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Customer Satisfaction and Revisit Intention in Food Trucks: Unraveling the Roles of Mediation and Moderation

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ABSTRACT

Purpose: This paper proposes a research approach to investigate the impacts of revisit intention on customer satisfaction while testing the impacts of food truck image and word of mouth and environmental practices as a moderation between customer satisfaction and service quality. Method: A quantitative, hypothesis-testing design was employed using data collected from food-truck customers in Delhi NCR, India. Of 400 questionnaires distributed, 357 responses were received, with 285 usable responses retained after excluding incomplete questionnaires. Results: Data was analyzed using SPSS 22 and AMOS 24 through reliability test, confirmatory factor analysis and structural equation modeling (SEM). The measurement model showed good fit (CFI = 0.93, RMSEA = 0.06) and strong reliability (CR = 0.929–0.958). Satisfaction significantly predicted food truck image ($\beta = 0.226$, $p < 0.001$) and word of mouth ($\beta = 0.257$, $p < 0.001$); satisfaction also directly predicted revisit intention ($\beta = .132$, $p = .034$), as did word of mouth ($\beta = 0.290$, $p = 0.023$), but image did not ($\beta = 0.139$, $p = 0.107$). Neither indirect path was significant. Environmental practices significantly weakened the service quality, satisfaction link ($\beta = -1.840$, $p < 0.001$). Findings: The study's findings revealed that, there is a significant impact of customer satisfaction on food truck image, word of mouth, and customer revisits intention. Word of mouth positively influenced the revisit intention of food truck customers. Food truck image is insignificant to customer revisit intention. The results revealed an insignificant mediating effect of customer satisfaction on the revisit intention of customers through food truck image and word of mouth. The development also finds that environmental practices moderate between service quality and customer satisfaction. Originality: In contrast to previous food-truck related research which have considered image and word of mouth as mediators between satisfaction and revisit intention, the present study shows that image and word of mouth does not mediate between satisfaction and revisit intention. This contradicts the role of these constructs as mediators in other related hospitality literature and highlights the possibility that the mechanism between satisfaction and loyalty in mobile foodservice environments is different from that in fixed-site foodservice environments.

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1. Introduction

It's been a decade since the world of food services drastically changed, and food trucks (FT) have risen as one of the most obvious examples of this transformation, the growth of food trucks has increased in the last five years. A practical means of feeding mobile workers, from the chuck wagons used by cowboys during the American Civil war, has become a vibrant urban way of eating, that has grown to incorporate food, culture and social interaction McNeil and Young (2019). Food trucks are no longer just about grab-and-go options, they have become an extension of the lifestyle in response to these evolving food value preferences, changed family dynamics, and the ongoing consumer desire for affordable yet quality meals.

In particular, the transition has become more noticeable in Asia, where the consumption of street food and hawker culture have long been an integral part of daily life in countries including Malaysia, Thailand, Singapore, and Taiwan (Yeap et al., 2020). In Malaysia, the food truck phenomenon has rapidly gained traction over the past few years, with the industry growing by approximately 9.3% annually since 2012, driven by the interest of entrepreneurs and the increasing demand by consumers for this type of food and restaurant service (Bandaru & Venkateshwarlu, 2017). Much of this is because the

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industry can provide a variety of food, using gourmet-style cooking, at affordable prices, while also boasting quicker service, no booking needed and little parking hassle, compared to the standard restaurant (Yoon & Chung, 2018). This has been bolstered by the emergence of the "foodie" culture, where citizens are more interested in authentic and fusion food experiences, new dining spaces, and chances to connect with people of similar interests and activities in more community-based spaces (Shin et al., 2018).

However, there are still a number of problems that food trucks are having to overcome to keep customers coming back for more, such as food quality, hygiene, pricing, environmental risks and regulatory violations. The challenges highlight an important fact: getting customers to come to a food truck isn't enough - it's whether they're satisfied enough to come back that makes the business successful. This business model that's inherently mobile and frequently resource-constrained relies on repeat patronage, not one customer visit.

Previous studies on food truck consumer behaviour have mainly been based on the Theory of Planned Behaviour (TPB) and its variants to examine the direct effects of attitudes, perceived behaviour control, and subjective norms on the intention to visit . Although these studies have contributed to understanding the factors that influence consumers' decision to patronize food trucks, understanding how a positive dining experience leads them to satisfaction and to a repeat visit is largely overlooked. Little is known about the mechanisms (mediating variables that extend the impact of experiential and value-based factors) or moderators (boundary conditions that reinforce or diminish the relationships) that underlie the relationship between customer satisfaction and revisit intention in the food truck context.

The lack of adequate infrastructure in this regard is especially significant in view of the scale and regularity of street food consumption across the globe, more than 2.5 billion people eat street food every day, and in markets like India, it is estimated that street vendors comprise about 2.5% of the population (Tyagi et al., 2021). An understanding of not only if consumers are satisfied or not, but how and when that satisfaction translates into loyalty and repeat visits provides much more actionable information for food truck operators than intention-based models.

In this context, the aim of this study is to go beyond the visit intention paradigm that has prevailed in the literature and to rethink intention as the focus of interest: customer satisfaction. Specifically, it looks at the intervening mechanisms that link antecedent factors and revisit intention through satisfaction and at the moderating factors that influence the strength of the intervening relationships. This research will shed light on this indirect (more complex) route and provide theory extension to existing consumer behavior literature and practical guidance to food truck vendors interested in developing a loyal customer base in a highly competitive mobile food market.

Despite the significance of the matter, empirical evidence regarding customer satisfaction and revisit intention is lacking in India's hotel industry. While research connects customer satisfaction and revisit intention in the restaurant and hotel industry (Nunkoo et al., 2020), a gap exists specifically regarding food trucks. Although previous food-truck studies have examined individual factors such as service quality, food quality, and image, less attention has been given to how these factors work together to explain customers' decisions to return. This study therefore integrates functional, perceptual, social, and environmental factors to examine not only whether customer satisfaction leads to revisit intention, but also how this relationship occurs through food-truck image and WOM and whether environmental practices strengthen or weaken the effect of service quality on satisfaction.

This is exacerbated by the lack of boundary-condition research in the field of service quality and satisfaction, which have thus far been examined solely within fixed-site service environments such as hotels (Lee et al., 2018). It is unknown whether such effects are also applicable in a mobile, informal and resource-poor business model such as 'food trucks', where the use of environmental measures is not institutionalized but rather an improvised practice, as is evident in the packaging used and the way waste is disposed of. Thus, the current study aims to answer the following research question:

1. Does customer satisfaction significantly influence customers' revisit intention toward food trucks?
2. Do food-truck image and WOM mediate the relationship between customer satisfaction and revisit intention?
3. Do environmental practices moderate the relationship between service quality and customer satisfaction?

2. Literature Review

The food truck phenomenon has become a foodservice experience all by itself, with a focus on convenience, culinary variety, community engagement, and the experience of eating. Studies show that customer satisfaction is important in revisit intentions and several studies support this relationship between satisfaction and revisit behavior. For example, Sung-Min (2018) found that service quality has a significant impact on customer satisfaction and food truck re-visiting intents in Seoul, South Korea, and Gopi and Samat (2020) discovered that food truck customer satisfaction is strongly correlated with food truck loyalty in Malaysia. But just being satisfied isn't enough for customers to return as they consider the service quality, food quality, environment, and image of the business.

2.1 Service Quality

Service quality is the perception of the service's delivery by the customers and has five dimensions: reliability,

responsiveness, assurance, empathy, and tangibles. In an informal and mobile environment like a food truck, efficient service, cleanliness and the visual appearance of the service area are all very important. Research that has been conducted using the SERVQUAL model, such as Kathiarayan (2023) study, has established that the determinants of customer recommendation include tangibility and reliability. Furthermore, Said et al. (2018) found that positive word-of-mouth (WOM) directly affects service quality; specifically, responsiveness and service speed.

Moreover, Oh and Kyoon (2019) found that service, in addition to food quality, cleanliness and convenience, was also important to improve customer satisfaction. As mentioned by Suhartanto et al. (2019), delivering efficient services and fulfilling or exceeding customer expectations will become key to achieving long-term success in the food truck industry. Research in the last decade, including Choi (2025) study, suggests that the impacts of service quality are not only immediate but also can impact the perception of safety and satisfaction with the service in indirect ways, thereby demonstrating the paramount importance of service quality at a time beyond time.

2.2 Food Quality

Another key element affecting satisfaction is food quality, especially when directly related to the product being used. Choi et al. (2020) found that food quality emerged as an important attribute that is considered when choosing a food truck, and Choi (2025) highlighted that food safety perceptions act as a mediating variable between food quality and satisfaction with the food truck. Many studies have confirmed the relationship between food quality and behavioral intentions, and cognitive fluency, hedonic eating value, and food truck imagery have been found to be important factors influencing intention to rebuy.

2.3 Environmental Practices

While less studied, environmental practices do impact customers' behavior in the food truck environment. To improve customer image of reliability and satisfaction, hygienic and environmental-friendly practices, including waste reduction and responsible packaging, are undertaken (Kraus et al., 2022). Perceptions of food safety are correlated with quality perceptions and satisfaction, as emphasized by Loh and Hassan (2022), which means it is important for successful food trucks to incorporate such practices into their service models to optimize customer loyalty and satisfaction.

In the context of a fixed hotel, rich in resources, the relationship between service quality and satisfaction was found to be moderated by green practices by Lee et al. (2018) in the Chinese hotel. Food trucks are structurally different in terms of space, waste/water infrastructure, and regulation, with some food trucks operating in limited spaces, some lacking access to waste/water systems and some having less regulation, and the environmental responsibility of these systems may be seen quite differently by customers as a visible and effortful signal as opposed to a standard. This structural difference, rather than geography, is what forms the basis for testing this moderation effect, in the context of food trucks.

To sum up, the literature clearly demonstrates that service quality, food quality, and environmental practices play an important role in food truck customers' satisfaction and revisit intentions. An all-encompassing solution that takes all of these factors into account can help to gain a deeper understanding of how to improve the customer experience and build loyalty.

2.4 Food Truck Image

Food trucks rely heavily on their image, and their image plays a large part in the decision for customers to choose one food truck from another. Customers frequently rely on visual and/or symbolic cues to differentiate among food truck operators. Andrianto et al. (2026) highlighted the importance of design elements in influencing the perception of food trucks, including color and form. The results of their research suggest that visually consistent and coherent, brand-attuned designs can improve perceived quality, and improve purchase intentions as a result. Therefore, not just food and service quality, but physical characteristics of food trucks also affect the overall image and customers' behavior at the food trucks, which means that physical characteristics are very important.

Furthermore, research conducted by Nazri et al. (2026) shows that the food truck image has a significant influence on repurchase intentions, which in turn is a mediator between food quality, customer experience, and repurchase intention. Positive perceptions can result in positive functional evaluations which inform behavioral responses. A positive image can lead to perceptions of dependability, distinction, and value for a food truck, characteristics that need to be cultivated to motivate returning customers.

However, the relationship between image and revisit or repurchase intention is not consistent: some studies view image as a direct antecedent of revisit or repurchase intention, and others consider it to be a downstream outcome of satisfaction, rather than a cause of revisit or repurchase intention, which this study directly addresses.

2.5 Word of Mouth (WOM)

Another important factor in this regard is Word of Mouth (WOM) meaning the eagerness of customers to share their experience and their recommendations. In the foodservice sector, WOM is a priority because customers are likely to come to a decision about where to eat based on recommendations. Research suggests there is a high rate of correlation between customer satisfaction and positive WOM in food trucks. For example, Kraus et al. (2022) noted that the positive visual perception of the food truck and the friendliness of the employees were important factors influencing customer satisfaction and WOM among millennial customers. This implies positive evaluations of the food truck experience have a broader impact on interpersonal communication than just individual customers.

From Wang (2025), the perception of food quality, delivery quality, and appearance of the truck are factors that affect the dining experience and satisfaction, which consequently has a positive impact on WOM. This underlines that the only way to get WOM is through the experience of the food truck with the customer.

2.6 Revisit Intention

The readiness of customers to return to a food truck is the intention to reorder, a factor that is very important for customer retention and business sustainability. Sung-Min (2018) researched the relationship between customer satisfaction and revisit intention with regard to food trucks in Seoul, and revealed a positive relationship between both. Furthermore, there is a correlation between service quality provided by food trucks and revisit intention. However, recent studies have extended the scope of revisit intention beyond satisfaction to investigate emotional and cognitive dimensions as well, and it is found that cognitive fluency, hedonic eating value, and food-truck image all positively affect revisit intention Nazri et al. (2026). These factors can moderate the link between food quality and the customer experience, highlighting that revisit intention is the result of a wider evaluation process, rather than only one dimension of food quality.

The literature has demonstrated the complex relationship between revisit and repurchase intentions and how they are dependent on a thorough consideration of several factors such as image, quality, and the overall customer experience in the context of food trucks. The following hypotheses were built based on the literature review. H1–H7 evaluate the direct and mediated relationships between satisfaction and revisit intention based on image and word of mouth, but in between service quality and satisfaction, there exists a separate question: under what conditions does service quality lead to satisfaction? This relationship is explored as a boundary condition with regards to environmentally responsible practices that have been discussed above as being different in food trucks than in hospitality establishments.

H1: Customer satisfaction has a significant positive impact of food truck image.
H2: Food truck image has significant positive impact of customer revisit intention.
H3: Customer satisfaction has significant positive impact of word of mouth.
H4: Word of mouth has significant positive impact of customer revisit intention.
H5: Customer satisfaction has significant positive impact of customer revisit intention.
H6: Food truck image mediates the impact of customer satisfaction on customer revisit intention.
H7: Word of mouth mediates the impact of customer satisfaction on customer revisit intention.
H8: Environmental practices moderate the impact of service quality and customer satisfaction.
Figure 1 shows the conceptual model of the study.

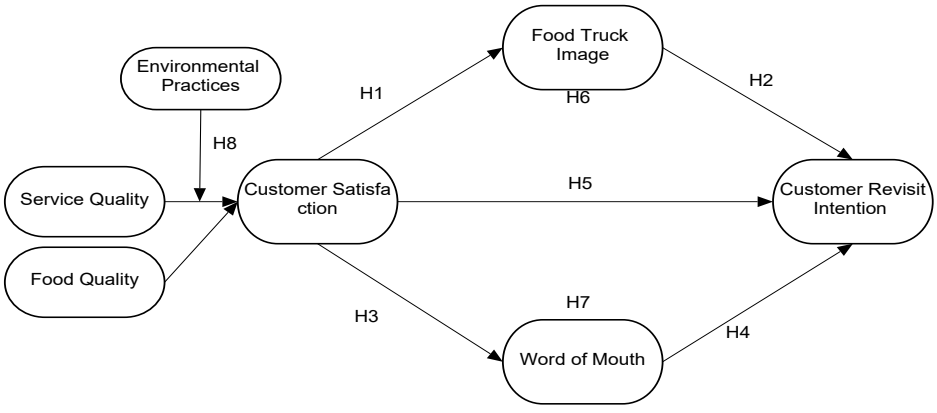


Figure 1: Conceptual Model

3. Research Methodology

This study used a quantitative methodology called hypothesis testing. Customer satisfaction, food truck image, word

of mouth, service quality, environmental practices and revisit intention were the six factors under study, and the effect test between variables was used to compare them. This study investigates the impact of customer satisfaction on revisit intention of food truck customer; the study also find out the mediation impact of word of mouth and food truck image as well as moderation impact of service quality of food truck and customer satisfaction.

3.1 Research Instrument

A questionnaire was designed to collect data from study participants. The questionnaire consisted of two sections; the demographic section and the second section containing items for each of the five constructs adapted from the published literature review. Customer satisfaction was measured with 20 items, (Johnson et al., 2001; Kraus et al., 2022), food truck image was measured through six items, (Lee, 2017; Silalahi, 2023) three items were used to determine word of mouth from (Kim et al., 2009), environmental practices has five items from (Lee et al., 2018), and customer revisit intention were modified from (Koay et al., 2023; Mokhtar et al., 2018; Velazquez & Ramos, 2022). A five-point Likert scale (strongly disagree) to 5 (strongly agree), was used to rate each item.

3.2 Data Collection and Sampling

The study was conducted among food-truck customers in Delhi NCR, India, an urban market where food trucks have become part of the emerging foodservice landscape. (Restaurant India) Data were collected using a structured questionnaire distributed to food-truck customers. Of the 400 questionnaires distributed, 357 responses were received. After excluding 72 responses with missing data, 285 usable responses remained for analysis.

The proposed model contains 46 observable variables. Following the commonly applied 5–10 observations-per-variable guideline for SEM, the minimum required sample was estimated at 230 respondents. The final sample of 285 therefore provided an adequate basis for the planned analysis.

3.3 Data Analysis

Data was analyzed using SPSS version 22. reliability was examined using Cronbach's alpha. Confirmatory factor analysis (CFA) and structural equation modelling (SEM) with AMOS vs. 24 were employed to investigate the conceptualized model's structural features due to the recommended model's complexity. SEM was used to measure and analyze numerous independent associations since it combines factor analysis, path analysis, integrate factor analysis, and multiple regression analysis. The assessment was based on two-steps; namely measurement model and structural model. Through measurement model check the validity and reliability of latent variable and the structural model find out relationship between latent variable.

4. Results

4.1 Demographic Profile of Respondents

Of the 285 respondents, 62.8% were male and 37.2% female; 67.6% were married. Most fell into the youth category (18–35 years, 49.8%), followed by adults (37.5%) and aged respondents (12.6%). Income was fairly spread, with the largest group (25.6%) earning 20,000–40,000. Bachelor's degree holders formed the largest education group (37.9%), followed by master's degree holders (23.9%). Regarding visit frequency, most respondents patronized food truck outlets once or twice a week (35.8% and 37.5% respectively), indicating a highly engaged, frequent-visitor sample.

Table 1(a): Demographic Characteristics of the Study Participants

Variable		Total No	Per (%)
Gender	Male	179	62.8
	Female	106	37.2
Marital Status	Married	192	67.6
	Unmarried	93	32.4
Age	Youth (18-35)	142	49.8
	Adult (35 - 65)	107	37.5
	Aged (65 and above)	36	12.6
Income	Below 20000	41	14.4
	20000 - 40000	73	25.6
	40000 - 60000	56	19.6
	60000 - 80000	61	21.4
	80000 and above	54	18.9

Table 2(b): Demographic Characteristics of the Study Participants

Variable		Total No	Per (%)
Qualification	High School	35	12.3
	Bachelor's Degree	108	37.9
	Master's Degree	68	23.9
	Professional Degree	48	16.8
	Other	26	9.1
How often do you visit the Food truck outlets	Once a week	102	35.8
	Twice a week	107	37.5
	Once a month	35	12.3
	Twice a month	21	7.4
	Occasionally	20	7.0

4.2 Measurement Model

The data's fit to the suggested model was assessed by creating a measurement model. There were seven correlated theoretical constructs in the measurement model. The comparative fit index (CFI), incremental fit index (IFI), Tucker-Lewis index (TLI), and root mean square error of approximation (RMSEA) were used to assess the model's fit, along with the other indices reported in Table 2. If CFI surpassed, a model was regarded to be satisfactory by the requirements set out by Bentler and Bonett (1980). CFI, NFI and GFI went above 0.90, with RMSEA being less than 0.08 Byrne (2001).

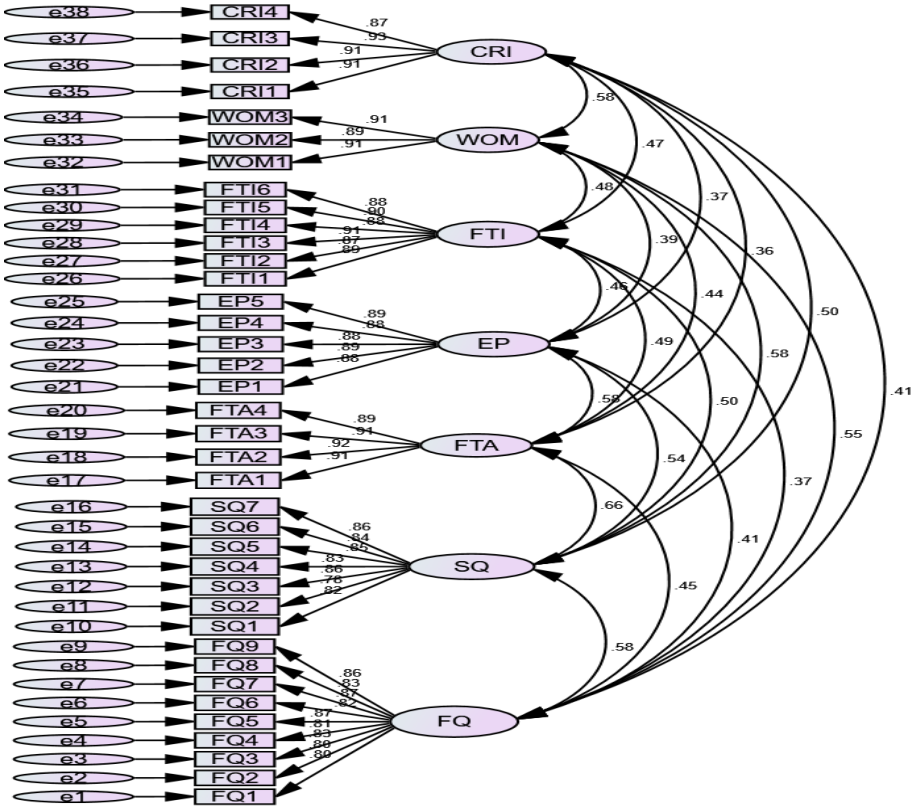


Figure 2: Measurement Model Showing Standardized Factor Loadings and Inter-Construct Correlations for the Seven Latent Constructs (Food Quality, Service Quality, Ambience, Environmental Practices, Food Truck Image, Word of Mouth, and Customer Revisit Intention)

Table 2 and fig. 2 demonstrate that the model exhibits vital data fit with χ2/df=2.150, Tucker Lewis index (TLI) = 0.93, incremental fit index (IFI) = 0.93, comparative fit index (CFI) = 0.93, root mean square error of approximation (RMSEA) = 0.06, and standardized root mean square residual (RMR) = 0.047.

Table 3: Model Fit Indices for the Measurement Model

	Absolute Fit Indices		Incremental Fit Indices			Parsimonious Fit Indices		
	RMR	RMSEA	IFI	TLI	CFI	x^2/df	PCFI	PNFI
Criterion	≤ 0.05	≤ 0.08	≥ 0.90	≥ 0.90	≥ 0.90	1- 3	≥0.50	≥0.50
Results	0.047	0.06	0.93	0.93	0.93	2.150	0.86	0.81

For all items, Cronbach's alphas and Composite reliability (CR) are higher than the advised 0.70 thresholds (Fornell & Larcker, 1981), indicating strong internal reliability. As shown in Table 3, the factor loadings for all items ranged from 0.775 to 0.931, above the ideal score of 0.5. This suggests a significant and favorable correlation between the items used to gauge the dimensions of the study.

Table 4: Results of Confirmatory Factor Analysis (CFA), Including Standardized Factor Loadings, Means, Standard Deviations, Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and Maximum Shared Variance (MSV) for all Constructs

Items	Loading	Mean	Std. Deviation
Food Quality (α = 0.952) (CR = 0.953, AVE = 0.691, MSV = 0.337)			
FQ1	.802	3.97	1.165
FQ2	.797	3.76	1.202
FQ3	.829	3.91	1.306
FQ4	.865	3.89	1.221
FQ5	.820	3.92	1.287
FQ6	.873	3.90	1.215
FQ7	.826	3.85	1.251
FQ8	.858	3.89	1.173
FQ9	.802	3.85	1.307
Service Quality (α = 0.941) (CR = 0.942, AVE = 0.698, MSV = 0.431)			
SQ1	.820	4.06	1.070
SQ2	.775	4.17	1.089
SQ3	.858	4.05	1.092
SQ4	.834	4.18	1.039
SQ5	.849	4.06	1.089
SQ6	.844	4.10	1.070
SQ7	.865	4.10	1.081
Ambience (α = 0.948) (CR = 0.948, AVE = 0.820, MSV = 0.431)			
FTA1	.911	4.06	1.151
FTA2	.918	4.03	1.182
FTA3	.907	4.03	1.186
FTA4	.886	4.08	1.143
Environmental Practices (α = 0.948) (CR = 0.948, AVE = 0.784, MSV = 0.340)			
EP1	.879	3.96	1.204
EP2	.892	4.03	1.249
EP3	.881	3.93	1.248
EP4	.885	4.06	1.209
EP5	.890	4.01	1.173
Food Truck Image (α = 0.957) (CR = 0.958, AVE = 0.790, MSV = 0.248)			
FTI1	.893	3.98	1.158
FTI2	.869	3.99	1.187
FTI3	.909	3.94	1.197
FTI4	.882	3.98	1.188
FTI5	.896	3.97	1.230
FTI6	.884	4.04	1.236
Word of Mouth (α = 0.929) (CR = 0.929, AVE = 0.814, MSV = 0.336)			
WOM1	.905	4.09	1.092
WOM2	.890	4.04	1.133
WOM3	.912	4.12	1.129
Customer Revisit Intention (α = 0.948) (CR = 0.948, AVE = 0.821, MSV = 0.333)			
CRI1	.907	3.96	1.241
CRI2	.914	3.88	1.205
CRI3	.931	3.82	1.216
CRI4	.871	4.04	1.204
Valid N (listwise)	285		

In addition to confirming the convergent validity, the Average Variance Extracted (AVE) scores for all dimensions exceed the suggested 0.50 level (Fornell & Larcker, 1981), and CR scores more significant than the threshold limit of 0.7, further approving the convergent validity. Two methods are frequently suggested to assess discriminant validity. The values of the shared correlations with other dimensions in rows and columns should be less than the values of the AVE square root for each dimension (Fornell & Larcker, 1981), the AVE should be greater than the maximum shared value (MSV) for each dimension to ensure discriminant validity. The AVE scores are higher than the MSV, as indicated in Table 3, and all

items have higher loadings on their factor than on any other, supporting discriminant validity at the item level. In other words, the findings showed that the measurement model had adequate reliability and validity. The discriminant validity presented in Table 4.

Table 5: Discriminant Validity Assessment Using the Fornell–Larcker Criterion (Square Roots of AVE Shown on the Diagonal)

	FQ	SQ	FTA	EP	FTI	WOM	CRI
FQ	0.831						
SQ	0.581***	0.836					
FTA	0.447***	0.656***	0.906				
EP	0.411***	0.541***	0.583***	0.885			
FTI	0.374***	0.498***	0.493***	0.464***	0.889		
WOM	0.553***	0.579***	0.444***	0.389***	0.484***	0.902	
CRI	0.413***	0.501***	0.357***	0.374***	0.470***	0.577***	0.906

Note: The square root of the Average Variance Extracted (AVEs) for the relevant factor is shown by diagonal numbers.

4.3 Structural Model

Maximum likelihood estimation and structural equation modelling (SEM) were used to examine the causal relationships between the research variables. SEM is a suitable data analysis tool because it enables the simultaneous and thorough study of relations. The structural model's fit indexes (X2 = 1096.287, df = 484, CMIN/df = 2.265, p<0.00; CFI = 0.936; SRMR = 0.044; RMSEA = 0.067) generally suggest a high model fit to the data.

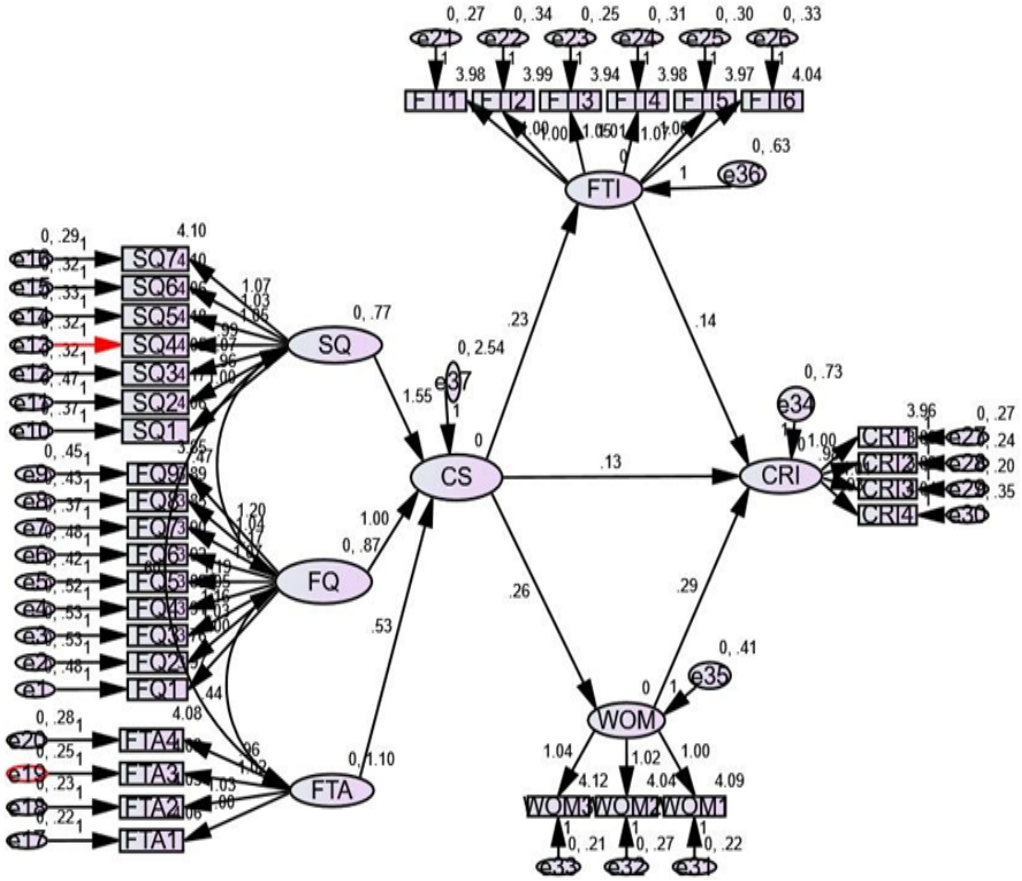


Figure 3: Structural Model Showing Standardized Path Coefficients Among Customer Satisfaction, Food Truck Image, Word of Mouth, and Customer Revisit Intention

4.4 Testing Research Hypothesis

The study's hypotheses were tested by the authors using SEM regression analysis. The associations (direct/indirect) between the research variables are shown in Fig. 3 and Table 5.

Table 6: Results of Structural Path Analysis Testing the Direct Hypothesized Relationships (H1–H5)

Hypothesis Relationship	Estimates	Se.	Cr (T)	P	Results
H1: Customer Satisfaction → Food Truck Image	0.226	0.053	4.261	***	Supported
H2: Food Truck Image → Customer Revisit Intention	0.139	0.087	1.611	0.107	Not Supported
H3: Customer Satisfaction → Word of Mouth	0.257	0.058	4.415	***	Supported
H4: Word of Mouth → Customer Revisit Intention	0.290	0.128	2.272	0.023	Supported
H5: Customer Satisfaction → Customer Revisit Intention	0.132	0.062	2.124	0.034	Supported

Note: Sig. at $p < 0.05$

The results suggested CS has a significant positive impact on FTI (β = 0.226, t-value = 4.261, p = ***), CS has a significant positive impact on WOM (β = 0.257, t-value = 4.415, p = ***), accordingly H1, and H3 were supported. Similarly, WOM has a significant positive impact on CRI (β = 0.290, t = 2.272, p = 0.023) and CS has a significant positive impact on CRI (β = 0.132, t-value = 2.124, p = 0.034).

Table 5 shows that the result of H2 (β = 0.139, t- value = 1.611, p = 0.107) was not supported, suggesting that the FTI has an insignificant impact on CRI.

4.5 Mediation Impact

The study assessed the mediating role of FTI and WOM on the relationship between CS and CRI. The results revealed an insignificant indirect effect of CS on CRI through FTI (β = 0.031, t-value = 1.24, p = 0.129), not supporting H6, and analysis of CS on CRI through WOM also insignificant (β = 0.075, t-value = 1.756, p = 0.080), not supporting H7 (See Table 6).

Table 7: Results of Mediation Analysis Testing the Indirect Effects of Customer Satisfaction on Customer Revisit Intention Through Food Truck Image and Word of Mouth (H6–H7)

Hypothesis Relationship	Estimates	SE.	CR (t)	P	Results
H6: Customer Satisfaction → Food Truck → Image Customer Revisit Intention	0.226*0.139 = .031	0.025	1.24	0.129	Not Supported
H7: Customer Satisfaction → Word of Mouth → Customer Revisit Intention	0.257*0.290 = .075	0.042	1.756	0.080	Not Supported

4.6 Moderation Impact

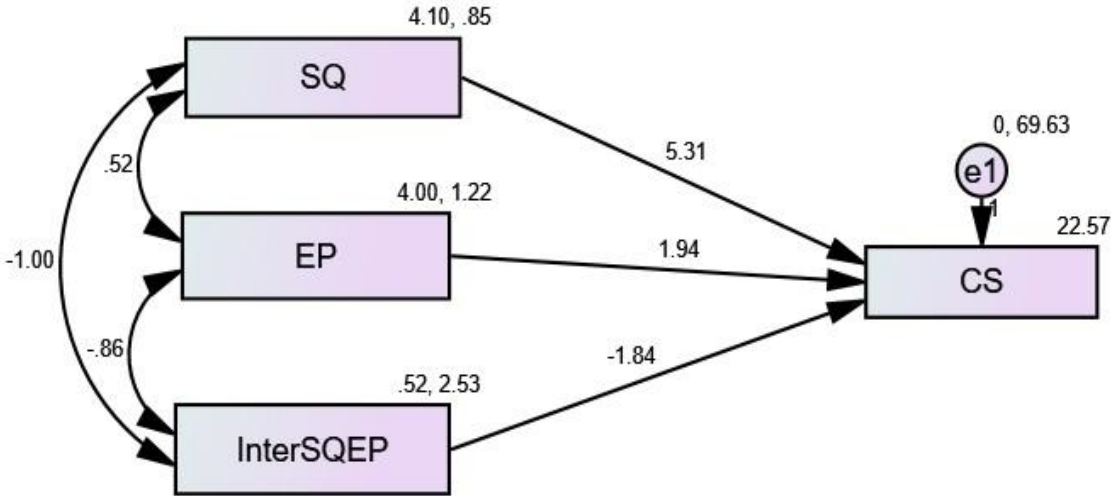


Figure 4: Moderation Model Showing the Effect of Service Quality, Environmental Practices, and Their Interaction Term on Customer Satisfaction

Figure 4 depicts the moderation model with SQ, EP and the interaction term (InterSQEP) predicting CS. The path estimates in the diagram (SQ → CS = 5.31, EP → CS = 1.94, InterSQEP → CS = -1.84) are exactly the same values as those reported in the Table 7. Note that in the diagram SQ is correlated with InterSQEP, a feature that is often present in the construction of interaction terms from their component terms and was ascertained not to be a collinearity or identifying issue in the estimated model.

Table 8: Results of Moderation Analysis Testing the Effect of Environmental Practices on The Relationship Between Service Quality and Customer Satisfaction (H8)

Hypothesis				Estimate	SE.	CR.	P	Result
H8	CS	<---	SQ	5.310	.761	6.978	***	Supported
	CS	<---	InterSQEP	-1.840	.436	-4.223	***	
	CS	<---	EP	1.936	.536	3.611	***	

The study measured the moderating role of EP on the relationship between SQ and CS. The findings showed that EP had a significant and negative moderating effect on the association between SQ and CS showing estimates (-1.840, t-value = -4.223, $p < 0.05$), Supporting H8 (See Table 7 and Fig. 4). The moderating analysis presented in fig. 5 displays the findings of a fundamental slope analysis performed to comprehend the nature of the moderating impact.

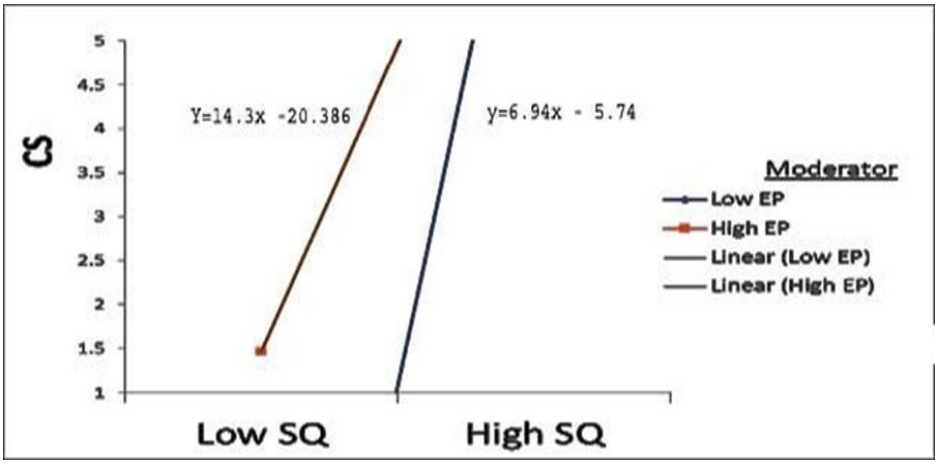


Figure 5: Two-Way Interaction Effect of Service Quality and Environmental Practices on Customer Satisfaction, Plotted at Low and High Levels of Environmental Practices

Figure 5 displays the simple slope analysis conducted to interpret the nature of the interaction effect. Contrary to the direction implied by the negative interaction coefficient in Table 7, the plotted slopes show a steeper SQ–CS relationship at high levels of EP compared to low levels.

5. Discussion

The key findings of the study are that, in contrast to models proposed in adjacent food-truck and hospitality studies, the direct link between food-truck image and revisit intention, and between word of mouth and revisit intention are not included and the direct effect of customer satisfaction on revisit intention is found to be strong in the food-truck context. A second contribution is that of the environmental practices that moderate the service quality, satisfaction link, a link that has been studied in the boundary-condition research of a fixed venue, hospitality service, and is extended to the mobile foodservice context.

The results indicate that customer satisfaction was a crucial factor that impacted customer behaviour, both in terms of revisit intention and WOM. The results are similar to Sung-Min (2018), according to which 223 customers of food trucks in Seoul showed a positive correlation between customer satisfaction and revisit intention. Likewise, studies on Malaysian food trucks have revealed that satisfaction is one of the key results of the functional and experiential assessment and that it is linked to a higher likelihood of revisiting the food trucks (Ramly et al., 2020). These results thus reaffirm the notion that meeting the customer's expectations is essential to keeping them coming back for more in the food-truck environment.

The high level of significance for the relationship between customer satisfaction and WOM further corroborates the findings of previous food-truck related studies. Said et al. (2018) showed that the service related factors were important in creating positive WOM, especially customer understanding and accuracy and speed of service. The current results, however, did not only extend this evidence to demonstrate that satisfaction is a significant antecedent to WOM, but it also highlighted that customers who left a food truck satisfied are more likely to share positive experiences with others. This is very important as WOM had a significant positive effect on revisit intention in the present study.

The findings in the present study align with the conflicting conclusions found in the previous literature about the exact contribution of image to the customers' satisfaction and satisfaction does not directly predict revisit intention, food-truck image does. For instance, positive food-truck image increased customer satisfaction and extended experiential and risk perceptions, which led to repurchase intention among North American food-truck customers (Van Embden et al., 2024).

Similarly, a recent Malaysian study revealed that the food-truck image was a positive determinant of the intention to repurchase the food truck (Nazri et al., 2026). The present results indicate that just the image could not be an effective method of creating a decision to return. Though customers may value a positive image, decision to revisit could be more influenced by their personal experience and satisfaction with the product.

This interpretation is further supported by the non-significant mediating effect of food-truck image. Improving food-truck image in terms of satisfaction, but not vice versa, resulted in improvements in perceptions of food-truck image. Improvements in food-truck image in terms of satisfaction did not transmit to revisit intention. Happy customers could form a positive attitude toward the food truck but not necessarily visit again. This discovery is a direct opposite of studies which place image as a vital link between food quality/experience and repurchase intention (Nazri et al., 2026). This discrepancy could mean that the influence of image in initial evaluation/choice formation is greater than in post-consumption decisions of return. That's a contribution, too, because the distinction between image as an antecedent of satisfaction and image as a motivator for return should not be confused as much of the previous research mistakenly has done: models of food-truck consumer behaviour should not equate the two.

For the same reason, revisit intention was found to be significantly predicted by WOM but not significantly mediated by satisfaction, which suggests that satisfaction has a strong direct relationship with revisit intention, and wouldn't explain the pathway. This is theoretically significant because people might be happy with the food truck and recommend it and they may visit again for the recommendation, but it might not be a prerequisite to WOM. So the finding does not support the use of WOM as an automatic mediator between communication behaviour and direct behavioural intention (revisit), but rather it suggests that there is a difference between communication behaviour (WOM) and direct behavioural intention (revisit).

Last, but not least, the moderate effect of environmental practices extends the food-truck field of study. The service quality, food quality, satisfaction, image, and experiential factors have been mainly focused on in the previous studies. As Sung-Min (2018) found, food-truck service quality is a critical factor for food-truck satisfaction and revisit intention, and Said et al. (2018) correlated food-truck service-quality dimensions with positive food-truck WOM. Building on this literature, this study proposes that the relationship between service quality and satisfaction might not be the same in all contexts; customers' perception of the food truck's environmental practices plays a part in this relationship.

Overall, results indicate that customer satisfaction is the most direct factor that influences revisit intention, and WOM is another direct behaviour pathway. Food-truck image, on the other hand, seems to positively reinforce customers' perceptions, though not necessarily their intention to revisit. The moderating effect of environmental practices further suggests that environmental practices (sustainable or environmentally responsible) can determine the impact of service quality. Overall, the findings indicate a more complex understanding of food-truck revisit behaviour, highlighting that direct satisfaction with the food itself is not only important as an image, but also as a behavioural factor, while environmental practices act as a moderator of the value of service quality to food-truck revisit behaviour.

6. Implication of the Study

The study of CS's impacts on revisit intention in the context of food trucks can offer valuable insights into consumer behaviour and business strategies. The study builds upon what is already known about the food truck industry. It provides tried and trusted knowledge on how to achieve and sustain food truck consumer satisfaction. Word of mouth marketing remains one of the best advertising methods for food trucks. Positive feedback from customers to friends and family can significantly improve a food truck's reputation and attract more customers. Providing little rewards to consumers who share their experiences like free samples or discounts, can also be a successful tactic. This will also ensure that customers are inclined to be involved in positive word-of-mouth publicity. To make a positive difference in customers' satisfaction and their likelihood of returning, food truck operators should strive to build a relationship with customers by providing consistent menu offerings, service, and interaction. Other sustainability aspects such as the use of recycled cutlery and packaging would add to the reputation of the food trucks and could be promoted on their website or on social media sites.

7. Limitation of the Study

There are some limitations to the study. The study has a restricted geographic area (not generalizable) and a cross sectional design (data collected at a single point in time). The study did not consider changes in customer attitudes and behaviors over time. The study considered the moderation impacts of environmental practices between service quality and customer service, but it only focused on a narrow range of environmental practices. There are numerous facets to environmental sustainability that could influence customer perceptions, such as waste management, use of sustainable materials, and carbon footprint reduction.

8. Future Recommendations

Future studies will need to have a larger and more diverse sample of subjects, including a wider geographic range, age groups, income, and cultural diversity. Longitudinal studies would enable the researchers to follow customer service changes over time and revisit intentions over time. Further research may examine other mediating and moderating factors, such as customer engagement, cultural factors and social media. These factors could offer more insights into the intricacies of the relationship between service quality, customer service, and revisit intentions. Comparative study of food trucks and other food service businesses like restaurants and cafes could help to identify unique factors affecting customer service and enable a rethinking of intentions specifically for the food truck business.

9. Conclusion

This study concludes that customer satisfaction is central to revisit intention in the food-truck context. Satisfaction significantly enhanced both revisit intention and WOM, while WOM also contributed directly to revisit intention. However, food-truck image did not significantly predict revisit intention and neither food-truck image nor WOM mediated the satisfaction–revisit relationship. Importantly, environmental practices moderated the relationship between service quality and satisfaction, highlighting the contextual role of responsible practices. Overall, the findings suggest that food-truck operators should prioritize satisfying consumption experiences while integrating effective environmental practices, rather than relying primarily on image-building to encourage repeat patronage. Theoretically, this implies that some hospitality-specific relationships outlined in the fixed-site literature do not automatically apply to mobile foodservice settings, and that relationships between the boundary conditions, in this case environmental practices, vary as a function of lack of infrastructure and regulatory oversight.

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