

## ABSTRACT

This study aims to analyze the relationship between visit frequency and menu taste on customer satisfaction at Subahnale Resto, East Lombok. The background of this study is based on the phenomenon of increasing public interest in local cuisine, but there are still challenges in maintaining consistent taste and service at new restaurants like Subahnale Resto. The study used a quantitative approach with an ex post facto method and an explanatory design. The study sample consisted of 123 respondents determined using the Slovin formula, using an accidental sampling technique. Data were collected using a Likert-scale questionnaire and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The results showed that visit frequency had a positive and significant effect on customer satisfaction with a coefficient value of 0.190 and a p-value of 0.019. Meanwhile, menu taste had a more dominant influence with a coefficient value of 0.634 and a p-value of 0.000. The R-square value of 0.628 indicates that the two independent variables explain 62.8% of the variance in customer satisfaction, with the remainder influenced by other factors. This study concludes that taste is the primary factor shaping customer satisfaction, while frequency of visits acts as a supporting indicator. These findings offer practical implications for local restaurant managers to emphasize consistent taste quality as a strategy to increase customer satisfaction and loyalty.

**Keywords:** *frequency of visits, taste, customer satisfaction, restaurant*

