The Impact of Food Image, Customer Satisfaction, and Food Quality on Revisit Intention Under Multiple Regression Model

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Abstract

The purpose of this study was to investigate the respondents who came to Makassar and explore the impact of food image, customer satisfaction, and food quality on revisit intention. The distribute surveys choose purposive sampling, and the total number of valid respondents is 215. Descriptive statistics, validity, reliability, and multiple regression were used to analyzed data. The result shows that food image and food quality have a significant impact on revisit intention. However, customer satisfaction has no impact on revisit intention.

Keywords: food tourism, traditional food, local food, return to visit, food variety

Introduction

The expanding of utilization as food and the market influences of globalization have made food items and cooking styles from wherever the world extra available. The assortment of food-related portrayed are planning, cooking style/strategy utilizing, show, food culture, and food utilization. Furthermore, in any event, a review of unfamiliar dishes would develop towards travelers about the experience of otherness and a feeling of the outlandish [1-3].

For Makassar city, the local food consumption is massively happening for many reasons, such as local or traditional food used as a banquet in many places in Makassar and many situations. Besides, the local food of Makassar seeks by tourists who come to Makassar there are Coto Makassar, konro, pallu basa, sop sodara, and others (pisang ijo, barongko, pisang epe and sarabba).

Literature Review

Food Tourism

Laid out food touristry as "appearance happened because the first and second gathering of food makers, food amusement park; eating houses and explicit areas that food tasting or potentially encountering the characteristics of the expert food creation district are the propelling issue for movement" [4].

Gastronomy

A simple explanation of gastronomy is the enjoyment of food and beverage. It is also regarded as the art and/or science of delicate eating. In term of gastronomy tourism, it is the travel industry or travel persuaded, in any event to a limited extent, by an interest in food and drink, eating and drinking [5].

Food Image

The significance of the association among food and business can't be overlooked. each objective has totally various degrees of engaging quality that may draw sightseers from various nations and proposed food pictures is utilized to display the social parts of a country [6,7].

Highlighted the important contributions a restaurant can make to a tourism destination and noted that restaurants are: (a) an important part of tourism products/attractions, (b) important to tourists' overall satisfaction with a destination, (c) one of the key factors influencing tourists' behavior, and (d) culture [8].

Given the important role that restaurants play in a tourism destination's attractiveness, destination marketers and restaurant managers should collaborate to ensure their customers can have a great experience at a destination [9].

Food product and service quality is a regular part of food image [10]. Concerning the food product, it very well may be tested using taste, wide determination of menu and sustenance, food show, sterilization taste, newness and temperature (adjacent to of fixings), and centered around the oddity or normality of the food [11-13].

Customer Satisfaction

Concurring to [14] "Satisfaction is a state of mind which is chosen based on the involvement picked up. Satisfaction is an assessment of the characteristics or features of the product or service itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Customer satisfaction could be made through quality, service, and value. The key to generating customer loyalty is providing high customer value".

Revisit Intention

Revisit intention is sightseers' ability to return to a similar objective later on [15]. Return to expectation is a consequence of assessing qualities experienced by the guests and their fulfillment. The fulfillment will comprise dependability, submitted client, repurchase interests, or brand move. [16] created four sizes of estimation, including expect to return to, plan to return to, want to return to, and presumably return to the destinations.

Because of this, Makassar, South Celebes, Indonesia, was selected as a case to investigate and analyze if there is a clear and consistent food image created by different types of image formation agents used as revisit intention.

Research Method

Research Framework

The model (Fig. 1) presented H1: food image (FI) has a significant and positive effect on revisit intention (IN); H2: customer satisfaction (CS) has a significant and positive effect on revisit intention (IN); H3: food quality (FQ) has a significant and positive effect on revisit intention (IN).
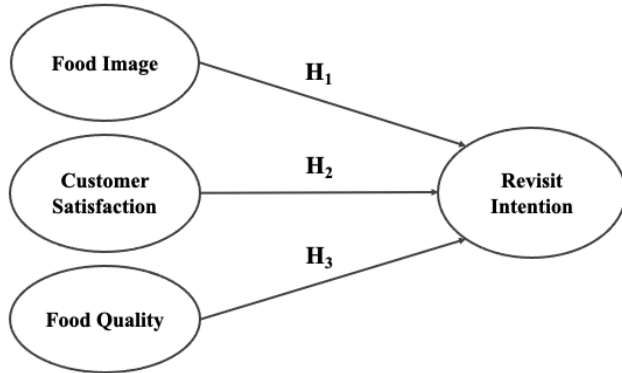

Fig. 1 Research Framework of This Study

Research Subjects

Data collection was earning from March to April 2021 by online survey and gain 215 respondents who had to visit Makassar city with vulnerable aged above 18 years old.

Survey Instrument

The research variables in the questionnaire were measured using four variables, food image, customer satisfaction, food quality, and revisit intention. The food image variable has two factors, overall products offered and overall services [17]. The food quality variable has four factors, variety of food, food processing/methods, food taste, and food presentation [18]. The customer satisfaction factor has four items, overall experience, satisfaction with the food, problem handling, and satisfaction with the services [19]. The revisit intention variable has two factors: willingness to return and willingness to recommend [20]. The demographic parameters were gender, age, education background, occupation, and income. And then for supporting information from respondents had been included such as reason visiting, favorite food, and expenditure in Makassar. All measurements of four variables using a 5-point Likert scale indicate strongly disagree (1) to agree (5) strongly.

TABLE I.
VALIDITY AND RELIABILITY ANALYSIS OF FOOD IMAGE

Item	Cronbach α
1. Overall offered product is good	.91
2. Overall services are good	.91
Eigenvalues	1.65
Explain the amount of variation	82.83
Cronbach's Alpha	.79

TABLE II.
VALIDITY AND RELIABILITY ANALYSIS OF CUSTOMER SATISFACTION

Item	Cronbach α
1. I satisfied with the food	.83
2. I satisfied with the service	.86
3. I satisfied with problem handling during enjoy the food	.85
4. I satisfied with overall experience to enjoy the food	.87
Eigenvalues	2.89
Explain the amount of variation	72.36
Cronbach's Alpha	.87

TABLE III.
VALIDITY AND RELIABILITY ANALYSIS OF FOOD QUALITY

Item	Cronbach α
1. I curious with the variety of the food	.77
2. I impressed with the cooking method/food process	.75
3. I like the taste of the food	.83
4. I impressed with the food presentation	.79
Eigenvalues	2.48
Explain the amount of variation	62.04
Cronbach's Alpha	.79

TABLE IV.
VALIDITY AND RELIABILITY ANALYSIS OF REVISIT INTENTION

Item	Cronbach α
1. I will come back to enjoy the food	.95
2. I will recommend to enjoy the food to other people	.95
Eigenvalues	1.8
Explain the amount of variation	90.15
Cronbach's Alpha	.89

From Tables I-V, explained the amount of variation from each variable are 82.83%; 72,36%; 62.04%; and 90.15% and resulting the Cronbach's alpha coefficient for each variable are 0.79, 0.87, 0.79, and 0.89 that indicates all variables and indicators are reliable.

Data Analysis

The mean and frequency data were conducted to summarized respondents' demographic profiles and the status of respondents who had visited Makassar city. Regression analysis is used to measure the relationship between each variable being tested to present the maximum result of the equation.

Results

Respondent Characteristic

Out of 122 respondents, 56.7% were female, and 93 respondents, 43.3% were male. Most of the respondents were between the ages 21-30 years old 60.9%. For the educational level, most respondents were in the bachelor degree with 57.2%, then followed with the occupation of the respondents mostly students with a percentage of 51.2%. Approximately 52.6% of respondent's monthly income below Rp. 1,000,000 ($70).

Validity and Reliability Analysis

For the validity, Variable FQ, CS, FI, dan IN was valid with the P-value of all variables is 0.000 and the Pearson correlation > 0.5.

Table V.
VALIDITY AND RELIABILITY OF FOOD IMAGE, CUSTOMER
SATISFACTION, FOOD QUALITY, AND REVISIT INTENTION

Variable	No.	Indicators	Pearson Correlation	Note
FQ	1.	FQ1	.764	Valid
	2.	FQ2	.773	
	3.	FQ3	.810	
	4.	FQ4	.801	
CS	1.	CS1	.820	Valid
	2.	CS2	.866	
	3.	CS3	.856	
	4.	CS4	.860	
FI	1.	FP	.908	Valid
	2.	SQ	.912	
RI	1.	IN1	.951	Valid
	2.	IN2	.948	
Cronbach's Alpha			.876	

Then, the result of Cronbach's alpha is 0.876. This analysis used that to measure the questionnaire instrument reliable or not. This result value from Cronbach's alpha is reliable because in range (0.84-0.90) based on [21].

Descriptive Statistic

Food Quality (FQ): The average of this factor is 4.272, implying that most respondents are satisfied with the food quality from Makassar. For the highest o this variable, most respondents are interested in the variety of food, and the lowest is FQ4, which mentions the attractiveness of food presentation. Customer Satisfaction (CS): average of this factor is 4.13, meaning relatively of the respondents are satisfied with the products and services in Makassar. Most of the respondents satisfied with the overall experience in Makassar and neutral with food in terms of satisfaction. Food Image (FI): The average of this factor is 4.15, indicates that the Food Image of Makassar has a positive image of tourists. Respondents on this research feel the overall product offered and services are good. Revisit Intention (IN): average of this factor is 4.415, meaning that the tourists intend to revisit Makassar and would like to come to enjoy the food again and recommend it to other people.

Table VI.
MEAN AND STANDARD DEVIATION OF QUESTIONNAIRE

Items	N	Mean	SD
FQ.1	215	4.45	.740
FQ.2	215	4.14	.853
FQ.3	215	4.42	.750
FQ.4	215	4.08	.858
CS.1	215	4.37	.755
CS.2	215	3.93	.851
CS.3	215	3.96	.839
CS.4	215	4.26	.766
FI1	215	4.23	.798
FI2	215	4.07	.818
IN.1	215	4.42	.804
IN.2	215	4.41	.780

Multiple Regression Analysis

We used multiple regression analysis to consider the dependent variable towards the independents variable to address this issue. The result of regression analysis shows that variable customer satisfaction (CS) not significant with t-test result 0.622, then will make a variable reduction to make sure that variable food image (FI) and food quality (FQ) is significant, as shown in the table VII. Goodness of fit (GoF) are fulfilled with the P-value 0.000. Based on the traditional model assumption and new model assumption, the VIF is below 5 indicates that multicollinearity does not occur because and meaning moderately correlated [22].

TABLE VII.
MULTIPLE REGRESSION ANALYSIS OF VARIABLES

Dependent Variable	Independent Variable		
		FI	CS	FQ
IN	R	.614	.568	.612
	R^2	.377	.323	.374
	ΔR^2	.374	.320	.371
	F	129.010	101.625	127.367
	β	.614	.568	.612
	B	.628	.313	.365
	t	11.358	10.081	11.286
	VIF	1.000	1.000	1.000

FI: food image; CS: customer satisfaction; FQ: food quality; IN: revisit intention. *p-value < 0.05

Discussion

This study examined the impact of food image, customer satisfaction, and food quality on revisit intention. The findings founded that variable customer satisfaction (CS) has no significant impact on revisit intention with the t-test result is 0.622, which means > 0.05 and with $R^2 = 46.6\%$ from the traditional model assumption. Therefore, we need to do a new regression establishment with these variables. Table VII shows that all variables significant with the p-value 0.000, and all of the assumptions fulfilled with the value of R^2 of Food Image (FI) 0.377, Customer Satisfaction (CS) 0.323, and Food Quality (FQ) 0.374. The VIF for each variable are below than 5 which meaning the predictor variable moderately correlate and multicollinearity is not occurred [22].

Customer satisfaction is a main concern for this section. Because on the first model, this variable is not significant indicates should do new establishment regression and obtained all variable significant. From the first model we can get assumptions that may the customer who come to visiting and enjoying the food feel not satisfied with problem handling and the way to solve of customer problems from the indicator of customer satisfaction, besides all variable that mentioned about the food is significant which means that customer only focusing with the food and ignore the satisfaction.

Conclusion and Recommendation

In terms of consideration of customers, food is one of the most influential in the intention of customers to revisit. It starts from the quality of food, the food image built from consistency to customers' satisfaction who come to enjoy existing dishes. Furthermore, the main result from this research is that the Customer Satisfaction variable is not significant, caused mainly by the customer not satisfied with problem-solving and

handling while enjoying the food in Makassar. Then, food image and food quality are significant and have a direct impact to revisit intention. Most customers only focus on the quality and image of the existing food and do not care whether they are satisfied with it.

This research was made with short time and support from several people who focused on finding out how much impact food had on revisit intention. The results of this study may not be applicable or not be relevant somewhere else, yet perhaps a reference to decide the attributes of various districts.

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