# Determinants of customer satisfaction and return visit interest in culinary tourism in Bandung

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| Article Info | ABSTRACT |
|---|---|
| | Culinary tourism is a key part of tourist behavior, especially when experiencing local food. Braga in Bandung, West Java, is one of Indonesia's culinary tourism attractions. This study analyzes the determinant factors of customer satisfaction and revisit intention, focusing on food quality, price fairness, and physical environment. A quantitative method employing a descriptive-causal approach was utilized, with data gathered from 220 respondents via an online survey. The analysis, conducted using Structural Equation Modeling (SEM), reveals that food quality has a positive influence on both customer satisfaction and revisit intention. However, price fairness and physical environment do not significantly influence either variable. Additionally, customer satisfaction does not significantly affect revisit intention or mediate the effects of price fairness and physical environment. These findings suggest that food quality is the primary factor influencing satisfaction and repeat visits in Braga's culinary tourism. Visitors prioritize food quality over pricing and environment when evaluating their experiences.<br><br>*This is an open access article under the CC BY-NC license.* |

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## 1. INTRODUCTION

Culinary tourism has become an integral and fast-growing segment of the global tourism industry, offering visitors the opportunity to explore local culture through food experiences. It not only enhances the tourist experience but also significantly contributes to national and regional economies by generating income and creating sustainable employment (Ratnasari et al., 2020). In Indonesia, culinary tourism plays a strategic role in regional development, particularly in cities like Bandung, West Java. Recognized as one of the top traditional food cities by the 2021 TasteAtlas Awards, Bandung has become a culinary hub offering iconic dishes such as batagor, karedok, seblak, and mie kocok.

The creative industry in Bandung contributes substantially to the local Gross Domestic Product (GDP), with the fashion subsector leading at 39.14%, followed by the craft subsector (26.52%) and the culinary subsector (11.86%). Despite a lower contribution compared to fashion and craft, the culinary sector demonstrates promising growth potential, indicating its increasing significance within the local economy.

Compared to other types of tourism such as nature-based, cultural, or adventure tourism, culinary tourism is characterized by its inherently subjective, sensory, and emotionally driven experiences. Tourists' revisit intentions in culinary destinations are often influenced by intangible

factors such as food quality, price fairness, atmosphere, and personal taste preferences. Unlike natural or cultural tourism, which may rely more heavily on external attractions or guided experiences, culinary tourism requires a deeper understanding of individual attitudes and social influences in shaping tourist behavior.

This study adopts the Theory of Reasoned Action (TRA) as its theoretical foundation to explore revisit intention in culinary tourism. TRA posits that behavioral intention is a function of an individual's attitude toward the behavior and subjective norms (Y. H. Kim et al., 2011). In the context of culinary tourism, tourists' decisions to return to a destination are influenced by their perceptions of the food quality, price fairness, and physical environment, which in turn affect their overall satisfaction. These factors are not only cognitive evaluations but are also embedded in social contexts, making TRA particularly relevant.

Several studies have established the importance of food-related attributes in shaping tourist satisfaction and behavioral outcomes (Wong et al., 2019; Yasami et al., 2021). Food quality, pricing fairness, and the physical dining environment are found to have significant effects on tourists' satisfaction and intention to revisit (Bujisic et al., 2014; Albari & Safitri, 2018; Chan, 2018). Satisfaction itself acts as a crucial mediator between these service attributes and behavioral intentions (Prayag et al., 2015; Zeithaml et al., 2018).

Despite the growing body of literature, limited research has investigated how these variables interact specifically within a culinary tourism context and how the TRA framework can be applied distinctively compared to its use in other forms of tourism. This research seeks to address that gap by examining the direct effects of food quality, perceived price fairness, and environmental factors on tourist satisfaction and the subsequent impact on revisit intention. Furthermore, the study explores the mediating role of satisfaction in these relationships, thereby assessing the extent to which the TRA framework can capture the complexity of tourist behavior in culinary settings. By doing so, this study contributes to a nuanced understanding of revisit intention in culinary tourism and highlights how the dynamics in this domain differ from other tourism contexts.

## 2.    RESEARCH METHOD

This research utilizes a quantitative methodology with a descriptive-causal framework to examine how food quality, price fairness, and physical environment impact customer satisfaction and the intention to return within Bandung's culinary tourism sector. The research also examines the mediating role of customer satisfaction.

The research data were obtained using an internet-based survey instrument with a 5-point Likert scale, adapted from validated sources. Food Quality (FQ) was measured using 6 items (Namkung & Jang, 2007), Price Fairness (PF) with 4 items (Liu & Jang, 2009), Physical Environment (PE) with 4 items (Prayag et al., 2019a), Customer Satisfaction (CS) with 3 items (Liu & Jang, 2009), and Revisit Intention (RI) with 3 items (Namin, 2017).

The population included domestic tourists from Jakarta who had visited Braga, Bandung, at least twice. Using purposive sampling, 220 valid responses were obtained in August 2022. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). Model evaluation consisted of outer and inner model assessments. The outer model was tested through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. The inner model was evaluated using path coefficients, $R^2$, effect size ($f^2$), and hypothesis testing based on t-values > 1.65 and p-values < 0.05 (Hair et al, 2017).

A total of 220 respondents participated in this study, primarily through an online questionnaire. The majority of respondents were aged 18–25 years (60%), with the remainder aged 26–45. Educationally, most held a bachelor's degree (60%), followed by high school graduates. In terms of occupation, students dominated (50%), with others working in private companies, as civil servants, entrepreneurs, or homemakers. Income distribution showed most respondents earning between IDR 6–9 million monthly. Interestingly, over half of the respondents had visited Bandung more than five times for culinary tourism, indicating a strong interest driven by the variety and uniqueness of local food offerings.

The measurement model was tested using convergent validity, discriminant validity, and reliability analysis. All constructs showed acceptable Average Variance Extracted (AVE) values above 0.50, and loading factors exceeded the 0.50 threshold—except for three indicators (FQ1, FQ2, PE1), which were excluded due to low loading values. The removal of these items improved the model's overall validity.

Construct reliability was confirmed with composite reliability values above 0.70 and Cronbach's alpha values above 0.60 for all variables. These results indicate that the measurement model used in this study is both valid and reliable, thus meeting the criteria required for structural model testing and hypothesis analysis in SEM-PLS.

## 3.　RESULTS AND DISCUSSIONS

### Result

This study involved 220 respondents, the majority aged 18–25 years (60%) and primarily university students (50%). Most held a bachelor's degree (132 respondents) and earned a monthly income between IDR 6–9 million (110 respondents). More than half had visited Bandung for culinary tourism more than five times, indicating a strong interest driven by food variety, taste, and the area's distinctive culinary atmosphere.

Before proceeding to the assessment of construct reliability and validity, a purification process of the measurement model was conducted. Indicators with low factor loadings—namely FQ1, FQ2, and PE1—were removed to improve the model's convergent validity. These items did not meet the minimum recommended threshold of 0.70, as suggested by Hair et al. (2014), indicating weak representation of their respective latent variables. By eliminating these low-loading indicators, the overall construct reliability, Composite Reliability (CR), and Average Variance Extracted (AVE) were improved, thereby enhancing the quality and integrity of the outer model.

Table 1. Loadings Factor, Cronbach's Alpha, Composite Reliability, dan Average Variance Extracted (AVE)

| Variabel | Indikator | Factor Loadings | Cronbach's Alpha | Composite Reliability | AVE |
|---|---|---|---|---|---|
| Food Quality | FQ3 | 0.821 | | | |
| | FQ4 | 0.774 | 0.800 | 0.869 | 0.624 |
| | FQ5 | 0.747 | | | |
| | FQ6 | 0.816 | | | |
| Price Fairness | PF1 | 0.765 | | | |
| | PF2 | 0.782 | 0.783 | 0.857 | 0.599 |
| | PF3 | 0.794 | | | |
| | PF4 | 0.754 | | | |
| Physical Environment | PE2 | 0.749 | | | |
| | PE3 | 0.709 | 0.629 | 0.801 | 0.574 |
| | PE4 | 0.812 | | | |
| Customer Satisfaction | CS1 | 0.769 | 0.639 | 0.787 | 0.558 |
| | CS2 | 0.571 | | | |
| | CS3 | 0.870 | | | |
| Revisit Intention | RI1 | 0.826 | 0.742 | 0.849 | 0.654 |
| | RI2 | 0.705 | | | |
| | RI3 | 0.885 | | | |

Discriminant validity was tested to ensure that each latent construct is distinct from the others. Based on the Fornell-Larcker Criterion, the AVE values of each construct were higher than their correlations with other constructs. Therefore, the model satisfies the requirements for discriminant validity.

Table 2. Results of Discriminant Validity Test (Fornell-Larcker Criteria)

| | Customer Satisfaction | Food Quality | Physical Environment | Price Fairness | Revisit Intention |
|---|---|---|---|---|---|
| Customer Satisfaction | 0.747 | | | | |
| Food Quality | 0.248 | 0.790 | | | |
| Physical Environment | 0.225 | 0.579 | 0.758 | | |
| Price Fairness | 0.037 | 0.365 | 0.215 | 0.774 | |

| | Customer Satisfaction | Food Quality | Physical Environment | Price Fairness | Revisit Intention |
|---|---|---|---|---|---|
| Revisit Intention | 0.207 | 0.493 | 0.352 | 0.159 | 0.809 |

The path coefficient values indicate the significance level of each hypothesis. Based on the bootstrapping results, a hypothesis is accepted if the t-value exceeds the critical value (t > 1.65). Conversely, if t < 1.65, the hypothesis is rejected. The following figure presents the results of the path analysis and the significance of each relationship.



Figure 1. shows the t-values for each structural path, where a t-value > 1.65 indicates significance
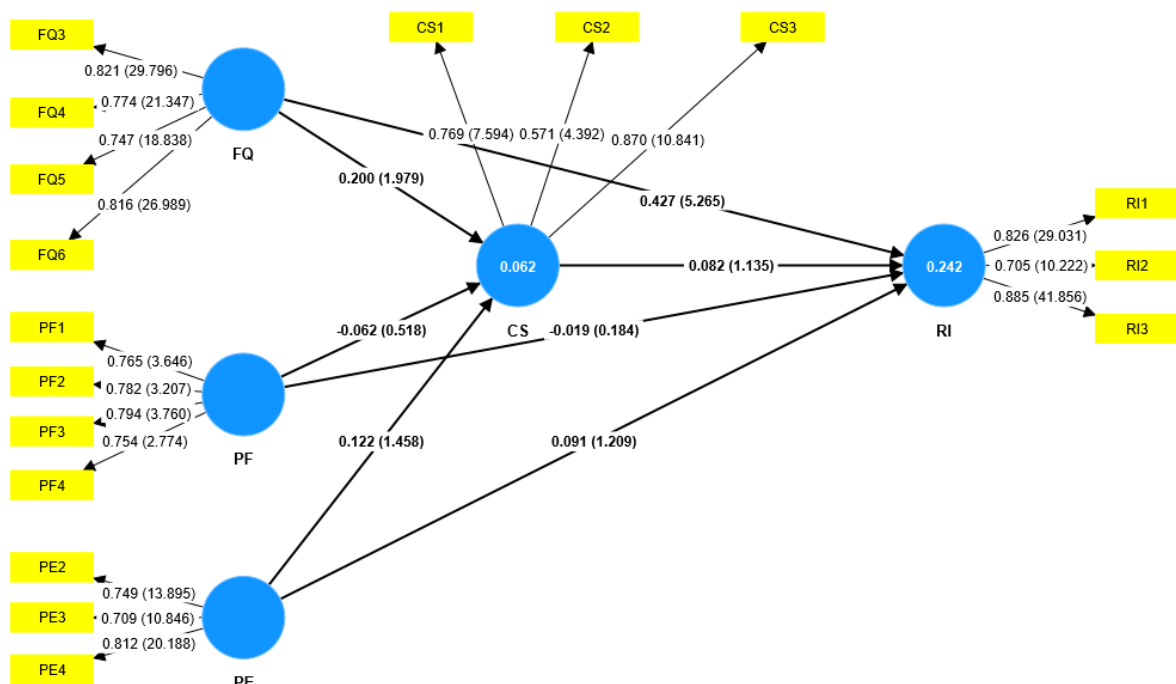
The analysis reveals that Food Quality significantly affects Customer Satisfaction (t = 1.979) and Revisit Intention (t = 2.565). Meanwhile, Price Fairness and Physical Environment do not significantly affect Customer Satisfaction (t = 0.518 and t = 1.458, respectively), nor do they significantly influence Revisit Intention (t = 0.184 and t = 1.209). Customer Satisfaction also does not significantly affect Revisit Intention (t = 1.135).

The R-square (R²) values indicate the model's explanatory power. The results show that Food Quality, Price Fairness, and Physical Environment explain only 6.2% of the variance in Customer Satisfaction, indicating a very weak relationship. Meanwhile, Customer Satisfaction explains 24.2% of the variance in Revisit Intention, which is considered a weak relationship. This indicates that the majority of the variability in the dependent variables can be attributed to factors beyond the scope of this research.

Table 3. Results of the Inner Model R-square Test

| | R-square adjusted | Interpretation |
|---|---|---|
| Customer Satisfaction | 0.062 | Very weak |
| Revisit Intention | 0.242 | Weak |

The results show that Food Quality significantly affects Customer Satisfaction (t = 1.979, p = 0.024) and Revisit Intention (t = 5.265, p = 0.000), thus H1 and H4 are accepted. However, Price Fairness and Physical Environment do not significantly influence Customer Satisfaction (H2 and H3 rejected), nor do they affect Revisit Intention (H5 and H6 rejected). Additionally, Customer

Satisfaction does not significantly influence Revisit Intention (H7 rejected). The findings establish that exclusively Food Quality exhibits a direct positive influence on Customer Satisfaction as well as Revisit Intention.

Table 4. Result Hypotheses Test

|  |  | Original Sample | T Values | P Values | Result | Hypothesis |
|---|---|---|---|---|---|---|
| H1 | Food Quality → Customer Satisfaction | 0.200 | 1.979 | 0.024 | significant | accepted |
| H2 | Price Fairness → Customer Satisfaction | -0.062 | 0.518 | 0.302 | not significant | rejected |
| H3 | Physical Environment → Customer Satisfaction | 0.122 | 1.458 | 0.072 | not significant | rejected |
| H4 | Food Quality → Revisit Intention | 0.427 | 5.265 | 0.000 | significant | accepted |
| H5 | Price Fairness → Revisit Intention | -0.019 | 0.184 | 0.427 | not significant | rejected |
| H6 | Physical Enviroment → Revisit Intention | 0.091 | 1.209 | 0.113 | not significant | rejected |
| H7 | Customer Satisfaction → Revisit Intention | 0.082 | 1.135 | 0.128 | not significant | rejected |
| H8 | Food Quality- Customer Satisfaction→ Revisit Intention | 0.016 | 0.885 | 0.188 | not significant | rejected |
| H9 | Price Fairness Customer Satisfaction→ Revisit Intention | -0.005 | 0.350 | 0.363 | not significant | rejected |
| H10 | Physical Environment Customer Satisfaction→ Revisit Intention | 0.010 | 0.737 | 0.231 | not significant | rejected |

The first hypothesis (H1) shows that Food Quality has significant effect on Customer Satisfaction, with a coefficient value of 0.200, t-value of 1.979, and p-value of 0.024. Therefore, H1 is accepted, indicating that food quality significantly enhances customer satisfaction in Braga's culinary tourism.

The fourth hypothesis (H4) confirms that Food Quality also has a significant influence on Revisit Intention, with a coefficient of 0.427, t-value of 5.265, and p-value of 0.000. Thus, H4 is accepted, showing that better food quality increases tourists' intention to revisit.

In contrast, Hypotheses H2, H3, H5, H6, and H7 are rejected because their t-values were below 1.65 and p-values exceeded 0.05. This indicates that Price Fairness, Physical Environment, and even Customer Satisfaction do not significantly affect Customer Satisfaction or Revisit Intention.

Similarly, Hypotheses H8, H9, and H10 are also rejected, as their t-values were less than 1.65 and p-values higher than 0.05, indicating no significant mediating effect from Customer Satisfaction in the relationships tested.

**Discussions**

Based on the findings obtained from the first hypothesis of this investigation, it can be said that food quality on customer satisfaction has a significant positive effect. This is because most respondents agree with the quality of food and drinks in the Braga area. Bandung is very varied. the temperature of the food is maintained and its appearance is attractively packaged. This outcome corresponds with previous findings from Suhartanto *et al.* (2018), who argued that food quality constitutes a vital component impacting tourist satisfaction and promoting devotion to traditional foods. This means that tourists will feel satisfied if the quality of food continues to be developed with the times and the quality of the food is maintained.

The Second Hypothesis, The findings of this study indicate that price fairness does not significantly influence customer satisfaction. This may be due to the perception that fairness in pricing is closely tied to perceived quality and how customers assess the fairness of the value they receive for the price paid. These results contradict Kim (2012) study, which found that customer satisfaction tends to increase when the perceived quality of service is high, as it creates a stronger sense of value for the price paid. Additionally, price fairness encompasses several dimensions including service fairness, the fairness of the price itself, procedural fairness (such as time spent),

interactional fairness, and fairness in non-interactional service forms. Price is often a sensitive issue when it comes to customer satisfaction (Prayag *et al.*, 2019).

The Third Hypothesis, The analysis reveals that the physical environment has no significant effect on customer satisfaction. This aligns with the view that if the physical aspects—such as the appearance and condition of facilities—do not meet customer expectations, satisfaction is unlikely (J. B. Kim, 2012). Physical environment components include elements such as building exteriors, parking availability, interior design, decoration, lighting, and cleanliness (Y. H. Kim et al., 2011). The elements are typically customized based on their intended function. Therefore, when a restaurant lacks distinctive dining features, it may fail to satisfy customers. The conclusion that physical environment does not enhance customer satisfaction contradicts prior studies by Muskat *et al.* (2019); Oviedo-García *et al.* (2019); Jeaheng, Al-Ansi and Han, (2020).

The Fourth Hypothesis, The findings validate the hypothesis that food quality has a significant impact on revisit intention within Braga, Bandung's culinary tourism setting. Food quality reflects a product's capacity to fulfill consumer expectations and functions as a crucial marketing advantage (Battour et al., 2020; Triandewo & Yustine, 2020). Higher product quality tends to attract more consumer interest (Muskat *et al.*, 2019). When customers perceive the food to be of high quality, they are more likely to feel satisfied and to return. Satisfaction acts as a mediating variable between food quality and revisit intention, as shown by Muskat *et al.* (2019). Based on factor loading values, the food served in Braga restaurants is perceived positively in terms of attractive presentation, maintained temperature, and a diverse menu, leading to high customer satisfaction and a strong desire to revisit. These findings align with previous research by Han and Hyun (2017; Kim, Youn and Rao (2017); Namin (2017).

The Fifth Hypothesis, research indicates that price fairness does not influence revisit intention. This contradicts the findings of Hanif, Hafeez and Riaz (2010), who emphasized the role of pricing in shaping customer behavior before, during, and after a service encounter. Price is generally understood as the monetary value exchanged for the benefits of a product or service.

Next, the sixth hypothesis of this study revealed that the physical environments do not significantly influence revisit intention. This may be attributed to issues such as insufficient seating, limited parking, and inadequate cleanliness in some restaurants. These findings are inconsistent with prior studies by Tuzunkan and Albayrak (2016); Mohd Adnan and Valliappan (2019), which reported that a positive physical environment influences customers' willingness to revisit.

Seventh Hypothesis, The data show that customer satisfaction does not significantly impact revisit intention. This may be due to respondents' dissatisfaction with their culinary experiences in Braga, Bandung, which reduces their motivation to return. These results are not consistent with the findings of Jeaheng, Al-Ansi and Han (2020), who found a significant relationship between customer satisfaction and revisit intention, as well as with (Muskat *et al.*, 2019).

The Eighth Hypothesis, the findings indicate that food quality has no effect on revisit intention through the mediation of customer satisfaction. This could be attributed to the fact that customer satisfaction cannot be attained when products or services do not fulfill expectations. These findings diverge from the research by Abdullah *et al.* (2018), which defines customer satisfaction as an evaluation of how well a product or service meets consumer needs and preferences.

Ninth Hypothesis, The analysis supports that price fairness does not influence revisit intention through the mediating effect of customer satisfaction. This is in line with Bayraktar *et al.* (2015), who argue that customers tend to be price-conscious and often compare prices, which can shape their attitudes and influence their decisions.

Tenth Hypothesis, Finally, the study finds no significant effect of the physical environment on revisit intention when mediated by customer satisfaction. This contradicts the findings of Afshar Jahanshahi (2019), who emphasized that quality service and environment are crucial for boosting customer satisfaction and encouraging repeat visits. Therefore, this hypothesis is rejected.

## 4.　CONCLUSION

This study concludes that food quality is the only factor that significantly influences both customer satisfaction and revisit intention in the context of Braga's culinary tourism. In contrast, price fairness and the physical environment do not show a significant relationship with either outcome, nor does customer satisfaction mediate their influence on revisit intention. These findings emphasize that culinary tourists in Braga place higher value on the sensory and experiential aspects of food—such as flavor, freshness, and presentation—than on affordability or ambience.

For the Tourism Office and culinary business stakeholders, this insight should serve as a strategic directive. Efforts to boost culinary tourism performance should prioritize enhancing food quality through standardized training for food providers, certification of food hygiene and taste consistency, and promotion of authentic local menus. The Tourism Office could initiate incentive-based programs for quality excellence and organize culinary festivals that spotlight high-quality dishes. Restaurants and food vendors should invest in developing signature menus, chef capacity-building, and quality benchmarking to differentiate themselves in a competitive market.

Although price fairness and physical environment were not statistically significant, they still shape the overall customer experience and should be treated as supporting factors. Strategic improvements in cleanliness, accessibility, lighting, and pricing transparency can serve as reinforcements that elevate the perceived professionalism and credibility of culinary providers. Taken together, these initiatives can enhance destination loyalty and position Braga as a high-quality culinary destination in the eyes of repeat and potential tourists.

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