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Effects of Food Authenticity, Food Quality, and Service Quality on Tourist Satisfaction Under Multiple Regression Model During Covid-19

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Abstract. Local food is a tourism product with a distinct identity for a location. Tourists' emotional attachment to a destination is increased by their attachment to the authenticity and quality of tourism services. The purpose of this study was to look into the impact of food authenticity, meal quality, and service quality on tourist satisfaction. A total of 425 replies were gathered from visitors who visited Bali and sampled the culinary products while visiting various Bali sites. The questionnaire survey was conducted on 2021/2/1–2021/4/20, a period during COVID-19, and further applied the multiple regression model for the survey with strong validity and reliability. The findings revealed that meal and service quality have a considerable impact on tourist satisfaction, whereas food authenticity has a significant effect on tourist satisfaction. Both practically and conceptually, the investigation contributes to providing particular feedback regarding the observed factors.

Keywords: Local cuisine, Food safety, Coronavirus, Culinary Tourism

INTRODUCTION

Indonesia is a multicultural country with various tourist resources, such as nature, culture, and sports. According to UNWTO (United Nations World Tourism Organization), Indonesia is currently in 40th place in tourism competition, which was previously ranked 64th in the World [1]. Indonesia's various types of attractiveness are well managed. Bali is one of the provinces in Indonesia which has excellent tourism potential. Even more, Bali is the image of Indonesia in the world as a destination [2]. Bali can develop gastronomy, including culinary tourism, thus this study focuses on local food. The number of tourist visits has increased significantly from 2015 to 2019. The increase in tourist figures is quite significant until the end of 2019, the corona virus-19 (Covid-19) case, and until now, this number continues to decline. However, post Covid-19 behavior is important to be seen as an opportunity, specifically in tourism. During post-Covid-19, in particular, it is a great opportunity. People's desire to travel in nature is high and given that Bali is also one such destination.

That has a wealth of local tourist attractions, including local food as a tourist product. In addition to tourists visiting other attractions, local culinary must be popular with every tourist visiting Bali. According to previous research [3], local culinary tourism can be a promotional tool for domestic and foreign tourists. Food is essential in many aspects of human life, including meeting the basic needs of human psychologists to eat [4]. Therefore, how to deliver it to tourists from service quality to create satisfaction for tourists visiting Bali is important. This study focuses on assessing local food with two concepts: authenticity and food quality. Local foods served to tourists contain the elements of authenticity and good quality, which affect tourist satisfaction. All components in delivering local food services to tourists strengthen identity and dependability. Quality service is also important, as it increases tourist

satisfaction by serving local food in various accommodations such as hotels, restaurants, stalls, and others. For this reason, this study has conducted an assessment of local food authenticity, food quality, and service quality on tourist satisfaction in Bali, Indonesia.

LITERATURE REVIEW

Local Food

The definition of local food is limited through the local food literature to focus on the word "local" [13]. There is ambiguity about the subjectivity in assessing regional and local production and consumption differences because they are all related [14]. According to Ref. [15], local food has a concept based on ideas, support, and inability, which causes limited but precise definition. The concept of local food is also associated with the word "local," which means ambiguous referring to the identity of a particular location [14]. Local food, usually traditional, is a tool for tourists who look for authenticity [16]. There are three contexts, depending on the extent to which tourists seek food authenticity [17]. In the first context, tourists prefer pure local food, producers, servers, and the physical environment to experience objective, constructive and existential authenticity, all of which lead to the authentic travel experience. Local food is also expected as standardization for taste, maintaining cultural identity [18].

Service Quality

Tourism, conceptually, differentiates product quality from service quality [19]. The characteristics of a product are objects to touch, while services can be felt or experienced by tourists [19]. The implementation of the service and its quality delivered to tourists is different from objects in the form of objects/products. Several research works support the value of service quality [19]. Service quality is also a perceptual impact of the overall service [6]. A higher level of achievement through positive disconfirmation and expectations impact negative disconfirmation [20]. As a result, service quality is subjective, but there is also a comparative disparity between tourist standards and service acceptance [21]. Food service quality has proved to be the most important factor influencing customer loyalty and restaurant patronage [22]. Service quality is the customer's evaluation of the service's supremacy or excellence as a whole [23].

Tourist Satisfaction

Tourist satisfaction is determined by fulfilling motivation needs based on two things, need-based and appraisal-based [5]. When need-based and appraisal-based motivation is fulfilled, tourists feel that their needs are satisfied [6]. The high quality of service perceived by tourists positively impacts the tourist experience [7]. The standard of service is one of the variables of tourist satisfaction [8]. Furthermore, one of the determinants of tourist behavior, such as loyalty to a product/service, is service quality [9].

On the other hand, service quality should consider service quality to measure specific performance and service components such as restaurant service [10]. Therefore, this research focuses on local food. One of the attributes of traveling is served by the servicer in various places, especially in a restaurant. Satisfaction measurement is essential for evaluation as an indicator of improving services to tourists. Tourist satisfaction is a necessary topic in tourism marketing research as it impacts the behavioral outcomes to predict feelings, decision making, and interests in the future [11]. Analyzing local food and aspects of authenticity, quality, and tourist loyalty based on the concept of tourist satisfaction was explain as the assessment of local food and the sustainability and experience of tourists [12].

RESEARCH HYPOTHESIS

In this study, local food consists of two dimensions of food authenticity and food quality. The authenticity and quality in the discussion about local food are important things to discuss. Reference [12] analyzed the relationship between food quality and authenticity on tourist satisfaction as an indicator and the development of a sustainable tourist experience. The literature also focuses on the quality of the food available in the area served [12]. Reference [24] explained that one factor affecting customer loyalty to online culinary consumers is the quality of food. It demonstrated that the importance of delivering quality local food to tourists [12]. In a pioneering study of service quality [19], there have been many developments in the essence and use of service quality theory following the

functions and areas of use. There is an impact of online consumer loyalty [24]. There is a connection between the quality of e-services and the quality of food. The study emphasizes the concept of service quality on convenience [12]. Cleanliness, enthusiasm, and others to tourists in delivering local food to tourists so that the hypothesis proposed in this study is as follows.

H₁ = Food authenticity has a positive impact on tourist satisfaction during Covid-19.

H₂ = Food quality has a positive impact on tourist satisfaction during Covid-19.

H₃ = Service quality has a positive impact on tourist satisfaction during Covid-19.

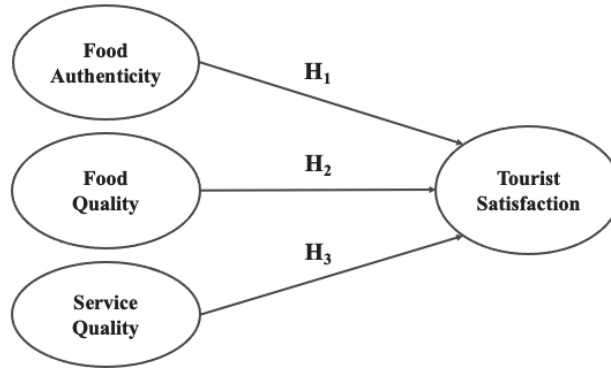


FIGURE 1. Research Framework Of This Study

RESEARCH METHOD AND PROCEDURE

Research Subject

We had a total of 425 respondents of Bail in Indonesia. The study was conducted on an online questionnaire that was distributed through WhatsApp, Instagram from February 1, 2021 to April 20, 2021. Data collection utilizes an online survey and distributes the questionnaire to the respondent. A total of 425 respondents filled the study and successfully recollected it.

Research Tools, Validity and Reliability Analysis\

According to the study framework, the questionnaire's food authenticity items to tourist satisfaction were created according to Ref. [12]. We chose fifteen questions to measure food authenticity. After confirmatory factor analysis, the variance accumulated to be 81.140 %, and the resulting Cronbach α coefficient of fifteen factors was 0.983, indicating good reliability and validity associated with this study (Table I).

TABLE I. Validity and Reliability Analysis of Food Authenticity

Item	Cronbach α
1. Food ingredients are local	.924
2. Use authentic cooking methods	.895
3. Appearance display is attractive	.902
4. local food has authentic taste	.939
5. Restaurant environment with local characteristic	.921
6. Production site (a kitchen makes people feel authentic)	.889
7. The dress of the chef and waiter is the local clothing	.776
8. Special kitchenware makes people feel authentic.	.865
9. Appreciating cooking on the spot makes people feel real.	.930
10. The historical story described makes people feel authentic.	.886
11. It is local food.	.944
12. Time-honored catering restaurants make me feel authentic.	.853
13. Experience the local Balinese food culture.	.936
14. Can feel the local people's eating habits.	.920
15. Tasting in the local area makes people feel authentic.	.916

Item	Cronbach α
Eigenvalues	12.171
Explain the amount of variation	81.140
Cumulative explained variance	.983

According to the study framework, the questionnaire's food quality items to tourist satisfaction were according to Ref. [12]. We chose seven questions to measure food quality. After confirmatory factor analysis, the variance accumulated to be 87.462 %, and the resulting Cronbach α coefficient of fifteen factors was 0.976, indicating good reliability and validity associated with this study (Table II).

TABLE II. Validity and Reliability Analysis of Food Quality

Item	Cronbach α
1. Food is delicious	0.931
2. Food is nutritious and helps health	0.907
3. Food smell is very attractive	0.941
4. Food display is visually appealing	0.938
5. Food is fresh	0.953
6. Suitable temperature of food	0.940
7. The restaurant offers a variety of menu option	0.937
Eigenvalues	6.122
Explain the amount of variation	87.462
Cumulative explained variance	0.976

According to the study framework, the questionnaire's service quality items to tourist satisfaction were according to Ref. [12]. Researchers chose ten questions to measure service quality. After confirmatory factor analysis, the variance accumulated to be 89.857%, and the resulting Cronbach α coefficient of fifteen factors was 0.987, indicating good reliability and validity associated with this study (Table III).

TABLE III. Validity and Reliability Analysis of Service Quality

Item	Cronbach α
1. Comfortable and tidy service	0.941
2. Waiters wear proper and clean suits	0.929
3. Waiters are polite and trustworthy	0.947
4. Waiter fully understand my needs	0.952
5. Waiters showed concern and enthusiasm to help	0.961
6. Waiters respond to my needs immediately	0.959
7. Provide various services to meet needs of customers	0.950
8. Staffs respect customers personal needs	0.947
9. Service is fast and efficient	0.946
10. Service could be finished within the time promised	0.945
Eigenvalues	8.986
Explain the amount of variation	89.857
Cumulative explained variance	0.987

According to the study framework, the questionnaire's tourist satisfaction was established according to Ref. [12]. We chose five questions to measure tourist satisfaction. After confirmatory factor analysis, the variance accumulated to be 89.738%, and the resulting Cronbach α coefficient of fifteen factors was 0.971, indicating good reliability and validity associated with this study (Table IV).

TABLE IV. Validity and Reliability Analysis of Tourist Satisfaction

Item	Cronbach α
1. I am satisfied with the overall food experience	.924
2. Food is reasonably priced and valued for money	.895
3. Tasting local food is a unique and enjoyable experience	.902
4. felt that I had got what I wanted	.939
5. This travel experience exceeded my expectations	.921
Eigenvalues	4.487
Explain the amount of variation	89.738
Cumulative explained variance	.971

The questionnaire consisted of measurement items for each variable such as local food (authenticity, quality), service quality, and tourist satisfaction use a Likert scale with a scale of 5 points, including (5) "strongly agree," (4) "agree," (3) "Less agree," (2) "disagree," and (1) "strongly disagree." However, it is respectively for data validation and reliability test. This study aimed to determine the validity and reliability of the data uses factor loadings (suggested value>0.7) and Cronbach's α (suggested value>0.6). The results show that all the items for each variable meet the criteria based on the recommended value. Thus, if all the data meet the requirements determined, the next step is to test the hypothesis and relationship between variables. After considering all the data have met the validation and reliability check criteria, the research hypothesis is tested.

Data Analysis and Statistical Processing

Data processing and statistical methods use SPSS 18.0 for windows as the primary data analysis. We performed data analysis, such as validity, reliability, hypothesis testing, and multiple regression analysis to achieve the hypothesis testing and regression coefficients for each variable.

RESULTS AND DISCUSSION

Demographic statistics show the respondent profile consisted of gender, age, education level, marital status, occupations, travel expenditure in Bali, income, number of visits to Bali, travel to Bali together with whom and where to stay in Bali, the most impressive thing in Bali, local food enjoyed in Bali, and the place of enjoying local food in Bali (Table V).

TABLE V . Demographic Statistics of Respondent

Demographic parameters	Number	Number (%)
Gender		
Male	249	59%
Female	176	41%
Age		
≤ 20 or below	32	8%
21 - 30	281	66%
31 - 40	47	11%
41 - 50	38	9%
≥ 51	27	6%
Education Level		
High school or equal	134	32%
Bachelor	236	56%
Master or Doctoral	55	13%
Marital status		
Married	268	63%
Single	157	37%
Occupations		
Bachelor student	141	33%
Master student, Doctoral student	30	7%
Government employee		
Entrepreneur	41	10%
Private employee, state owned, enterprises employed	68	16%
	145	35%
Travel Expenditure in Bali		
≤1.000.000	81	19%
1.000.001 - 2.000.000	89	21%
2.000.001 - 3.000.000	72	17%
3.000.001 - 4.000.000	51	12%
4.000.001 - 5.000.000	48	11%
≥ 5.000.001	84	20%
Income		
≤1.000.000	66	16%
1.000.001 – 2.000.000	57	13%
2.000.001 – 3.000.000	71	17%
3.000.001 – 4.000.000	67	16%

Demographic parameters	Number	Number (%)
5.000.001 – 7.000.000	67	16%
≥7.000.001	97	23%
Number of visits to Bali		
2 times or below	43	10%
3 – 4 times	63	15%
5 – 6 times	37	9%
7 times or above	282	66%
Travel to Bali together with who		
Self	35	8%
Friends	69	16%
Family	254	60%
Couples	25	6%
Groups, Co-workers, and Others	42	10%
Where do you stay in Bali		
Homestay	30	7%
Villa	65	15%
Hotel	128	30%
Relatives	161	38%
Guest House, Motel, Others	41	10%
The most impressive to visit Bali		
Culinary	130	31%
Customs	64	15%
Beach	94	22%
Culture, history museum, and tourism village	137	33%
Local food that you ever enjoy in Bali		
Babi Guling		
Nasi Campur Bali	215	51%
Ayam betutu	35	8%
Sate Lilit, Lawar, Sate Babi, Others	113	27%
	62	15%
The place where enjoy local food in Bali		
Bali		32%
Restaurant	137	57%
Shop	244	11%
Hotel, cafe, art shop, and others	44	

For testing the research hypothesis, multiple regression analysis was used to analyze the impact of food authenticity, food quality, and service quality on tourist satisfaction. Furthermore, for a more detailed description of the results obtained, the most influential variable for enhancing tourist satisfaction is service quality. According to the significant effect of the results, food authenticity and food quality are also considered for improving tourist satisfaction.

TABLE VI. Multiple Regression Analysis of Variables

Dependent Variable	Independent Variable			
	FA	FQ	SQ	
TS	R	0.800	0.849	0.889
	R ²	0.640	0.720	0.791
	ΔR ²	0.639	0.720	0.791
	F	752.144	1.090.330	1.601.907
	β	0.800	0.849	0.889
	B	0.280	0.626	0.448
	t	27.425***	33.020*	40.023*
	VIF	1.000	1.000	1.000

FA: food authenticity; FQ: food quality; SQ: service quality; TS: tourist satisfaction. *p-value < 0.05, ***p-value > 0.05

According to the results, the independent variables of tourist satisfaction, food authenticity, food quality, and service quality reach the significance level. Food authenticity has $R^2 = 0.640$, food quality $R^2 = 0.720$, service quality

$R^2 = 0.791$, and the combination r-square value has $R^2 = 0.813$. The result emphasizes food authenticity, food quality, and service quality influence tourist satisfaction of 81.3%. A high R -square value means high tourist satisfaction. The variance inflation factors (VIF) for each predictor variable are below ten as the suggested value for VIF, and there is no severe multicollinearity.

CONCLUSION AND IMPLICATIONS

This study was designed to analyze the relationship between food authenticity, food quality, and service quality on tourist satisfaction in Bali, Indonesia. From 2015 to 2019, the number of tourist visits, both domestic and foreign tourists, has increased significantly by an average of more than 20–30 %. The increase is significant until the end of the year 2019 amid the Covid-19. Until 2021, this number continues to decline. However, after the Covid-19 period ends, post-COVID-19 behavior is highly significant to observe as an opportunity in particular in tourism. People's desire to travel through nature is high after a period of not being able to continue on a trip due to financial constraints. Bali is one of the destinations that have wealth of local tourist attractions, including local food as a tourist product. In addition to other tourist attractions, local cuisine satisfies every tourist visiting Bali should experience.

Bali is one of the destinations with various tourist objects, one of which is a culinary destination. Culinary in Bali is dominated by local food and followed by western, Asian, and so on. As one of the famous destinations for international and domestic tourists, Bali certainly has characteristics that can improve the destination's emotions, one of which is local culinary products. Various kinds of local culinary, the way they are served to the tourist, the equipment to cook, the authenticity of its food, and quality are expected to provide significant results for the contribution of research in the ecosystem of tourism in Bali as a multi-attraction destination in Indonesia.

Following the research procedures, the analysis results prove that the relationship between food authenticity on tourists' satisfaction was significant. This means that tourists focus on the food authenticity rather than the food quality. Its services follow the results of service quality that are significant to tourist satisfaction. The variables of food quality and service quality have a significant effect on tourist satisfaction, which has been proven with the results of this study [3,17,25]. The contribution of this study is a finding that local food has a big impact on tourist satisfaction in terms of authenticity. Meanwhile, the significance of authentic local food can become an area's identity and increase the emotional quality of visitors. It also positively affects relationship quality and confirms better satisfaction in the future.

In terms of authenticity, local food has a significant effect on tourist satisfaction. Meanwhile, the importance of authenticity of local food can become the identity of an area and improve the emotional quality of tourists who visit [10]. This means that tourists focus on the food authenticity rather than the food quality and its services. Service quality is significant to tourist satisfaction. In practice, apart from food authenticity, food quality significantly influences tourist satisfaction.

Therefore, managers of destinations or restaurants in Bali must pay attention to the authenticity of preserved local food. The aim is to increase the satisfaction of visiting tourists to have a place identity and an emotional increase in local cultural food products. Through the authenticity of these foods, other variables or predictors, namely food quality and service quality can be filled with better satisfaction in the future.

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