



Healthy Menu Variety and Visit Intention in Urban Leisure Dining: Evidence from SaladStop! Cilandak Townsquare Jakarta

Mahatama Timothy¹, Rina Kurniawati^{2*}

¹Hospitality Management, Politeknik Sahid Jakarta

²Management Program Study, Faculty of Economics and Business, Telkom University

*²Email: rinakurniawati@telkomuniversity.com

ABSTRACT

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Purpose of the study — This study aims to examine the effect of perceived healthy food menu variety on consumers' visit intention at SaladStop! Cilandak Townsquare, South Jakarta, as an urban healthy leisure-dining outlet.

Research Methodology — This study used a quantitative explanatory design with a cross-sectional questionnaire survey. The research object was SaladStop! Cilandak Townsquare. Data were collected from 96 respondents aged 17 years and above who had visited or purchased directly from the outlet. The sample size was determined using the Lemeshow formula for an unknown population, and respondents were selected through accidental sampling. The instrument used a five-point Likert scale. Data were coded using Microsoft Excel and analyzed using IBM SPSS Statistics version 26 through descriptive statistics, validity testing, reliability testing, normality testing, Pearson correlation, coefficient of determination, and simple linear regression.

Result— The findings show that respondents perceived SaladStop!'s healthy food menu variety positively, with an overall mean score of 4.39. Visit intention also received a high mean score of 4.25. The regression result indicates that healthy food menu variety has a positive and significant effect on visit intention, with $B = 0.831$, $\beta = 0.766$, $t = 11.552$, and $p < 0.001$. The coefficient of determination shows that healthy food menu variety explains 58.7% of the variance in visit intention.

Conclusion— Healthy food menu variety is an important driver of consumers' intention to visit an urban healthy dining outlet. The finding suggests that restaurants offering health-oriented menus should strengthen menu diversity, dietary suitability, nutritional transparency, and customization to increase direct



customer engagement. The study also indicates that healthy menu innovation can support consumer wellness-oriented dining behavior in the hospitality and leisure sector.

Limitations— This study was limited to one SaladStop! outlet in South Jakarta, used a non-probability sampling technique, and examined only one independent variable. The cross-sectional design also limits the ability to observe changes in actual visit behavior over time.

Contribution— This study contributes to hospitality management, leisure dining research, healthy foodservice marketing, restaurant innovation, and sustainable consumption studies by explaining how healthy menu variety influences visit intention in an urban fast-casual restaurant setting.

Keywords : *healthy food; menu variety; visit intention; leisure dining; hospitality management.*

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INTRODUCTION

Urban foodservice has become a visible part of leisure consumption because restaurant visits combine eating, social interaction, lifestyle expression, and place-based experience. Consumers no longer evaluate dining outlets only through taste and price. They also assess food quality, perceived healthiness, menu credibility, and the value they expect to obtain from the dining encounter. Food quality has a documented effect on customer satisfaction and behavioral intentions in restaurants, while perceived restaurant food healthiness can shape value, satisfaction, and revisit intention. Health concern also changes how diners evaluate restaurant experiences, since health-conscious consumers interpret foodservice encounters through affective and behavioral judgments that extend beyond functional nutrition (Jin et al., 2017; Kim et al., 2013; Namkung & Jang, 2007). These findings place healthy dining within hospitality and leisure management, not only within nutrition studies.

Healthy eating is therefore a strategic issue for restaurants that compete in urban lifestyle markets. Restaurant customers may intend to choose healthful menu items when health values, expected benefits, and favorable attitudes toward healthy food are activated. Yet healthy choice at restaurants remains difficult when consumers expect a trade-off between healthfulness and taste. Jun et al. (2014) showed that attitudes toward both healthfulness and taste influence intentions to select low-fat or low-calorie menu items, with taste-related attitudes exerting a particularly strong role. Kang et al. (2015) further demonstrated that health



values influence interest in healthy foods through the value-attitude-behavior mechanism. A healthy restaurant, therefore, must offer more than a moral claim that its food is “good for the body.” It must make healthy choices attractive, varied, tasty, and easy to translate into a visit decision.

Menu variety is one mechanism through which a restaurant can reduce this trade-off. A menu is not merely a list of products; it acts as a selling instrument, a choice architecture, and a signal of brand competence. A meta-analysis of menu-design studies found that menu design has a moderate effect on intention and attitude, although effects differ across menu elements and research settings (Ip & Chark, 2023). For healthy dining brands, variety may work through several routes: it expands the consumer’s perceived fit with personal dietary needs, supports customization, reduces boredom in repeat visits, and signals that the outlet understands diverse lifestyles such as vegetarian, vegan, high-protein, calorie-conscious, and allergen-aware eating. This role is especially relevant in fast-casual restaurants, where consumers expect speed and convenience without abandoning control over ingredients.

The link between healthy food and sustainability further strengthens the relevance of menu variety for a journal concerned with tourism, leisure, sustainability, innovation, and management. Sustainable food research shows that healthy eating tendencies can be connected with perceptions of social and environmental sustainability in food experiences (Aksakallı Bayraktar et al., 2023). In Indonesia, research on Generation Z and Millennials who purchased from healthy food restaurants in Jakarta found that health awareness and lifestyle behavior influence healthy food choices and sustainable consumption, with trust serving as an important mechanism (Agustina et al., 2024). These findings suggest that healthy dining outlets compete not only by selling meals but also by building trust in wellness, lifestyle compatibility, and responsible consumption. Menu variety can become a form of service innovation when it helps consumers align dining choices with personal health goals and sustainability-oriented values.

SaladStop! offers a relevant empirical setting for testing this issue. The brand positions itself as a provider of fresh salads, wraps, protein bowls, and smoothies, with an emphasis on healthy eating and sustained growth in line with lifestyle demand for nutritious food. Its corporate narrative also highlights sustainable sourcing, reduced plastic use, and initiatives that encourage eco-friendly customer choices. The Cilandak Townsquare outlet in South Jakarta represents an urban leisure-dining site located in a mall environment where consumers may choose dine-in, take-away, or platform-mediated delivery. This setting allows the study to examine whether healthy menu variety can motivate consumers to visit a physical outlet despite the availability of digital ordering alternatives.

Prior hospitality studies have examined healthy food selection, health values, menu labeling, perceived food healthiness, food quality, and revisit intention. However, three gaps remain relevant. First, studies on healthy restaurant behavior often emphasize health consciousness, perceived healthiness, or nutritional information, while the specific role of healthy menu variety as a menu-innovation attribute receives less direct attention. Second,



menu-design research has accumulated experimental evidence, but Ip and Chark (2023) noted that laboratory studies and mock menus often produce stronger effects than field settings, making real-outlet evidence necessary. Third, Indonesian studies on healthy food restaurants have begun to explain health awareness, lifestyle, and trust, yet fewer studies isolate visit intention toward a specific urban healthy fast-casual outlet where menu variety, customization, and physical visitation intersect. These gaps limit managerial insight into whether diversified healthy menus can still attract consumers to a leisure-dining venue in a market shaped by convenience and delivery platforms.

This study addresses these gaps by examining the effect of healthy food menu variety on consumers' intention to visit SaladStop! Cilandak Townsquare, South Jakarta. The study frames visit intention as a behavioral intention to engage with a physical hospitality outlet for dine-in or take-away consumption, rather than as a generic online purchase intention. Guided by the theory of planned behavior, intention is treated as a proximal indicator of future behavior because it reflects motivational readiness to perform an action (Ajzen, 1991). The research question is: To what extent does perceived healthy food menu variety influence consumers' intention to visit SaladStop! Cilandak Townsquare? The empirical objective is to test the magnitude and significance of this relationship using survey data from qualified consumers.

The study offers three contributions. Theoretically, it links menu variety with visit intention in healthy fast-casual dining by integrating hospitality menu research, healthy food choice literature, and behavioral intention theory. Empirically, it provides evidence from a real urban restaurant outlet in Jakarta, extending healthy dining studies beyond general attitudes toward a specific leisure-dining setting. Managerially, it identifies healthy menu variety as a practical lever for menu innovation, customer engagement, and outlet visitation in a competitive foodservice market. The article proceeds as follows. The next section reviews the literature and develops the hypothesis, followed by the methodology, findings, discussion, conclusion, and implications for healthy dining management.

LITERATURE REVIEW AND HYPOTHESIS

A. LITERATURE REVIEW

Healthy Dining as an Urban Leisure-Hospitality Experience

Restaurant consumption belongs to the hospitality experience economy because consumers purchase not only food but also time, place, interaction, identity, and anticipated satisfaction. Healthy dining adds a specific evaluative layer to this experience. Diners judge whether the food outlet supports bodily well-being without reducing taste, convenience, or social enjoyment. In restaurant studies, food quality affects satisfaction and behavioral intentions, and key food attributes such as taste, presentation, freshness, and menu characteristics help shape return-visit decisions (Namkung & Jang, 2007). Healthy dining



therefore extends food quality by adding nutrition, freshness, ingredient integrity, balance, and perceived suitability for personal health goals.

Perceived restaurant food healthiness also affects value creation. Kim et al. (2013) found that perceived food healthiness increased perceived value and satisfaction, which then supported revisit intentions. This evidence suggests that healthiness operates less as a single product attribute and more as an experiential cue that helps diners justify the outlet as worth visiting again. Jin et al. (2017) expanded this view by showing that health concern affects restaurant consumers through perceived value, restaurant quality, and emotional responses. Healthy food offerings can therefore shape visit intention when consumers interpret the outlet as compatible with their self-care goals and leisure preferences.

For urban fast-casual outlets, the leisure dimension appears in the consumer's decision to visit a mall-based restaurant rather than only ordering through a delivery application. Physical visitation involves travel time, waiting, ambience, service contact, and social presence. A healthy dining outlet must create enough perceived benefit to justify that physical effort. Menu variety becomes relevant because it gives consumers more reasons to see the outlet as suitable for different occasions, dietary needs, and companions.

Theory of Planned Behavior and Visit Intention

The theory of planned behavior explains intention as a motivational state that precedes action. Ajzen (1991) argued that intention is predicted by attitudes toward the behavior, subjective norms, and perceived behavioral control. A consumer's intention to visit a restaurant, therefore, reflects a judgment that visiting is desirable, socially acceptable or supported, and feasible. This logic fits restaurant patronage because consumers must decide whether a venue is worth visiting before the act of visiting occurs.

Visit intention in this study refers to consumers' willingness to visit SaladStop! Cilandak Townsquare for direct purchase through dine-in or take-away consumption. It differs from general purchase intention because the behavioral object is tied to a physical outlet. The consumer must not only desire the product but also decide to approach the location. Restaurant research treats revisit intention as a vital behavioral response, shaped by food quality, service quality, physical environment, and satisfaction (Rajput & Gahfoor, 2020). For the present study, the emphasis lies on the product-side stimulus: perceived variety within a healthy food menu.

Healthy food research has repeatedly used intention as a valid outcome. Kang et al. (2015) demonstrated that health values influence interest, expectations, and behavioral intentions toward healthy menu items in casual dining restaurants. Sobaih and Abdelaziz (2022)



used TPB to show that nutrition-labelled menus affect intention to buy, visit, and recommend fast-food operations with nutrition-labelled menus. These findings justify the use of visit intention as a proximal behavioral outcome for healthy dining outlets that rely on consumer perceptions before the visit decision.

Healthy Food Menu Variety as Menu Innovation

Healthy food menu variety refers to consumers' perception that the restaurant offers a sufficiently diverse, suitable, and innovative set of healthy menu options. In the present study, the construct covers perceived availability of varied healthy foods, vegetarian and vegan suitability, perceived menu innovation, fit with social norms, liking of healthy offerings, expectation fulfilment, and portion adequacy. These dimensions treat variety as a managerial capability to assemble menu alternatives that support consumer heterogeneity rather than as a simple count of items.

Menu variety can create value through fit, autonomy, and novelty. Fit emerges when consumers find options that match personal goals, such as weight control, high-protein meals, vegan diets, or calorie-conscious choices. Autonomy emerges when diners can compose or choose meals that reflect their preferences. Novelty emerges when the outlet refreshes menu combinations and avoids monotony. These mechanisms align with menu-design research showing that menu features influence attitudes and intentions (Ip & Chark, 2023). A varied healthy menu can therefore function as both a product attribute and a behavioral nudge.

However, variety does not automatically improve behavioral intention. Choice overload research warns that large assortments can reduce decision quality when consumers face complex options, difficult tasks, uncertain preferences, or effort-minimizing goals (Chernev et al., 2015). This caution matters for healthy menus because consumers may compare calories, ingredients, protein, allergens, taste expectations, and price at the same time. Healthy menu variety should therefore be readable, meaningful, and structured. A well-designed variety helps consumers choose; excessive or poorly signposted variety may weaken the intended effect.

Nutrition Transparency, Customization, and Sustainable Consumption

Health-oriented menu variety becomes more persuasive when consumers can interpret the available choices. Nutrition transparency reduces uncertainty by showing calories, ingredients, allergens, or other nutrition-related cues. Roseman et al. (2017) found that calorie information and subjective nutrition knowledge increased students' intention to choose lower-calorie restaurant foods. Sobaih and Abdelaziz (2022) also found that nutrition-labelled menus influenced buying intention and subsequent visiting and recommending behavior. These

findings imply that menu variety should be supported by information that allows consumers to identify the option that fits their goals.

Customization further strengthens perceived control. A customizable salad, wrap, or bowl allows consumers to adapt ingredients to health goals, taste preferences, and dietary restrictions. TPB suggests that perceived behavioral control supports intention when consumers believe they can perform the behavior with ease (Ajzen, 1991). In healthy dining, control can appear through clear menu categories, visible nutrition cues, ingredient substitution, and dietary labels. These cues help consumers translate abstract health motivation into a concrete visit decision.

Healthy menu variety also intersects with sustainable consumption. Agustina et al. (2024) showed that health awareness and lifestyle behavior influence healthy food choices and sustainable consumption among Gen Z and Millennials in Indonesia, with trust playing a mediating role. This evidence matters for SaladStop! because healthy fast-casual dining targets consumers who may connect wellness with responsible consumption. A diverse healthy menu can signal that the restaurant recognises different ethical and dietary preferences, but the signal must be supported by credible ingredients, transparent claims, and consistent service delivery.

Relationship between Healthy Food Menu Variety and Visit Intention

The relationship between healthy food menu variety and visit intention can be explained through three linked mechanisms. First, variety improves attitude toward visiting because consumers perceive that the outlet can satisfy their health, taste, and lifestyle needs. Second, variety increases perceived behavioral control because consumers believe they can find suitable options without compromising dietary constraints. Third, variety can activate subjective norms when consumers perceive the menu as aligned with accepted lifestyles such as vegan eating, calorie awareness, fitness-oriented meals, and sustainable consumption.

Empirical restaurant studies support this logic without treating menu variety as the only determinant. Food quality and food healthiness shape satisfaction, value, and behavioral intentions (Kim et al., 2013; Namkung & Jang, 2007). Healthy food choices in casual dining are also tied to health value, interest, hedonic expectations, and behavioral intentions (Kang et al., 2015). Menu labeling studies show that clearer nutritional information can affect not only purchase intention but also intention to visit venues that provide nutrition-labelled menus (Sobaih & Abdelaziz, 2022). Together, these findings suggest that healthy menu variety should raise visit intention when consumers interpret variety as relevant, trustworthy, and easy to use.



The present study isolates healthy food menu variety because SaladStop! competes through customizable salad-based products, dietary labels, and ingredient combinations. The focus does not deny the influence of price, ambience, service quality, brand image, or location. It tests whether the menu itself offers enough perceived utility to motivate outlet visitation. This focus addresses a practical question faced by healthy fast-casual restaurants in delivery-oriented urban markets: can a diversified healthy menu still attract consumers to a physical leisure-dining site?

B. Hypothesis Development

The theoretical argument begins with TPB: consumers form visit intention when they hold a favourable evaluation of visiting, perceive that visiting is feasible, and find the behaviour consistent with salient social expectations (Ajzen, 1991). Healthy food menu variety can strengthen these components because it improves perceived product fit, reduces the risk of unsuitable choices, and signals lifestyle compatibility. For consumers who value wellness, a varied healthy menu increases the probability that the outlet can meet personal goals such as maintaining health, controlling weight, seeking balanced meals, or accommodating dietary restrictions.

The hospitality evidence supports this expectation. Food quality affects behavioral intentions in restaurant settings (Namkung & Jang, 2007), perceived food healthiness contributes to value and revisit intention through satisfaction (Kim et al., 2013), and health values shape behavioral intentions toward healthy food choices at casual dining restaurants (Kang et al., 2015). Menu-design evidence further shows that menu elements influence consumer intention and attitude (Ip & Chark, 2023). Although choice overload may occur when variety is excessive or poorly structured (Chernev et al., 2015), SaladStop!'s model of labelled and customizable healthy menu options should make variety more useful than burdensome for health-oriented consumers.

Based on this reasoning, the study proposes the following hypothesis:

H1: Perceived healthy food menu variety has a positive and significant effect on consumers' visit intention to SaladStop! Cilandak Townsquare.

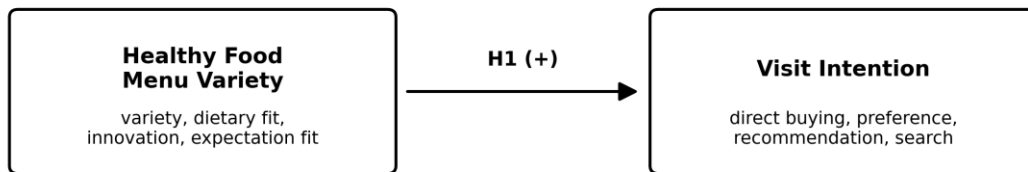


Figure 1. Proposed research framework

METHOD

Research Design

This study used a quantitative explanatory design with a cross-sectional survey approach. The design was selected because the study examined the statistical effect of perceived healthy food menu variety on consumers' visit intention at a specific hospitality outlet. The unit of analysis was the individual consumer, and the observation was based on consumers' perceptions after they had been exposed to the SaladStop! Cilandak Townsquare dining offer. The study did not manipulate menu attributes experimentally; therefore, the findings should be interpreted as an explanatory association tested through regression rather than as evidence of experimental causality.

Research Context

The research was conducted at SaladStop! Cilandak Townsquare, South Jakarta. The outlet was selected because it represents an urban fast-casual healthy dining venue located in a mall-based leisure environment. The outlet offers salad bowls, wraps, warm bowls, protein toppings, dressings, pastries, and dessert options, with consumer choice supported by customization and nutritional information. This context is relevant to the study because visit intention in such outlets is shaped not only by food availability but also by perceived fit with healthy lifestyle, convenience, and direct dining or take-away experience. The empirical scope of this study is limited to the Cilandak Townsquare outlet and does not represent all SaladStop! outlets or all healthy dining restaurants in Indonesia.

Population, Sampling Technique, and Sample Size

The target population consisted of consumers who were at least 17 years old and had visited or purchased directly from SaladStop! Cilandak Townsquare for dine-in or take-away



purposes. This criterion was used to ensure that respondents had sufficient experience to evaluate the outlet's menu variety and to express a realistic intention to visit. Consumers who only knew the brand name but had never visited or purchased directly from the outlet were excluded from the analysis.

The exact population size was unknown because the outlet's consumer traffic and individual customer database were not accessible to the researchers. The minimum sample was therefore determined using the Lemeshow formula for an unknown population: $n = Z^2 p(1-p)/e^2$. The calculation used a 95% confidence level ($Z = 1.96$), maximum population variability ($p = 0.50$), and a 10% margin of error ($e = 0.10$), resulting in $n = 96.04$. The final sample consisted of 96 valid respondents. Respondents were selected using accidental sampling, a non-probability technique in which eligible consumers who were reachable and willing to participate were included. This procedure is suitable for outlet-based consumer research with an unknown sampling frame, although it limits statistical generalization beyond the observed respondent group.

Data Collection Procedure

Primary data were collected using a structured questionnaire. The questionnaire consisted of screening questions, respondent profile questions, and construct measurement items. Screening questions verified respondent eligibility based on age and prior direct visit or purchase experience at SaladStop! Cilandak Townsquare. Respondents then evaluated statements related to healthy food menu variety and visit intention. Participation was voluntary, and responses were processed anonymously for academic purposes. Microsoft Excel was used for data coding, while IBM SPSS Statistics version 26 was used for statistical analysis.

Measurement Instrument and Operational Definitions

The study measured two constructs: perceived healthy food menu variety as the independent variable and visit intention as the dependent variable. Items were formulated from the conceptual domains of restaurant menu variety, healthy food choice, menu innovation, and behavioral intention in hospitality research, then adjusted to the SaladStop! outlet context. All construct items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Higher scores indicate stronger agreement with the perceived menu variety or visit intention statement.

Variable	Operational definition	Indicators	Measurement items
Healthy food menu variety (X)	Consumer perception of the breadth, suitability, and innovativeness of health-oriented food options offered by SaladStop! Cilandak Townsquare.	Variety of healthy food; dietary fit for vegetarian/vegan consumers; perceived menu innovation; perceived alignment with consumer norms; liking; expectation fit; portion sufficiency; order suitability.	Eight Likert-scale items (X1-X8), including statements on varied healthy food, vegan/vegetarian availability, menu innovation, expectation fit, and portion suitability.
Visit intention (Y)	Consumer motivational readiness to visit SaladStop! Cilandak Townsquare directly to purchase or consume healthy food products.	Transactional intention; direct purchase intention; recommendation intention; informational intention; need fulfilment; preference over alternatives; information search; location search.	Eight Likert-scale items (Y1-Y8), including statements on intention to visit, intention to buy directly, recommendation, preference, and information search.

Table 1. Operational definitions and measurement indicators

Validity and Reliability Testing

Instrument validity was assessed through item-total correlation by comparing the correlation coefficient of each item with the critical r-value. With 96 respondents, the critical value used in the original analysis was $r = 0.2006$. Items were retained when their item-total correlation exceeded the critical value. Internal consistency reliability was assessed using Cronbach's alpha. A coefficient above 0.70 was treated as satisfactory for established interpretation, while coefficients above 0.60 were considered acceptable for exploratory consumer research when items represented the same conceptual domain.

Data Analysis Technique

The data analysis proceeded in five stages. First, descriptive statistics were used to summarize respondent characteristics, healthy food consumption motives, nutrition-information priorities, menu preferences, and construct mean scores. Second, validity and reliability tests were conducted to evaluate the measurement instrument. Reliability interpretation followed the psychometric criterion that internal consistency becomes acceptable when construct items represent the same conceptual domain (Nunnally & Bernstein, 1994). Third, residual normality was evaluated using the Kolmogorov-Smirnov test on the unstandardized residuals. Fourth, Pearson correlation was used to assess the strength and direction of the relationship between the two constructs. Fifth, simple linear regression was used to test the hypothesis.

The regression model was specified as follows:

$$VI = \alpha + \beta HFMV + \epsilon$$

where VI represents visit intention, α represents the constant, β represents the regression coefficient, HFMV represents perceived healthy food menu variety, and ϵ represents the error term. The hypothesis was evaluated using the t-statistic and p-value at a 5% significance level. The coefficient of determination (R^2) was used to estimate the proportion of variance in visit intention explained by perceived healthy food menu variety. Because the study used a cross-sectional design and non-probability sampling, the regression result is interpreted as statistical evidence of association in the observed sample, not as population-wide causal proof.

Common Method and Bias Control

The study used a single-source self-report questionnaire; therefore, common method bias and social desirability bias may be present. Procedural precautions included eligibility screening, anonymous response processing, neutral wording of measurement items, and separation between respondent-profile questions and construct measurement items, following procedural recommendations for reducing common method bias (Podsakoff et al., 2003). The use of accidental sampling is also acknowledged as a limitation because respondents were selected based on accessibility and willingness to participate. These limitations are considered when interpreting the findings and should be addressed in future studies through probability sampling, larger multi-outlet samples, experimental menu manipulation, or longitudinal observation of actual visit behavior.

RESULTS AND DISCUSSION

A. RESULTS

The results are presented in four parts: respondent profile, descriptive assessment of the constructs, measurement quality, and hypothesis testing. The study involved 96 respondents who met the screening criteria of being at least 17 years old and having visited or purchased directly from SaladStop! Cilandak Townsquare. Female respondents represented 74% of the sample, while male respondents represented 26%. The largest age segment was 21-25 years, indicating that the sample mainly captured young urban consumers who are likely to connect food choices with lifestyle, convenience, and self-management of health. By occupation, employees accounted for 40.6% of respondents, followed by students at 38.5%, homemakers at 11.5%, entrepreneurs at 5.2%, and civil servants at 2.1%. This composition reflects the outlet's mall-based and office-proximate setting, where working consumers and students may seek fast, healthier, and customizable meal options.

The visit-frequency pattern shows that respondents had sufficient outlet exposure but were not uniformly loyal repeat visitors. Most respondents had visited the outlet one to two times, while a smaller proportion reported more frequent visits. This pattern is relevant for interpreting visit intention because menu variety may operate as an early-stage attraction factor before stronger loyalty mechanisms emerge. Respondents' health motives were concentrated on maintaining body health and controlling weight, while calorie information was the most frequently prioritized nutritional cue. These findings show that functional wellness and self-regulation are central reasons for engaging with healthy dining.

Table 1. Health motives and nutrition-information priorities

Aspect	Category	n	%
Reason for consuming healthy food	Maintain body health	38	39.6
Reason for consuming healthy food	Control weight	30	31.3
Reason for consuming healthy food	Maintain the digestive system	14	14.6
Reason for consuming healthy food	Caring for skin health	5	5.2
Reason for consuming healthy food	Reducing disease risk	5	5.2
Reason for consuming healthy food	Increase muscle mass	3	3.1
Reason for consuming healthy food	Increase stamina	1	1.0
Nutrition information	Energy/calories	51	53.1



priority				
Nutrition information	Protein	35	36.5	
priority				
Nutrition information	Carbohydrate	8	8.3	
priority				
Nutrition information	Fat	2	2.1	
priority				

Source: Processed research data (2023).

Respondents also provided preference information across menu categories. Salad bowls, organic romaine, roasted chicken breast, avocado, warm baked mushrooms, potatoes, broccoli, and mango yogurt appeared among the most preferred options in their respective categories. Two managerial signals emerged from these responses. First, smoked chicken still received notable interest although it was not available at the time of the study. Second, some respondents expressed weak acceptance of Asian dressing choices and limited interest in pastry products. These signals suggest that menu variety should not be interpreted only as the number of items but also as the relevance of items to consumer taste, dietary goals, and perceived healthfulness.

The descriptive mean of perceived healthy food menu variety was 4.39, classified as strongly agree. The highest item was the availability of healthy food options for vegan and vegetarian consumers ($M = 4.55$), followed by liking of the healthy food menu ($M = 4.53$) and perceived variety of healthy food ($M = 4.46$). The lowest item remained positive: perceived improvement in menu innovation compared with the previous condition ($M = 4.22$). Visit intention also showed a strong descriptive level, with an overall mean of 4.25. The strongest indicators were intention to visit and buy directly at the outlet ($M = 4.44$) and intention to buy directly because of the availability of various healthy foods ($M = 4.44$). The lowest indicator was preference for SaladStop! over other restaurants ($M = 3.93$), indicating that direct interest exists but competitive preference is not yet fully secure.

Table 2. Construct descriptive statistics

Construct	Indicator	Mean	Interpretation
Healthy food menu variety	Overall construct mean	4.39	Strongly agree
Healthy food menu variety	Highest item: vegan/vegetarian availability	4.55	Strongly agree
Healthy food menu variety	Lowest item: menu innovation compared with previous condition	4.22	Strongly agree



Visit intention	Overall construct mean	4.25	Strongly agree
Visit intention	Highest item: intention to visit and buy directly	4.44	Strongly agree
Visit intention	Lowest item: preference over other restaurants	3.93	Agree

Source: Processed research data (2023).

The measurement assessment indicates that all questionnaire items were valid and reliable. The item-total correlation range for healthy food menu variety was 0.543-0.772, exceeding the critical r-value of 0.2006. The item-total correlation range for visit intention was 0.531-0.753, also exceeding the critical value. Cronbach's alpha was 0.811 for healthy food menu variety and 0.803 for visit intention, indicating acceptable internal consistency. The Kolmogorov-Smirnov test on unstandardized residuals produced a significance value of 0.073, which is above 0.05. The residuals therefore did not violate the normality assumption in the reported regression output.

Table 3. Measurement quality and residual normality

Construct/analysis	Test	Value	Decision
Healthy food menu variety	Item-total correlation	0.543-0.772	Valid
Visit intention	Item-total correlation	0.531-0.753	Valid
Healthy food menu variety	Cronbach's alpha	0.811	Reliable
Visit intention	Cronbach's alpha	0.803	Reliable
Regression residual	Kolmogorov-Smirnov p-value	0.073	Normally distributed

Source: Processed research data (2023).

Pearson correlation analysis produced $R = 0.766$, indicating a strong positive association between perceived healthy food menu variety and visit intention. The regression model produced $R^2 = 0.587$ and adjusted $R^2 = 0.582$, meaning that perceived healthy food menu variety explained 58.7% of the variance in visit intention among the observed respondents. The regression coefficient for healthy food menu variety was positive and significant ($B = 0.831$, $SE = 0.072$, $\beta = 0.766$, $t = 11.552$, $p < 0.001$). The regression equation is therefore expressed as:

$$VI = 4.777 + 0.831HFMV$$

The result supports H1. A one-unit increase in perceived healthy food menu variety is associated with a 0.831-unit increase in visit intention, holding the model specification constant. The positive coefficient and strong explanatory power indicate that healthy menu variety functions as a meaningful predictor of direct outlet visitation in this urban healthy dining context.

Table 4. Correlation, regression, and hypothesis testing

Analysis	Statistic	Value	Interpretation
Correlation	R	0.766	Strong positive relationship
Model fit	R ²	0.587	58.7% variance explained
Model fit	Adjusted R ²	0.582	Stable explanatory power
Regression	B	0.831	Positive effect
Regression	SE	0.072	-
Regression	Standardized beta	0.766	Positive effect
Regression	t-value	11.552	Significant
Regression	p-value	< 0.001	Significant
Hypothesis	H1	Supported	Healthy food menu variety positively affects visit intention

Source: Processed research data (2023).

B. DISCUSSION

The findings answer the research objective by showing that perceived healthy food menu variety has a positive and significant effect on consumers' intention to visit SaladStop! Cilandak Townsquare. This result supports the theory of planned behavior because visit intention reflects motivational readiness to perform a specific action, and such readiness strengthens when consumers evaluate the offer as useful, relevant, and feasible (Ajzen, 1991). In this study, menu variety appears to strengthen consumers' evaluation of the outlet because it provides multiple routes for satisfying health goals, taste preferences, and dietary restrictions. The high mean score for vegan and vegetarian availability shows that dietary fit is not a peripheral attribute; it is a visible signal that the outlet can accommodate different forms of healthy eating.

The result extends hospitality research on healthy food choice. Kang et al. (2015) showed that health values, positive expectations, and interest in healthy food influence behavioral intentions in casual dining restaurants. Jun et al. (2014) further emphasized that healthfulness alone is insufficient because taste-related attitudes also shape healthful food selection at restaurants. The present finding supports this line of argument by showing that consumers respond positively when healthy food is offered through varied, customizable, and preference-compatible options. Healthy menu variety reduces the perceived compromise between nutrition and enjoyment because consumers can choose bases, proteins, toppings, dressings, and accompaniments that fit personal goals without losing the sense of dining pleasure.



The study also reinforces the role of food quality and perceived food healthiness in restaurant behavior. Prior studies found that food quality and perceived restaurant food healthiness influence satisfaction, value, and behavioral intention (Kim et al., 2013; Namkung & Jang, 2007). The current evidence indicates that menu variety can be treated as one operational expression of healthy food quality. Consumers do not only judge whether the food is healthy in a generic sense; they judge whether the available menu gives them enough credible choices for their own situation. The relatively lower mean for preference over other restaurants suggests that variety attracts intention but does not automatically guarantee competitive superiority. Service quality, ambience, price fairness, accessibility, and brand trust may still determine whether intention becomes repeated visitation. This interpretation is consistent with restaurant studies that view behavioral intention as the outcome of multiple service and image components, not product attributes alone (Rajput & Gahfoor, 2020; Ryu et al., 2012).

The result is also relevant to menu innovation literature. A recent meta-analysis found that menu design affects consumers' intention and attitude, although actual purchase effects are usually smaller than attitudinal effects (Ip & Chark, 2023). In the SaladStop! case, menu variety functions as more than assortment size. It communicates the restaurant's capability to personalize meals, provide diet-compatible options, and organize healthy choices. This point is important because the literature on choice overload warns that a large assortment may reduce decision quality when the choice set becomes complex, preference uncertainty is high, or consumers lack clear decision goals (Chernev et al., 2015). The implication is not to increase menu items without discipline. Healthy restaurants need curated variety: enough alternatives to cover important dietary goals, but organized clearly enough to reduce cognitive burden.

Nutrition transparency strengthens this managerial logic. More than half of the respondents prioritized calorie information, while protein was the second most important cue. This finding supports studies showing that nutrition labeling can influence restaurant-related buying, visiting, and recommendation intentions when consumers perceive the information as useful for decision-making (Roseman et al., 2017; Sobaih & Abdelaziz, 2022). For SaladStop!, calorie visibility should be complemented by accessible protein, fat, carbohydrate, allergen, and dietary tags. Such information can turn menu variety into a controlled choice experience rather than a confusing assortment. The descriptive preference data also point to specific menu decisions: reconsidering highly demanded toppings such as smoked chicken, improving Asian dressing acceptance, and re-evaluating pastry positioning through healthier product development.



The sustainability relevance of the finding lies in the link between healthy dining, lifestyle trust, and responsible consumption. Agustina et al. (2024) found that health awareness, lifestyle behavior, and trust are important in explaining sustainable consumption among Gen Z and Millennials in Indonesia. Aksakallı Bayraktar et al. (2023) similarly showed that sustainability perception in local food experiences is connected with healthy eating tendency. Although the present study does not directly measure sustainability perception, the evidence suggests that healthy menu variety may act as an entry point for broader sustainability-oriented dining strategies. Vegetarian, plant-forward, calorie-aware, and customizable menus can support both personal wellness and lower-impact dining narratives when managed transparently.

The theoretical contribution of the study is the positioning of healthy food menu variety as a behavioral-intention driver in urban leisure dining. Rather than treating healthy food as a single product category, the study shows that variety, dietary fit, innovation, expectation fit, and portion suitability form a consumer-perceived menu attribute that predicts visit intention. The practical contribution is directed to healthy fast-casual restaurant management. Managers should design menu variety around consumer goals, not around item proliferation. Priority actions include maintaining strong vegan and vegetarian labeling, making calorie and protein information visible in-store, rotating menu innovations based on consumer feedback, strengthening taste credibility for dressings and toppings, and using direct-visit promotions to convert health interest into repeat outlet visitation.

CONCLUSION

This study examined the effect of perceived healthy food menu variety on consumers' intention to visit SaladStop! Cilandak Townsquare, South Jakarta. The objective was achieved by testing survey data from 96 eligible respondents using simple linear regression. The findings show that healthy food menu variety has a positive and significant effect on visit intention. The model explains 58.7% of the variance in visit intention, indicating that menu variety is a substantial predictor of consumers' willingness to visit the outlet directly.

The study contributes to hospitality and leisure management by demonstrating that healthy menu variety can function as menu innovation in an urban dining setting. Healthy dining consumers respond not only to the presence of nutritious food but also to the breadth, dietary relevance, customization possibility, and perceived suitability of the menu. For restaurant managers, the findings suggest that carefully curated healthy menu variety can



strengthen outlet visitation, support direct buying, and differentiate a brand in a competitive fast-casual market.

The study has limitations. The sample was limited to one SaladStop! outlet and was obtained through accidental sampling; therefore, the results cannot be generalized to all healthy dining consumers or all SaladStop! outlets. The cross-sectional design captures intention at one point in time and does not measure actual future visits. The study also tested a simple model with one independent variable, while visit intention may also be influenced by price, service quality, ambience, location convenience, brand trust, digital engagement, and sustainability perception. The use of self-reported questionnaire data may also contain common method and social desirability biases.

Future research should test the model in multiple outlets and cities, use probability or stratified sampling where possible, and compare healthy dining brands with different positioning strategies. Further studies may add mediating or moderating variables such as health consciousness, perceived value, menu trust, sustainability perception, price fairness, service quality, and digital ordering experience. Experimental studies could manipulate menu design, nutrition labeling, and assortment size to test whether curated variety produces stronger visit intention than broad but less organized menu variety. Longitudinal or transaction-based studies would also help determine whether stated visit intention translates into actual repeat visitation.

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DECLARATION ON THE USE OF AI-ASSISTED TECHNOLOGIES

The authors declare that AI-assisted technology was used in the preparation of this manuscript. OpenAI ChatGPT (GPT-5.5 Thinking) was used to assist with language editing, manuscript restructuring, journal-template adaptation, and reference-format checking. AI-assisted technology was not used to collect data, generate the statistical output, determine the research findings, or replace the authors' interpretation of the results. The authors have reviewed and verified the manuscript content, references, tables, and analytical claims, and



remain fully responsible for the accuracy, integrity, originality, and ethical accountability of the submitted work.

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