Effects of Food Authenticity, Food Quality, Place Dependence, Place Identity, and Service Quality on Tourist Satisfaction during COVID-19

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ARTICLE INFO	ABSTRACT
Keywords: Food Authenticity, Food Quality, Place Dependence, Place Identity, Tourist Satisfaction.	*Tourism is vital for Bali, Indonesia's economy, celebrated for its cultural and natural splendor. Yet, the global Covid-19 pandemic posed unprecedented challenges, compelling a reevaluation of factors crucial for tourist satisfaction. The purpose of this research is to determine the effect of food authenticity, food quality, place dependability, place identity, and service quality on traveler satisfaction during Covid-19 in Bali, Indonesia. The research method used in this study is quantitative. With a population of 425 respondents surveyed by questionnaire from tourists who visited Bali and tasted culinary products while traveling to certain destinations in Bali. Data was analyzed by multiple linear regression. The results of this study show (1) Food authenticity, food quality, place dependability, place identity, and service quality are significantly positively related to tourist satisfaction. (2) Food authenticity, food quality, place dependence, place identity, and service quality have a positive effect on tourist satisfaction. This study concludes that local food (food authenticity and quality), place attachment (place dependence and identity), and service quality are important factors affecting tourist satisfaction. The research implicates that enhancing local food offerings, ensuring authenticity and quality, strengthening place attachment through reliable infrastructure and meaningful identity, and maintaining high service standards are important strategies to improve tourist satisfaction. Amid ongoing global challenges such as the Covid-19 pandemic, focusing on these factors can not only improve the traveler experience but also support tourism recovery and growth in Bali, Indonesia. Future efforts should prioritize these aspects to maintain and enhance Bali's appeal as a tourist destination.*

INTRODUCTION

Indonesia is a multicultural country with various tourist resources, such as nature tourism, culture, and sports. According to UNWTO (United et al. Organization) statistics, Indonesian tourism data Indonesia is currently in 40th Place in the tourism competition, previously ranked 64th in the World. Indonesia is the main symbol, and the 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 (Satyarini et al., 2017). Bali can develop gastronomy, including culinary tourism, and this study focuses on local food. The number of tourist visits has increased significantly from 2015 to 2019. The increase in tourist figures was quite significant until the end of 2019, the coronavirus-19 (COVID-19) case, and until now, this number continues to decline. However, post-COVID-19 behavior is critical to be seen as an opportunity, specifically in tourism.

Post-Covid-19, particularly in the tourism sector, is a great opportunity. People's desire to travel in nature is high, and Bali is also one of the destinations. It has a wealth of local tourist attractions, including local food as a tourist product. In addition to tourists visiting other attractions, local cuisine must be popular with every tourist visiting Bali. According to previous research (Wijaya, 2019), 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 (Bessière, 1998). Therefore, how to deliver it to tourists from service quality to

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create satisfaction for tourists visiting Bali. This study focuses on assessing local food, focusing on authenticity and food quality. So, local food served to tourists contains elements of authenticity and good quality, which will affect tourist satisfaction. All components in delivering local food services to tourists strengthen identity and dependability; providing quality services is also very important, and quality of service can also increase tourist satisfaction. Serving local food in accommodations such as hotels, restaurants, stalls, and others. For this reason, this study will assess the effect of local food authenticity, food quality, and service quality on tourist satisfaction in Bali, Indonesia.

The definition of local food is limited through the local food literature to focus on the word "local" (Sthapit et al., 2017). There needs to be more clarity about the subjectivity in assessing regional and local production and consumption differences because they are all related (Bell et al., 1997). According to a study (Redclift, 2024), local food is a concept based on ideas and support, and the inability to define local food causes limited, precise definitions. The concept of local food is also associated with the word "local," which means ambiguous, referring to the identity of a particular location (Bell et al., 1997). Local food, usually traditional, is a tool for tourists looking for authenticity (Sims, 2009). There are three contexts, depending on how much tourists seek food. authenticity (Özdemir & Seyitoğlu, 2017). 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 some peak travel experience. Local food can also be expected as standardization for taste and maintaining cultural identity (Haven-Tang & Jones, 2005).

Conceptually, tourism differentiates product quality from service quality (Zhang et al., 2019). The characteristics of a product are objects to touch, while services can be felt or experienced by tourists (Zhang et al., 2019). The implementation of the service and the quality of its delivery to tourists are different from objects in the form of objects/products. Some of the research supports the value of service quality (Zhang et al., 2019). Service quality is also a perceptual impact of the overall service.

The higher the level of achievement through positive disconfirmation and expectations, the more negative the disconfirmation will impact (Angelopoulos et al., 2019). As a result, service quality is subjective, but there is also a comparative disparity between tourist standards and service acceptance. Food service quality has proved to be one of the most important factors influencing customer loyalty and restaurant patronage (Majid et al., 2018). Service quality is the customer's evaluation of the service's supremacy or excellence.

Tourist satisfaction was determined by fulfilling motivational needs based on need-based and appraisal-based (Albayrak & Caber, 2018). Motivation, need-based and appraisal-based, can be fulfilled), and tourists will feel that their needs can be satisfied. The higher the quality of service perceived by tourists will positively impact the tourist experience (Kuo et al., 2018). The standard of service is one of the variables of tourist satisfaction (Ha & Jang, 2010). Furthermore, one of the determinants of tourist behavior, such as loyalty to a product/service, is service quality (Han & Ryu, 2009).

On the other hand, service quality should be considered when measuring specific performance and service components such as restaurant service (Kim et al., 2021). Therefore, this research will focus 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 because it can impact behavioral outcomes to predict feelings, decision-making, and interests in the future (Reyes Vélez et al., 2019). A researcher analyzing local food and aspects of authenticity, quality, and tourist loyalty based on tourist satisfaction will explain the assessment of local food and the sustainability and experience of tourists (Albayrak & Caber, 2018).

The primary objective of this research is to assess the effect of local food authenticity, food quality, and service quality on tourist satisfaction in Bali, Indonesia. By evaluating these factors, the study aims to provide a comprehensive understanding of how local cuisine influences the overall tourist experience. The research also seeks to identify key aspects of service delivery that can enhance satisfaction and loyalty among tourists. The benefits of this study include offering actionable insights for local businesses and policymakers to improve tourism strategies, enhance local food offerings, and boost the overall attractiveness of Bali as a destination. Moreover, the findings will contribute to the broader field of tourism research by highlighting the role of local food in shaping tourist perceptions and satisfaction. The implications of this research extend to practical recommendations for improving service quality and authenticity in culinary tourism, ultimately supporting the sustainable development of Bali's tourism industry and promoting its cultural heritage.

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METHOD

In this study, local food consists of two dimensions: food authenticity and food quality. The authenticity and quality in the discussion about local food are essential, such as research (Albayrak & Caber, 2018) analyzing the relationship between food quality and authenticity on tourist satisfaction as an indicator and developing a sustainable tourist experience. The literature also focuses on the quality of the food available in the area served (Albayrak & Caber, 2018). The research (Hidayat et al., 2019) explains that food quality affects customer loyalty to online culinary consumers. Research demonstrated the importance of delivering quality local food to tourists (Albayrak & Caber, 2018). A pioneering study of service quality (Zhang et al., 2019), there have been many developments in the essence and use of service quality theory following the functions and areas of use. Research explains that online consumer loyalty has an impact. There is a connection between the quality of e-services and the quality of food. The study emphasizes the concept of service quality in terms of convenience (Albayrak & Caber, 2018). Cleanliness, enthusiasm, and others to tourists in delivering local food to tourists, so 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.

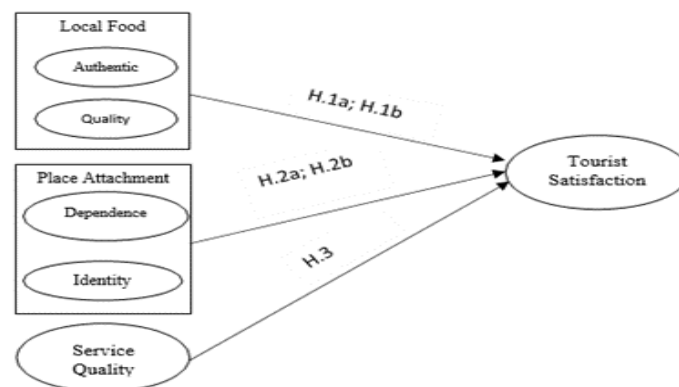H3 = Service quality has a positive impact on tourist satisfaction during COVID-19.

Figure 1. Research Framework Of This Study

This research uses quantitative methods. With a population of 425 Balinese respondents in Indonesia. This research used an online questionnaire and was distributed via WhatsApp and Instagram from February 1, 2021 to April 20, 2021. Data collection used an online survey and distributed questionnaires to respondents. A total of 425 respondents completed the study and successfully completed it.

According to the study framework, according to the previous study, the questionnaire's food authenticity items to tourist satisfaction (Albayrak & Caber, 2018). Researchers 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 1).

Table 1. Validity and Reliability Analysis of Food Authenticity

No	Items	Cronbach's Alpha
1	Food ingredients are local	.924
2	Use authentic cooking methods	.895
3	Appearance display is attractive	.902
4	local food has an authentic taste	.939
5	Restaurant environment with local characteristics	.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 a 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

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No	Items	Cronbach's Alpha
15	Tasting in the local area makes people feel authentic.	.916
	Eigenvalues	12.171
	Explain the amount of variation	81.140
	Cumulative explained variance	.983

Source: Data Proceeded, 2022

According to the study framework, the questionnaire's food quality items to tourist satisfaction were according to the previous study (Albayrak & Caber, 2018). Researchers 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 2).

Table 2. Validity and Reliability Analysis of Food Quality

No	Items	Cronbach's Alpha
1	Food is Delicious	.931
2	Food is Nutritious and helps health.	.907
3	The food smell is lovely	.941
4	The food display is visually appealing	.938
5	Food is fresh	.953
6	Suitable temperature of food	.940
7	The restaurant offers a variety of menu options	.937
	Eigenvalues	6.122
	Explain the amount of variation	87.462
	Cumulative explained variance	.976

Source: Data Proceeded, 2022

According to the study framework, the questionnaire's service quality items to tourist satisfaction were according to the previous study (Albayrak & Caber, 2018). 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 3).

Table 3. Validity and Reliability Analysis of Service Quality

No	Items	Cronbach's Alpha
1	Comfortable and tidy service	.941
2	Servers wear proper and clean suits	.929
3	Servers are polite and trustworthy	.947
4	The waiter fully understand my needs	.952
5	Servers showed concern and enthusiasm to help	.961
6	Waiters respond to my needs immediately	.959
7	Provide various services to meet the needs of customers	.950
8	Staff respect customers' personal needs	.947
9	Service is fast and efficient	.946
10	Service could be finished within the time promised	.945
	Eigenvalues	8.986
	Explain the amount of variation	89.857
	Cumulative explained variance	.987

Source: Data Proceeded, 2022

According to the study framework, the questionnaire's tourist satisfaction was based on the previous study (Albayrak & Caber, 2018). Researchers 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 4).

Table 4. Validity and Reliability Analysis of Tourist Satisfaction

No	Items	Cronbach's Alpha
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

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No	Items	Cronbach's Alpha
4	felt that I had got what I wanted	.939
5	This travel experience exceeded my expectations	.921
6	Eigenvalues	4.487
	Explain the amount of variation	89.738
	Cumulative explained variance	.971

Source: Data Proceeded, 2022

The questionnaire consisted of measurement items for each variable, such as local food (authenticity, quality), service quality, and tourist satisfaction, using 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 next for data validation and reliability tests. This study aimed to determine the validity and reliability of the data using 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 meets the requirements, the next step is to test the hypothesis and relationship between variables. After considering that all the data met the validation and reliability check criteria, the next step is to test the research hypothesis.

Data processing and statistical methods use the computer package software SPSS 18.0 for Windows as the primary data analysis tool. This research utilizes SPSS as a tool for data analysis, such as validity, reliability, and hypothesis testing. Furthermore, multiple regression analysis tests the data to achieve hypothesis testing and regression coefficients for each variable.

RESULTS AND DISCUSSION
Data Description

Demographic statistics show the respondent profile, which includes gender, age, education level, marital status, occupations, travel expenditures in Bali, income, number of visits to Bali, travel to Bali together with who, where you stay in Bali, the most impressive visit to Bali, local food that you ever enjoy in Bali, and the Place where you enjoy local food in Bali on Table 5.

Table 5. Characteristics of Respondents

Demographic Parameters	Number	Number (%)
Gender		
Male	249	59
Female	176	41
Age		
≤ 20	32	8
21 – 30	281	66
31 - 40	47	11
41 - 50	38	9
≥ 51	27	6
Education Level		
High or Equal	134	32
Bachelor	236	56
Master or Doctoral	55	13
Martial Status		
Married	268	63
Single	157	37
Occupations		
Bachelor Students	141	33
Master, Doctoral Student	30	7
Government Employed	41	10
Entrepreneur	68	16
Private Employee, Stated Owned, Enterprises Employed.	145	35
Travel Expenditure		
≤ 1.000.000	81	19
1.000.0001 – 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
1.000.0001 – 2.000.000	57	13
2.000.001 – 3.000.000	71	17
3.000.001 – 4.000.000	67	16

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Demographic Parameters	Number	Number (%)
5.000.001 – 7.000.000	67	16
≥ 7.000.001	97	23
Number of visits to Bali		
Two times or below	43	10
3 - 4 times	63	15
5 - 6 times	37	9
Seven times or above	282	66
Travel to Bali 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	41	10
Most impressive to visit Bali		
Culinary	130	31
Custom	64	15
Beach	94	22
Culture, History, Museum and Rural Tourism	137	33
Local food that they enjoy in Bali		
Babi Guling	215	51
Nasi Campur Bali	35	8
Ayam Betutu	113	27
Sate Lilit, Lawar, Sate Babi, Other	62	15
The Place where I enjoyed local food in Bali		
Restaurant	137	32
Shop	244	57
Hotel, Café, Art Shop, Other.	44	11

Source: Data Proceeded, 2022

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, service quality is the most influential variable for enhancing tourist satisfaction. The significant effect of the results obtained for food authenticity and food quality is also considered to improve tourist satisfaction.

Table 6. Multiple Regression analysis of variables

(Y) Var		(X) Independent Variable		
		FA	FQ	SQ
	R	0.800	0.849	0.889
	R^2	0.640	0.720	0.791
	ΔR^2	0.639	0.720	0.791
TS	F	752.11	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

Source: Data Proceeded, 2022

According to the results, the independent variables of tourist satisfaction, food authenticity, food quality, and service quality all reach significance. Further, food authenticity R2 = 0.640; food quality R2 = 0.720; and service quality R2 = 0.791; and the combination r-square value is R2 = 0.813, which emphasizes the three variables food authenticity, food quality, and service quality influence the tourist satisfaction as high to 81.3%. The higher r-square value means higher independent variables affected 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.

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CONCLUSION

This study aimed to analyze the impact of food authenticity, food quality, and service quality on tourist satisfaction in Bali, Indonesia. From 2015 to 2019, Bali experienced a substantial increase in tourist visits, both domestic and international, with an average growth rate of 20-30%. However, the COVID-19 pandemic caused a significant decline in tourist numbers, a trend that continued into 2021. As travel restrictions eased, post-COVID-19 behaviors emerged, revealing new opportunities for the tourism sector. Observing these behaviors is crucial, especially for destinations like Bali, which boasts a rich array of local attractions and cuisine. Bali is renowned for its diverse tourist offerings, including its culinary scene. Local food plays a pivotal role in the tourist experience, and its authenticity, quality, and the service associated with it are key factors influencing satisfaction. This study's findings highlight that while food authenticity is valued, it is the overall food quality and service that most significantly affect tourist satisfaction. The analysis confirms that both food quality and service quality have a considerable impact on how satisfied tourists feel. The main contribution of this research is the finding that local food authenticity significantly influences tourist satisfaction. Authentic local cuisine can enhance a destination's identity and elevate the emotional experience of visitors. Although food quality and service are primary drivers of satisfaction, the authenticity of local food contributes to a destination's unique identity and strengthens its appeal. Practically, this implies that destination managers and restaurant operators in Bali should prioritize maintaining the authenticity of local foods. Doing so can improve tourist satisfaction, enhance the destination's identity, and elevate the emotional connection tourists have with local culinary offerings. Ultimately, a focus on food authenticity, alongside high standards in food quality and service, can lead to greater satisfaction and a stronger reputation for Bali as a top culinary destination.

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