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Digital Menus and Customer Revisit Intentions: Insights from Klang Valley Restaurants Using an Extended TAM Framework

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Abstract: The study investigates the effect of digital menus on customers' revisit intention to restaurants within Klang Valley, employing the Technology Acceptance Model (TAM). Although digital menus improve convenience by enabling customers to explore options and access information, challenges such as privacy concerns and usability, especially for the elderly, remain prevalent. A quantitative study online was conducted with 122 respondents who had experience using digital menus at various restaurants in Klang Valley. This study examined consumer acceptance about perceived security, usefulness, ease of use, and enjoyment, and how these factors affect their tendency to return. The study demonstrates that perceived enjoyment significantly affects intentions to revisit, although security, usefulness, and ease of use do not. This indicates that customer satisfaction is primarily influenced by the enjoyment derived from the ordering experience rather than practical considerations. Future research should identify ways to improve the digital dining experience, particularly for individuals facing usability difficulties.

Keywords: *Digital menu, Technology Acceptance Model (TAM), perceived security, perceived enjoyment*

1. Introduction

Digital technology has opened up new opportunities, including digital product developments, services, and business models. A restaurant is a food service establishment that serves various food and beverages to patrons via menu cards. However, with the rapid development of self-service technologies, the restaurant is no stranger to digital menus because restaurateurs have installed different self-service technologies (Lin et al., 2021). Digitalized menu design has kept up with technological advancements and is a now popular strategy restaurants use to draw in new business and keep existing patrons (Khan et al., 2020).

The COVID-19 pandemic has significantly impacted digitalization (McCain et al., 2022). The pandemic has boosted the digital transformation of many services, including healthcare, and access to medical care using teleconsultation has increased rapidly (Baudier et al., 2022). Given the pandemic restrictions, Iskender et al. (2022) noted how restaurant customers were more inclined to use digital menus in their dining experiences. Overall, the COVID-19 pandemic has expedited the use of digital technology, especially digital menus, and transformed how people work, learn, interact, and shop (Paszkiewicz et al., 2021).

Although there are benefits associated with implementing technology in an organization, operators and customers also encounter some limitations and challenges with these technologies. Based on the impact of digital menus, there are concerns regarding potential barriers, such as privacy concerns, technology literacy, and cultural differences, which pose challenges to the seamless integration of digital menus into diverse dining environments (Ozturkcan and Kitapci 2023). The growing sophistication of digital menus often translates to increased data collection, encompassing menu choices and order history, browsing patterns, dwell time on specific items, and even facial recognition data for personalized recommendations. On the other hand, many elderly experience problems (like poor vision or a diminished sense of touch) or the inability to remember past information (such as unique motions or soft keyboard typing). Because of this, many seniors are unable to make use of the abundance of digitalization that is accessible to support their everyday activities (Paez and Río, 2019).

Based on previous studies, the Technology Acceptance Model (TAM) is an intention-based model designed to explain and anticipate user acceptance of computer technology. Its most common applications are in the explanation of factors influencing user acceptance and the usage behavior related to the adoption of these new

technologies. According to Bawazir et al. (2023), the evident ease of use of digital menus has been a driving force behind its recent rapid expansion in Klang Valley restaurants, especially in the aftermath of COVID-19's impact on the food and beverage industry. Most digital menu studies use TAM to measure customers' acceptance. This study applied a modified version of the TAM to investigate the effects influencing customers' acceptance of this technology. The TAM is a theoretical framework widely used to understand the adoption of smart technologies in various industries, including hospitality and tourism. Therefore, this study aims to empirically examine the effect of customer acceptance (perceived security, perceived usefulness, perceived ease of use, and perceived enjoyment) of digital menus on their intention to revisit the restaurant. This study fills a gap in existing literature by evaluating technology acceptance in a previously under-researched region and cultural context, such as age and cultural differences in technology acceptance. The findings contribute to creating digital menus that prioritize security and user-friendliness while being engaging and enjoyable to enhance customer satisfaction and loyalty.

2. Literature Review

Technology Acceptance Model: According to Davis (1989), TAM identifies key factors influencing users' acceptance of new technology, including attitude, perceived usefulness, and perceived ease of use. Davis conceptualized "perceived ease of use" as the belief that using a system will require minimal effort, and "perceived usefulness" as the belief that using the system will improve performance. It is important to note that these constructs reflect users' subjective perceptions rather than the objective attributes of the technology itself (Davis, 1989). As highlighted by Labus and Jelovac (2022), technology acceptance depends more on users' evaluations of its value than on its actual capacity to enhance performance.

Venkatesh et al. (2003) developed the unified theory of acceptance and use of technology (UTAUT) to address the inadequacies in the TAM model. UTAUT identifies four key variables: performance expectancy, effort expectancy, social influence, and enabling factors that impact behavioral intentions and the utilization of a technology (Venkatesh et al., 2003). For instance, Garg (2021) applied the UTAUT model to examine customers' acceptance of tablet-based menus in casual dining restaurants. The findings revealed that technology use enhances the ordering experience, with most respondents expressing positive perceptions of modern technologies. To study customer acceptance and behavioral intentions regarding a digital menu, this study explores the influence of perceived security and perceived enjoyment.

Perceived Security: The COVID-19 pandemic has substantially altered how people interact with one another, leading to an increased reliance on technology in various aspects of everyday lives. Research by Seo and Lee (2021) indicates that when faced with new technology, customers may experience high psychological risk, including fear, hesitancy, and negative emotions. From this perspective, the perceived risk is strongly interrelated in the digital menu. Labus and Jelovac (2022) stated that there have always been some factors, for instance, the perception of risk due to privacy concerns. This study is also supported by Toqeer et al., (2021), who stated that any transaction via e-commerce, such as the digital menu system, may have a privacy data concern, for instance, the consumers' identification, home address, name, and location. As digital menus are a system designed to handle food ordering activities and all decisions are recorded automatically without any human contact, customers should assess the perceived security generated from the performance of that digital menu automation system. As a result, the risk of consumers incurring monetary losses while using digital menus at restaurants increases (Bawazir et al., 2023). The recent pandemic in Malaysia poses a risk of disease transmission through physical contact (Bawazir et al., 2023). In post-pandemic society, it is suggested that restaurants prioritize the implementation of automated food ordering systems such as digital menus. These services could lead to more socially distant ordering and a more hygienic food ordering procedure (Han et al., 2021). Furthermore, according to Seo and Lee (2021), perceived security can create uncomfortable feelings, which influence customers' behavioral intentions to revisit the restaurant.

Perceived Usefulness: Labus and Jelovac (2022) highlighted the effectiveness of TAM in explaining how hospitality and tourism customers, as well as staff, accept new smart technologies. Perceived usefulness is the "extent to which a technology is expected to improve a potential user's performance" (Khan and Abideen, 2023). In addition, customers can place orders and add extra products whenever they want with a digital menu, and the full self-service mode expedites the meal ordering procedure significantly (Şahin, 2020).

Cho et al. (2019) defined perceived usefulness as the ability of innovative mobile food ordering applications, such as digital menus, to help consumers efficiently achieve their desired outcomes. Digital menus enable customers to place orders, receive real-time updates, and make payments directly from their tablets, streamlining the dining experience (Brewer and Sebby, 2021). This enhanced convenience and efficiency emphasize the usefulness of the technology, which can significantly influence customers' behavioral intentions and encourage them to revisit the restaurant.

Perceived Ease of Use: Many researchers have studied the effect of perceived ease of use in digital menus. They are extremely beneficial today because they enable people to access information quickly and effortlessly (Mapaly et al., 2023). Perceived ease of use significantly influences consumer purchase decisions, making marketing outcomes convenient (Bawazir et al., 2023). With advances in digital menus, the food and beverage industries have started to explore new methods to influence consumers (Şahin, 2020). Customers prefer mobile applications in restaurants because they are simple, convenient, and fast (Alalwan, 2020). According to Khan & Abideen (2023), perceived ease of use simplifies technology, making it easier to understand. It is essential to understand that 'perceived usefulness' and 'perceived ease of use' are subjective evaluations by technology users, not objective qualities of the technology (Labus and Jelovac, 2022).

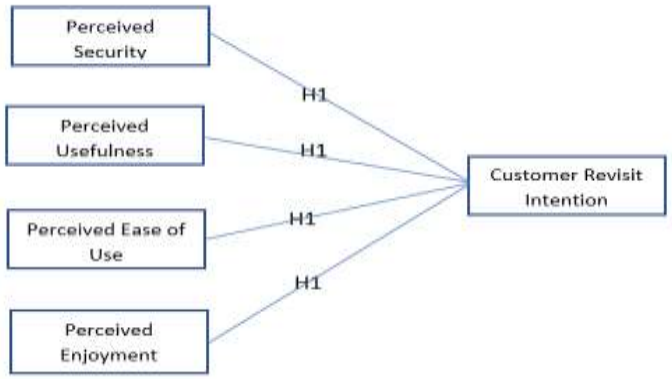
The appealing features of digital menus encourage customers to develop a positive attitude toward ordering and delivering food via mobile apps (Al Amin et al., 2023). Therefore, restaurant operators need to understand and effectively utilize information technology in managing customers' meal orders, while customers must adapt to the modification since they differ from traditional methods. According to Mois and Beer (2020), perceived ease of use simplifies technology, making it more accessible to users. A recent experimental study compared traditional menus to tablet-based digital menus and found that they not only enhanced enjoyment but also increased the intention to adopt this technology, resulting in customers ordering more in a shorter time (Yim and Yoo, 2020). This research implies that customers have behavioral intentions to revisit the restaurant.

Perceived Enjoyment: Hasan et al. (2021) stated that perceived enjoyment is an individual's natural reward for using a particular system. Similarly, Sudono et al. (2020) believe that perceived enjoyment describes how much enjoyment may be had from applying the system as represented. Labus and Jelovac (2022) also emphasize that perceived enjoyment is the fun or pleasure of using technology. Perceived enjoyment describes how an individual might feel at ease and enjoy applying a particular system and regard their participation in such technology as an enjoyable experience (Paramita and Hidayat, 2023). According to Tan (2021), consumer decision-making is influenced by the interactive design of digital menus. This variable considers the emotional component of using technology (Kim et al., 2023). Foroughi et al. (2024) further explain that when people are happy with the first enjoyable expectation, their favorable opinion toward the technology or service develops, and they are more likely to use it in the future. From this perspective, we can see that when customers enjoy using digital menus, they are more likely to use them in restaurants. In addition, Lin et al., (2023) illustrate that digital menus use modern technology to allow customers and chefs to engage visually and verbally. The interactive aspects of digital menus inspire emotions of pleasure, enjoyment, and happiness, which may increase users' behavior and attitudes (Mohamed et al., 2022). Consequently, this led to positive behavioral intentions towards digital menus in the restaurant.

Behavioral Intention to Revisit: Mohamed et al. (2022) discuss that behavioral intentions include loyalty, swapping intentions, willingness to pay more, and responding internally and externally. Behavioral intention refers to an individual's intent to utilize a particular technology. In this study, the dependent variable is behavioral intention. Behavioral intention relates to an individual's subjective possibility to carry out a given behavior (Venkatesh et al., 2012). The TAM has been modified to include more theoretical constructs, which explain behavioral intention and actual technology use, which are the outcome variables in this framework (Labus and Jelovac, 2022).

Study Framework: Based on the literature review of a previous study, the proposed framework presented in Figure 1 highlights that the extended TAM (perceived security, perceived usefulness, perceived ease of use, and perceived enjoyment) of using digital menus are the key factors affecting customer revisit intention at the restaurant in Klang Valley.

Figure 1: Study Framework



Hypotheses:
H1: Perceived security of the digital menu has a significant positive effect on customer revisit intention
H2: Perceived usefulness of the digital menu has a significant positive effect on customer revisit intention
H3: Perceived ease of use of using the digital menu has a significant positive effect on customer revisit intention.
H4: Perceived enjoyment of using the digital menu has a significant positive effect on customer revisit intention

3. Methodology

Research Design: This study employed a quantitative, correlational research approach to investigate the effect of perceived security, usefulness, ease of use, and enjoyment of digital menus on their revisit intention. The study was conducted in a cross-sectional design, with data collected at a single point in time.

Sampling: In this context, "customers" refers to individuals who visit restaurants in Klang Valley and have experience using digital menus for menu ordering. Since the population size is unknown, this study employed a non-probability convenience sampling technique. Convenience sampling was chosen because it ensures guaranteed varied representation across age demographics, genders, and levels of technological skills. As a non-probability method, it allows researchers to select participants randomly and without bias (Noor and Golzar, 2022). This approach enabled effective data acquisition from individuals with relevant experience, boosting the study's significance and reliability.

A power analysis was performed using G*Power 3.1.9.7 to ascertain the necessary sample size for linear multiple regression. The analysis demonstrated an impact size of 0.15, a significance level of $\alpha = 0.05$, and a statistical power of 0.95, revealing a requisite minimum sample of 74 respondents across five variables: perceived security, usefulness, ease of use, enjoyment, and behavioral intention to revisit. Ultimately, 122 answers were gathered, exceeding the minimum threshold. The increased sample size augmented statistical power and external validity, increasing the probability of identifying accurate correlations and providing the findings more commonly. Additionally, it facilitated subgroup analysis, enhancing the understanding of demographic or regional differences.

Data Collection and Instrumentation: The data collection instruments for this study were adapted from the "Customer Acceptance of Digitalization of Hotel Restaurants" study conducted by Labus and Jelovac (2022). The survey questionnaires were created and verified to assess essential constructs related to customer approval of digital restaurant menus. The online questionnaire was created using Google Forms and made available in English and Malay to ensure clarity and accessibility.

The questionnaire consisted of six sections: demographic information, perceived security, perceived usefulness, perceived ease of use, perceived enjoyment, and behavioral intention to revisit. Demographic data, including gender, age, marital status, education, employment position, income, and dining frequency, were assessed utilizing a nominal scale. The subsequent sections employed a 5-point Likert scale (from 1 = strongly

disagree to 5 = strongly agree) to evaluate the primary variables in this study.

Reliability Analysis: Table 1 shows Cronbach's alpha value for independent and dependent variables. Reliability analysis assesses the internal consistency of the variable answered by the respondents (Salkind, 2015) indicating that a Cronbach's alpha value above 0.8 is considered good internal consistency. From the table, the evidence supports that all the variables involved in the study have good internal consistency.

Table 1: Reliability Test

Survey Items	Number of Items	Cronbach's Alpha
Perceived Security	3	0.921
Perceived Usefulness	4	0.867
Perceived Ease of Use	4	0.941
Perceived Enjoyment	3	0.873
Behavioral Intention	4	0.940

4. Findings and Results

Demographic Profile: The demographic profiles of the respondents are presented in Table 2 (N: 122). A majority of the respondents are male, comprising 56.6%, while females account for 43.4%. The ages of respondents range from 18 to over 55 years, with the largest group falling between 18 and 25, representing 50% of the total. Regarding marital status, 59.8% identified as single, meanwhile 40.2% were married. The educational qualifications of the respondents indicated that a significant portion, 41.8%, hold a Diploma, while the remainder possess a master's degree, bachelor's degree, or SPM qualifications. Employment statistics revealed that 65.6% of respondents were involved in full-time employment, whereas 24.6% were pursuing their studies. Individuals working part-time accounted for 4.1%, while those unemployed made up 5.7%. The analysis of the respondents' monthly income levels revealed diverse distributions; 27.9% indicated no income, 26.2% reported earnings between RM 1,000 and RM 1,999, 20.5% earned between RM 2,000 and RM 2,999, 9% earned between RM 3,000 and RM 3,999, 4.1% earned between RM 4,000 and RM 4,999, and 12.3% earned more than RM 5,000.

Table 2: Demographic Profiles of the Respondents

Variable	Categories	Frequency (N)	Percent (%)
Gender	Male	69	56.6
	Female	53	43.4
Age	18-25 years old	61	50
	26-35 years old	40	32.8
	36-45 years old	14	11.5
	46-55 years old	5	4.1
	Above 55 years old	2	1.6
Marital Status	Married	49	40.2
	Single	73	59.8
Education	SPM	25	20.5
	Diploma	51	41.8
	Degree	35	28.7
	Master	11	9
	PHD	0	0
Employment status	Unemployed	7	5.7
	Full time	80	65.6
	Part time	5	4.1
	Student	30	24.6
Monthly Income	No income	34	27.9

RM 1,000 – RM1,999	32	26.2
RM 2,000 – RM 2,999	25	20.5
RM 3,000 – RM 3,999	11	9
RM 4,000 – RM 4,999	5	4.1
More than RM 5,000	15	12.3

Descriptive Statistics: This section portrays the descriptive statistics on the level of agreement between perceived security, perceived usefulness, perceived ease of use, and perceived enjoyment of using restaurant digital menus toward their intention to revisit.

***Perceived Security of Digital Menu*:** The first independent variable examined in this study is perceived security. The data presented in Table 3 indicates that the average scores for perceived security when utilizing digital menus varied between 3.53 and 3.56. This finding suggests that respondents maintained a neutral position, expressing neither strong agreement nor strong disagreement regarding the security of the digital menu.

Table 3: Mean Score and Standard Deviation for Perceived Security

No.	Survey Items	Mean	Std. Deviation	Percentage (%)	
1	The digital menu in the restaurant keeps my data secure	3.56	1.18		
				Strongly Disagree	4.9%
				Disagree	8.2%
				Neutral	33.6%
				Agree	29.5%
				Strongly agree	23.8%
2	I am confident with the data privacy while using the digital menu in the restaurant	3.56	1.05		
				Strongly Disagree	3.3%
				Disagree	10.7%
				Neutral	35.2%
				Agree	28.7%
				Strongly agree	22.1%
3	I am confident in the reliability and security of the technology behind the digital menu	3.53	1.06		
				Strongly Disagree	4.1%
				Disagree	9.8%
				Neutral	36.1%
				Agree	28.7%
				Strongly agree	21.3%

***Perceived Usefulness of Digital Menu*:** Table 4 shows that item 2 achieved the highest mean score of 3.89, suggesting that respondents strongly believe the digital menu has significantly enhanced their comprehension of the menu. Item 3, with a mean score of 3.80, ranked second, indicating consensus among respondents that applying a digital menu in restaurants enhances their motivation to make a purchase. Furthermore, Items 4 and 1 received mean scores of 3.74 and 3.68, respectively, suggesting that participants generally perceived the digital menu as somewhat effective in enhancing the ordering process and supporting the acquisition of new information. These scores reflect a moderately positive response rather than a neutral stance, indicating that the digital menu contributes to these aspects but with room for further improvement.

Table 4: Mean Score and Standard Deviation for Perceived Usefulness

No.	Survey Items	Mean	Std. Deviation	Percentage (%)	
1	The digital menu has helped me learn new things	3.68	1.05	Strongly Disagree	4.1%
				Disagree	6.6%
				Neutral	32.0%
				Agree	32.0%

				Strongly agree	25.4%
2	The digital menu has helped me understand the menu better about the menu	3.89	1.00	Strongly Disagree	2.5%
				Disagree	5.7%
				Neutral	23.8%
				Agree	36.1%
				Strongly agree	32.0%
3	Using a digital menu to order at the restaurant increases my motivation to buy	3.80	1.07	Strongly Disagree	4.9%
				Disagree	2.5%
				Neutral	32.0%
				Agree	28.7%
				Strongly agree	32.0%
4	Using a digital menu can enhance the effectiveness of my ordering	3.74	1.10	Strongly Disagree	4.9%
				Disagree	6.6%
				Neutral	27.0%
				Agree	32.8%
				Strongly agree	28.7%

***Perceived Ease of Use of Digital Menu*:** Table 5 indicates that item 3 attained the highest mean score of 3.93, demonstrating that respondents strongly agree that the digital menu process in mobile applications is easy to understand. Item 4 achieved a mean score of 3.89, indicating a high level of perceived convenience among the respondents regarding the convenience of digital menus in restaurants within the Klang Valley. Items 1 and 2 achieved a mean score of 3.88, suggesting that respondents expressed comparable agreement with the digital menu's straightforward design and its effectiveness in conveying information.

Table 5: Mean Score and Standard Deviation for Perceived Ease of Use

No.	Survey Items	Mean	Std. Deviation	Percentage (%)	
1	Using a digital menu was straightforward	3.88	0.99	Strongly Disagree	2.5%
				Disagree	4.1%
				Neutral	28.7%
				Agree	32.8%
				Strongly agree	32.0%
2	Using a digital menu helps me get information easily	3.88	1.07	Strongly Disagree	4.9%
				Disagree	4.1%
				Neutral	22.1%
				Agree	36.1%
				Strongly agree	32.8%
3	The digital menu process in mobile apps is clear and understandable	3.93	1.01	Strongly Disagree	1.6%
				Disagree	8.2%
				Neutral	20.5%
				Agree	35.2%
				Strongly agree	34.4%
4	I find it convenient to use a digital menu	3.89	0.99	Strongly Disagree	1.6%
				Disagree	4.9%
				Neutral	30.3%
				Agree	29.5%
				Strongly agree	33.6%

***Perceived Enjoyment of Digital Menu*:** Table 6 shows that item 1 attained the highest mean score of 3.91, indicating respondents' consensus on the enjoyment of using the digital menu. Item 2 received a mean score of 3.86, indicating that respondents perceived the digital menu as enhancing their excitement. Item 3 yielded a mean score of 3.69, indicating that participants generally found the digital menu moderately engaging. This score reflects a slightly positive perception rather than a neutral stance, suggesting that while the menu captures some interest, there is potential to enhance its appeal further.

Table 6: Mean Score and Standard Deviation for Perceived Enjoyment

No.	Survey Items	Mean	Std. Deviation	Percentage (%)	
1	I had fun using the digital menu	3.91	1.02	Strongly Disagree	2.5%
				Disagree	4.9%
				Neutral	27.0%
				Agree	30.3%
				Strongly agree	35.2%
2	A digital menu would enhance my excitement	3.86	1.02	Strongly Disagree	1.6%
				Disagree	8.2%
				Neutral	25.4%
				Agree	32.0%
				Strongly agree	32.8%
3	For me, the use of digital menus is very interesting	3.69	1.01	Strongly Disagree	1.6%
				Disagree	4.9%
				Neutral	28.7%
				Agree	30.3%
				Strongly agree	34.4%

***Intention to Revisit*:** Table 7 indicates that item 4 achieved the highest mean score of 3.87, reflecting respondents' agreement and their propensity to endorse digital menu services at these restaurants. Item 1 received a mean score of 3.84, regarding the intention to revisit restaurants that utilize digital menus. Item 2 received a score of 3.78, indicating that respondents agreed that implementing digital menus affected their restaurant selection and that they would endorse it. Item 3 recorded the lowest mean score of 3.66, reflecting a neutral response regarding recommending restaurants with digital menus when asked for advice.

Table 7: Mean Score and Standard Deviation for Intention to Revisit

No.	Survey Items	Mean	Std. Deviation	Percentage (%)	
1	Thanks to the digital service. I intend to return to the restaurant that uses a digital menu	3.84	1.00	Strongly Disagree	2.5%
				Disagree	4.9%
				Neutral	30.3%
				Agree	31.1%
				Strongly agree	31.1%
2	I think the use of the digital menu service in the restaurant made me choose that restaurant, and I would recommend others to use it	3.78	1.03	Strongly Disagree	2.5%
				Disagree	6.6%
				Neutral	32.0%
				Agree	28.7%
				Strongly agree	30.3%
3	If someone asks me for advice, I will recommend restaurants that use a digital menu	3.66	0.99	Strongly Disagree	2.5%
				Disagree	6.6%
				Neutral	37.7%
				Agree	29.5%
				Strongly agree	23.8%
4	I will speak positively to others about the digital menu service offered at those restaurants	3.87	0.94	Strongly Disagree	1.6%
				Disagree	4.1%
				Neutral	29.5%
				Agree	35.2%
				Strongly agree	29.5%

Multiple Regression: The purpose of multiple regression analysis is to describe the relationships between the variables. In this study, the researchers aim to determine how perceived security, perceived usefulness, perceived ease of use and perceived enjoyment of a restaurant's digital menu influence customers' intention to revisit.

Table 8 presents the model summary, which consists of an R square (R^2). This value indicates that 82% of the

variation in the intention to revisit is influenced by perceived security, perceived usefulness, perceived ease of use, and perceived enjoyment of using the digital menus. The remaining 18% is influenced by other factors not addressed in this study.

Table 8: Model Summary

Model	R	R. Square	Adjusted R-Squared	Std. Error of the Estimate	R. Square Change
1	.903	.815	.771	1.38147	.815

a. Predictors: (Constant), Total_PS, Total_PU, Total_PEOU, Total_PE
b. Dependent variable: Total_RI

Table 9 presents the coefficients of the independent variables about the dependent variable. The coefficient values indicate that perceived enjoyment is the only significant variable, as the significance value is 0.020, which is below the threshold of 0.05. Additionally, the variables of perceived security, perceived usefulness, and perceived ease of use are not significant, as their significance values are 0.278, 0.866, and 0.579, respectively, all exceeding the threshold of 0.05. The standardized coefficients indicate that perceived enjoyment exerts the greatest influence on the intention to revisit, followed by perceived ease of use, perceived security, and perceived usefulness.

Table 9: Coefficients of the Variables

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Perceived Security	.189	.133	.130	1.122	.278
Perceived Usefulness	.150	.118	.027	.171	.866
Perceived Ease of Use	.020	.245	.139	.565	.579
Perceived Enjoyment	.970	.378	.742	2.570	.020

a. Dependent Variable: Revisit Intention
*Note: Adjusted R^2= 0.815 *p < 0.05*

Correlation Analysis: Table 10 illustrates the linear relationship among the variables. Hair (2010) states that ~~a~~ correlation coefficient value exceeding 0.90 signifies a very high positive or negative correlation, whereas a value ranging from 0.70 to 0.90 indicates a high positive or negative correlation. Table 10 indicates a strong positive correlation among perceived enjoyment, perceived ease of use, perceived usefulness, and behavioral intention to revisit. Perceived security exhibits a moderate positive correlation to revisit.

Table 10: Correlations of the Variables

Pearson correlation	Total PS	Total PU	Total PEU	Total PE	Total RI
Perceived Security	1	.749	.825	.670	.682
Perceived Usefulness	.749	1	.794	.923	.835
Perceived Ease of Use	.625	.794	1	.921	.862
Perceived Enjoyment	.670	.823	.921	1	.880
Revisit Intention	.682	.835	.862	.880	1

***. Correlation is significant at the 0.01 level (2-tailed)*

Discussion

This study empirically examines how customer acceptance, which includes perceived security, perceived usefulness, perceived ease of use, and perceived enjoyment of digital menus affects their intention to revisit the restaurant. The findings indicate that perceived security, usefulness, and ease of use do not significantly influence customers' intention to revisit. In contrast, the perceived enjoyment of using digital menus is the only substantial factor affecting customer intention to revisit. Perceived enjoyment of using digital menus is the sole

significant variable affecting the intention to revisit. The findings of this study contradict those of earlier research conducted by Cho et al. (2019), Seo and Lee (2021), Labus and Jelovac (2022), and Khan and Abideen (2023). It is possible that the results were significantly influenced by the age distribution of the respondents, as 50% of them were within the 18-25 age range. This demographic is typically more technology-savvy, having grown up in an environment where technology is pervasive.

Although the significance of Perceived Enjoyment's significance and the high variance explained by the model suggest it is the dominant driver of revisit intention, the strong correlations among PU, PEU, and PE point to indirect effects and potential multicollinearity. These findings emphasize the importance of prioritizing user experience elements beyond basic functionality in digital menu design to enhance customer satisfaction and foster loyalty. Consequently, hypotheses H1, H2, and H3 are rejected, whereas H4 is accepted (refer to Table 11) as discussed below.

H1: *Perceived security of the digital menu has a significant positive effect on customer revisit intention*
The study results indicated that perceived security did not exert a statistically significant effect on customers' intention to revisit ($p > 0.05$). This outcome suggests that issues concerning the security of digital menus, including data privacy and information protection, are not significant factors influencing customers' decisions to return to the restaurant. Although security is a crucial aspect of digital interactions (Labus and Jelovac, 2022), such as digital menus, it may not significantly impact intentions to revisit. This finding contradicts the study by Seo and Lee (2021), which stated that perceived security creates uncomfortable feelings that influence customers' intentions to revisit the restaurant. The minimal significance of perceived security in this study may stem from high trust levels, low awareness of security issues, or the prioritization of other factors like usability and enjoyment. This finding indicates that customers either commonly trust digital systems or prioritize other elements of their dining experience when deciding to return.

H2: *Perceived usefulness of the digital menu has a significant positive effect on customer revisit intention*
The analysis revealed that perceived usefulness did not exert a statistically significant effect on the intention to revisit ($p > 0.05$). This indicates that customers' perceptions of the usefulness of digital menus, which include their capacity to offer detailed information or facilitate the ordering process, were not a major factor in their decision to revisit the restaurant. Digital menus serve to enhance the dining experience through convenience and efficiency, as noted by Khan and Abideen (2023) & Cho et al. (2019). However, this study finds that their perceived usefulness may not significantly affect intentions to revisit. It is possible that when the perceived usefulness reaches a threshold of ubiquity and fulfills baseline expectations, they no longer function as significant differentiators. In such instances, elements such as user enjoyment or experience may assume more importance, dramatically influencing user behavior and engagement as well as impacting customers' decision to revisit.

H3: *Perceived ease of use of using the digital menu has a significant positive effect on customer revisit intention*
Perceived ease of use did not exhibit a statistically significant effect on intention to revisit ($p > 0.05$). This finding indicates that customers' perceptions of how easy it is to navigate and use the digital menu did not significantly affect their decision to return to the restaurant. Although ease of use is typically essential for improving user experience and satisfaction with digital interfaces, as noted by Bawazir et al. (2023), Mapaly et al. (2023), and Şahin (2020), it was not recognized as a significant factor affecting revisit intentions in this study. This suggests that, while ease of use is valued and expected, as studied by Mois and Beer (2020) and Yim and Yoo (2020), it does not serve as a distinguishing criterion relative to other aspects of the dining experience that customers prioritize. Notably, older users may face challenges in accessing digital menus, yet this did not appear to influence their revisit decisions strongly. These findings highlight the importance of designing digital menus that are accessible and intuitive for diverse demographics, including older adults, even if ease of use does not directly and significantly drive revisit intentions.

H4: *Perceived enjoyment of using the digital menu has a significant positive effect on customer revisit intention*
Perceived enjoyment demonstrated a statistically significant positive impact on customer revisit intention ($p = 0.020$). This finding indicates that customers who perceive the experience of engaging with the digital menu as enjoyable are more likely to revisit the establishment, supporting the research conducted by Foroughi et al. (2024). Enjoyment is vital in driving user engagement and satisfaction, (Kim et al., 2023; Paramita and Hidayat,

2023; Mohamed et al., 2022) as it enhances the overall dining experience. Improving perceived enjoyment in digital menus necessitates an integration of functional and aesthetic components. By emphasizing user-friendly interfaces, personalization, aesthetic appeal, and interaction features, digital menus may foster a pleasurable experience that promotes returning customers and enhances consumer satisfaction. Addressing these practical design features can elevate the menu from a mere ordering tool to a source of enjoyment that enriches the overall dining experience.

Table 11: Hypotheses and Decision

Hypothesis	Decision
H1: Perceived security of the digital menu has a significant positive effect on behavioral intention to revisit.	**Rejected**
H2: Perceived usefulness of the digital menu has a significant positive effect on behavioral intention to revisit	**Rejected**
H3: Perceived ease of use of using the digital menu has a significant positive effect on behavioral intention to revisit.	**Rejected**
H4: Perceived enjoyment of using the digital menu has a significant positive effect on the behavioral intention to revisit.	**Accepted**

5. Conclusion and Recommendations

This study investigated the factors that affect customer acceptance of digital menus in restaurants in Klang Valley and how these factors later affect the intention to revisit. The analysis of the respondent demographic uncovered a varied sample, indicative of a population well-versed in technology and digital solutions. The results revealed that perceived enjoyment plays a crucial role in affecting intentions to revisit, as respondents indicated that digital menus contributed positively to their overall dining experience and heightened their excitement. Conversely, although perceived security, usefulness, and ease of use positively influenced customer perceptions, they did not independently demonstrate a statistically significant effect on revisit intentions.

The findings highlight the necessity of creating digital menus that prioritize security and user-friendliness while being engaging and enjoyable to enhance customer satisfaction and loyalty. Establishments in highly populated regions such as Klang Valley can utilize these findings to customize digital menus that address a variety of consumer preferences and behaviors. Moreover, future research may investigate methods to improve the digital dining experience, particularly for individuals facing usability difficulties. It could also explore the extent of security awareness among users and how it interacts with other factors influencing digital technology adoption. While the significance of perceived enjoyment and the high variance explained by the model highlights its role as the primary driver of revisit intention, the strong correlations among perceived usefulness, perceived ease of use, and perceived enjoyment suggest indirect effects and potential multicollinearity. Therefore, conducting mediation analysis and addressing multicollinearity will provide deeper insights into the direct and indirect contributions of perceived usefulness and perceived ease of use to revisit intention through perceived enjoyment and subsequently strengthen and solidify the findings.

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