Effect of food quality on tourist satisfaction

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Abstract: This purpose of this research is to investigate the relationship between the extrinsic and intrinsic factors towards tourist satisfaction. Food tourism is getting popular especially in Indonesia where it offered various type of foods from traditional cuisines. There is a high demand on the food explorations among the tourist and therefore it is about time for the service providers to understand the preferences and responses from the tourist with regards to the food quality. The research used qualitative method where questionnaire was used to collect data. Questionnaire distributed among the international tourist upon finishing their meal at selected restaurants. 300 questionnaires distributed with 82% returns rate. The results indicate that both extrinsic and intrinsic factors are equally important and influence towards the tourist satisfaction. Service providers need to learn more about tourist expectations, needs and culture in order to provide the best services in food quality. There is a big opportunity for service providers to sustain in the market and gain more market share should they invest more in accommodating in the food quality matters.

Keywords: Indonesia, Questionnaire, Tourists satisfaction, Extrinsic and intrinsic factors

I. INTRODUCTION

Food tourism is getting popular among tourist intentions. People travel all over the world to test the food and enjoyed the different type of food offered and available at the tourist destination. Report indicates that at least 63 per cent of millennials seek restaurants that are socially responsible and over 80 per cent of travelers are doing their own research about the food and drink while they are abroad. It is also highlighted that more than 50 per cent of travelers are looking for food experiences and 49 per cent claimed themselves as beverages travelers. On average food travelers will seek for at least four culinary experiences per their visit and they spend 24 per cent more than any other tourist to the destination. Based on the figures highlighted it is therefore important for the local food providers especially at the popular destination to equipped themselves with the needs and wants of such categories of traveler. Tourist today, is more knowledgeable and they are very demanding especially in terms of food quality. Based on that local food provides need to learn more about their potential customer in order to provide the best services that can meet tourist expectations.it was also highlighted that based on trends, tourist likes to dine for their memorable experiences by visiting the gourmet restaurants, try the food adventures and went to a local famous restaurant.

Past research indicates that positive food experiences may lead to customer overall positive experiences and they may return to a destination in which it will brings benefits not only to the service providers but to the economy of destination country. Indonesia is recognized as one of the most popular food tourism as there are ample collection of various food from a regional culinary tradition that can be offered to tourist. The various type of food derived from at least 300 ethnic groups with more than 5, 000 traditional recipes. Tourist who visit to Indonesia will surely enjoyed the various type of

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food available and it is the time where the service providers are looking forward for another steps in the food quality that may attract more tourist and prosperous the tourism industry.

II. LITERATURE REVIEW

2.1 Tourist Satisfaction

Tourist satisfaction occurs when the overall tourist experiences is exceeding the expectations (Kotler, 2017). The feel of satisfaction derived when the post experiences exceeded the pre expectations. The overall positive experiences are equivalent to positive tourist satisfaction. Therefore, it is very important for any service provider especially related to food and beverages to understand exactly what are the requirements from tourist or customer (Oliver & Swan, 1989). The tourist needs and wants could be different from the local customers (Park, Bufquin, & Back, 2019). They could have high or low expectations based on what their intentions of visiting the restaurant or service providers. Past researches (Ding, Jie, Parton, & Matanda, 2014; Kaur, 2019; Koksal, 2019) indicates that tourism satisfaction is not generally homogenous as each tourist may have their own purposes and objectives (M. F. M. F. Shamsudin, Esa, & Ali, 2019). The various country originating is also one of the factors that the expectations in food services is varies from countries (B. Kadir & Shamsudin, 2019). Overall, it is stated that tourism experiences are very personal and varies based on the individual, their background and purposes of visit.

(Davras & Caber, 2019; Kim, Cho, & Kim, 2019) stated that there is no different between the characteristic of customer satisfaction and tourist satisfaction in related to expectations and total experiences. The different is only the culture and background that may differs and takes time for the individual to adapt or adopt (Salem, Shawtari, Shamsudin, & Hussain, 2016). Food industry related to tourist is very challenging as it is very difficult to understand the needs and wants of every single customer or tourist. There is tourist that purposely travel for food but most of them enjoyed food because they need to eat for their energy and survival. (Chicu, Pàmies, Ryan, & Cross, 2019) stated that most of tourist likes to explore and try local dishes when they are at foreign countries.

Food tourism is important as part of the contribution to country income (Jun, Kang, & Hyun, 2017). Therefore, the service level and should be made at par with the tourist expectations. Service provider need to identify the actual needs of the tourist as the measurement of satisfaction remain the same as compared to local customer (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020). Service provider need to ensure that the post experience assessment is meeting the expectations of customer. In order to do that communication and explanation to customer about the food serving and environments is important (Zarif Sagheb, Ghasemi, & Nourbakhsh, 2020). Tourist need to be well informed about the service delivery and how they should expect the service to be delivered (M. F. M. F. Shamsudin et al., 2019). High expectations will lead to dissatisfaction but giving low indicators to what they supposed to expect may lead to avoidance and abundant of purchase. Tourist in 21st century is well informed; they have knowledge based on previous customer experiences (M. F. Shamsudin, Razak, & Salem, 2018). Good experiences posted in the social media for example may attract and create interest for others to visit and consume (Fearne & Lavelle, 1996). The same goes to negative experiences that may lead potential target market to avoid and decline the consumption. Service provider need to be careful on the expectations and carefully conduct market sensing and prepares the products that can meet the market needs and wants (Yormirzoev, Teuber, & Li, 2019).

Past researches indicates vast of findings in the food service and environments however there is always a gap that lead to uncertain and conclusion especially related to tourist conclusion and feedback on different menu and countries. The result from western or eastern part of the world cannot be generalized as the food service and environments is totally different. After all the visitors to the countries are not the same as the one who visited Indonesia in this case. Indonesia itself offered multi type of food serving and environments as there are too many traditional foods and different province may have their own specialty that tourist would like to try and explore. Such situation creates a potential research to

identify the actual perception of customers or tourist towards the food servicing and environments in Indonesia. Based on past research, the result from neighboring countries such as Malaysia or Asia region could be different from the Europe or Scandinavian. Their background and taste preferences is totally different and invites more opportunity for food tourism to expand based on specialty.

Food tourism is also related to psychological reactions that may lead to the tourist satisfaction on the overall experiences (Fearne & Lavelle, 1996). The food service and environments must meet to the tourist needs and service provider need to maintain the level of quality, taste and delivery so that it meets a certain standard that may satisfied the customer. There are more that the food when the service provider focused on the environments as there are few dimensions that need to be focused. Service provider is recommended to find a unique selling points and the competitive advantage that may easily attract tourist to come and visit. The food service need to be tourist friendly so that they will accept without burdened in their emotions and psychological (Kaur, 2019).

Most tourist will have performed their preparations and study on the country that they are going to visit. Today, tourist can review and reads comment and feedback from the past customers. They can also read the suggestion from previous customer on which place to visit and which service provider can meet their expectations (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Tourist may have their own list of items that may suit their preferences based on the feedback given. The digital technology has given a lot of advantages to the tourist but bear in mind that service provider may have chance to be nominated and admired by potential market should they are able to convinced and provide good overall experiences to customer (Zailani, Ali, Iranmanesh, Moghavvemi, & Musa, 2016). Service provider may stand a chance to get free promotions that will lead to increase in the numbers of tourist and customer.

There are also findings related to fond memory of tourist that may bring great impact to the service providers (B. Kadir & Shamsudin, 2019). Tourist who experienced fond memory will definitely promote the service provider in their available communications channel. They will give recommendations and positive testimonial. Such experiences will provide a good brand positioning to the service providers (Swart, George, Cassar, & Sneyd, 2018). Service provider need to sustain and maintains their service level so that the same new tourist or customer will than enjoyed the same service quality and excitement moments (Zailani et al., 2016). The promotions made by past customer or tourist is very valuable as that can extend the communication coverages beyond the imagination of the service providers. Internet platform provide unlimited coverages that can make communication as a powerful mode of advertisements among the tourist or customer.

Having unique food serving and environments is going to be valued added to customer or tourist (Koksal, 2019). They have the tendency to come back for repeat purchase. Service provider also at the same time need to put effort in understanding the customer value. The positive value may create more positive experiences as the total benefits is more that the cost of investment (Kaur, 2019). The high value services and experiences will make tourist satisfaction as a good benchmark for other industry players in the market. Service provider need to be very focused in servicing the tourist especially when there are numbers of competitors with equivalent services or products (Ding et al., 2014). A good food servicing and environments will ensure that tourist get satisfaction and thus contribute to business growth and increase in market share.

Recent study on food tourism indicates that the current trend is about the tourist desire to experiences traditional or local food in the places that they visited or travelled. Such situations are good to promote the food industry in the visited country as well as promoting the food tourism (Matindoust, Baghaei-Nejad, Abadi, Zou, & Zheng, 2016). Tourist likes to enjoy the authentic restaurants as they considered that as important as part of their travelling agenda. Tourist likes to explore new taste and willing to try something new that have not imagined or experiences before (Murphy, Moscardo, Benckendorff, & Pearce, 2011). Such development in the food tourism creates an opportunity for the industry to growth and success. There is a recommendation from past research that food tourism service providers to focused on delivery of

food quality and hygiene, good taste and healthiness as part of their culture. There is also a need to focused on service quality that may add more value to the customer (Kozak, 2001). The service provider should put priority on tourist and customer as they could help to support the business survival and sustainability (Huang & Crotts, 2019).

Overall, food serving and environments is important and may have direct relationships towards tourist satisfaction (Ding et al., 2014). Good deliver of the food serving, and environments may lead to tourist satisfaction and later will translated towards business success and survival. It is important for the service providers to manage their customer will whether it is related to domestic customer or international (Savelli, Murmura, Liberatore, Casolani, & Bravi, 2017). There should not be a different between treatment given to local customer or tourist as that may lead to a positive culture of business success. On top of that service provider should trains employee to be more efficient in servicing customer or tourist. Good communication and service support will make customer happy (Kölzer et al., 2019). Such situation would bring great impact that may add value to the overall tourist satisfaction experiences.

2.2 Food quality

Research related to food quality has been ongoing since decades ago. From time to time more of the elements added into the measurements (Hansen, 2005). Food quality is referring to the characteristics of the food that is being accepted by the customer. The level of acceptance is subjective based on customer perceived. Perceived quality according to (Parasuraman, Berry, & Zeithaml, 1993) "perceived quality as the consumer's judgement about a product's overall excellence or superiority". Food quality includes two factors namely extrinsic and intrinsic. Extrinsic factors contain the elements of emotion, regulations, availability, price, convenience and after sales (Chamhuri & Batt, 2015). Intrinsic factors are more focused towards taste & flavor, shape & appearance, nutritional, safety and packaging (Van Rijswijk & Frewer, 2008). Food provider today is facing a knowledgeable customer. They are more concern about health and they have access to information. Such situation created a tough challenge in the food industry especially in competing within industry.

Emotion and mood is closely related to a food choice. Some food may contain high calorie and some may not. Eating could be good and at the same time could lead to a bad situation. Emotion play important roles in deciding the food. Some food can even change the emotion of the consumer. It was highlighted that negative emotion lead to negative selection of food. Past research (Bihamta, Jayashree, Rezaei, Okumus, & Rahimi, 2017) highlighted that in order to have a correct emotion it should be based on the knowledge and regulations. The function of regulations is to keep customer aware of the type of food that they consume. Some food need authorization from selected bodies to declared on the quality and safety of the ingredients (Giacalone, Fosgaard, Steen, & Münchow, 2016). In certain country, food must passed through the regulations for the acceptance of certain standard and quality (Kölzer et al., 2019). Extrinsic factors also include the availability of the food. Customer may have wanted to have something that was not offered by the service provider. The availability could be based on the supply or the readiness of the service provider to prepare for the request. Food quality is also perceived by the elements of price. Customer believed that the higher the price, the higher is the quality. The concept has been applied by customers, but it is actually depending on the food itself. Price could be one of the elements to associate with quality but the price itself is very much depending on the basic economy theory supply and demand. At the time where the supply is low that demand, the price could be easily increased regardless of the quality. Customer need to see the elements of price from a broader view (Giacalone et al., 2016).

Food quality under the extrinsic factors also includes the elements of convenience. To some customers the convenience food is not healthy as it is a processed food that only suitable for a consumer that is in hurry and lesser time for a proper meal. Convenience food have been highlighted by (Brečić, Mesić, & Cerjak, 2017; Koksal, 2019) as not healthy. Convenience food is prepared at the request of customer. The product availability because of the demand from the market. Some customer tends to tolerate with the food quality as long as it meets their needs and wants. Food quality is also related to after sales decision making or in other words the customer state of mind after purchase. Should the products meet the

customer expectations and ready for next purchase or the other way round. Customer decision making some time influenced by many others external factors such as family and friends or persuaded by others such as advertisements. Customer experiences after purchase will determined the level of the food quality (Brečić et al., 2017).

The next factors of food quality are related to Intrinsic elements. Intrinsic factors derived from the customer itself. It is the reverse of extrinsic factors where it was influenced by other external factors (Bouranta, Psomas, & Vouzas, 2019). One of the intrinsic factor is taste and flavor. Each customer may have their own preferences on the taste and flavor. It cannot be the same. Customer likes and needs depends on the individual customer as such the perceived quality is varies based on the market segment of target population in the market (Kölzer et al., 2019). The same goes to the shape and appearance. Such factors are actually based on customer preferences and their experiences (Sadílek, 2019). Customer may want it to be in a shape or cut into pieces. The same goes to appearance where some customer would like to have it well-done or medium well (Brečić et al., 2017). The perceived food quality is based on the customer itself to determine the level of it.

Food quality also related to the level of nutritional consume or contains in the specific products. The nutritional is depending on the customer choice (Kaur, 2019). Customer may say that a product is more superior than the other product in terms of nutritional, but it is actually depending on the actual quality that can be determined by the regulators. Different type of nutrition requires by different customers (Savelli et al., 2017). They need to consume what their body need. The food quality itself could be perceived to be a different based on the needs of the customer (Hansen, 2005). It is also important for the food to be ensure free from chemical or harmful ingredients. Safety also related to the absence of any risk requirements and commodity as per governed by local council or regulators. Recently customer have higher concerns on their health and focused on the food and its history (Bihamta et al., 2017). Beside the risk customer is also concerns about the packaging of the food. The high type of packaging is perceived to be high quality compared to others. Packaging play roles in the presentation that may influence customer on the level of quality.

Overall both extrinsic and intrinsic are among the most important elements that service provider need to focused especially when it involved customer such as tourist (Bihamta et al., 2017). International tourist that may come from various country may have a different perceived about extrinsic and intrinsic (Truong, Lenglet, & Mothe, 2018). In some country their standard or regulations could be higher than any other countries. Food quality is also related to the food culture and basic practice of the food preparation. There is tourist who are adventures type of people that willing to explore the food for the sake of experiences but there are also tourist that follow strictly on the basic rules of their own practices (Kozak, 2001). Such things may lead to tough challenge to the service provider in meeting the needs of everyone.

III. METHODOLOGY

This research is about to measure the relationship between extrinsic and intrinsic of food quality towards tourist satisfaction. There are two main constructs to be tested against the tourist satisfaction. This research used quantitative method and as such it questionnaire to collect data. Data were collected from international tourist only on voluntary basis. Interested tourist may participate in the data collection after they had their meal at the selected restaurants. Questionnaire were distributed with the help of the restaurants' employee. 300 questionnaires distributed over 30 selected restaurants. Only 246 questionnaire returns which brings to 82% returning rates. There are altogether 21 questions including the respondent details. The data were analyzed using AMOS SEM.

IV. FINDINGS

Table 1: Descriptive statistics and results of confirmatory factor analysis

Item	Mean	Sd	SFL	t-value	CR	AVE	α
Extrinsic factors							

EX 1	4.35	0.68	0.863	10.955	0.847	0.71	0.802
EX 2	4.37	0.67	0.832	10.988			
EX 3	4.45	0.69	0.829	10.935			
EX 4	3.95	0.61	0.853	10.948			
EX 6	3.87	0.63	0.852	10.995			
EX 7	4.15	0.62	0.849	10.928			
EX 8	4.36	0.64	0.874	10.144			
EX 10	4.48	0.63	0.841	10.246			
EX 11	4.46	0.66	0.863	10.324			
EX 12	4.45	0.60	0.831	10.236			
EX 13	4.61	0.69	0.836	10.165			
Intrinsic factors							
IN 1	4.13	0.71	0.874	13.320	0.934	0.64	0.912
IN 2	4.50	0.67	0.843	12.668			
IN 5	4.25	0.75	0.835	12.564			
IN 6	4.30	0.76	0.821	12.985			
IN 7	4.13	0.79	0.814	13.680			
IN 8	4.50	0.78	0.863	12.698			
IN 9	4.25	0.74	0.852	12.554			
IN 10	4.30	0.72	0.874	12.935			
IN 13	3.95	0.79	0.851	12.634			
IN 14	3.87	0.63	0.863	12.345			
Tourist satisfaction							
TS 1	4.36	0.68	0.812	12.641	0.912	0.78	0.934
TS 4	3.95	0.62	0.823	11.687			
TS 5	4.50	0.75	0.845	10.698			
TS 6	4.15	0.72	0.865	12.879			
TS 7	3.85	0.62	0.879	12.652			

Notes: SFL, standardized factor loadings; CR, composite reliability; AVE, average variance extracted; α, Cronbach's α

Table 1 indicates that all factors loading of all items were more than the cut of acceptable value (0.70). Mean ranges for extrinsic factors is between 3.95 and 4.6. Mean for Intrinsic factors is between 3.87 and 4.50. whereas the mean for tourist satisfaction is between 3.85 and 4.50. A few items were deleted due to poor value. Items EX 5 and EX 9 were deleted as well as items IN 3, IN 4, IN 12 and IN 12. Two items from tourist satisfaction were deleted TS 2 and TS 3. Upon deletion the items for extrinsic factors left only 11, items for Intrinsic factors left 10 and finally the items for tourist satisfaction is 5. The Cronbach's α value is as per details in the table. Alpha value for extrinsic factors, intrinsic factors and tourist satisfaction are 0.802, 0.912 and 0.934. The average variances extracted (AVE) of the constructs ranging from 0.64 to 0.78 were higher than the minimum accepted value of 0.5 (Bagozzi and Yi, 1988).

Table 2: Squared correlations matrix of latent variables

Constructs	Mean	Extrinsic factors	Intrinsic factors	Tourist satisfaction

Extrinsic factors	4.32	0.75[a]	
Intrinsic factors	4.22	0.66[b]	0.68
Tourist satisfaction	4.16	0.79	0.69	0.65

Notes: [a]Average variance extracted; [b]squared correlations

Figure 1: Results of the hypothesized model
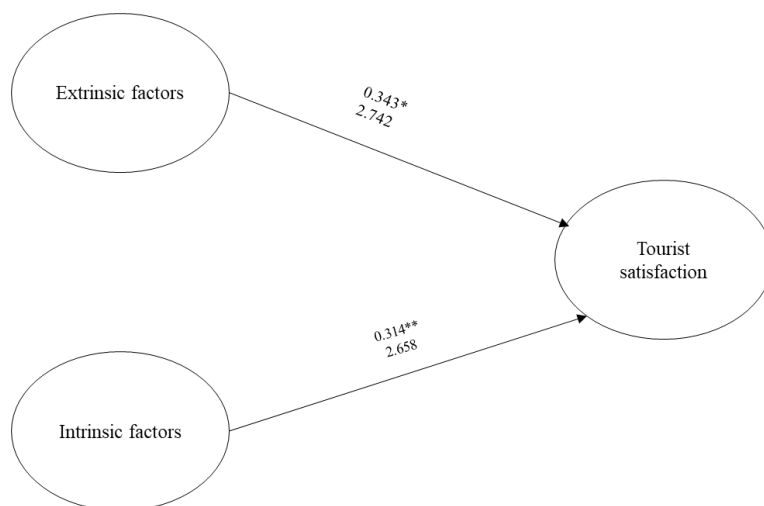
Notes: Standard coefficient (t-value): solid line: significant path

***p<0.001

The constructs and the hypothesized relationships were tested using a structural model. Figure 1 shows that extrinsic factors have a positive effect on tourist satisfaction ($\beta = 0.343$, t = 2.742, p < 0.001). Thus, H1 is supported. Intrinsic factors also positively influence tourist satisfaction ($\beta = 0.314$, t = 2.658, p < 0.001). Hence, H2 is supported. The results indicate that both extrinsic and Intrinsic are equally important towards tourist satisfaction with regards to the food quality.

V.   DISCUSSIONS

The results indicate that both extrinsic and intrinsic factors are important towards the tourist satisfaction. Service providers need to equip themselves with the new knowledge and upgrade themselves with the extrinsic and intrinsic elements that may boost the tourist satisfaction. Most of the elements are important especially in servicing the tourist from developed country. Their expectation is higher, and they are looking for the best as part of their memorable experiences. The experiences mentioned is of course that is positives and enjoyable that lead to happiness. The advantage of investing or focused more in the food quality has been mentioned earlier where tourist tends to spend 24% more than a normal visitor. It is the opportunity for the service provided to prepare themselves in order to compete with the others within the same industry.

Beside the food quality, service providers may also need to explore creative marketing's in order to attract the tourist to their restaurants. Awareness campaign with attractive wordings and reasonable promised on the food experiences will spark the desire of tourist to visit and explore the food offered by the service providers. Tourist satisfaction, as mentioned earlier is the combination of overall tourist experiences. Service provider that are able to meet customer expectations will achieve to satisfy their customers. Therefore, it is very important for the service provider to explore more in promoting their food quality as part of their marketing campaign.

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