



Impact of Quality Product and Quality Service of Ayam Merangkat Culinary Tourism Services on the Satisfaction and Loyalty of Tourists Who Visit Lesehan Bamboo Market, Bonjeruk Tourism Village, Central Lombok

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Abstract

Bonjeruk Tourism Village is a tourist village that has popular culinary tourism in Lombok, specifically in Lesehan Ayam Merangkat, Bonjeruk Bamboo Market Tourism Village, and Central Lombok Regency, which is a place to sell various Lombok culinary specialties, and one of them is Ayam Merangkat, which is a superior product of Bonjeruk Tourism Village. The data collection technique in this study uses a questionnaire, and then the sample determination technique uses acendental sampling, which is the determination of respondents based on who was in the field at the time of the research. In this study, the sample in question is tourists who have visited Lesehan Ayam Merangkat Bamboo Market, Bonjeruk Tourism Village, at least twice. The data analysis technique used in this research is quantitative descriptive, followed by hypothesis testing using smart PLS software. The result of this study is to conclude that, based on the t-test, the t-statistical value used as a measure of the significance of the influence each variable must be higher than 1.96. Based on this, the results obtained in this study are that the quality of culinary tourism products (X1) has a significant effect on satisfaction (Y1), service quality (X2) has a significant effect on satisfaction (Y1), the quality of culinary tourism products (X1) does not have a significant influence on loyalty (Y2), service quality (X1) does not have a significant influence on loyalty (Y2), and satisfaction (Y1) has a significant influence on loyalty (Y2).

Keyword: Product Quality, Service Quality, Satisfaction, and Loyalty





INTRODUCTION

In many nations, the tourism industry is one of the most developed economic sectors. Development in the tourism industry is thought to have a large knock-on effect on the economy and can result in both direct and indirect activity in a number of different subsectors. For those who engage in tourist-related activities, tourism serves as a source of income and plays a vital part in the development of the community. It is more crucial than ever to satisfy the demands of tourists through products and services.

Culinary tourism is a fast expanding part of the culinary industry, according to the Global Report and Food Tourism (2012). Every nation's tourism industry participants need to be aware of how critical it is to grow culinary tourism at the local, regional, and national levels (UNWTO, 2012). However, food has a significant role in boosting tourism attractions, visitor numbers, and quality of stay, as well as in fortifying local identity and promoting expansion into other industries. It is evident that food has a part in the long-term impact of travel places. One of the key draws of culinary tourism is traditional food. West Nusa Tenggara is one of the Indonesian destinations that is currently growing, particularly the Central Lombok region.

One of the tourism destinations in Jonggat District, Central Lombok Regency, and West Nusa Tenggara is Bonjeruk Tourism Village. Due to its proximity to popular tourist destinations like the Sukarara traditional weaving area and the Kuta Mandalika Circuit, Bonjeruk enjoys a favorable location. With its nostalgic branding, Bonjeruk Tourism Village focuses in creating products linked to rural nature, food, and cultural and historical tourism. Chicken is the culinary item that Bonjeruk Tourism Village has successfully produced and is sold at the village's Lesehan Bamboo Market. Known for its spicy flavor, Ayam merangkat is traditionally served at Bonjeruk Tourism Village. Investigating further into the culinary tourism experiences of visitors to Bonjeruk Tourism Village's Lesehan Ayam Merangkat Bamboo Market—a newly acquired culinary tourism site on Lombok Island—is an exciting endeavor. Research on the caliber of food items, caliber of service, contentment, and allegiance at these establishments is deficient. To guarantee that visitors can completely enjoy the gastronomic experience, it is imperative to improve the quality of all goods and services. In this regard, the author's goal is to look at how Lesehan Bamboo Market, Bonjeruk Tourism Village, Central Lombok, visitors' pleasure and loyalty in relation to chicken culinary tourism goods and services. As a result, we anticipate that the four study variables will be used as a standard by which to compare the caliber of culinary tourist goods and services in Lesehan Ayam Merangkat Bamboo Market, Bonjeruk tourist Village.





LITERATURE REVIEW

Quality of Culinary Tourism Products

A product is anything that a company offers to the market to fulfill a desire or need. Based on the aforementioned definition, we can deduce that a product encompasses everything a company produces to attract customers and fulfill their requirements. One aspect of the product that requires consideration is its quality. Prasetyo (2012) defines quality as a dynamic condition that encompasses products, services, people, processes, and the environment that either meet or surpass expectations. Knight and Kotschevar (2000) characterize food quality as a level of consistency in menu quality, attained by establishing a product standard and then scrutinizing the aspects that need control to attain the desired quality. Each food product has its own set of standards, so there are many standards on every menu.

Quality of Service

Wyckoff (Tjiptono, 2001) defines service quality as the standard of excellence and the ability to regulate that standard to satisfy the needs of the client. Zaithaml and Parasuraman (1988) define service quality as a reflection of the customers' subjective assessment of the service they received at a certain point in time. The importance of every service dimension determines the level of service excellence. The following are the main factors that impact service quality:

- 1) Trustworthiness. That is the capacity to accurately and dependably provide the services that have been promised.
- 2) Reactivity. That is the readiness to assist customers by offering prompt and accurate services.
- 3) Confidence. That encompasses aptitude, expertise, and people's courtesy or kindness, in addition to the capacity to win others over and arouse desire.
- 4) Compassion. This entails continuing to give each customer's demands individualized or personal attention.
- 5) Tangible (Verifiable by hand). This covers tangible assets, machinery or equipment, costs, as well as textual contents and one's own look.

Satisfaction

A corporation expects its customers to be satisfied, particularly in the hotel industry. While human wants and requirements are limitless and constantly changing, customer needs and desires are satisfied when they are met. Kotler and Keller (2006) define tourist satisfaction





as a person's emotional state following a comparison of the product or service's performance to his or her expectations. Customer satisfaction is an assessment made after a purchase in which the chosen alternative meets or surpasses the customer's expectations; dissatisfaction occurs when the result falls short of expectations; and tourist satisfaction or dissatisfaction is a reaction to the evaluation of the perceived discrepancy or disconfirmation between the previous expectations and the actual performance of the product felt after use (Tjiptono, 2001).

Loyalty

Paliati (2004) also emphasized that tourist loyalty is the process of building repeat-purchase activities in a buyer. Measures such as the defection rate, the number and continuity of core tourists, the longevity of core customers, and the value for core travelers can also track traveler loyalty. According to Artuger et al. (2013), there are two dimensions to tourist loyalty:

- 1) Intention to revisit destination. Tourists show their loyalty by revisiting the tourist destination in the future.
- 2) Recommendations Tourists show their loyalty by telling their travel experiences and saying positive things related to tourist destinations to others then recommending to others to visit the tourist destination.

METHOD

Research Design

This study employs a correlational methodology with a quantitative approach, focusing on the statistical analysis of numerical data. Quantitative research approaches begin with building concepts and theories, formulating hypotheses, designing research, selecting research subjects, collecting data, processing data, analyzing data, and drawing conclusions. This study uses a data analysis technique known as path analysis. SEM (structural equation modeling) analyzes the data collected, while the PLS (partial least squares) program, based on variance, performs data analysis.

Hypothesis

There are several hypotheses tested in this study. Unaradjan (2019) defines a hypothesis as a temporary solution that stems from a theoretical foundation or study, which researchers use to formulate research problems. There are five research hypotheses, each described as follows:





1. The quality of culinary tourism products has a positive effect on tourist satisfaction with Ayam Merangkat, the Bamboo Market of Bonjeruk Tourism Village.
2. Service quality has a positive effect on tourist satisfaction in Ayam Merangkat, Bamboo Market of Bonjeruk Tourism Village.
3. The quality of culinary tourism products has a positive influence on tourist loyalty to Ayam Merangkat, the Bamboo Market of Bonjeruk Tourism Village.
4. Service quality has a positive effect on tourist loyalty to Ayam Merangkat, Bonjeruk Tourism Village Bamboo Market.
5. Tourist satisfaction has a positive effect on tourist loyalty.

Research Location and Time

The Bonjeruk Tourism Village area, specifically Bat Peken Hamlet, Bonjeruk Village, Jonggat District, Central Lombok Regency, served as the site of this research. The rationale for choosing this location stems from the fact that Lesehan Bamboo Market in Bonjeruk Tourism Village has successfully developed its tourist village by introducing "chicken crawling" as one of its superior products. Only during a traditional turning or "merarik" procession in the sasak (marriage) custom can one serve this "chicken crawl." However, the manager of Lesehan Bamboo Market, Bonjeruk Tourism Village, prepares culinary dishes that appeal to both upcoming brides and locals and tourists. As a result, this research will improve our understanding of the variables that influence the tourism experience and help us formulate a more efficient approach to increasing tourist satisfaction and loyalty at the Bamboo Market of Bonjeruk Tourism Village. We conducted this research from December 2023 to May 2024. The population in question is Indonesian tourists who have enjoyed food at least twice at Lesehan Ayam Merangkat, the Bamboo Market of Bonjeruk Tourism Village, and a total sample of 180 respondents.

RESULTS AND DISCUSSION

Direct Effect

One can either directly or indirectly observe the criteria in the research hypothesis test. The statistical test value and the p-value value reveal the test criteria for the hypotheses. When the p value is less than 0.05 and the statistical value exceeds the t table of 1.96, the hypotheses are considered acceptable. We conduct statistical testing using bootstrapping methods in the following ways:



Table 1 Direct Effect Testing

<i>Hypothesis</i>	<i>Variable</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistica (O/STDEV)</i>	<i>P Value</i>
H1	Product Quality → Satisfaction	0.187	0.188	0.090	2.083	0.038
H2	Quality of Service → Satisfaction	0.543	0.546	0.082	6.619	0.000
H3	Product Quality → Loyalty	0.089	0.098	0.102	0.872	0.384
H4	Quality of Service → Loyalty	0.257	0.238	0.160	1.602	0.110
H5	Satisfaction → Loyalty	0.321	0.324	0.127	2.534	0.012

Source: Data Results, 2024

Some of the research hypotheses presented in this study are as follows:

Hypothesis 1

The variable Quality of Culinary Tourism Products on visitor satisfaction had a p-value of 0.038, which was less than the significance level of 0.05, supporting the first hypothesis. Furthermore, the p-value is statistically significant ($0.038 < 0.05$). It can be concluded that the quality of culinary tourism products has a positive influence on tourist satisfaction, meaning that (H_0) is rejected and (H_1) is accepted. The variable measuring the impact of product quality on visitor satisfaction also has a t-statistical value of 2.083, meaning it is greater than (1.96). The outcomes of the research model's data analysis demonstrate that guests' pleasure at Lesehan Ayam Merangkat in Bonjeruk Tourism Village is significantly impacted by the caliber of the culinary tourism offerings.

Hypothesis 2

Second supposition The hypothesis test yielded a p-value of 0.000 for the service quality variable on visitor satisfaction, which is less than the significance level of 0.05. Moreover, the p-value is significant ($0.000 < 0.05$). Additionally, the variable measuring the impact of service quality on visitor satisfaction has a t-statistic value of 6.619, indicating that it is higher than (1.96). This suggests that service quality positively affects visitor satisfaction, rejecting hypothesis (H) and accepting hypothesis (H_2)

Hypothesis 3

The third hypothesis was found to have a p-value of 0.384, which is greater than the significance level of 0.05, for the variable of culinary tourism product quality on tourist loyalty in the test

findings. Besides having a p-value that is not significant ($0.384 < 0.05$). It can be concluded that the quality of culinary tourism products does not significantly influence tourist loyalty, meaning that (H_0) is accepted and (H_3) is rejected. The variable measuring the impact of product quality on tourist loyalty also has a t-statistic value of 0.872, which is less than (1.96).

Hypothesis 4

The fourth hypothesis yielded a p-value of 0.110 for the service quality variable on visitor loyalty, which is higher than the significance level of 0.05 in the hypothesis test results. Furthermore, the p-value is negligible ($0.110 < 0.05$). It may be inferred that service quality does not significantly affect tourist loyalty, which means (H_0) is accepted and (H_4) is rejected. The variable of service quality on tourist loyalty also has a t-statistic value of 1.602, which means it is smaller than (1.96).

Hypothesis 5

The p-value of the satisfaction variable on tourist loyalty was found to be 0.012, which is less than the significance value of 0.05, according to the fifth hypothesis in the test results. Not only that, but the p-value is significant ($0.012 < 0.05$). According to the t-statistic value of 2.534, which indicates that the variable is more than 1.96, the variable of satisfaction with tourist loyalty also has a considerable impact on tourist loyalty. It has been established through data analysis that visitor pleasure directly influences or positively affects loyalty.

Indirect Effect

Indirect influence is the influence that occurs between exogenous variables and endogenous variables that are mediated or mediated by other variables. The indirect influence in this study includes.

Table 2 Testing of Mediation Influence

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistica (O/STDEV)	P Value
H6	Product Quality → Satisfaction → Loyalty	-0.142	-0.132	0.068	2.093	0.018
H7	Quality of Service → Satisfaction → Loyalty	0.367	0.359	0.112	3.272	0.001

Source: Data Results, 2024

Hypotesis 6

The sixth hypothesis in the test findings showed that the variable of culinary tourism product quality on tourist satisfaction had a p-value of 0.018, which was higher than the significance value of 0.050. This result was related to loyalty. without possessing a legitimate or noteworthy influencing p-value ($0.018 < 0.050$). It can be concluded that satisfaction is able to mediate the variable of culinary tourism product quality and loyalty, meaning that (H_0) is rejected and (H_6) is accepted. The variable of culinary tourism product quality on loyalty through visitor satisfaction also has a t-statistic value of 2.093, which means it is greater than (1.96). This implies that if culinary tourism improves in quality, visitor satisfaction will rise along with it, which will have an impact on returning visitors.

Hypotesis 7

The p-value of the service quality variable on loyalty through visitor satisfaction was found at 0.001, with a value greater than the significance value of 0.050, supporting the seventh hypothesis in the hypothesis test results. without possessing a legitimate or noteworthy influencing p-value ($0.001 < 0.050$). With a t-statistic value of 3.272, which indicates that it is more than 1.96, the variable of service quality on loyalty through visitor satisfaction is also significant. This suggests that satisfaction can mediate the variables of service quality and loyalty, indicating that (H_0) is rejected and (H_7) is accepted. This implies that if customer satisfaction rises in response to improved service quality, it will also impact the loyalty of travelers.

CONCLUSION

The results of the analysis show that the quality of products and services has a positive and significant influence on tourists' satisfaction with the culinary experience of weaving chicken at the Bamboo Market in Bonjeruk Tourism Village, Central Lombok. Good product quality, as well as good service quality, can create a sense of satisfaction for tourists. However, when looking at the effect on tourist loyalty, product quality does not have a significant influence. This shows that product quality alone is not enough to build tourist loyalty without guaranteed satisfaction. The main factor that affects loyalty is consumer satisfaction, so efforts to ensure tourist satisfaction must balance the focus on improving product quality. In addition, the quality of service has a significant impact on tourist loyalty. Tourists who come to Lesehan Ayam Merangkat, most of whom are workers, are more concerned with the quality of service than the price. The higher the quality of service provided, the greater the level of tourist loyalty. The structural model's testing also reveals that tourist satisfaction has a positive and significant



influence on loyalty. Satisfied travelers tend to have a higher level of loyalty to the products or services offered. Thus, to create tourist loyalty, there needs to be a balance between improving the quality of products and services and efforts to ensure tourist satisfaction.

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