation and trend-relevant marketing. Future research should integrate operational variables, such as food and service quality, to explain the remaining variance.

Keywords: Cultural Capital, Generation Z, KOL Credibility, Perceived Authenticity, Revisit Intention.

1 Introduction

Food and beverage (F&B) establishments play a vital role in modern urban tourism, as dining is deeply connected to leisure, lifestyle, and social engagement[1]. Moving beyond their mere utilitarian function, these culinary establishments operate as vital socio-spatial hubs where contemporary consumers actively pursue experiential value, cultural immersion, and identity construction[2]. Consequently, the expansion of

culinary tourism has repositioned these dining establishments as primary destination attractions that actively drive urban economic growth and enhance regional competitiveness[3].

As a prime example, Jakarta has become a leading culinary destination in Southeast Asia, offering a diverse food landscape that blends local traditions with global trends. [4]. This evolution in Jakarta's food landscape is driven by shifting consumer lifestyles, rising purchasing power, and widespread integration of digital technologies[5], [6]. Within the province, South Jakarta has become a major hub for lifestyle-driven consumption and culinary innovation, hosting a high concentration of dining venues catering to young, digitally connected consumers[7].

Within this region, Blok M stands out because of its rich history in the 80s to 90s, and recent revitalization[8]. Once known primarily as a commercial and transit hub, Blok M has grown into a lively lifestyle destination, boosted by recent face-lifts, better public transport connections, and the rise of creative spaces[9]. Today, the area draws crowds looking for everything from legendary street food to modern concept restaurants, making it one of Jakarta's favorite spots for gastrophiles[10], [11].

This shift in Blok M goes hand-in-hand with the changing habits of Gen Z consumers. As digital natives, they depend heavily on social media, online reviews, and digital recommendations to decide where to eat[12]. People often choose restaurants for reasons beyond the menu; dining out is also about shaping their identity, fitting into a certain lifestyle, and gaining social recognition[13], [14]. Because of this, influencers, KOLs, and content creators now play a major role in shaping public perception, using platforms like Instagram and TikTok to put new dining spots on the map.[15], [16].

However, consumers do not blindly follow influencer recommendations. Instead, how trustworthy and authentic they find a KOL directly shapes their judgements of the restaurants being promoted.[17], [18], while cultural capital gives dining experiences symbolic value[19]. For Generation Z consumers, dining out is increasingly an opportunity to jump on trends, capture digital content, and their identity they are to their social circles[20]. Ultimately, whether a customer decides to return to an influencer-backed restaurant depends on how credibility, authenticity, and symbolic value connect with one another.

While KOL-backed restaurants are booming, we still know very little about what makes customers return to them. Most research so far has only looked at initial buying choices, brand attitudes, or how effective the influencers are in general[21], [22], [23]. However, very few researchers have examined how KOL Credibility, Perceived Authenticity, and Cultural Capital work together to make Generation Z consumers return to a restaurant. Moreover, we still lack hard evidence from Indonesia's food tourism scene, especially regarding the fast-changing Blok M district. To fill this gap, this study examines how Cultural Capital, KOL Credibility, and Perceived Authenticity affect Generation Z's decisions to return to influencer-linked restaurants in Blok M, Jakarta.

2 Literature Review

2.1 KOL Credibility

KOL credibility refers to the extent to which consumers trust an influencer's knowledge and reliability when sharing information[24]. Rooted in source credibility theory, the idea is that an influencer's real impact hinges on whether their audience views them as an expert who can actually be trusted[25]. Here, expertise comes down to how knowledgeable and capable a KOL seems in a specific niche, while trustworthiness is all about whether the audience feels the shared information is truly honest, fair, and reliable[26]. With so much information floating around online, credibility has become a key filter that people use to decide whether they can trust a promotional post[26].

When it comes to dining out, KOL credibility matters more than ever because people usually scroll through restaurant recommendations on social media long before they visit the restaurant[27]. KOLs act as intermediaries who showcase different dining options, break down the quality of the food, and pass along a restaurant's unique story to potential customers[24]. If an audience does not find the creator believable, they will likely disregard the promotional post and ignore the restaurant[25]. For Generation Z consumers flooded with daily influencer ads, credibility is the main tool they use to separate real recommendations from paid sponsorships[28], [29].

2.2 Perceived Authenticity

At its core, perceived authenticity is simply a customer's personal judgment about how genuine, sincere, and truly original a product or experience is[30]. While objective authenticity is grounded in factual and historical accuracy, perceived authenticity is largely determined by consumers' subjective interpretations and personal experiences[31]. Commonly, people gauge this authenticity by looking at specific cues—things like the look and feel of the product, the vibe of the space, the brand's story, and whether the actual experience matches what they expected [32]. This concept has become a major focus in tourism, hospitality, and consumer research because when an experience feels authentic, people connect with it on a much deeper emotional level[33], [34].

When it comes to dining out, perceived authenticity goes way beyond what is on the plate—it covers the entire vibe and experience of the meal[35]. Diners usually judge authenticity by looking at everything from the menu choices and the restaurant's core theme to the way staff interact with them, the interior decor, and how well the whole experience holds together[36]. For Generation Z consumers, authenticity is closely tied to their search for unique, meaningful experiences rather than generic, cookie-cutter products[37]. This evaluation is further amplified by social media exposure, as consumers constantly compare a restaurant or café's online aesthetic with their actual experience when visiting the establishment in person[38].

2.3 Cultural Capital

Drawing on Bourdieu's sociological theory, cultural capital refers to the knowledge, abilities, tastes, and cultural resources that people develop through socialization and everyday experiences[19], [39], [40]. Cultural capital influences how individuals develop tastes and preferences, interpret cultural products, and establish their positions within social environments [41], [42]. Furthermore, this concept emphasizes that people do not consume products solely for their functional benefits; consumption is also influenced by symbolic value and the desire to express social identity[43]. Through cultural capital, individuals express particular lifestyles, preferences, and patterns of cultural participation that help shape their social identities[41].

The rise of digital technologies has transformed the way cultural capital is expressed, particularly among the younger generations[44]. In today's social media environment, cultural capital is no longer reflected solely by what people know, but also by how they discover trends, shape experiences, and present themselves online[40]. Dining experiences often become part of this symbolic process, as restaurants and cafés provide opportunities for consumers to express their tastes, lifestyles and social identities[42]. Among Gen Z consumers, dining experiences often function as both consumption activities and opportunities to participate in popular trends while presenting a desired identity on social media[45], [46].

2.4 Revisit Intention

Revisit intention describes a person's willingness to visit the same destination or service provider again in the future[47], [48]. In tourism and hospitality contexts, consumers are more likely to revisit places where they have had positive experiences[49], [50]. Revisit intention is closely related to customer retention because it reflects consumers' willingness to return to the same business in the future [51]. A higher revisit intention usually reflects more positive perceptions of a business and greater appreciation of the value provided by its products or services[52].

In the food and beverage sector, revisit intention is a critical outcome because restaurants operate in crowded markets where consumers face a constant stream of new alternatives[52], [53]. People often return to a restaurant for reasons beyond just the factors such as service quality, atmosphere, and the overall experience[54]. This concept is particularly relevant for Generation Z consumers, whose dining choices are shaped by both their experiences and interactions on digital platforms. Revisit intention helps explain whether an F&B establishment can maintain consumer interest beyond an initial visit or short-term social media attention[55], [56].

2.5 Hypotheses Development and Research Framework

KOL Credibility and Revisit Intention

Consumers rely heavily on social media influencers when evaluating dining options online. Credible KOLs effectively lower the perceived risk of trying a new venue by delivering information that feels trustworthy, accurate, and relevant. When an audience

views a KOL as both knowledgeable and honest, they form a much more favorable impression of the recommended establishment. These positive preconceptions directly shape the dining experience and ultimately strengthen consumers' willingness to return. Accordingly, KOL credibility is expected to positively influence revisit intention[28].

H1: KOL credibility positively influences Generation Z consumers revisit intention toward KOL-associated F&B businesses.

Perceived Authenticity and Revisit Intention

Authentic dining experiences are deeply connected to stronger emotional engagement and higher levels of consumer satisfaction. When a restaurant delivers a genuine, original experience that aligns with its promises, consumers naturally develop a more favorable attitude toward the establishment. Furthermore, perceived authenticity elevates a routine meal into a meaningful experience, encouraging patrons to build a lasting relationship with the brand rather than treating it as a one-time visit. Consequently, these positive perceptions foster a deeper sense of loyalty, driving a stronger desire to return[18].

H2: Perceived authenticity positively influences revisit intention among Generation Z consumers toward KOL-associated F&B businesses.

Cultural Capital and Revisit Intention

Consumption has evolved into a powerful medium through which individuals signal their identity, values, and social standing. In today's digital landscape, dining experiences act as symbolic currency, allowing consumers to shape their online self-presentation and align with specific lifestyle trends. Restaurants that successfully tap into a consumer's cultural interests and social aspirations provide deeper value that goes far beyond just serving food. When a dining experience successfully reinforces a person's identity and cultural alignment, they are highly likely to return to the establishment as a regular part of their lifestyle[19].

H3: Cultural capital positively influences Generation Z consumers revisit intention toward KOL-associated F&B businesses.

Research Framework

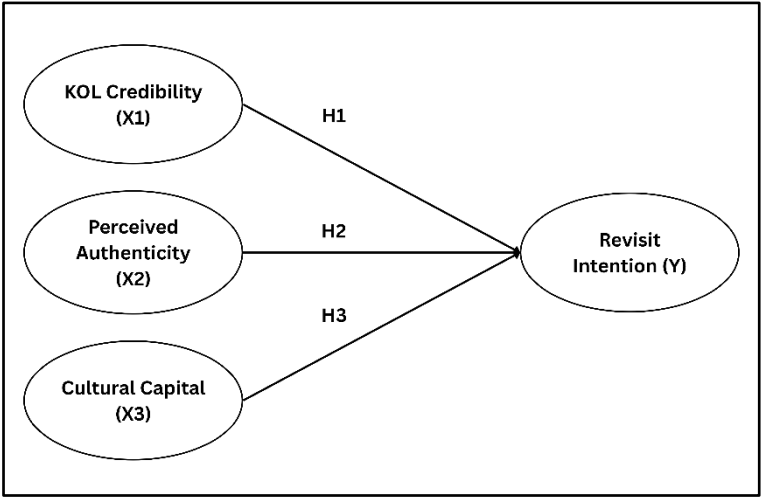


Fig. 1 Research Framework[19], [25], [35]

3 Methods

3.1 Research Design and Data Collection

This study employed a quantitative approach with an explanatory research design to examine the causal relationships between KOL Credibility, Perceived Authenticity, Cultural Capital, and Revisit Intention among Generation Z consumers[57]. A cross-sectional design was adopted, whereby data were collected at a single point in time to capture respondents’ perceived KOL association of food and beverage (F&B) businesses in Blok M, South Jakarta. This study focused on restaurants and cafés in Blok M that had a visible association with Key Opinion Leaders (KOLs), whether through ownership, endorsements, promotional collaborations, brand ambassadorships, or similar forms of involvement.

Data collection was conducted between March and April 2026 using an online questionnaire administered through Google Forms[58]. Prior to launching the survey, field observations were conducted in Blok M to gain a firsthand understanding of the district’s culinary scene and pinpoint the exact restaurants and cafés tied to KOL promotions. While the core findings are drawn from primary survey data, the study also integrates secondary data from scholarly articles, official statistical publications, government reports, social media trends, and news outlets covering culinary tourism, consumer behavior, and the growth of Blok M as a major food destination.

3.2 Population and Sampling

The target population for this study comprised Generation Z consumers who had visited KOL-affiliated food and beverage establishments in the Blok M area of South Jakarta. To ensure that all participants had direct and relevant experience with the research topic, we used a non-probability purposive sampling technique[59]. Respondents were eligible for the study only if they met three conditions: (1) fell within the Generation Z age bracket of 18–28 years; (2) had dined at a KOL-promoted restaurant or café in Blok M within the last year; and (3) actively followed at least one influencer, content creator, or celebrity on social media. The minimum sample size was determined using the inverse square root method proposed by Kock and Hadaya[60], which is widely recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM) studies. A total of 160 valid responses were collected and included in the final analysis.

3.3 Data Analysis

PLS-SEM was selected as the analytical technique and implemented using SmartPLS 4[61]. Although the proposed model consists only of direct relationships between three exogenous variables and one endogenous variable, PLS-SEM was considered appropriate because all constructs were conceptualized as latent variables measured through multiple indicators[62], [63]. PLS-SEM is also particularly suitable for prediction-oriented research that aims to explain the variance of Revisit Intention among Generation Z consumers and has been widely applied in tourism, hospitality, and consumer behavior studies because of its ability to handle latent constructs, reflective measurement models, and relatively modest sample sizes.

The analysis was conducted in two stages. First, the measurement model was evaluated through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity using outer loadings, Cronbach's alpha, composite reliability, Average Variance Extracted (AVE), and the Heterotrait-Monotrait Ratio (HTMT). Second, the structural model was assessed using the Variance Inflation Factor (VIF), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), model fit indices, and hypothesis testing using a bootstrapping procedure with 5,000 resamples.

4 Results & Discussion

4.1 Results

Measurement Model Assessment

The measurement model was assessed through analyses of convergent validity, reliability, and discriminant validity. These procedures were conducted to ensure that the indicators accurately represented their respective latent constructs, before evaluating the structural relationships among the variables.

Convergent Validity

Convergent validity was evaluated using outer loadings and Average Variance Extracted (AVE). Outer loading values above 0.70 indicate adequate indicator reliability, while AVE values above 0.50 demonstrate that a construct explains more than half the variance of its indicators.

Table 2. Convergent Validity Assessment

Construct	Indicator	Outer Loading	AVE
Cultural Capital	CC1	0.850	0.737
	CC2	0.888	
	CC3	0.881	
	CC4	0.822	
	CC5	0.850	
KOL Credibility	KC1	0.774	0.680
	KC2	0.862	
	KC3	0.789	
	KC4	0.865	
	KC5	0.828	
Perceived Authenticity	PA1	0.831	0.697
	PA2	0.867	
	PA3	0.801	
	PA4	0.823	
	PA5	0.851	
Revisit Intention	RI1	0.865	0.757
	RI2	0.867	
	RI3	0.877	

All indicators exhibited outer loading values above the recommended threshold of 0.70, ranging from 0.774–0.888. Likewise, all AVE values exceeded the minimum criterion of 0.50, with values ranging from 0.680–0.757. These results indicate satisfactory convergent validity and confirm that all indicators adequately represent the respective constructs.

Reliability Assessment

Reliability was examined using Cronbach's alpha, rho_A, and Composite Reliability.

Table 3. Reliability Assessment

Construct	Cronbach's Alpha	rho_A	Composite Reliability
Cultural Capital	0.911	0.916	0.933
KOL Credibility	0.882	0.886	0.914
Perceived Authenticity	0.892	0.904	0.920
Revisit Intention	0.839	0.843	0.903

All reliability values exceeded the recommended threshold of 0.70. The composite reliability values ranged from 0.903 to 0.933, indicating strong internal consistency across all constructs. Therefore, the measurement instrument was considered reliable for subsequent analysis.

Discriminant Validity

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with values below 0.90 indicating satisfactory discriminant validity.

Table 4. HTMT Ratio

Construct Pair	HTMT
KOL Credibility ↔ Cultural Capital	0.362
Perceived Authenticity ↔ Cultural Capital	0.554
Perceived Authenticity ↔ KOL Credibility	0.510
Revisit Intention ↔ Cultural Capital	0.545
Revisit Intention ↔ KOL Credibility	0.463
Revisit Intention ↔ Perceived Authenticity	0.439

All HTMT values were substantially below 0.90, demonstrating that each construct was empirically distinct. These results confirm adequate discriminant validity.

Structural Model Assessment

Collinearity Assessment

Prior to hypothesis testing, common method bias (CMB) was assessed using the full collinearity assessment proposed by Kock[64]. All full collinearity VIF values were below the recommended threshold of 3.3, indicating that common method variance was unlikely to bias the structural relationships.

Table 5. Collinearity Assessment

Indicator	VIF	Indicator	VIF
CC1	2.687	PA1	2.004
CC2	2.944	PA2	2.552
CC3	2.975	PA3	2.105
CC4	2.156	PA4	2.318
CC5	2.318	PA5	2.344
KC1	1.757	RI1	1.997
KC2	2.554	RI2	1.997
KC3	1.922	RI3	1.936
KC4	2.647		
KC5	2.196		

Model Fit

Model fit was assessed using the Standardized Root Mean Square Residual (SRMR) and additional fit indices.

Table 6. Model Fit Assessment

Index	Saturated Model	Estimated Model
SRMR	0.053	0.053
d_ ULS	0.473	0.473
d_ G	0.225	0.225
Chi-Square	215.379	215.379
NFI	0.880	0.880

The SRMR value of 0.053 was below the recommended threshold of 0.08, indicating a good model fit. The NFI value of 0.880 is close to the recommended benchmark of 0.90, suggesting an acceptable level of model fit. Overall, the structural model demonstrated a satisfactory fit and can be considered appropriate for hypothesis testing.

Hypothesis Testing

The proposed hypotheses were tested using a bootstrapping procedure with 5,000 subsamples.

Table 7. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	β	t-value	p-value	Result
1	KOL Credibility $\rightarrow$ Revisit Intention	0.240	3.277	0.001	Supported
2	Perceived Authenticity $\rightarrow$ Revisit Intention	0.104	1.276	0.202	Not Supported
3	Cultural Capital $\rightarrow$ Revisit Intention	0.351	3.839	0.000	Supported

The results reveal that Cultural Capital exerts the strongest positive influence on Revisit Intention ($\beta = 0.351$, $p < 0.001$), followed by KOL Credibility ($\beta = 0.240$, $p = 0.001$). Both relationships were statistically significant, supporting H1 and H3. In contrast, Perceived Authenticity did not significantly influence Revisit Intention ($\beta = 0.104$, $p = 0.202$), indicating that H2 was not supported.

Coefficient of Determination (R^2)

Table 8. Coefficient of Determination

Endogenous Variable	R^2	Adjusted R^2
Revisit Intention	0.306	0.292

The R^2 value of 0.306 indicates that Cultural Capital, KOL Credibility, and Perceived Authenticity jointly explain 30.6% of the variance in Revisit Intention. The remaining 69.4% may be attributed to other factors not included in this model.

Effect Size (f^2)

Table 9. Effect Size Assessment

Relationship	f^2
KOL Credibility → Revisit Intention	0.065
Perceived Authenticity → Revisit Intention	0.010
Cultural Capital → Revisit Intention	0.130

The effect size analysis shows that Cultural Capital has the largest contribution to explaining Revisit Intention ($f^2 = 0.130$), followed by KOL Credibility ($f^2 = 0.065$). Perceived Authenticity exhibited only a negligible effect ($f^2 = 0.010$). Based on conventional guidelines, all effect sizes fall within the small category, although Cultural Capital demonstrates a relatively stronger contribution than the other predictors.

Predictive Relevance (Q^2)

Table 10. Predictive Relevance Assessment

Indicator	Q^2	Predict PLS-SEM	RMSE LM	RMSE
RI1	0.179	0.854	0.906	
RI2	0.189	0.898	0.944	
RI3	0.235	0.871	0.932	

All Q^2 values were greater than zero, indicating that the model possessed predictive relevance for the endogenous construct. Furthermore, the RMSE values generated by the PLS-SEM model were consistently lower than those of the benchmark linear model (LM), suggesting superior predictive performance. The proposed model has adequate predictive capability in explaining the revisit intention of Generation Z consumers toward KOL-associated F&B businesses in Blok M.

4.2 Discussion

The Significant Effects of KOL Credibility and Cultural Capital on Revisit Intention

Empirical results indicate that both KOL Credibility and Cultural Capital exert significant positive effects on Revisit Intention, thereby supporting H1 and H3. Notably, Cultural Capital emerged as the strongest predictor ($\beta = 0.351$), followed by KOL Credibility ($\beta = 0.240$). This suggests that Generation Z consumers are simultaneously driven by their trust in influencers and the symbolic value of the dining experience itself. While KOL Credibility bolsters consumer confidence via trusted recommendations, Cultural Capital captures the role of self-expression, trend alignment, social visibility, and FOMO within Blok M's vibrant culinary scene. These findings align with the prior literature, demonstrating that influencer credibility and symbolic consumption are key drivers of restaurant-related behavioral intentions and consumer behavior.

Table 11. Comparison of Findings on KOL Credibility and Cultural Capital

Author(s)	Context	Findings	Consistency with Current Study
Bash et al. (2024); Pereira et al. (2025); Sumba-Nacipucha et al. (2026)	Restaurant industry; restaurant influencers; food influencers and restaurant visit intention	Influencer credibility, trustworthiness, expertise, and influencer characteristics positively affect visit intention, attitudes toward restaurants, and restaurant-related behavioral intentions.[17], [65], [66]	Consistent
Kristóf & Megyesi (2024); Bozkurt (2023); Kamphuis et al. (2015)	Food consumption; restaurant preferences; food-related cultural capital	Cultural capital influences food consumption attitudes, restaurant preferences, cultural participation, and food-related consumer behavior, indicating that symbolic and cultural resources shape consumption decisions.[19], [41], [67]	Consistent with H3
Current Study	KOL-associated F&B businesses in Blok M	KOL Credibility and Cultural Capital positively and significantly influenced Generation Z consumers revisit intentions.	–

While these outcomes align with previous research highlighting the role of influencer credibility and cultural resources in consumer behavior, this study extends the literature in a unique way. Specifically, within the context of KOL-promoted establishments in Blok M, Cultural Capital exerts a more pronounced effect on Revisit Intention than does KOL Credibility. This finding suggests that although trusted influencers are vital for initial pull and validation, the symbolic value tied to trend participation, digital self-presentation, and social identity plays a far more critical role in compelling Generation Z consumers to return to these platforms.

The Non-Significant Effect of Perceived Authenticity on Revisit Intention

Interestingly, the data revealed that Perceived Authenticity had no significant impact on Revisit Intention, meaning H2 was rejected. Generation Z diners in Blok M likely place a higher premium on social media visibility, trend alignment, and influencer support than on pure authenticity. Although a restaurant might offer a genuinely authentic vibe, its symbolic currency is largely exhausted during the first visit, when the consumer captures and shares the experience online. Returning to the same venue yields little additional cultural capital; consequently, revisit decisions pivot toward practical considerations, such as food quality, service standards, and overall satisfaction. Ultimately, authenticity acts as a "nice-to-have" feature rather than the core driver of repeat purchases.

Table 12. Comparison of Findings on Perceived Authenticity and Revisit Intention

Author(s)	Context	Findings	Consistency with Current Study
Yuniawati et al. (2021); Choi et al. (2025); Hurdawaty et al. (2025)	Ethnic restaurants, time-honored restaurants, and culinary tourism destinations	Perceived authenticity positively and significantly influences revisit intention, either directly or through experiential mechanisms such as place attachment, memorable experiences, and destination image.[68], [69], [70]	Contradictory
Wareebor et al. (2025); Rahmawati (2023)	Local restaurants, restaurant authenticity, and café experiences	Perceived authenticity contributes to favorable behavioral outcomes; however, its influence is often indirect, mediated by self-expansion, customer involvement, satisfaction, or other psychological mechanisms rather than exerting a strong direct effect on revisit intention.[35], [71]	Partially Consistent
Current Study	KOL-associated F&B businesses in Blok M	Perceived Authenticity did not significantly influence Revisit Intention among Generation Z consumers ($\beta = 0.104$; $p = 0.202$).	–

The comparison in Table 12 highlights the unique nature of these results. While prior research shows that perceived authenticity drives repeat visits in heritage and traditional dining settings, this study reveals a different reality for Gen Z in Blok M. In highly digitized, trend-driven food hubs, authenticity is often overshadowed by social media visibility, trend alignment, and influencer support. This offers a fresh perspective, indicating that symbolic and socially mediated motives matter far more for repeat visits than authenticity.

Explanatory Power of the Model and Potential Determinants of Revisit Intention

The coefficient of determination ($R^2=0.306$) indicates that KOL Credibility, Perceived Authenticity, and Cultural Capital jointly account for 30.6% of the variance in Generation Z consumers' Revisit Intention. Although this represents meaningful explanatory power, approximately 69.4% of the variance remains unexplained. This gap suggests that repeat patronage is driven by factors beyond influencer perceptions and symbolic consumption. More specifically, these findings imply that KOL Credibility and Cultural Capital are highly effective at driving initial attraction and trial visits, drawing consumers to restaurants to participate in culinary trends and engage in digital self-presentation, while long-term retention likely hinges on other variables. However, revisit intention represents a different stage of consumer behavior, in which consumers may rely more heavily on practical and experiential evaluations. This is especially relevant in Blok M, a highly dynamic culinary district characterized by intense competition, viral food trends, and a constant influx of new dining options.

Consequently, repeat visitation may be influenced by both classical consumer behavior factors, such as food quality, service quality, perceived value, restaurant atmosphere, and brand image, and contemporary factors, including electronic word-of-mouth (e-WOM) and variety-seeking behavior. Together, these factors may help explain the remaining variance in revisit intention that was not captured by the present model.

Table 13. Potential Additional Predictors of Revisit Intention among Generation Z Consumers

Potential Variable	Perspective	Relevance to Current Context
Food Quality	Classical	Evaluation of taste, freshness, menu consistency, and overall product performance[72]
Service Quality	Classical	Assessment of responsiveness, reliability, and service efficiency during the dining experience[73]
Perceived Value	Classical	Perception that the dining experience is worth the money spent[74]
Restaurant Atmosphere	Classical	Comfort, aesthetics, servicescape quality, and suitability for social interaction[56]
Brand Image	Classical	Long-term reputation and perceived reliability of the restaurant[75]
Electronic Word-of-Mouth (e-WOM)	Contemporary	Influence of online reviews, ratings, and social media discussions[38]
Variety-Seeking Behavior	Contemporary	Tendency to explore newly trending restaurants rather than revisit previously visited establishments[76]

While influencer-related factors and symbolic consumption successfully attract Generation Z consumers to KOL-associated restaurants, long-term revisit behavior may ultimately depend on a combination of functional performance and continuously renewed experiential values. In highly competitive culinary destinations such as Blok M, consumers evaluate not only whether a restaurant is trendy or socially visible but also whether it consistently delivers quality, value, and novelty compared with numerous alternative dining options. Future studies may therefore benefit from integrating both the classical determinants of consumer loyalty and contemporary digital consumption variables to develop a more comprehensive model of revisit intention among urban Generation Z consumers.

5 Conclusion

This study investigated how KOL Credibility, Perceived Authenticity, and Cultural Capital influence Revisit Intention among Generation Z consumers at KOL-associated food and beverage establishments in South Jakarta's Blok M district. The findings confirm KOL Credibility and Cultural Capital positively and significantly influence Revisit Intention, supporting H1 and H3, whereas Perceived Authenticity has no significant direct effect, rejecting H2. Notably, Cultural Capital emerged the strongest predictor, suggesting symbolic consumption, lifestyle alignment, and digital identity

expression play a greater role than influencer credibility in encouraging consumers to revisit KOL-associated restaurants. This finding extends Bourdieu's perspective by showing repeat patronage in digitally mediated culinary spaces is shaped by external influencer recommendations and consumers' desire to maintain and express their social identities through dining experiences.

From a managerial perspective, the findings indicate that restaurant operators should move beyond relying solely on traditional notions of authenticity or influencer endorsement. Instead, businesses should develop visually engaging, socially shareable, and culturally relevant dining environments that enable consumers to express their identity and participate in contemporary lifestyle trends. While collaboration with credible KOLs remains important for attracting attention and building initial trust, sustaining revisit intention requires creating experiences that possess enduring symbolic value for Gen Z consumers.

Although the proposed model explains a proportion of Revisit Intention, substantial variance remains unexplained, suggesting revisit behavior is influenced by broader experiential and operational factors. Future studies should incorporate variables including food quality, service quality, perceived value, restaurant atmosphere, customer satisfaction, and electronic word-of-mouth (e-WOM) to develop a comprehensive explanation of revisit intention. Furthermore, research should distinguish among forms of KOL association (e.g., ownership, endorsements, promotional collaborations, and brand ambassadorships), examine indirect mechanisms through which authenticity influences behavioral intentions, and compare generational cohorts or urban culinary destinations. Finally, because this study employed purposive sampling targeting Generation Z consumers who follow KOLs and visited KOL-associated establishments, findings should be interpreted within this context, and generalizations made with caution.

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