
QUALITY OF CULINARY TOURISM PRODUCTS INFLUENCE ON SATISFACTION AND LOYALTY OF TOURISTS VISITING PUYUNG INAQ ESUN RACING RICE RESTAURANT IN LOMBOK

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ABSTRACT

KEYWORDS

Product quality;
satisfaction; loyalty

This research was conducted on Nasi Balap Puyung Inaq Esun is a restaurant in central Lombok which is a restaurant that has been established since the 1970s and is the first nasi balap puyung in Lombok and adjacent to Mandalika tourist destinations. This study aims to analyze the effect of the quality of culinary tourism products on the satisfaction and loyalty of domestic tourists visiting Nasi Balapan Puyung Inaq Esun Lombok. This study uses quantitative research methods with a qualitative descriptive approach to describe the results of data analysis obtained from respondents. The sampling technique in this study uses purposive sampling techniques or determination of samples based on certain criteria, while the sample in question is an archipelago tourist who has visited Nasi Balap Puyung Inaq Esun Lombok. Data collection techniques in this study used questionnaires. The data analysis technique in this study uses the Structural Equation Model (SEM) with SmartPLS software development. The results showed that the quality of culinary tourism products has a significant or positive influence on the satisfaction of domestic tourists visiting Nasi Balap Inaq Esun, satisfaction has a significant effect on the loyalty of tourists visiting Nasi Balap Inaq Esun in Lombok, the quality of culinary tourism products has a significant influence on the loyalty of domestic tourists visiting Nasi Balap Inaq Esun, and satisfaction is able to mediate between the quality of culinary tourism products with the loyalty of tourists visiting Nasi Balapan Inak Esun in Lombok.

INTRODUCTION

The development of tourism destinations in Indonesia has reached 10 new Balis, but the government is still focusing on developing 5 New Balis (Super Priority Destinations). One of the super priority destinations whose development is being accelerated is the Mandalika Area in West Nusa Tenggara. The right and strategic step taken by the government is to hold an international scale event, namely, the Moto GP which is held in Mandalika, West Nusa Tenggara. This will attract the attention of foreign tourists and will have a direct impact on the tourism industry in West Nusa Tenggara Province which makes Mandalika the host of world-class performances which is one of the venues for promotion and widening the wings of the national tourism industry which is not only centered on Bali (Kemenparekreatif, 2022).

Central Lombok has tourism potential, as it has a variety of natural, cultural and other tourist attractions. Efforts to manage tourist destinations in Central Lombok Regency are showing quite encouraging developments, this is indicated by the increasing number of tourists visiting tourist attractions in Central Lombok Regency during 2021 which has reached 41,156 people, consisting of 3,002 foreign tourists and 38,154 domestic tourists. In 2022 the number of tourist visits has increased significantly due to the Moto GP event being held at the Mandalika International Circuit where the number of visits until July 2022 was 718,558 people,

consisting of 38,252 foreign tourists and 680,306 domestic tourists (Dinas Pariwisata NTB, 2022).

Apart from the potential for nature and sports, Central Lombok has the potential for a creative industry, namely the culinary industry. Most tourists who visit tourist destinations always take the time to taste typical food and drinks in tourist destinations. Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism (Besra, 2012). Culinary tourism is part of the existing types of tourism, because it is incomplete if the tourists who come do not try the special culinary delights in the area, although culinary tourism is often seen as a complementary tourism product, culinary tourism has the potential to be developed because tourists who come are usually interested in trying it. typical food of the area.

Furthermore, culinary tourism is one of Indonesia's dominant tourism assets, because cultural diversity and regional agricultural or plantation products in Indonesia affect the diversity of food too (Kristiadi, Nainggolan, & Rizqiyanti, n.d.). Culinary wealth is a big capital that can be used to develop the city in terms of tourism (Wardani, Wijaya, & Saeroji, 2018). Based on Harsana and Triwidayanti's research (2011), this is because tourism trends are currently starting to change, when tourists come to an area they will definitely visit, to look for or hunt for regional specialties.

According to Su and Horng (2012) and Wardani et al. (2018) the relationship between food and tourism is an issue of concern in culinary tourism. The experience of enjoying various culinary delights in an area is carried out by local residents and visiting tourists where for tourists, culinary activities are an experience of coming into contact with local culture (Quan & Wang, 2004). Boyne and Hall (2002) states that tourists spend almost 40% of the budget to buy food when they travel. According to Harsana (2011) the current trend of tourists coming to a tourist area to look for or hunt for regional specialties is a great opportunity for the region. Each region has its own characteristics of traditional food, Central Lombok is no exception which has a variety of traditional foods. Traditional food is expected to be able to compete with products from outside the area, for this reason it is necessary to pay attention to packaging, quality, hygiene, nutritional content and marketing. Food characteristics are the pull factor that drives tourists to visit the destination and can be very important in inspiration and travel planning (Martin, Izquierdo, & Laguna-Garcia, 2021). Traditional local food which is now known as a culinary product is even packaged into a culinary tour (Widiastini et al, 2014)

There are several culinary tourism destinations that can be visited in Central Lombok, one of which is Nasi Balap Puyung Inaq Esun which is well known by the public. Nasi Balap Puyung Inaq Esun is one of the tourist products that must be visited by culinary enthusiasts. Nasi Balap Puyung Inaq Esun has been legendary since the 1970s. This dining place is one of the legendary culinary delights in Lombok. No wonder Nasi Balap Puyung Inaq Esun is always recommended to be tasted. Nasi Balap Puyung Inaq Esun is served in a traditional way and is famous for its spicy taste. The specialty of Nasi Balap Puyung Inaq Esun is that everything from rice to side dishes is served through a traditional process using a wood-fired stove (Detikfood, 2022). other privileges, Nasi Balap Puyung Inaq Esun uses natural ingredients and is processed with traditional Sasak spices. All the spices and sambal are fried using coconut oil which is processed in the traditional way, so the smell of the spices and sambal is very fragrant (Ksmtour, 2022).

According to reviews on Google Reviews, Nasi Balap Puyung Inaq Esun has a rating of 4.4 out of 1,473 reviews. This means that there are still visitors who give negative reviews, one of which is a review written by Hendri Sapriyadi as follows:

"Hopefully read for those who want to eat here, for God's sake if you can give it I give 1/4 1/4 stars, please fix the restaurant, the exorbitant prices are NOT according to

the portion and taste of 22,000/portion, drinks MUST be bought at the direct location, the price of mineral drinks is the same as prices at the airport, sometimes it can be more expensive. I'm sorry I commented like this, because I'm annoyed, it's never been satisfying."

(Source : Google Reviews, 2022)

The following negative review was written by Awen tjiang as follows:

"The taste of the chicken is different from the first time, and the service here is not good, the conditions around the dining table are not clean!"

(Source : Google Reviews, 2022)

The next negative review was written by Rahmatul Kautsar as follows:

"Taste improved again, and the place could be more well laid out again"(Source : Google Reviews, 2022)

These things are problems related to tourist satisfaction. Therefore, even though only a small portion of the public holds that view, of course they are dissatisfied and the lack of consumer loyalty to Puyung Inaq Esun's Nasi Balap now has to be material for evaluation by the owner. Activities related to food greatly affect travel satisfaction, which in turn encourages repeat visits and recommending a destination to others (Widjaja, Jokom, Kristanti, & Wijaya, 2020).

It is important for the Nasi Balap Puyung Inaq Esun culinary business to always maintain the continuity of the value and quality of the distinctive taste image which is the adhesive for consumer trust, by maintaining this continuity, consumers will always feel satisfied and loyal. According to Kotler and Keller (2016) Satisfaction is the extent to which a product level is perceived in accordance with tourist expectations. Customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing a product's perceived performance (or results) against their expectations. The more satisfied tourists can have an impact on the increasing number of tourist visits and ultimately increase sales. However, if tourist satisfaction is low, it will have an impact on decreasing the number of tourists visiting tourist attraction locations. Tourists or visitors are the main factors that make Nasi Balap Puyung Inaq Esun continue to exist today, therefore tourist loyalty is the key to the success of a business including Nasi Balap Puyung Inaq Esun. Tourist satisfaction is one thing that can make a loyal tourist.

Satisfaction can be created due to important factors or a good relationship between Nasi Balap Puyung Inaq Esun and also customers or visiting tourists so as to create a harmonious relationship and customer loyalty so that there is a form of profitable word-of-mouth recommendation. Management (Kivetz & Simonson, 2002). Valle et al (2006) also said that the level of satisfaction of a customer can result in an increase in the likelihood of repeat visits and a willingness to recommend destinations to others, in other words the creation of optimal customer satisfaction will encourage the creation of someone's desire to visit a place frequently. Satisfaction felt by tourists because the places visited are in accordance with the desired expectations but according to Manzie (2016) have different responses, in reality many customers are already satisfied with the products offered but may switch to other products under certain conditions. that is what it means to be satisfied but disloyal.

Apart from satisfaction, it turns out that there are also other factors that play an important role in influencing the loyalty of tourists so that tourists continue to return to an object or place. The five main factors that need to be considered in relation to keeping consumers loyal are coming to visit, among others, the quality of tourism products, the quality of tourism

services, emotional image, price, and costs (Widjaja et al., 2020). Food quality is defined as a quality concept that can provide insight into how to maintain product quality and how customers see the product presented. Kotler (2008) defines food quality as the ability of an item to provide results/ performance that match or exceed what the customer wants.

Consumer loyalty indicates consumer attitudes towards a product. Thus, understanding how consumer loyalty to specialty foods will be important because such insights will help to develop and deliver products that meet consumer demands and further enhance business competitiveness. Customer loyalty is not formed in a short time but through a process of buying experience consistently over time and if it is in line with expectations, this buying process will continue to be repeated. Suharto et al. (2019) also confirms that quality is an important driver of satisfaction and loyalty. The better the quality of the special food as perceived by consumers, the greater their satisfaction and loyalty. Culinary tourism experiences and future recommendations are fundamentally dependent on the overall perceived value of the offer such as quality of service and price, but also local food experiences in terms of authenticity and sensual experiences (Martin et al., 2021). Authenticity is a condition for recommending local food, while a sensual experience is a condition for returning. This study aims to analyze the effect of the quality of culinary tourism products on the satisfaction and loyalty of domestic tourists visiting Nasi Balapan Puyung Inaq Esun Lombok.

Research Hypothesis

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence (Sugiyono, 2018). Based on theoretical studies and empirical studies, a hypothesis can be developed as follows:

The Effect of Culinary Tourism Product Quality on Satisfaction Tourists Visiting the Balap Puyung Inaq Esun Restaurant

According to Kotler (2018) satisfaction is an individual's perception, in this case a guest house, from the performance of a product or service that is related to their expectations of the product or service itself. Tourists who get product performance lower than their expectations will certainly be disappointed and dissatisfied. Whereas tourists who get product performance that is the same or more than their expectations, they will be satisfied or very satisfied. Research conducted by Sembiring et al. (2021) shows that the effect of product quality is directly proven to have a significant effect on customer satisfaction. Besides that, the results of Elvina and Lestari (2022) shows that the product quality variable has a positive and significant effect on customer satisfaction.

H0: The quality of culinary tourism products has no positive effect on the satisfaction of domestic tourists visiting Nasi Balap Puyung Inaq Esun.

H1: The quality of culinary tourism products has a positive effect on the satisfaction of domestic tourists visiting Nasi Balap Puyung Inaq Esun.

The Effect of Satisfaction on the Loyalty of Tourists Visiting the Balap Puyung Inaq Esun Restaurant

At the beginning of the development of the concept of tourist loyalty, many marketing experts agreed that the main factor in establishing loyalty was tourist satisfaction. Tourist satisfaction is said to be an antecedent of tourist loyalty (Rifaldi, 2006), with the assumption that satisfied tourists will definitely be loyal. According to Rahmayunita et al., (2019) if

consumers are satisfied with a product purchased, it will lead to buyer loyalty so that the buyer makes a repeat purchase in the future.

H₀ : Satisfaction has no positive effect on loyalty Indonesian tourists visiting Nasi Balap Puyung Inaq Esun

H₁: Satisfaction matters positive for loyalty Indonesian tourists visiting Nasi Balap Puyung Inaq Esun

The Effect of Culinary Tourism Product Quality on the Loyalty of Tourists Visiting the Balap Puyung Inaq Esun Restaurant

Kotler and Armstrong (2016) state product quality is closely related to the ability of the product to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valued attributes. Product quality affects customer loyalty. Food quality has a positive and significant effect on customer loyalty. This means that the higher the quality of food provided by RSMPK, the higher customer loyalty. Variables contained in food quality seen from the dimensions of food quality include food color, taste, food appearance, portion served, food texture, food shape, temperature, aroma and degree of maturity of the food served (Rizkiyah, Kanom, Wijaya, & Iswati, 2021). Food is one of the most influential in the customer's intention to visit again (Nugraha, Mao, Lin, & Lin, 2021).

H₀ : Quality culinary tourism products have no effect towards the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun.

H₁ : The quality of culinary tourism matters positive towards the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun.

The Role of Tourist Satisfaction in mediating the relationship between Culinary Quality and Tourist Loyalty

According to Indrajaya and Sonny (2019) the application of service quality and tourist impressions gives a significant increase in tourist satisfaction. The application of tourist satisfaction gives a significant increase in tourist loyalty. The application of the halal brand, service quality, the impression of giving a significant increase in tourist loyalty through tourist satisfaction. Meanwhile loyalty is considered to occur because of the influence of satisfaction/dissatisfaction with the product which accumulates continuously in addition to the perception of product quality (Boulding et al, 1993). Furthermore Oliver (1999) states that satisfaction is an important step in the formation of loyalty but becomes less significant when loyalty begins to arise through other mechanisms. Other mechanisms can take the form of determination and social ties.

H₀ : Satisfaction is unable to mediate the relationship between the quality of culinary tourism products and the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun.

H₁ : Satisfaction is able to mediate the relationship between the quality of culinary tourism products and the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun

RESEARCH METHOD

In this study using quantitative research methods with a qualitative descriptive approach. Quantitative method is a research method based on the philosophy of positivism, used to examine certain populations or samples (Sugiyono, 2018). The sampling technique in this study used a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations, the sample in question is Indonesian visitors who have visited or enjoyed food at Nasi Balap Puyung Inaq Esun Restaurant, quantitative/statistical data analysis aims to test the hypotheses that have been set.

This study uses Structural Equation Model (SEM) analysis with the help of Smart partial least squares (PLS) software to analyze the effect of the quality of culinary tourism products on satisfaction and loyalty. Hypothesis testing can be done by looking at the p-value by going through the bootstrapping procedure on the path coefficients (direct effect) and (indirect effect). If the p-Value > 0.05 then H_0 is accepted and H_1 is rejected. Vice versa if the p-Value < 0.05 then H_0 is rejected and H_1 is accepted (Ferdinand, 2000). As well as to see the significance of the relationship can be seen from the t-Statistics value, if it is greater than the t-value then the relationship between variables is significant (Wong, 2013). Then next the writer determines the significance level, which is 5%, from the data it can be seen that the t-value is 1.96 (Ghozali & Latan, 2015).

RESULTS AND DISCUSSION

Hypothesis testing is a way to see whether there is a direct or indirect effect of each variable in this study. Hypothesis testing in this study uses the PLS with the bootstrapping method then looks at this value from the direct effect and indirect effect testing then compares it with the t-statistic/t test value in this research which is 1.96, if the results of the direct effect and indirect effect tests (> 1.96) then these variables have an influence in this study.

The Influence of Product Quality on Satisfaction and Loyalty of Indonesian Tourists Visiting Nasi Balap Puyung Inaq Esun in Lombok

The direct effect is the effect that occurs between exogenous variables and endogenous variables. The direct influence in this study, among others.

Table 1. Output Bootstrapping Direct Effect Results

Hypothesis	Variable	Original Sample (O)	sample Means (M)	Standard Deviations (STDEV)	T Statistics (O/STDE)	P Value
H1	Product Skin → Satisfaction	0.826	0.825	0.038	21,802	0.000
H2	Satisfaction → Loyalty	0.533	0.525	0.114	4,684	0.000
H4	Product Quality → Loyalty	0.292	0.301	0.111	2,617	0.010

Source: Results of Primary Data Processing, 2023

In the results of the hypothesis test in table 5.13, the p-value of the product quality variable on tourist satisfaction is 0.000 with a value smaller than the significance value of 0.05. Apart from having a significant p-value ($0.000 < 0.05$), the product quality variable on satisfaction also has a t-statistic value of 21.802 which means it is greater than (1.96), so it can be concluded that product quality has a positive influence to satisfaction, which means (H_0) is rejected and (H_1) is accepted.

The results of the research model data analysis show that product quality has a significant influence on the satisfaction of tourists visiting Nasi Balap Puyung Inaq Esun in Lombok. The results of this study are in accordance with research conducted by Sembiring et al., (2021) which shows that the effect of product quality has directly proven to have a significant effect on customer satisfaction. Besides that, the results of Elvina and Lestari (2022) shows that the variables of service quality, customer value, product quality and price have a positive and significant effect on customer satisfaction. According to Tombeng et al. (2019) taste of the

food is well maintained, the menu served is varied, the food/drinks are displayed attractively, and the food hygiene is well maintained, it will increase consumer satisfaction. The price offered is affordable, the price is in accordance with the taste of the food and is cheaper than other restaurants, it will increase consumer satisfaction.

According to the International Culinary Tourism Association (ICTA) Culinary tourism is a unique eating and drinking activity carried out by every traveler who travels. Tourists who get product performance that is the same or more than their expectations, they will be satisfied or very satisfied. The quality of the product offered by Nasi Balap Puyung Inaq Esun in Lombok is something that is very important to create an emotional attachment for tourists, so that a feeling of comfort arises and tourists will feel satisfied to visit.

The Effect of Satisfaction on the Loyalty of Indonesian Tourists Visiting Nasi Balap Puyung Inaq Esun in Lombok

In the results of the hypothesis test in Table 5.13, the p-value of the variable tourist satisfaction on tourist loyalty is 0.000 with a smaller value than the significance value of 0.05. Apart from having a significant p-value ($0.000 < 0.05$), the variable tourist satisfaction on tourist loyalty also has a t-statistic value of 4.684 which means it is greater than (1.96), so it can be concluded that tourist satisfaction has a significant influence positive on tourist loyalty, which means (H_0) is rejected and (H_1) is accepted.

Several previous research results support this research by stating the relationship between satisfaction and tourist loyalty. The results of the research in question include research by Parasuraman, et.al. (1988) the results of evaluating individual expectations of a product will lead to perceptions of value and acting on it. Furthermore, tourists will consider which offer will provide the highest value and satisfaction. Offers that are able to meet these expectations will have an impact on repurchasing behavior (buyer's repetition).

Tourists who feel satisfied will share the results with friends and people they know, so that it can be profitable for the Nasi Balap Puyung Inaq Esun Restaurant in Lombok, where the Nasi Balap Puyung Inaq Esun Restaurant will

Get promotions for free from visitors. However, if on the other hand visitors are not satisfied with what is provided by Nasi Balap Puyung Inaq Esun Restaurant, it will cause dissatisfaction, tourists will tell or tell their bad experiences to friends and people they know so that Nasi Balap Puyung Inaq Esun Restaurant is not satisfied. able to develop.

The Influence of Product Quality on the Loyalty of Indonesian Tourists Visiting Nasi Balap Puyung Inaq Esun in Lombok

In the results of the hypothesis test in table 5.13, the p-value of the culinary quality variable on tourist loyalty is 0.010 with a value smaller than the significance value of 0.05. Besides having a significant p-value ($0.010 < 0.05$), the culinary quality variable on tourist loyalty also has a t-statistic value of 2.617 which means it is greater than (1.96), so it can be concluded that culinary quality has a significant influence positive on tourist loyalty, which means (H_0) is rejected and (H_1) is accepted.

The results of this study are in accordance with the research by Rizkiyah et al. (2021) where the variables contained in food quality seen from the dimensions of food quality include food color, taste, food appearance, portion served, food texture, food shape, temperature, aroma and degree of maturity of the food served. All of these indicators are stated to have an effect on tourist loyalty.

Nugraha et al. (2021) food is one of the most influential in customer intention to visit

again. It starts with the quality of the food, the image of the food is built from consistency for the satisfaction of the customers who come to enjoy the dishes. Fitrizal et al. (2021) five dimensions for culinary tourism: quality, quantity, authenticity, variety, and cleanliness, culinary tourism has a positive impact and a significant influence on both destination loyalty and tourist satisfaction.

The Influence of Culinary Tourism Quality on Loyalty Through Satisfaction of Indonesian Tourists Visiting Nasi Balap Puyung Inaq Esun in Lombok

Indirect effect is the effect that occurs between exogenous and endogenous variables that are mediated or mediated by other variables. The indirect effect in this study, among others.

Table 2. Output Bootstrapping Indirect Effects Results

Variable	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDE)	P Value
Product Quality → Satisfaction → Loyalty	0.440	0.443	0.100	4,426	0.000

Source: Results of Primary Data Processing, 2023

On the results of the hypothesis test 5.14, the p-value of the variable quality of culinary tourism on tourist loyalty through tourist satisfaction is 0.000 with a value smaller than the significance value of 0.05. Apart from having a significant p-value ($0.000 < 0.05$), the variable quality of culinary tourism on tourist loyalty through tourist satisfaction also has a t-statistic value of 4.426 which is greater than (1.96), it can be concluded that customer satisfaction tourists are able to positively mediate the influence of the quality of culinary tourism on tourist loyalty, which means (H_0) is rejected and (H_1) is accepted. This means that if the quality of culinary tourism has increased, satisfaction has also increased, this increase will also affect tourist loyalty.

Rahmayunita et al. (2019) if consumers are satisfied with a product purchased, it will generate buyer loyalty so that the buyer will make repeat purchases in the future. Suharto et al. (2019) also confirms that quality is an important driver of satisfaction and loyalty. The better the quality of the special food as perceived by consumers, the greater their satisfaction and loyalty. Loyalty is considered to occur because of the influence of satisfaction / dissatisfaction with the product which accumulates continuously in addition to the perception of product quality (Boulding et al, 1993). Farther Oliver (1999) states that satisfaction is an important step in the formation of loyalty but becomes less significant when loyalty begins to arise through other mechanisms. Other mechanisms can take the form of determination and social ties.

The results of the data analysis above show that the variable tourist satisfaction is a variable that is able to mediate between the quality of culinary tourism and tourist loyalty. This can happen because satisfaction is the response of customers or visitors to evaluations of discrepancies between expectations and performance or reality in the field that can make customers loyal.

CONCLUSION

Based on results of study, the conclusion can be drawn are; (1) the quality of culinary tourism products has a positive influence on the satisfaction of domestic tourists visiting Nasi

Balap Puyung Inaq Esun Restaurant in Lombok, this means that the higher the quality of culinary tourism products offered by Nasi Balap Puyung Inaq Esun Restaurant, the satisfaction of domestic tourists who visit too will be higher, (2) tourist satisfaction has a positive influence on the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun Restaurant in Lombok, this means that the higher tourist satisfaction with Nasi Balap Puyung Inaq Esun Restaurant, the loyalty of domestic tourists visiting will also be higher, (3) the quality of culinary tourism products has a positive influence on the loyalty of domestic tourists visiting Nasi Balap Puyung Inaq Esun Restaurant in Lombok, this means that the higher the quality of culinary tourism products offered by Nasi Balap Puyung Inaq Esun Restaurant, the more loyal Indonesian tourists who visit will be higher, and (4) satisfaction has an indirect effect or is able to mediate between the quality of culinary tourism products and the loyalty of domestic tourists visiting the Nasi Balap Puyung Inaq Esun Restaurant in Lombok, this means that the higher the quality of culinary tourism products offered by the Nasi Balap Puyung Inaq Esun Restaurant, the more high satisfaction of visiting domestic tourists and can also make visitors loyal.

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