

## DEVELOPING BANDUNG AS CULINARY DESTINATION

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### Abstract

*Food has become an increasingly important element in the tourism industry and becomes important aspect of the travel experience and a vital destinations choice factor for tourists. The primary purpose of this study was to investigate food image and its relationship to satisfaction and loyalty in Bandung, Indonesia. A survey was conducted for collecting data through a questionnaire containing 21 items that was completed by 168 randomly selected respondents who visited Bandung and multiple regression analysis was used for data analysis. The results revealed that the all elements of food image marketing were directly associated with customer satisfaction and tourists' satisfaction towards Bandung traditional food has direct effect on loyalty. Therefore it is reasonable to conclude that in order to make Bandung as a culinary tourism destination all stakeholders such as government, food providers and community should create positive food image of Bandung traditional food.*

**Keywords:** food image, satisfaction, loyalty, Bandung traditional food

### INTRODUCTION

Food and beverage is a product that plays an important role in the tourism industry. Food business contributed by 19:33% of the total income of the tourism industry, dispensing food and drink is the second largest expenditure after accommodation and its contribution reached 38.48% of the total expenditure of foreign tourists (Ministry of Tourism and Creative Industry of Republic Indonesia, 2012). Indonesia has a great opportunity to continue to develop the tourist industry of food because it has ethnic and cultural wealth, which each have the typical cuisine of its own.

Bandung is one of the most popular tourist destination in Indonesia. One of the factors that affect the growing number of tourist arrivals in Bandung is the variety of culinary heritages in Bandung. Local food can have an important role to play in sustainable tourism because it can encourage farming and local food production and be able to retain their cultural heritage and add to a tourist attraction. Durant (2003) also added that local food can improve the welfare of the community because it gives employment opportunities and the chance to be entrepreneurs and increase the sense of community will be proud of their culture.

Efforts have been done by local government of Bandung to increase Bandung's attraction as culinary tourism destination. One of the program is culinary night festival. The aim of this program is to promote Bandung traditional food and to increase society welfare by increasing tourist arrivals. In this program each district in Bandung has to conduct culinary night monthly. To be success in this program, local government and food providers should know what factors determine tourists satisfaction and loyalty to visit culinary tourism destination. According to Lertputarak (2012) one of the factors that influences satisfaction in culinary tourism is food image and if tourist satisfied with their food experience they will revisit the destination.

The objective of this study is to investigate the relationship of food image to tourists' satisfaction with their food experience in Bandung. In addition this study wanted to explore the affect of food image elements on customer satisfaction. Furthermore, this research wants to know whether there is influence between satisfaction and loyalty. Finally this study will provide suggestions on how to Bandung community to enhance the image of local food Bandung so that it becomes an icon and attractiveness as a tourist destination.

### LITERATURE REVIEW

#### Food Image

Setiadi (2013) posit that image is the total perception of an object, which is formed by processing information from various sources at any time. Kotler (2002) states that "Images represent a simplification of a large number of associations and pieces of informations connected with a place. They are a product of the mind trying to process and frame huge amounts of data about a place. If no positive data is available, negative processing results.

An image of an object is formed by a combination of beliefs, ideas, knowledge, and feelings about it. For this study, image is specifically related to tourists' perceptual evaluations of traditional food; hence the term food image was used. Gung, Chi, Othman and Karim (2013) argued that food image is the holistic assessment of the trip based on customer experiences in what he/she received has to be at least equal to what he/she has given like money and time.

Tourists were forming food image in their minds based on their perceptions of the attributes of food. Glenn Walters (in Lutiary Eka Ratri, 2007:49) noted the importance of environmental and personal factors as the initial formation of a brand image, due to environmental factors and personal influence one's perception. Environmental factors that can affect food image is not only the technical attributes that exist in a product in which these factors can be controlled by the manufacturers, but it also, social, cultural included in this factor. The personal factor is the mental readiness of consumers to make the process of perception, the consumer's own experience, mood, needs and motivations of consumers. Image is the end product of the initial attitude and knowledge that are formed through repetition of a dynamic process because of the experience (Arnould, Price and Zinkan in. 2007: 50).

Many researchers have studied the food, they argued that food image can be measured through the item of the reasonable price, richness in flavors, high availability in food, friendliness of food providers and ingredients of herbs and spices (Karim et al, 2013, Lertputarak,S.,2012, Leong,Q.L, et al 2010).

### **Satisfaction**

According to Kotler (2010: 158) satisfaction is the level of customer feeling after consumption of a product or service by comparing of the performance of products / services received and the the expectation. Tjiptono (2008) states that customer satisfaction is the customer response to the mismatch (disconfirmation) perceived between expectation previous (or other performance norms) and the actual performance product that is felt after use.

If a tourist has a positive experience and confidence towards local food then he will be motivated to try again eat local food ( Ryu & Jang, 2006). Gung, Chi, Chua, Othman and Karim (2013) mentioned that positive image will affect tourist satisfaction and ultimately the satisfaction will affect consumer loyalty. Therefore, the food provider must be able to create a positive impression to the tourists so that they want to try local food, and if they are satisfied they will become loyal customers who will buy again and recommend local food to their friends. Therefore, the hypothesis of this study is :

H1: Food image positively influenced tourist satisfaction

### **Loyalty**

Loyalty is very important concept in marketing especially in a market with intense competition level. Many companies realize that customer retention activities more profitable than if companies have to attract new customers. Gomez (2006) argued that loyal customers are willing to pay a premium price, and make cost saving through repeat purchase. According to Kotler, Bowen and Markerns (1999) customer loyalty is how consumers' desire to return and their willingness to become partners of the company.

Mohammad, Ali, Gani (2011), stated that tourist loyalty is reflected through their intention to revisit the destination, and their willingness to disseminate positive word o mouth about the destination. In an effort to maintain the loyalty of tourists every service provider in the field of tourism must be able to satisfy visitors. In tourism context, a visitor is satisfied when experiences turn out to be superior to expectations. On the other hand, a visitor is dissatisfied when experiences fall short of expectations. In the culinary tourism, satisfaction means that visitors feel that the experience of local food is more than what they expected. Tjiptono (2008) stated that satisfaction has positif relationship with loyalty.

H2: Customers' satisfaction positively influenced their loyalty

### **Research method**

The research method used in this study is the descriptive method. Descriptive method is a research method that aims to create a description of the facts, systematically and accurately and the relationship between the phenomena investigated (Sugiono, 2012). The data were collected by questionnaire comprised three parts with the perceived food image followed by satisfaction, loyalty, and finally the demographic data.

### **Measurement**

To measure the research variables a questionnaire was developed by adapted from previous research that has been validated. The questionnaire is divided into two parts: the first part contains questions about respondents' demographic information, such as: gender, age, occupation, position, and income. The second part contains questions about the study variables, namely food image, satisfaction and loyalty. Each variable was measured using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree)

## **RESULT OF THE STUDY**

### **Respondent profile**

A total of 200 questionnaires were distributed to the tourists in Bandung, only 168 sets returned, indicating the response rate of 84%. Based on survey, the respondents consisted of 52.07percent (n= 88) of male compared to 47.93 percent (n=81) of female. 16 percent are at the range of <21 years old, 41 percent are at the range of 21 to 31 years old, and 29 percent are 32 - 42 years old, 10.7 percent in the range of 43 – 53 years old and 3.3 percent in the age of > 53 years old. In term of their occupation, 42.33% are private companies workers, 25.33 percent are public service, 20.33 percent are entrepreneurs and the remaining are students. In term of their frequency of visiting Bandung, 12.67 percent

is the first time experience. 36.33 percent have visited Bandung twice, 32.67 percent have 3 times visited Bandung, 18.33 percent have more than three times visited Bandung.

### Validity and Reliability

The measurement model's validity was assessed empirically by examining its square roots of each factor. The results show that the square root of each factor ranging from 0.311 to 0.522. According to Nazir (2010) the root square values are above the table value, indicating good validity of the construct.

Internal reliability of the instruments used in this study was examined using alpha cronbach analysis. According to Sekaran and Bougie (2010) a measuring instrument that has an alpha value greater than 0.60 is considered reliable

Table 1.  
Cronbach Alpha value

Variable	$\alpha$ -value	$\alpha$ -table	Conclusion
Loyalty	0.807	0.50	Reliable
Satisfaction	0.741	0.50	Reliable
Food Quality	0.692	0.50	Reliable
Food Attraction	0.705	0.50	Reliable
Food Price	0.674	0.50	Reliable
Food Uniqueness	0.785	0.50	Reliable

The alpha value of the variables is between 0.674 which is variable food price and the highest is 0.807, that is loyalty variable. This means that all measuring instruments used in this study is consistent in measuring the construct.

### Relationship of Food Image and Satisfaction

Simple regression is used to approximate the coefficient of the linear equation between dimension of tourist image of Bandung traditional food and their satisfaction level Table 2.

The results of the study showed that the food uniqueness is the most dominant element affecting visitor satisfaction ( $\beta = 0.389$ ). This means that visitor satisfaction can be explained by factors of food uniqueness of 38.9% and 61.1% were influenced by other factors not examined. This research is in line with research conducted by Beer (2008), there was a growing number of visitors who came to a tourist destination because of the unique local foods are only in a particular region or specific. Tourists considered that traditional foods in Bandung as unique and uathentic and reflect the culture of Bandung that makes them interested in visiting Bandung.

The quality of food is a second factor that affects customer satisfaction in Bandung. The quality of food ( $\beta = 0.169$ ). These results are consistent with studies conducted by Canny (2013) which states that the eating quality has a significant relationship with satisfaction.

Table 2  
Relationship of food quality and satisfaction

Model	Standardized Coefficients	t	Sig.
	Beta		
Food Quality	.169	2.542	.012
Food Attraction	.083	1.152	.251
Food Price	.169	2.356	.020
Food Uniqueness	.389	5.461	.000

Bigne (2001) also says that the quality of food will affect the level of satisfaction and also intention to revisit. Therefore, it is important for food producers in Bandung to try to improve the quality of food to maintain freshness, flavor and nutrient content of the food they offered.

In this study it was found that price has significant influence on visitors satisfaction. Based on the research results it can be seen that price of food influences significantly towards consumer satisfaction ( $\beta = 0.169$ ). It means that if customers perceived the price to be reasonable their satisfaction with the food will increase. Ryu (2010.) supported the association of positive significant relationship between price of food and overall satisfaction and emphasized that price is one of the factor that influence the food choice.

The last element of food image which is food attraction did not significantly correlate with satisfaction ( $p = 0.251$ ). Seeing that food attraction is not significantly correlated to satisfaction, it is suggested that food providers should be

more attentive to the food attraction attributes such as: cooking methods, information of traditional food, food spiciness, in order to attract tourists and make them satisfied and create positive food image.

Overall, the result supported the alternatives hypothesis that suggested the existence of a relationship between food image and tourists satisfaction on Bandung traditional food. Food image contribute approximately 32.7% in tourists satisfaction of Bandung traditional food.

Table 3  
The relationship of food image and satisfaction

Model	R	R Square	Adjusted R Square	Std Error of the estimate	Sig F
1	.572 <sup>a</sup>	.327	.311	.40773	.000

### Satisfaction influence customer loyalty

The influence of satisfaction on customer loyalty in this study was examined by using simple regression analysis. The table 4 shows that the two constructs, satisfaction and loyalty are positively related.

Table 4  
The correlation of satisfaction with loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.156	.268		8.030	.000
	S	.482	.068	.480	7.072	.000

a. Dependent Variable: L

The results of statistical calculations showed that customer satisfaction affects customer loyalty. Table 4 shows that satisfaction ( $\beta = 0480$ ) influenced significantly to customer loyalty experiencing local food in Bandung ( $p = 0.00$ ). Therefore, the hypothesis that there is significant relationship between satisfaction and customer loyalty should be supported.

### CONCLUSION

Bandung is one of the famous culinary tourism destinations in Indonesia. Bandung traditional food is unique with a distinctive taste, variety and affordable price. Result from this study indicated that there is a significant relationship between food image with visitor satisfaction and ultimately affect visitor loyalty.

If Bandung wants to increase of tourist satisfaction and loyalty in its culinary sector, it is essential to positive food builds up the image. Local government and local food producers should implement various programs for developing positive local food image. The entrepreneurs of local food which are generally small and medium entrepreneurs can be trained in the culinary how to maintain the uniqueness of local foods, as well as enhance the attractiveness and quality of food by improving its cooking methods, freshness of the ingredients and the amount of nutrition content.

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