

## Analysis Of The Influence Of Tourism Value On Customer Satisfaction At Pesona Kampung Sunda Bandung

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### ABSTRACT

The desire to travel and taste unique and authentic food is emerging as a new phenomenon in the tourism industry. Historically, hospitality services (food, beverage and accommodation) have served a supporting role in the larger tourism industry. This study was conducted to determine the effect of culinary tourism values on customer satisfaction at the Pesona Kampung Sunda Bandung Restaurant, which is located at Jl.Cisangkuy No.56, Citarum, Bandung. This research method used a quantitative method based on the philosophy of positivism which views reality or symptoms as causal. The findings of this study were that the emotional value sub-variable has the highest impact, while what was lacking from the culinary tourism values applied at Pesona Kampung Sunda Bandung was prestige value. Customer satisfaction showed a very positive results with the highest indicator being the level of conformity to expectations from the place and services presented and the desire to re-visit at Pesona Kampung Sunda, so that it was a positive value for business continuity at Pesona Kampung Sunda Bandung. The results showed the simultaneous testing where the values of culinary tourism had a significant effect on customer satisfaction by 63.6%, the remaining 36.4% of factors or variants that were not studied.

**Keywords:** *Culinary Tourism, Tourism Value, Consumer Satisfaction*

### INTRODUCTION

Tourism activities are not just a travelling but many tourism activities that can be done, such as culinary tourism, beach tourism, cultural tourism, and nature tourism. All of these activities will run and develop well with facilities that support tourism activities, where culinary tourism is a very important concern and a symbol of tourism that can attract domestic and foreign tourists. Therefore, a delicious Indonesian specialties become a special attraction because there are so many unique and different culinary choices from each (Kemenparekraf, region 2021). In Indonesia, promoting their local food, tourism marketers must determine every possible strategy to increase the value of tourists' local food consumption (Rousta & Jamshidi, 2020). So, it is important for companies to increase the value of existing consumers, and take effective measures to attract their repurchase behaviour, besides to attracting new customers. Consumer satisfaction is the overall attitude that consumers show toward goods or services after they acquire and use them (Mowen, 2002).



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**Tabel 1. 1** Guest Comment Recapitulation

No	Indicator	Percentage of Customer Satisfaction	
		Not Satisfied	Satisfied
1	Food Taste Quality	32%	68%
2	Food Display Quality	24%	76%
3	Variety of Food Choices	29%	71%
4	Beverage Flavour Quality	61%	39%
5	Staff Friendliness	26%	74%
6	Restaurant Cleanliness	32%	68%
	<b>Average of Satisfaction</b>	<b>34%</b>	<b>66%</b>

Source: Pesona Kampung Sunda Management, 2023

Based on the table above, which was obtained from the results of 100 guest comments on Pesona Kampung Sunda, it showed that 66% of consumers were satisfied, but as many as 34% were not satisfied. This has not touched the management satisfaction target of 80% of consumers satisfied. Therefore, several indicators above at Pesona Kampung Sunda need to be improved again in order to increase a customer satisfaction. The aim of this study is to analyse the important role of tourism value which consists of the food taste quality, the quality of the menu display, the variety of menus, the quality of the service and the cleanliness of the Sundanese restaurant, Pesona Kampung Sunda on the level of satisfaction received by customers at that restaurant. Consumer satisfaction is the overall attitude that consumers show towards goods or services after they acquire and use them (Mowen, 2002). If the quality is much lower than expected, they will feel emotionally dissatisfied. Increasing customer satisfaction needs to be done to achieve maximum benefits, both in terms of strengthening the company's finances and its brand. The tourism value of Pesona Kampung Sunda showed an index of consumer evaluation of the quality of food taste, quality of food appearance, diversity of food choices, quality of beverage taste, staff friendliness and restaurant customer satisfaction. The effect caused by tourism value can show the value of satisfaction presented by Kampung Sunda restaurant

## **LITERATURE REVIEW**

### **Culinary Tourism**

Food tourism (including beverages) refers to visits to primary and secondary food producers, food festivals, restaurants and specific locations for food tasting and/or as an experience of enjoying special food production is a major motivating factor for travel (Okumus, 2021). The values of culinary tourism according to Rousta and Jamshidi (2020) are described as follows: 1. Taste/quality; the quality of travellers' dining experience, particularly in terms of food taste, sensory aspects of food, and food service, is important for creating positive attitudes. The value of quality is the key to long-term success and the only manifestation for customers. (Choe & Kim, 2018) 2. Food health value; health benefits have been identified as an important consumption value in tourists' food consumption. It is important to provide health benefits to health-conscious tourists, with the aim of shaping a pleasant culinary experience in a destination, tourists must be protected from health risks, especially those related to safety and hygiene issues. (Kim et al., 2009) Price value; price is the most eye-catching dimension for tourists. Of course, when consumers buy products and services, they basically consider price and quality.

When quality is based on customers view, who generally have a positive attitude towards food ingredients, they will be willing to pay a high price for the food. (Awuni & Du, 2016) 4. Emotional value; emotional value is defined as the feeling or sensation felt when a service/product produces a trigger for affective states or feelings. Emotional value also affects consumers' assessment of tourism products such as culinary tourism. When customers receive more pleasure from a product/service, they assign a higher emotional value to it. (Gonçalves et al., 2016). 5. Prestige value; prestige value is a key element in the tourism industry, where prestige or social value is formed when the perceived utility of a service/product is associated with one or more social groups. Social value influences tourists' attitudes and behaviour because it can help them to improve their validation and self-image. It is based on a sense of prestige and social value and will be a pride for tourists.

### **Consumer Behaviour**

Halim (2021) stated that there are four types of consumer behaviour: 1. Complex buying behaviour, with very high consideration of brand diversity. 2. Buying behaviour by reducing incompatibility with little consideration of brands. 3. Buying behaviour out of habit, occurs due to the use of products that are often used without considering the brand. 4. Buying behaviour looking for variety, consumers in this behaviour are more looking for satisfaction from the diversity of existing products. The activities when a person is related to the search, selection, purchase, use, and evaluation of products and services to meet needs and desires. Consumer behaviour is the things that underlie consumers to make purchasing decisions (Irwansyah, 2021).

### **Consumer Satisfaction**

Consumers are the determinants of success for producers. The existence of consumers can affect whether the product is acceptable or not. This relates to consumer behaviour which has an impact on product sales. The more the product is accepted by consumers, the sales volume will also increase and provide benefits for producers (Wahyudi, 2021). Kristianto (2011) stated that customer satisfaction includes the difference between expectations and perceived performance or results. The meeting between these two interests will determine how much consumer satisfaction with a product is. Expectation indicators determine customer satisfaction in a company, in the aspects of response, service, product quality. Consumers who get satisfaction tend to repurchase the same product. One of the important factors that can generate customer satisfaction is quality (Supertini, 2020). According to Tjiptono (2010: 150) that satisfaction states or consumer dissatisfaction is the consumer's response to the evolution of perceived discrepancies / disconfirmations between previous expectations (or other performance norms) and the actual performance of the product in use. Some feelings after measuring consumer satisfaction have three different forms, namely: a) positive disconfirmation; where performance is expected. b) simple performance is better, where confirmation of, it is the same as expectations. c) state disconfirmation; where performance is better worse than expectations.

## **METHOD**

### **Object and Subject of Research**

The object of this research was conducted at the Pesona Kampung Sunda Bandung Restaurant located at Jl.Cisangkuy No.56, Citarum, Bandung. In this research, this researcher was carried out in a period of no more than one year, thus the method used was

cross sectional which means that this research was carried out only once completed, so there is no continuation. The unit of analysis studied was consumers who visited at Pesona Kampung Sunda Bandung. The subjects in this study were customers of the Pesona Kampung Sunda Restaurant.

### **Type of Research Method**

The research method used is using quantitative methods with an associative descriptive approach. According to Siyoto and Sodik (2015: 58), quantitative research methods are methods that see a person's behaviour as predictable, examine their social authenticity, see the truth without being influenced by the opinions or views of others and can be calculated. Descriptive research methods in this study, namely describing to find out the customer satisfaction at Pesona Kampung Sunda Bandung.

### **Data Collection Method**

Data collection methods are carried out in order to obtain data that is in accordance with the research objectives. In this study, the data collection techniques used to collect data were questionnaires and documentation.

### **Population & Sampling**

The population is taken from visitors for 1 year back, namely in 2022-2023 with an average of 147,313 visitors. The sample taken in this study has a percentage with a tolerable error rate of 10% (0.10) taken from the population determined by the researcher. The sample determination is determined using the Slovin formula, which can be shown as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Diketahui      n : ukuran sampel  
                    N : ukuran populasi  
                    E : tingkat kesalahan dalam

According to the formula above, there will get:

$$n = \frac{1770}{1 + 1770(0,1)^2} = 94,6$$

### **Sampling Technique**

Collecting data and information used in this study, namely purposive sampling techniques where the sampling standards are set by the researcher, such as consumers who have visited at Pesona Kampung Sunda Restaurant.

## **RESULTS AND DISCUSSION**

### **Correlation Coefficient Test and Deterministic Coefficient (R)**

The correlation test is carried out to evaluate the relationship between the independent variable and the dependent variable, in this study used the Pearson correlation coefficient test. Determination is tested to determine the percentage of influence of each independent variable on the dependent variable.

Table 4. 1 Test of Correlation Coefficient and Determination R

Correlations			
		Nilai-Nilai Wisata Kuliner	Kepuasan Konsumen
Nilai-Nilai Wisata Kuliner	Pearson Correlation	1	.798**
	Sig. (2-tailed)		.000
	N	100	100
Kepuasan Konsumen	Pearson Correlation	.798**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	.636	.632	5.82578

a. Predictors: (Constant), Kepuasan Konsumen

b. Dependent Variable: Nilai-Nilai Wisata Kuliner

Source: data processed by the author, 2024

The table above explained that the magnitude of the correlation or relationship of 0.798 or the effect of the relationship between the independent variable (X) on the dependent variable (Y) showed a strong correlation with a positive direction. The value of the coefficient of determination was obtained as a percentage of the influence of the independent variable on the dependent variable of 63.6%. The correlation coefficient test results got a value of 0.798 in the positive direction, this was the relationship between the independent variable, namely culinary tourism values on the dependent variable of customer satisfaction, which showed a strong correlation. The results of the coefficient of determination test in this study showed that the regression model can explain 63.6% of the variation in the dependent variable using the independent variable. In other words, this research can be done in the regression model, but there was still 36.4% of the variation that was not explained by the regression model, and it could be caused by other factors that were not included in the analysis.

### The t-test

This test is carried out to determine the possibility of partial statistical significance by comparing the average values with each other. If  $t_{\text{count}} > t_{\text{table}}$ , then  $H_0$  is rejected and  $H_a$  is accepted, where If  $t_{\text{count}} < t_{\text{table}}$ , then  $H_0$  is accepted and  $H_a$  is rejected.

Table 4.2 t- test

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	19.012	2.773		6.855
	Kepuasan Konsumen	1.333	.102	.798	13.091

a. Dependent Variable: Nilai-Nilai Wisata Kuliner

Source: data processed by the author, 2024

The data in the output of Table 4.16 the significant value obtained was 0.000, which means less than 0.05 or  $0.000 < 0.05$ , it could be concluded that the variable of culinary tourism values (X) has an influence on the consumer satisfaction variable (Y). Based on the t-count value, it was known that the t-count value was  $13.091 > t_{\text{table}}$

0.1966, so it could be concluded that  $H_a$  was accepted and  $H_o$  was rejected, which means that there was an influence of culinary tourism values (X) on customer satisfaction (Y) in a positive direction. The t-count value was known to be  $13.091 > t_{table} 0.1966$ , so it could be concluded that  $H_a$  was accepted and  $H_o$  was rejected because the t-count value was greater than the t-table value. These results indicated that culinary tourism values (X) have a significant effect on customer satisfaction (Y) in a positive direction. This was supported by Morissan (2012) said that the partial test or t-test is one of the parametric testing methods to determine the possibility of partial statistical significance by comparing the average values with each other.

Tourism values at Pesona Kampung Sunda such as prestige value, emotional value, price value, quality and food healthy value have the potential to develop even better because based on the results of the correlation and determination tests the two variants of tourism value and customer satisfaction are at a positive value so that there are other opportunities to develop tourism value. This is supported by the opinion of Aditia (2020) which stated that product quality is very important for companies without quality, because company products cannot improve the results achieved and lose trust in consumers. Therefore, consumers have no desire to buy back the products from the company. Basically, consumers do not just buy products but also see the benefits and advantages of whether the product can be used or consumed for a long time. With the support of service quality that encourages consumers to commit to the products and services of a company, it has an impact on increasing the market share of a product because service quality is crucial in retaining consumers for a long time. Companies that have superior service will be able to maximize the company's financial performance (Gilbert, 2019). The quality characteristics of a product or service that depend on its ability to satisfy the stated or implied needs of consumers in accordance with the purpose for which the goods or results are intended or needed (Soegoto, 2018). Prices affect the level of sales that adjust to the quality of the product and the quality of service that consumers will get (Sukotjo, 2020). The t-test results could be concluded that  $H_a$  is accepted and  $H_o$  is rejected because the t-count value is greater than the t-table value. These results indicated that culinary tourism values (X) have a significant influence on consumer satisfaction (Y) in a direction of 13%. So, it could be said that the value of tourism has an influence on customer satisfaction if it continues to be applied and developed.

## **CONCLUSION**

The Test that have been carried out by researchers showed that the value of tourism applied at Pesona Kampung Sunda Bnadung had a positive influence on the satisfaction of visiting consumers by 63.6% with a t test analysis value of 13%, this result was obtained because the quality of products, services, emotional value, and cleanliness offered to consumers was comparable to the price paid by consumers to the Pesona Kampung Sunda Bandung.

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