Culinary Tourism Analysis at Restaurants with Tourism Satisfaction Mediation

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Abstract:

Purpose: *The study analyzes culinary tourism owned by restaurants in South Tangerang City to find out whether there is tourist satisfaction and what are the factors that can provide culinary tourists' satisfaction. This research is also to find out, whether a restaurant in South Tangerang City has become a popular culinary destination.*

Design/Methodology/Approach: *Respondent data collected on tabulations, processed and analyzed by SEM Wrap PLS.*

Findings: *The results show a positive and significant relationship between service quality and tourist satisfaction, a positive and significant relationship between service quality and tourist loyalty through tourist satisfaction. The results also show a positive and significant relationship between tourist satisfaction and tourist loyalty.*

Practical Implications: *For entrepreneurs in the field of culinary tourism to develop strategies to increase the value of a culinary tourism service product. Providing benefits for the development of halal culinary tourism. Helping the South Tangerang City government in developing halal culinary tourism.*

Originality/Value: *The study provides a deeper understanding of the desires of culinary tourists to restaurants in South Tangerang City.*

Keywords: *Service quality, tourist satisfaction, tourist loyalty.*

JEL Codes*: M41.*

Article Type: *Research article.*

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1. Introduction

Tourism in recent years has become a very competitive market (Crouch and Ritchie, 2000). An important component of tourism resources is a tourist destination (Damanik, Janianton and Teguh, 2013). The most competitive tourist destination is the most effective way to create sustainable prosperity for people who are around it (Dwyer and Kim, 2003). Tourism is a strategic industry and has become a great and large industry contributing large amounts of foreign exchange to tourism management countries (Gelgel, 2006). The competitiveness of culinary tourism as a tourist destination is very interesting to study. Every culinary has a taste image according to each region's origin, this is a good basis for the development of restaurants to become a culinary tourist destination. Tourism is developing into a culinary tour, this research has been carried out by Indrajaya (2019) who examine culinary tourism found among students.

Tangerang Selatan City has a variety of tasteful restaurants that are of authentic Indonesian origin and also from overseas This study will analyze culinary tourism owned by restaurants in the City of South Tangerang to find out whether there is tourist satisfaction and the factors which can give culinary tourist satisfaction. This research is also to find out, whether a restaurant in South Tangerang City has become a popular culinary destination and can fulfill the desires of tourists, so tourists can find out and will come back again to eat and drink in a restaurant so as to create tourist loyalty.

The study will analyze the relationship of service quality to tourist satisfaction and the quality of servants towards tourist loyalty with tourist satisfaction as an intervening variable as well as research on the relationship of tourist satisfaction to tourist loyalty. The study will also include culinary tourists as respondents from 4 cities: Tangerang City, Jakarta, Bogor, Serang. Data were collected on tabulations, processed and analyzed with Wrap PLS.

2. Literature Review

2.1 Service Quality

The definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2007). According to Kotler (2002) the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Production can be linked or not linked to one physical product.

Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. Kotler also said that this behavior can occur at the time before and after the transaction.

High-level services will produce high satisfaction and more frequent repurchases. The word quality contains many definitions and meanings, different people will interpret it differently but from some definitions that we can meet have some similarities even though only the way to deliver is usually found in the following elements: 1) Quality includes efforts to meet or exceed customer's expectations; 2) Quality includes products, services, people, processes and the environment; 3) Quality is an ever-changing condition.

2.2 Tourist Satisfaction

Engel *et al.* (1990) define customer satisfaction as a full-time evaluation where alternatives are chosen at least, giving results that are equal to or exceeding customer expectations, while dissatisfaction arises when the results do not meet customer expectations while Wilkie (1990) defines satisfaction as an emotional response to evaluate consumption experience of a product or service. Kotler & Keller (2007) have claimed that if the product's performance is below expectations the customer is not satisfied. Customer satisfaction is basically a function that starts from the expectations and perceptions of the performance of a product, after the customer gets or uses a particular service or product (Ratih Hurriyati, 2010).
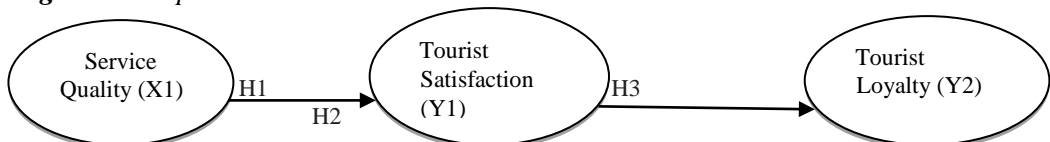
2.3 Tourist Loyalty

Mowen and Minor (2002) state loyalty as a condition where travelers have a positive attitude towards a brand, have a commitment to that brand, and intend to continue their purchases in the future. According to Zeithaml *et al.* (1996) the ultimate goal of the company's success in establishing relations with tourists is to form strong loyalty. The indicators of strong loyalty are:

1) to say positive things about the product that has been consumed;
2) to recommend products that have been consumed to friends;
3) to purchase continuously the products that have been consumed.

2.4 Research Framework and Hypoyheses Development

A research framework to study the impact of service quality on tourist satisfaction and tourist loyalty for restaurants in South Tangerang City is based on previous relevant literature reviews. The model proposed for the research framework is shown in Figure 1.

Figure 1. *Proposed Research Framework*

A research framework to study the impact of service quality on tourist satisfaction and tourist loyalty for restaurants in South Tangerang City based on previous relevant literature reviews. The model proposed for the research framework is shown in Figure 1. To investigate the impact of service quality on tourist satisfaction and tourist loyalty for restaurants in the City of South Tangerang, the following hypothesis have been developed:

Hypothesis 1 (H1): X1 has a direct and positive direct effect on Y1.
Hypothesis 2 (H2): X1 has a direct and positive effect on Y2 through Y1.
Hypothesis 3 (H3): Y1 has a direct and positive effect on Y2.

3. Research Methodology

This study uses quantitative methods to test hypotheses including the development of questionnaires to measure service quality, tourist satisfaction and tourist loyalty. The structural equation model (SEM) is Wrap PLS and is used to test and analyze the selected data set. This data set is obtained directly through questionnaires and interviews. Primary data is data obtained from a primary source and is useful for subsequent analysis in order to find solutions or problems studied (Uma Sekaran, 2011). This research is with primary data, namely data collected and processed by the researcher directly from the subject or object of research with a pre-survey or through a questionnaire. Secondary data is used to obtain information for other purposes and not to solve problems. Secondary data obtained from documents that have research variables (Sethna and Groeneveld, 1984).

This research by distributing questionnaires wanted to cover the demographic characteristics of culinary tourists as respondents which included the city of residence, gender, age of the respondent, occupation, behavior profile of respondents, how many times the respondent visit a restaurant in Tangerang Selatan City, source of information used by respondents and information regarding restaurants in South Tangerang City. The responding interval is used on a Likert scale, while the Likert scale measures attitudes. Likert Scale 1 = Strongly disagree, 2 = disagree, 3 = quite agree, 4 = agree, 5 = strongly agree.

The study uses the Likert scale to measure the attitude of the session as an instrument or measuring instrument. The sampling method is proportional sampling in four cities, Tangerang, Jakarta, Bogor, Serang, where questionnaires were distributed to culinary tourists who had come and ate at a restaurant in these regions. The questionnaire was distributed to 450 respondents and questionnaires for Tangerang city counts 150 questionnaires, for Jakarta 200 questionnaires, for Bogor 50 questionnaires, for Serang 50 questionnaires. Among the returned 450 questionnaires 380 fulfilled the requirements and they were eligible to be evaluated in this research.

4. Pre-test Analysis

All instruments used for tests and non-tests must have two conditions. To be valid, it means that the instrument accurately measure the object and to be reliable, it means to have an understanding of measurement results that are consistent from one time to another (Ibnu Hadjar, 1996). Test validity has the purpose of being able to show the extent to which an instrument or measuring device works for what will be measured (Sekaran, 2003). Validity test is a measuring tool whose accuracy can be measured many times and can be done everywhere (Burhan Bungin, 2005).

Validation questionnaires were conducted to improve the quality of data collection in two steps: (1) content validity was reviewed by three researchers to determine the relevance and the validity of questions, including latent variables. The Item-Objective Congruence Index (IOC) of Rovinelli & Hambleton (1977) cited in Turner & Carlson (2003) shows IOC values ranging from 0.67-1.00 for acceptable questions.

Reliability test is an instrument or measuring instrument that has accuracy and will not change its measurement and can be very reliable if the measuring instrument will be used repeatedly while the results will remain the same (Sekaran, 2003). Reliability testing is very useful to be able to determine whether this questionnaire instrument can be used more than once or at least can produce consistent data when used by the same respondent. Reliability is estimated using Cronbach's alpha, resulting in values ranging from 0.7 or greater (Conbach, 1951 quoted in Santos, 1999) for certain variables and from 0.769-0.902, confirming the reliability of the questionnaire

Table 1. *Operational Definition of Research Variables*

No	Variable Research	Indicator	Item
1	Service Quality (X1)	a. Reliability b. Responsiveness c. Assurance d. Concern (emphathy)	Courteous restaurant service; Friendly restaurant service; Fast restaurant service in serving needs; Restaurant service controls a variety of foods; Restaurant service controls a variety of drinks; Restaurant service right in making orders; Restaurant service looks attractive;
2	Tourist Satisfaction (Y1)	Satisfied with feeling like and feeling happy; Needs and desires are fulfilled; Getting satisfaction in accordance with expectations; Get a good product; Get good service; Get a good price;	Feel satisfied with the quality of delicious food; Feel satisfied with friendly service; Feel satisfied can be a reasonable price; Feel satisfied with a good interior restaurant; Feel satisfied with polite service; Feel satisfied with complete information; Feel satisfied with a comfortable atmosphere;

3	Tourist loyalty (Y2)	Willing to come back; Willing to tell others; Willing to invite others; Willing to give references to others;	Willing to come eat again Willing to tell others Willing to give references to others Willing to invite others

5. Results

As written above this research by distributing questionnaires wanted to cover the demographic characteristics of culinary tourists. These characteristics are presented in Table 2 while AVE roots and correlation coefficients are presented in Table 3. Table 4 presents the outer loading factors.

Table 2. Demographic Respondent Characteristics

Characteristics	Amount (people)	Precentage (%)
City of Residence		
Tangerang	135	35,5
Jakarta	164	43,2
Bogor	39	10.3
Serang	42	11
Total	**380**	**100**
Gender		
Man	213	56,1
Women	167	43,9
Total	**380**	**100**
Age		
17 – 24 years	33	8,6
25 – 30 years	120	31,6
31 - 40 years	98	25,8
41 - 50 years	83	21,8
51 years and above and above	46	12,2
Total	**380**	**100**
Work		
PNS / BUMN	105	27.6
Private employees	97	25,5
Entrepreneur / entrepreneur	126	33,1
Student / Student	39	10,3
Others	13	3,5
Total	380	**100**

Table 3. AVE Roots and Correlation Coefficients

Variable	X1	X2	X3	Y1	Y2
X1	0.115	**0.755**	0.643	0.637	0.494
Y1	0.206	0.637	0.702	**0.754**	0.636
Y2	0.206	0.494	0.549	0.636	**0.823**

Table 4. *Outer Loading*

No	Variable	Indicator	Loading Factor	Score
1	Service Quality (X1)	X2.2	0.727	3.81
2	Tourist Satisfaction (Y1),	Y1.7	0.670	3.81
3	Tourist Loyalty (Y2)	Y2.4	0.730	3.97

Outer Loading Variable Service Quality (X1):
The indicator of restaurant service in South Tangerang is friendly to serving culinary tourists (X2.2). It is an indicator that has the strongest influence on the most important variable X2 (service quality) which has the largest loading factor (0.727) and the condition is good (average score 3.81).

Outer Loading Variable Tourist Satisfaction (Y1):
Indicators culinary tourists restaurants in South Tangerang are satisfied with the comfortable atmosphere (Y1.7). It is an indicator that has the strongest influence on the variable (tourist satisfaction Y1) which has the largest loading factor (0.670) and good condition (average score 3.81)

Outer Loading Variable Tourist Loyalty (Y2):
Indicators tourists willing to invite others to eat at restaurants in South Tangerang (Y2.4) are indicators that have the strongest influence on the variable tourist loyalty (Y2) which has the largest loading factor (0.730) and its condition is good (average score 3.97).

5.1 Analysis of the Structural Path Model

Wrap PLS analyzer can be used to conduct path analysis and test the model hypothesis. The sample size of this study contained 380 respondents, this size was quite large. The results are shown in Figure 2.

Figure 2. *Structural model results*

The results of testing the effect of each variable are shown in Table 5.

Table 5. *Hypothesis Testing Results*

No	Relations between variables (Explanatory variable --→ Response Variable)		Coefficient of Path	*p-value*	Information
1	X1 (Service Quality)	Y1 (Tourist Satisfaction))	0.302	p < 0.01	Highly Sig
3	Y1 (Tourist Satisfaction)	Y2 (Tourist Loyalty)	0.466	p < 0.01	Highly Sig

N o	Relations between variables (Explanatory variable --→ Response Variable)			Coefficient of Path	p-value	Informatio n
		Testing of Mediation Variables 2 Segments				
	Explanator Variable	Mediation Variable	Koeff Response Variable	Indirect Influence Path		
2	X1 (Service Quality)	Y1 (Tourist Satisfaction)	Y2 (Tourist Loyalty)	0.141	<0.001	Highly Sig

Hypothesis 1:
Service quality (X1) is the most influential towards tourist satisfaction (Y1) with path coefficient 0.302 (positive) and p < 0.01. Considering that p is smaller than 0.01, it can be highly significant, so hypothesis 2 is accepted and highly significant, this means that the more use of service quality (X1), the more influential on tourist satisfaction (Y1).

Hypothesis 3:
Tourist satisfaction (Y1) is the most influential towards tourist loyalty (Y2) with path coefficient 0.47 (positive) and p <0.01. It can be highly significant, so hypothesis 3 is accepted and highly significant, this means that any increase in tourist satisfaction (Y1) will further influence the tourist loyalty (Y2) in the same direction.

Hypothesis 2:
Tourist satisfaction (Y1) will influence tourist loyalty (Y2) with path coefficient 0.141 (positive) and p <0.01. It can be highly significant, so hypothesis 2 is accepted and highly significant, this means that by increasing tourist satisfaction (X3) will further influence the tourist loyalty (Y2) in the same direction.

6. Discussion and Conclusion

The purpose of this study is to find out the relationship between service quality, tourist satisfaction and tourist loyalty at restaurants in South Tangerang City, Banten, Indonesia. Although previous studies have examined the relationship between service quality, tourist satisfaction and tourist loyalty, a limited number of studies have looked at the impact of a single restaurant. This research is one of the first attempts to expand the literature by examining the impact of the restaurant business for a Tangerang City with respondents from 4 different cities.

The results prove the positive and significant impact of service quality to provide tourist satisfaction. The findings of this study are in line with the research conducted by Rashid *et al.* (2015), Tsitsiloni *et al.* (2011) and Indrajaya (2019). The results of this study can also prove the positive and significant impact of service quality to provide tourist loyalty through tourist satisfaction. The findings of this study are in line with the research conducted by Nyarku *et al.* (2017) and Akroush *et al.* (2016). The results of this study can also prove the positive and significant impact of tourist

satisfaction to give tourists loyalty to come back. The findings of this study are in line with the research conducted by Azam (2017) and Thanopoulos *et al.* (2017).

7. Limitations and Directions for Future Research

It can be seen from the implications that providing benefits both theoretical and practical, this study has some limitations to be considered as an opportunity for future research. First, data was collected in four cities and all respondents were Indonesians. Therefore, these findings must be generalized to the respondents of foreigners living in Indonesia.

Second, this research uses quantitative methods, which can be developed with qualitative research methods. Third, the results of this study have only covered food and beverage products in restaurants. This research can be developed by including the process of selecting from the beginning of the raw materials for food and beverages, how to process animals into cut meat, how to process vegetables in the garden, how to process drinks in the factory etc. Fourth, this research includes 3 variables of service quality, tourist satisfaction and tourist loyalty. Other researchers can enter other variables such as tourist value, relationship marketing, tourist retention, tourist orientation etc.

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