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The Role of Satisfaction Mediating Quality of Food and Service Quality against Interest in Visiting Again (Study at Warung Suckling Pig Pande Egi – Gianyar)

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Abstract. Culinary type tourism, as part of cultural tourism, has bright prospects. A restaurant (Warung) is an amenity in tourist destination. The Suckling Pig culinary menus is a traditional, local wisdom dish originally from Bali. Warung Suckling Pig Pande Egi located in Beng, Gianyar Regency is a trending dining place and a favourite for domestic tourists who are travelling in Bali. The purpose of this study was to see the effect of food quality and service quality on satisfaction and interest in visiting again to Warung Suckling Pig Pande Egi, Gianyar for domestic tourists. The research uses quantitative main data in the form of research questionnaires as well as qualitative data in the form of interviews. Determination of the respondent sample uses a sample of 100 respondents from customers of Warung Babi Guling Pande Egi, Gianyar with a purposive sampling method. The data analysis technique uses the structural equation model (SEM PLS), version 3.3. The result showed that food quality and service quality had a positive and significant influence on domestic tourist customer satisfaction and the interest in visiting again to Warung Babi Guling Pande Egi, Gianyar. Domestic tourist customer satisfaction has a positive and significant effect on the interest in visiting again to Warung Suckling Pig Guling Pande Egi, Gianyar. Food quality has mediating effect on the interest in visiting again to Warung Suckling Pig Pande Egi, Gianyar through satisfaction. Service quality has no mediating effect on interest in visiting again to Warung Suckling Pig Pande Egi, Gianyar through satisfaction. The results of this research study are expected to contribute to management science in the field of consumer behaviour for tourists, especially to examine the influence of food quality and service quality, satisfaction and intention to return to traditional restaurant in tourist areas of Bali.

Key Words: food quality, service quality, satisfaction, interest in visiting again, Warung Suckling Pig Pande Egi

JEL Classification: L 66, L 83

Introduction

Bali, is a major tourist destination, leading destination and tourism barometer in Indonesia (Sumawidari, 2013; Hardini, 2018; Salahuddin, 2020). The attractiveness of Bali tourism is the beauty of nature and the unique culture of the people who are based on Hinduism (Utama, 2016; Sarih, 2019). The tourism industry is the main engine of Bali's economy (Hardini, 2018), with a total contribution of up to 70 percent of the rotation of the economy (Koster, 2021).

The main priority is to visit tourist destinations, as a result of the Covid 19 pandemic coming from within the country itself with the principles of health protocols (Salahuddin, 2021; Iskan, 2021), including to the Bali area. The contribution of domestic tourists visiting from within their own country provides positive benefits for the sustainability of the world of tourism in Bali, because the terms and regulations for travel conditions are not too strict during the pandemic.

Cultural tourism is the backbone for tourism in Bali. Culinary tourism is a type of cultural tourism that is on the rise (Adnyana, 2020). Culinary tourism is an important segment in the tourism industry, because every individual tourist needs to eat in their daily life

(Ardika, 2011). The spending structure of Indonesian domestic tourists on the food and beverage aspect is 24 percent which occupies the 2nd position (Lingga, 2021).

An absolute facility in a tourist area is a restaurant (Suana, 2005), as a place to satisfy hunger and fill the stomach, as well as a place to seek satisfaction, pleasure and pride. The component of the availability of suitable and appropriate places to eat is part of the amenities of tourist attractions (Yoeti, 2017). A restaurant that is on the rise and always crowded with tourist visitors is Warung Babi Guling Pande Egi – Gianyar, which is located in the Beng area, Gianyar Regency, Bali Province. The concentration and important point for Warung Babi Guling Pande Egi lies in quality, so it is hoped that it will be continuous and sustainable, not viral and well-known in an instant and temporary.

Several previous studies related to the restaurant business, that customer satisfaction is considered as something that determines post-purchase attitudes that can produce positive or negative attitudes. A good, memorable and positive dining experience has a positive effect on customer satisfaction, which in turn becomes a mediation bridge for the intention to return or eat again. The components of the dining experience studied influencing customer satisfaction in a restaurant are food quality and service quality (Ryu & Heesup, 2012). The aspect of interest in revisiting is very important, because it can affect the cumulative total number of customer purchases and increase in turnover of a restaurant in a tourist area (Primanto & Darmmesta, 2019), bearing in mind that the frequency of visits of a tourist will not be as frequent as ordinary visitors who come from the local area.

Literature Review

Consumer Behaviour

Consumer behaviour is a series of behaviours shown and shown by a consumer in searching for, buying, obtaining, spending, using and evaluating a product and/or service that will satisfy his needs and wants (Priansa 2013). Another opinion is from Sophiah and Sangadji (2013) actions that are directly involved in obtaining, consuming and ending a product or service, including the phases that precede (pre) and the phase after (post). The main roots in the science of consumer behaviour lie in the sub-science of economics, marketing management.

Kotler (2017) suggests that customer satisfaction is a person's point of view and perception of the performance of a product and/or service, in relation to the extent to which expectations are within the customer himself. Each customer will have varying and different levels of expectations, depending on many factors, including: character, lifestyle, socio-economic, past experiences, opinions, news from the surrounding environment and market information. The definition of a customer is a consumer who purchases a certain product or service periodically, regularly, periodically and repeatedly (Daryanto & Setyobudi, 2014). A survey of customer satisfaction is a method for measuring customer satisfaction, which is carried out periodically and continuously in order to find out the data and characteristics of customers and to determine interest in purchase again.

Culinary Tourism

Culinary tourism has an understanding of a series of activities that consume food and drinks during a unique and memorable tour (Ardika, 2011). Culinary tourism makes traditional food a focal point for seeking pleasure, with experience, uniqueness and a pleasant experience for tourists through unique tastes, sensations, the use of traditional local spices, ways of processing dishes and a variety of presentations to consumers. Regional local culinary delights in Indonesia that are still authentic and original have good potential to be developed into magnets to attract visits from domestic and foreign tourists. The wealth of a

region's unique culinary menu can be the most effective media, medium, and vehicle for promoting regional tourism (Adnyana, 2020).

Menu Suckling Pig (or Babi Guling) is a culinary original from the Island of the Gods (Bali Island) Traditional Balinese food Suckling Pig is likened to a 'gold mine', which has great potential with managerial management from experts and competent parties to manage, organize and organize so that it can be used as a popular tourist attraction. Babi Guling food seasoned with various Balinese spices is a target for tourists, who don't want to be missed eating while on vacation in Bali (Adiprana, 2014). Aspects of menu quality (product quality) {include: taste, texture and aroma} in choosing a place to eat suckling pig for tourists visiting Bali are the most important and the first priority, setting aside aspects for price, promotion, location and word of mouth (WOM) (Artha, 2022).

Food Quality

Food is the main and most important commodity in a restaurant business. Food quality is the most important part of the overall restaurant experience (Kivella, 1999; Sunlek & Hensley, 2004). The quality of the food itself is influenced by flavour (taste), appearance, consistency (stability/consistency), texture/form/shape (arrangement/shape/piece), nutritional content (nutrient content), visual appeal (presentation), aromatic appeal (aroma), maturity rate and temperature (food temperature) (Potcher & Hotchkins, 2012)

Service Quality

A restaurant is a business unit that sells goods (in the form of a food menu) and services to consumers who are visiting (Ozdemir & Osman, 2014). Service quality is the result of a subjective evaluation from the consumer's point of view based on a comparison between the perceived expectations and performance of the service provider or service. The servqual model developed by Parasuramman, Zeithaml and Berry (1985) is a model for measuring service quality in the service sector as a reference, which consists of: reliability, responsiveness, assurance, empathy, and tangibles. The servqual model is suitable for application to tourism-based industries that have service-based characteristics (Shaikh & Khan, 2011). Utama (2019) argues that the quality of services in the tourism industry has very varied and inconsistent characteristics, which are strongly influenced by the number of guests that must be served at one moment in time. Good and excellent service quality is very important for sustainability and sustainability in the tourism service business, including for restaurant facilities as a stopover place for tourists (Rahayu, 2014).

Interest in Visiting Again

Good customer satisfaction will lead to and influence repeated visits, including customer loyalty and customer loyalty. Many factors will influence consumer satisfaction in conducting business in the culinary field (food and beverages), which in general consist of internal (inside) factors and external (external) factors. Internal factors include psychological conditions, eating habits, moods and boredom. External factors include food quality, timeliness of serving, service reliability and the attitude of the waitress (Evirasanti, 2016). Customer satisfaction is seen from the extent to which the perceived performance of a product matches the expectations of the buyer so that it can cause feelings of pleasure or disappointment for a buyer. If the product or service performance falls short of expectations, the customer is dissatisfied. If product or service performance meets expectations, then the customer is satisfied. If the product or service performance exceeds expectations, the customer becomes very satisfied or very happy (Kotler & Kettler, 2017).

According to Umar (2003) the intention to visit again is a behaviour that arises, as a continuation of the response to tourists who show a desire to make a repeat visit to the same

place. Interest in returning to a destination will be influenced by past experiences (Kevin, 2019). The indicators to find out the interest in visiting again consist of (1) plan to revisit the same tourist spot on the next opportunity to travel, (2) visit preference interest, when tourists who are satisfied after visiting a tourist spot, will tend to tell stories about good and/or positive things to others, (3) visit reference interest, where a tourist who feels satisfaction after visiting a tourist spot, has the opportunity to actively recommend to other people.

Methodology

This study used a quantitative method, in the form of distributing questionnaires which were distributed to 100 respondents at lunch time, between 11.30 and 15.00 WITA. The requirements as respondents included: domestic tourists visiting Bali (Indonesian citizens) / Indonesian citizen), aged 18 years or over, has formal education from SMA/SMK or equivalent, has eaten directly at Warung Babi Guing Pande Egi minimum 2 times. Questionnaire data that has been collected and valid, is processed using the Smart PLS 3.3 application or software and analysed using the Structural Equitation Model (SEM).

Empirical last studies show that there is a strong and significant positive influence of food quality and service quality variables on customer satisfaction in a restaurant and is proven to influence interest in visiting again through the mediation of satisfaction variables. Several previous studies have shown that satisfaction is a strong predictor of interest in visiting again. Satisfied customers tend to show and have an attitude of interest in visiting again.

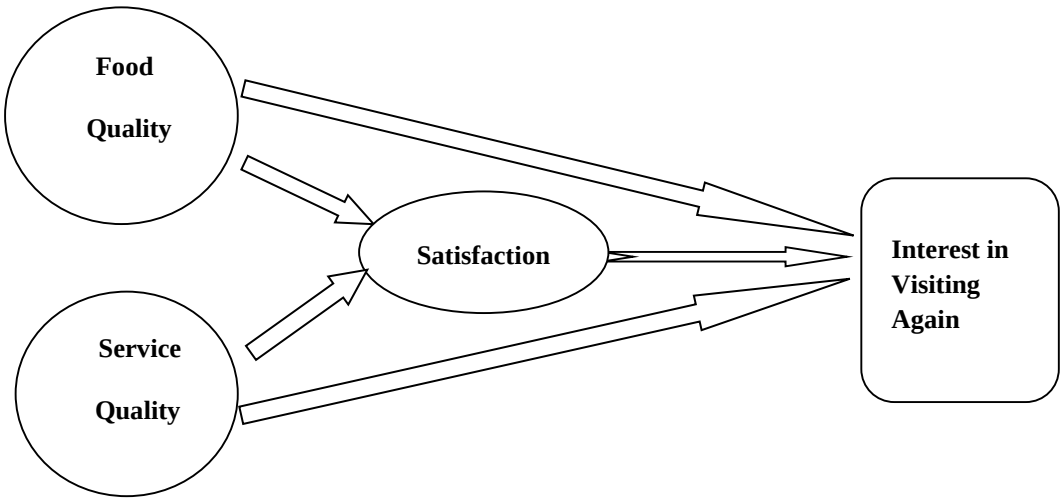

Figure 1: Research Concept

The hypothesis in this study are:

H1: The quality of food has a positive and significant effect on the interest in visiting again.

H2: Service quality has a positive and significant effect on the interest in visiting again.

H3: Food quality has a positive and significant effect on satisfaction.

H4: Service quality has a positive and significant effect on satisfaction.

H5: Satisfaction has a positive and significant effect on the interest in visiting again.

H6: Customer satisfaction is able to mediate the effect of food quality on the interest in visiting again.

H7: Customer satisfaction is able to mediate the effect of service quality on the interest in visiting again.

Results and Discussion

Table 1: Validity test results (second stage)

Variable	Indicator	Correlation Coefficient	Remark
Product Quality (X 1)	Food dishes at Warung Suckling Pig Pande Egi taste good	0.795	Valid
	Display of food dishes in Warung Pande Egi Suckling Pig is visually appealing	0.707	Valid
	Food dishes at Warung Suckling Pig Pande Egi served at the right temperature	0.680	Valid
	The smell of food at Warung Suckling Pig Pande Egi appetizing	0.753	Valid
	The degree of doneness of the food menu in Warung Suckling Pig Babi Guling Pande Egi is suitable	0.637	Valid
Services Quality (X 2)	The waiters at Warung Suckling Pig Pande Egi are friendly	0.730	Valid
	The waiters at Warung Suckling Pig Pande Egi have polite behaviour	0,809	Valid
	The waiters at Warung Suckling Pig Pande Egi always willing to help customer	0,728	Valid
	The waiters at Warung Suckling Pig Pande Egi provide consistent service	0,671	Valid
	The waiters at Warung Suckling Pig Pande Egi knowledgeable about the menu and facilities	0,562	Valid
	The waiters at the Pande Egi Babi Guling Food Stall are well dressed	0,709	Valid
	Speed of service at Warung Babi Guling Pande Egi in serving menu dishes to the table running normally	0,655	Valid
Satisfaction (Y 1)	Overall, I feel satisfied with the inner experience dine at Warung Suckling Pig Pande Egi	0.872	Valid
	I feel that the experience of eating in this Warung Suckling Pig Pande Egi is fun	0.724	Valid
	I feel that my choice to dine at this Warung Suckling Pig Pande Egi is the right decision	0,849	Valid
	The experience of eating at Warung Suckling Pig Pande Egi put in a good mood	0.794	Valid
Interest in Visiting Again (Y 2)	I have an interest in coming to visit again to Warung Suckling Pig Pande Egi this on the opportunity to visit the following tours.	0,867	Valid
	I will tell you positive and good things about Warung Suckling Pig Pande Egi to other people	0.862	Valid
	I will recommend friends or other acquaintances to visit this Warung Suckling Pig Pande Egi.	0,866	Valid

Source: Primary data (processed), 2023

In testing the validity of first stage, there was 1 question which showed invalid results, namely the item 'The number of servings of food dishes at Warung Babi Guling Pande Egi is appropriate'. The fact that the question is not valid, the item number of portions of the food dish at Warung Babi Guling Pande Egi is appropriate, due to the author's lack of carefulness and inattentiveness to examine and find out more about the type ordered by each respondent. As for the main menu types for Babi Guling there are 4 types, namely regular, special, kids and jumbo, with different number of portions.

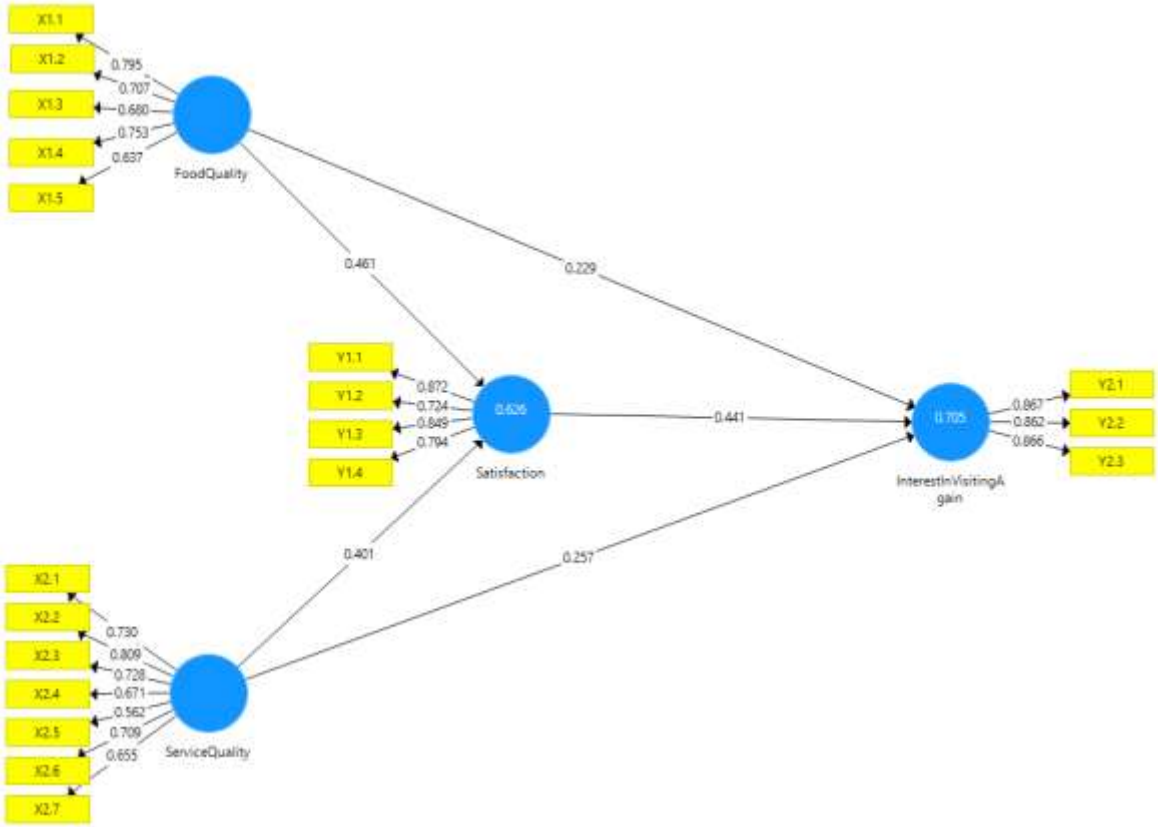

Figure 2: Result of Outer Model Test
Source: Primary data (processed), 2023

This study uses the Structural Equation Model (SEM) method with the Partial Least Square (PLS) approach. Data processing uses Smart PLS, version 3.3 to test hypotheses and produce a feasible model for estimating path models using latent constructs with multiple indicators. Based on the data in the diagram, it is known that food quality has a direct effect of 22.90 percent on interest in visiting again and 46.1 percent on satisfaction, while service quality has a direct effect of 25.70 percent on interest in visiting again and 40.1 percent of satisfaction. For the satisfaction variable, it has a direct effect of 44.1 percent on the interest in visiting again.

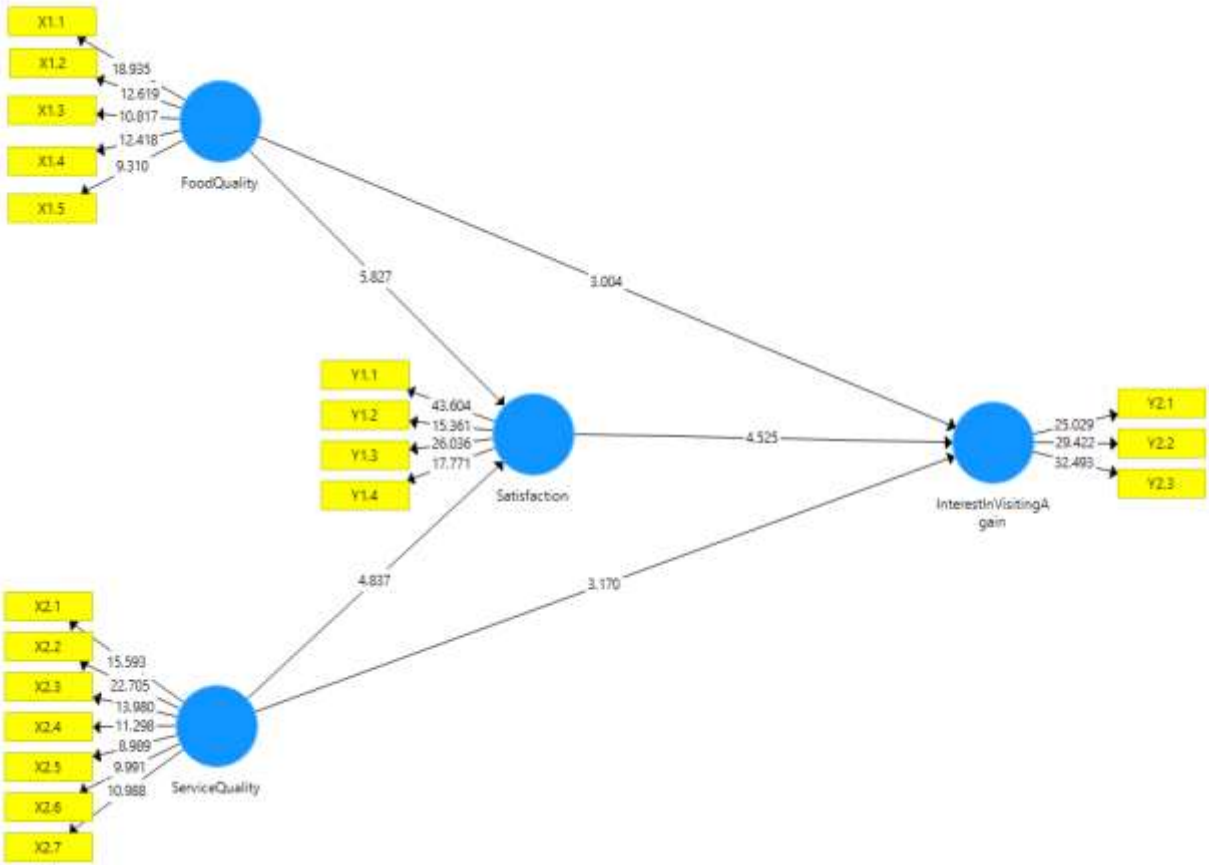

Figure 3: Result of Bootstrapping Test
Source: Primary data (processed), 2023

Table 2: Variable Hypothesis Test Results

No.	Variable	Path Coefficient	T - Statistic	P Values	Remark
1	Satisfaction → Interest in Visiting Again	0,441	4,802	0	Accepted
2	Service Quality → Satisfaction	0,401	4,926	0	Accepted
3	Food Quality → Satisfaction	0,461	5,99	0	Accepted
4	Service Quality → Interest in Visiting Again	0,257	3,153	0,003	Accepted
5	Food Quality → Interest in Visiting Again	0,229	3,064	0,002	Accepted

Source: Primary data (processed), 2023

Hypothesis testing was carried out on 5 types of direct relationships, including the following: the direct effect of satisfaction on intention to return, the direct effect of service quality on satisfaction, the direct effect of food quality on satisfaction, the direct effect of service quality on intention to return and the direct effect of food quality on interest in visiting again.

Table 3: VAF Value Calculation

No.	Indirect Effect	Value
1	VAF Food Quality Indirect influence / Total influence.	0,203
2	VAF Service Quality Indirect influence / Total influence.	0,177

Source: Primary data (processed), 2023

Based on the data contained in the table above, the influence of food quality can partially mediate the intention to return, through the satisfaction variable, with a value of 20.3 percent. The mediation value of 20.3 percent is between the group with a value range of 20 percent to 80 percent, which means it has a partial effect.

Next, for data from the effect of service quality it turns out that it does not mediate the effect on intention to return through satisfaction, with a value of 17.7 percent. The mediation value of 17.7 percent is below the minimum requirement value of 20 percent, which means there is no mediation effect.

The assessment for mediating effect criteria is based on the VAF value. If the VAF value exceeds 80 percent (> 80 percent), then it is fully mediated, when the VAF value is between 20 percent and 80 percent, it is partially mediated and when the VAF value is less than 20 percent (< 20 percent), then there is without mediation.

The results of testing the distribution results show that the quality of the food found at Warung Suckling Pig Pande Egi has a value of 0.229, which means it has a positive and significant influence on the intention to return for Indonesian domestic tourists. The existing data has a t-statistic value of 3.064, and has a p-value of 0.002, which means it is smaller than the value of 0.05, which means that the H1 hypothesis in this study is accepted. These results indicate that the better the quality of the food served and served at Warung Babi Guling Pande Egi, Gianyar, the greater the interest in visiting again for Indonesian domestic tourists.

The statistical test results show that the relationship between service quality and interest in visiting again has a positive and significant relationship, with a value of 0.257 and has a t-statistical value of 3.153 and a p-value of 0.003, which means H1 is accepted. This means that the higher the quality of service provided to customers, the greater the interest in visiting again from customers.

Statistical testing shows that the relationship between food quality and satisfaction has a positive and significant relationship, with a value of 0.461 and has a t-statistic value of 5.990 and a p-value of 0.000, which means H1 is accepted. This means that when the quality of the food served is getting better, the higher the customer satisfaction at Warung Babi Guling Pande Egi, Gianyar.

The results of statistical tests carried out showed that service quality had a positive and one-way relationship to customer satisfaction with a value of 0.401 and a t-statistic value of 4.926 and a p-value of 0.000. The meaning is that service quality has a positive and significant influence on customer satisfaction at Warung Babi Guling Pande Egi. The results of this study show that the better the quality of service provided by Warung Babi Guling Pande Egi, Gianyar, the more satisfied the customer will be.

The statistical test results on the customer satisfaction variable that influences intention to return, have a value of 0.441 and a t-statistic value of 4.802 and a p-value of 0.000., so that H1 is accepted. This means that customer satisfaction has a positive and significant effect on the intention to visit again from tourists. The results of the study explain that the more satisfaction is obtained, the more it will increase the interest to visit again.

Initially, that the quality of food has a direct influence of 25.7 percent on the intention to return. The next step is to add satisfaction as a moderating variable between food quality

and intention to return, resulting in an indirect effect of 20.3 percent. The mediation value is known from the VAF value, with the number 0.203, which is between the values of 20 percent to 80 percent, which means it has a partial mediating effect.

At first, that service quality had a direct influence of 22.9 percent on the intention to return. The next step is to add satisfaction as a moderating variable between service quality and intention to return, resulting in an indirect effect value of 17.7 percent. The mediation value is shown from the VAF value, with the number 0.177, which means it is outside the value of 20 percent to 80 percent, which means it has no mediating effect.

An interesting thing was found in this research, where the quality of taste on the suckling pig menu at Warung Babi Guling Pande Egi, Gianyar has a very good perception tendency for respondents who rarely consume it, and vice versa. The data shows that respondents who rarely consume suckling pig menus (whether while in Bali or in their respective hometowns) have a score of 4.32 (very tasty) and will decrease following the frequency of frequency, as shown in the following table:

Table 4: The relationship between the frequency of consuming suckling pig menu and perceived quality of taste

Item	Consuming Frequency Menu Suckling Pig (times) Per Year			
	1 - 4	**5 - 8**	**8 - 12**	**> 12**
Taste quality (X 1.1)	4,32	3,91	3,71	3,50

Source: Primary data (processed), 2023

Another unique and interesting finding lies in the quality of service provided by Warung Babi Guling Pande Egi – Gianyar. The data shows that there is an inverse relationship between the number of respondents' income and service quality, where the greater the respondent's income indicates the lower the value of service quality perceived at Warung Babi Guling Pande Egi, as shown in the following table:

Table 5: The relationship between income and the perception of service quality of respondents

Monthly Income (IDR)	**< 3**	**3 - 7,5**	**7,5 - 15**	**15 - 30**	**> 30**
Service Quality	4,68	4,29	4,26	3,94	3,88

Source: Primary data (processed), 2023

Conclusions and Suggestions

Food quality and service quality at Warung Babi Guling Pande Egi, Gianyar have a positive and significant influence on the interest in visiting again for domestic tourist customers. Food quality and service quality at Warung Babi Guling Pande Egi, Gianyar have a positive and significant impact on customer satisfaction for domestic tourists. Customer satisfaction has a positive and significant influence on the interest in visiting again to Warung Babi Guling Pande Egi, Gianyar. Customer satisfaction is able to partially mediate the influence of food quality on the intention to revisit domestic tourist customers at Warung Babi Guling Pande Egi, Gianyar. Customer satisfaction does not mediate partially from the influence of service quality on the interest in visiting again Indonesian domestic tourist customers at Warung Babi Guling Pande Egi, Gianyar

For the Managerial team of the Pande Egi Bolster Swine, Gianyar needs to: arrange more carefully and thoroughly, for the needs of the workforce in the waitress section so that there is a suitable and proportionate comparison regarding the comparison between the number of guests who are visiting and the number of waiters on duty, so that good and

excellent service quality is created, especially on the speed of service; proactively explain briefly about the specifications of each type of menu available. Another suggestion is to improve the quality of the taste of the Bolster Pig cooking menu so that the customer will like it, the next will be created satisfaction and interest to visit again and pay attention to the level of maturity of pork, so as not until the occurrence of undercooked pork. Second suggestion is need to do a study of other aspects of the Pande Egi Rolling Swine Warung, Gianyar, which has not been touched and has not been covered by this study. As for aspects that need further investigation, include: atmosphere, physical environment and price.

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