

# THE EFFECT OF TASTE AND IMAGE OF TOURISM DESTINATIONS ON CUSTOMER SATISFACTION AND LOYALTY (Study at Warung Bu Sari, the Tourist Destination of Gubug Serut)

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## ABSTRACT

The purpose of this study was to analyze the effect of the taste and image of a tourist destination on customer satisfaction and loyalty at Warung Bu Sari in Semarang City . The sample in this study were 112 customers of Warung Bu Sari in Semarang City . Determination of the sample in this study using purposive sampling . The analysis tool used is multiple linear regression analysis and Sobel Test. The results of the analysis can be concluded that: taste has a positive effect on customer satisfaction . Destination image has a positive effect on customer satisfaction. Taste has a positive effect on customer loyalty. Destination image has a positive effect on customer loyalty. Customer satisfaction has a positive effect on customer loyalty.

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## 1. INTRODUCTION

The Food (Culinary) business is one of the businesses that is currently growing rapidly and has considerable growth potential. There have been many business actors who have made a profit from this business. However, not a few culinary business actors have gone out of business, aka bankrupt, because the quality of service is less than optimal and has resulted in decreased customer satisfaction and customer loyalty. This means that the success of a culinary business is determined by implementing the right marketing strategy and good relations with consumers. Customer loyalty to a food product is the key to success in a culinary business. Consumers who are satisfied with a product or service will usually create customer loyalty. Customer loyalty has an important role in business, customer loyalty means improving the quality of the company and maintaining the survival of the culinary business. Customer loyalty is the top priority for every culinary business to make extensions and survive and be sustainable.

Loyalty can be said as a condition where customers have a positive attitude towards a brand, have a commitment to the brand, with the intention of continuing their purchases in the future. This means that loyalty is always related to the customer's profession and actual purchases (Lupiyoadi, 2014) . Customer satisfaction is a very decisive factor in business, otherwise customer disappointment when getting service can be the downfall of a business in the future. In a business where the level of competition is quite high and increasingly stringent, customer satisfaction and customer loyalty are interconnected, in the face of existing competitors, customer satisfaction is the main key to a running business. The key to maintaining customer satisfaction is in several ways, including the image of taste and tourist destinations that are owned.

High customer satisfaction will increase customer loyalty. This is in line with research conducted by Listyawati, (2019) ; Djunaedi et al., (2022) ; Prayogi et al., (2022) proved that customer satisfaction has a positive and significant effect on customer loyalty. In contrast to research conducted by Eviana & Yusrini, (2016) proved that customer satisfaction has a positive but not significant effect on customer loyalty. In addition to customer satisfaction, taste also affects customer loyalty. According to Hadi & Al-Farisi, (2016) taste is a way of choosing food that must be distinguished from the taste (taste) of the food. Taste is a food attribute which includes appearance, smell, taste, texture, and temperature, while Tarwendah, (2017) Taste is a biological perception such as the sensation produced by material that enters the mouth, and the second. Taste is primarily sensed by aroma receptors in the nose and taste receptors in the mouth. The suitability between product taste image and customer loyalty is an interesting thing to study.

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This has been studied by C. Mahendra et al., (2022) ; Prayogi et al., (2022) , stated that taste image has a significant positive effect on customer loyalty. In contrast to Sari's research , (2018) states that taste image has a negative but not significant effect on customer loyalty. Each Tourist Destination will prioritize the quality of its services, because each tourist destination does not only offer attractive facilities, but also offers services that meet visitor expectations. Qu, Hailin & Holly, (2011) explained that destination image is an image given by tourist attractions that can have an impact on tourist interest to return to visit these attractions. The more attractive the image of the destination, the higher the customer loyalty. Research conducted by Listyawati, (2019) ; Djunaedi et al., (2022) proves that destination image has a positive effect on customer loyalty. This is different from research conducted by Sinatrya et al., (2022) proving that destination image has a negative effect on customer loyalty.

One of the tourist destinations in Semarang that attracts tourists is Shaved Shaft Tourism because with a good view and a cool atmosphere on the edge of the river, it makes visitors curious to visit the Shaved Shack. This tour is open to the public and has been open since 2019. There are also traders who sell shaved food to add to the comfort of tourists by eating food that has been provided in various stalls in the tourist area, one of which is a Bu Sari stall that sells a variety of various foods and drinks and is much in demand by visitors to Shaved Shack tours, there are also customers who take their time to just buy food at the bu sari shop because it tastes good and the service is good. Since the existence of a tourist destination, the Bu Sari stall has started running again and offers various kinds of food and drinks. There are also foods that are liked by various groups of customers, namely gendar pecel and there are also other menus such as mixed rice cake, soup and instant noodles etc. Warung Bu Sari Semarang has facilities such as tables and chairs because it is in a tourist area so it makes customers more comfortable with the view on the tour.

### **Theoretical review**

#### **Customer loyalty**

Loyalty is a positive attitude from consumers to the destination and intends to continue their purchases in the future (Soliha et al., n.d.). Customer loyalty is a high commitment to buy back a preferred product or service in the future, in addition to the influence of the situation and the marketer's efforts to change behavior.(Soliha et al., 2021). Customer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently(Tjahjaningsih et al., 2021).

(Tjahjaningsih et al., 2020)stated that customer loyalty is a positive attitude shown by customers towards a product/service provider by repurchasing products or services offered by the company in the long term and recommending the company to colleagues and their families. (Soliha et al., 2019)consumer loyalty is a consistent repurchase of a brand by consumers. Consumer loyalty can also be shaped because of habits and a long history of brand use.

#### **Customer satisfaction**

(Euis et al., 2021)Customer satisfaction is a feeling of disappointment or pleasure in someone which arises after comparing the expectations with the reality obtained. (Ramdhani & Widyasari, n.d.)Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions/impressions of the performance or results of a product and their expectations. On the other hand, according to (Desmi Ristia & Marlien, 2022)finding customer satisfaction based on customer value which is more unique in the results of the product taste image presented. (Rahesa Wijaya & Tjahjaningsih, 2022)Satisfaction is the level of one's feelings after comparing the perceived taste with the expectations of the product. Customer satisfaction is the extent to which the taste provided by a product is commensurate with the expectations of the buyer.(Tinggi et al., 2022)

#### **Taste**

Taste can be interpreted as a combination of taste and smell obtained through the mouth and nose. Apart from being influenced by the sense of taste, the perception of taste can also be influenced by the individual's visual abilities. Taste is a way of choosing food that must be distinguished from the taste of the food. Taste is a food attribute that includes appearance, smell, taste, texture, and temperature (Hadi & Al-Farisi, 2016) . Taste is a form of cooperation of the five kinds of human senses, namely taste, smell, touch, sight and hearing (Anas, 2017) . Taste is a biological perception like the sensation produced by matter entering the mouth, and the latter. Taste is mainly felt by aroma receptors in the nose and taste receptors in the mouth (Tarwendah, 2017) . It can be concluded that taste is a food attribute which includes appearance, smell, taste, texture, and temperature which work together from the five kinds of

human senses. The existence of taste knowledge produced by the five senses of a product provides information whether the product is pleasant to be consumed again or not.

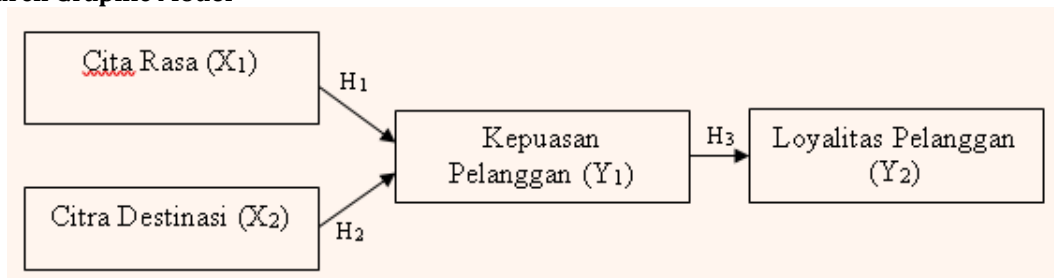
### Destination Image

Image is a picture of reality and does not have to correspond to reality. image is the world according to perception. Based on the above understanding, image can be interpreted as an image obtained by the surrounding environment or other parties as a result of their experience and knowledge of an object. Qu, Hailin & Holly, (2011) explain that destination image is an image given by tourist attractions that can have an impact on tourists' interest in returning to visit these attractions. Meanwhile, according to Tasci and Kozak in Listyawati, (2019) Destination image is the perception individual to the characteristics of the destination which can be influenced by promotional information, mass media and many other factors. Qu, Hailin & Holly, (2011) revealed that destination image consists of several indicators, namely as follows: Cognitive image, consumer trust and knowledge of objects. What is meant by an object is an increasingly positive product attribute, trust in a destination, so the overall cognition will support the overall image which consists of the quality of experience that tourists get, tourist attractions in tourist destinations, the environment and infrastructure, entertainment and cultural traditions. from that destination. Unique image, a distinctive image of a destination consisting of the natural environment, the attractiveness of a destination and local attractions in that destination. Affective, emotional image that reflects a person's feelings towards an object, whether the object is wanted or liked which consists of feelings that are pleasant, uplifting, relaxing and interesting when at a destination.

The research hypothesis proposed in this study includes:

- H1: taste has a positive effect on customer satisfaction
- H2: Destination image has a positive effect on customer satisfaction
- H3: Customer satisfaction has a positive effect on customer loyalty

### Research Graphic Model



## 2. METHODS

### Sample Population and Data Source

The type of data used in this research is primary data. Primary data is data sourced from direct respondents. This data is in the form of data recapitulation obtained by distributing questionnaires to the respondents who are the sample in this study. The population is all research subjects (Arikunto, 2010). In this study, the population is all customers of Warung Bu Sari in the city of Semarang . The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017) . Because the population in this study is quite large, it is necessary to take samples. Determination of the sample size of the population, based on the minimum sample size required by the analytical tool used. According to Hair JF, (2010) if the population is unknown, determining the number of samples can be done by means of a minimum sample size of 5-20 times the number of variable indicators. The number of indicators in this study is 14 questions so that based on the provisions of the sample calculation above, the sample to be taken in this study is 112 respondents (14 x 8 = 112).

### Validity and Reliability

Validity comes from the word validity which means the extent to which the accuracy and accuracy of a measuring instrument (test) in carrying out its measurement function (Arikunto, 2016) . A test can be said to have high validity if the test carries out its measurement function, or provides measurement results, which are precise and in accordance with the purpose for which the test is applied. To test the validity used Factor Analysis ( *Factor Analysis* ) processed with the SPSS computer program. Test criteria *The Kaiser-Mayer-Olkin Odecuary (Kaiser's MSA) value* is required so that the data collected can be

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properly carried out for factor analysis above 0.50, and this also shows *the Construct Validity* of each variable (Ghozali, 2018) . Items that will be included in the final analysis are items that have a loading factor of more than 0.40 (Ghozali, 2018) .

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. This reliability testing technique uses an analysis technique developed by *Alpha Cronbach* . In this test it is considered reliable if it is greater than 0.7 (Ghozali, 2018) . This calculation will be carried out with the help of the SPSS computer. The calculation results show that it is reliable if the alpha coefficient is greater than 0.7, meaning that the questionnaire can be trusted and can be used for research.

### Multiple Linear Regression Test

Multiple linear regression analysis is used to determine causal relationships by determining the value of Y (as the dependent variable) and to estimate the values associated with X (as the independent variable), using the statistical formula:

$$Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y_2 = \beta_0 + \beta_3 X_1 + e$$

Information :

- $Y_2$  = customer loyalty
- $Y_1$  = customer satisfaction
- $X_1$  = taste
- $X_2$  = destination image
- $\beta_{1-3}$  = Regression coefficient
- $e$  = disturbing/error variable

### Coefficient of Determination - F test and t test

To test this research model is to calculate the coefficient of determination ( $R^2$ ) in essence measuring how far the model's ability to explain the dependent variation. The value of the coefficient of determination is between zero and one (Ghozali, 2018) . The greater the magnitude of  $R^2$  an independent variable indicates the more dominant the influence on the dependent variable, and the independent variable has  $R^2$  the biggest shows the most dominant influence on the dependent variable.  $R^2$  magnitude which is defined is known as the coefficient of determination (sample) and is the quantity most commonly used to measure the goodness of fit ( goodness of fit ) regression line. Verbally,  $R^2$  measures the proportion (part) or percentage of the total variation in Y explained by the regression model (Ghozali, 2018) .

The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2018) . The model is said to be fit, if the significant probability value is less than 5% (Ghozali, 2018) . The t test is to test the acceptance and rejection of the hypotheses tested in this study. This test shows how far the influence of one independent variable individually explains the variation of the dependent variable (Ghozali, 2018) . Testing by looking at the maximum error of the test results, if the maximum error (Sig) is less than 5%, the hypothesis being tested can be accepted (Ghozali, 2018) .

## 3. RESULT AND DISCUSSION

Testing the research instrument shows the Validity and Reliability Test Validity test is a measure that shows the level of validity of an instrument. Measurements use factor analysis with testing criteria if the Keiser-Mayer-Olkin ( KMO ) value is indicated so that the data collected can be properly carried out by factor analysis above 0.50 and the loading factor value ( component matrix ) is more than 0.40 (Ghozali, 2018) . The results of the validity test using factor analysis can be shown by the results of calculating the validity test on each research variable, it is known that the KMO value is above 0.50 so that the sample adequacy is fulfilled. In addition, the component matrix value of each indicator that forms the research variable is more than 0.4 so that it can be said that all of these indicators are valid (Ghozali, 2018) .

The reliability test was carried out to determine the efficacy or reliability of the instrument items prior to data collection using Cronbach Alpha . This calculation will be carried out with the help of a computer SPSS Ver 16 for windows. The results of the reliability test can be seen that the variables of taste image, destination image, customer satisfaction and loyalty have a *Cronbach alpha value of more than 0.7 so that* the taste image, destination image, satisfaction and loyalty variables are reliable.

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### Multiple Linear Regression Analysis

Regression analysis is used to find out whether the independent variables jointly affect the dependent variable and to measure the strength of the relationship between two or more variables and to show the direction of the relationship between the independent variables and the dependent variable.

**Table 1** Summary of Regression Test Results

Variable	$\beta$	Sig	Information
Taste Image	0.316	0.002	H1 is accepted
Destination Image	0.462	0.000	H2 is accepted
Customer satisfaction	0.207	0.019	H3 accepted
Adjusted R Square (1)	0.513		
F test	59,449		
Sig.	0.000		
Adjusted R Square (2)	0.597		
F test	55,751		
Sig.	0.000		

Source: processed primary data, 2023

### Multiple Linear Regression Analysis of Taste Image and Destination Image on Customer Satisfaction and Loyalty

Based on table 1, the results of the multiple linear regression equation are  $Y_1 = 0.316 X_1 + 0.462 X_2$ . The above equation can be interpreted as follows: The positive value in this equation can be interpreted that any increase in imagery will increase satisfaction. The positive value in this equation can be interpreted that any increase in the image of the destination will increase satisfaction. Likewise, based on table 1, we get the results of the multiple linear regression equation  $Y_2 = 0.207 Y_1$ . A positive value in this equation means that any increase in meal satisfaction will increase customer loyalty.

Based on Table 1 Model I, the coefficient value is obtained determination ( Adjusted R Square ) stage I regression of 0.513 which means that variations in changes in customer satisfaction can be explained by the variable taste and destination image of 51.3%. While the remaining 48.7% is influenced by other variables outside the research model, such as customer commitment and others. Coefficient value determination ( Adjusted R Square ) regression in Regression Model II of 0.597 which means that variations in changes in customer loyalty can be explained by the variables of taste, destination image and customer satisfaction of 59.7%. While the remaining 40.3% is influenced by other variables outside the research model, such as customer commitment and others.

Model I calculated the F value of the regression results of Stage I gives a calculated F value of 59.449 with a significant probability of 0.000 less than 0.05. which means that simultaneously the variable taste and image of the destination on customer satisfaction. The results of the Phase II regression gave a calculated F value of 55.751 with a significant probability of 0.000 less than 0.05 (significant level equal to 5 percent) which means that simultaneously taste, destination image and customer satisfaction have a positive effect on customer loyalty.

#### Hypothesis Test (t)

From the results of multiple regression testing, Taste shows that a significant value of 0.002 is less than 5%. So that the first hypothesis proposed, namely taste has a positive effect on customer satisfaction is accepted, meaning that the better the taste, the more customer satisfaction. The destination image shows that the significant value of 0.000 is less than 5%. So that the second hypothesis proposed, namely the destination image has a positive effect on customer satisfaction is accepted, meaning that the better the destination image, the more customer satisfaction will increase. And customer satisfaction shows that the significant value of 0.019 is less than 5%. So that the fifth hypothesis proposed, namely customer satisfaction has a positive effect on customer loyalty is accepted, meaning that the better customer satisfaction, the more loyalty will increase customer.

#### Discussion (Conclusion)

##### The Effect of Taste on Customer Satisfaction

The results of this study found empirical evidence that taste has a positive effect on customer satisfaction. The better the taste will increase customer satisfaction. The taste of a food product is one of

the determinants of product acceptance by consumers. Therefore, business actors must optimize the taste of each food. This is one of the main factors determining the success of a business in the food sector. Hygienic food products that are claimed to provide health benefits and practicality will be difficult for consumers to accept if organically these products are not liked or even disliked. Taste ( *taste* ) or tasting (gustation) is the taste of food that is recognized by the tongue. Because the tongue is the sense of taste at the forefront of the pathway for absorption of food ingredients into the human body, the sensation of taste on the tongue is the taste closest to food problems (Surahman & Winarti, 2021) . The better the taste given to customers, the customer satisfaction will increase. Research This research is in line with that conducted by Surahman & Winarti, (2021) ; Sianturi et al., (2021) proved that taste has a positive effect on customer satisfaction.

#### **Effect of Destination Image on Customer Satisfaction**

The results of this study found empirical evidence that destination image has a positive effect on customer satisfaction. The better the image of the destination will increase customer satisfaction. *Destination Image* is closely related to the destination image. The meaning of image itself is a perspective phenomenon which shapes the minds of consumers logically-emotionally. Then the destination image is an individual's perception of the characteristics of the destination which can be influenced by information from tourism product promotions, mass media, and many other factors that can influence the formation of these individual perceptions (Sinatrya et al., 2022) . The more attractive the image of the destination, the customer satisfaction will increase. Research This research is in line with that conducted by Anam, (2020) ; Sinatrya et al.,(2022) proves that destination image has a positive effect on customer satisfaction.

#### **The Effect of Customer Satisfaction on Customer Loyalty**

The results of this study found empirical evidence that customer satisfaction has a positive effect on customer loyalty. The better customer satisfaction will increase customer loyalty. According to Kotler & Keller, (2016) that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought of against the expected performance or results. If performance falls below expectations, the consumer is dissatisfied. If performance exceeds expectations, consumers will be very happy or satisfied. These consumer expectations can be known from their own experiences when using the product, the words of other people, and the advertising information promised by the company that produced the product. If consumers are satisfied with the services provided, it will maintain and increase the level of customer loyalty. Research This research is in line with that conducted by Listyawati, (2019) ; Djunaedi et al., (2022) ; Prayogi et al., (2022) proved that customer satisfaction has a positive and significant effect on customer loyalty. High customer satisfaction will increase customer loyalty.

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