

## HOW INDONESIAN STREET FOOD STALLS INSPIRE POST-PANDEMIC INDONESIAN TOURISM

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### ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengalaman terkait warung kaki lima Indonesia di kalangan wisatawan domestik yang berkunjung ke kota-kota di Indonesia sejak pandemi COVID-19. Berkaitan dengan hal tersebut, penelitian ini dilakukan untuk menganalisis secara mendalam bagaimana kualitas makanan, harga, dan lingkungan fisik mempengaruhi kepuasan pelanggan dan meningkatkan loyalitas mereka terhadap berbagai warung jajanan kaki lima di Indonesia, khususnya sejak pandemi. Data dari total 372 responden dikumpulkan melalui kuesioner, dibagikan secara acak kepada wisatawan domestik, yang sedang berlibur atau mengunjungi beberapa daerah di Jawa dan Bali, serta membeli dan mengonsumsi masakan lokal. Analisis statistik dilakukan dengan menggunakan SMART-PLS. Temuan menunjukkan bahwa unsur kualitas makanan, harga dan lingkungan fisik mempengaruhi kepuasan, yang pada akhirnya menentukan loyalitas. Temuan penelitian ini memberikan pemahaman yang lebih baik tentang faktor-faktor yang mempengaruhi kepuasan dan loyalitas wisatawan domestik. Selain itu, mereka memberikan wawasan berharga tentang aspek penting sektor pariwisata bagi Pemerintah Indonesia.

**Kata Kunci:** *Food quality, price, physical environment, satisfaction, loyalty*

### ABSTRACT

*This paper aims to investigate the experiences related to Indonesia's street food stalls among domestic tourists visiting cities in Indonesia since the COVID-19 pandemic. In this regard, this study was conducted to analyse in depth how food quality, price, and physical environment affect customer satisfaction and increase their loyalty to various Indonesian street food stalls, especially since the pandemic. Data from a total of 372 respondents were gathered through self-administered questionnaires, which were randomly distributed to domestic tourists, who were vacationing or visiting several areas in Java and Bali, and bought and consumed local cuisine. Statistical analysis was done using smart-PLS. The findings indicate that the elements of food quality, price and physical environment affect satisfaction, which ultimately determines loyalty. The findings of this study provide a greater understanding of the factors that affect the satisfaction and loyalty of domestic tourists. In addition, they provide valuable insight into a significant aspect of the tourism sector for the Government of Indonesia.*

**Keywords:** *Food quality, price, physical environment, satisfaction, loyalty*

## 1. INTRODUCTION

### Research Background

As an archipelago, Indonesia is made up of thousands of islands separated by straits and seas. This geographic situation has resulted in the the country's cultural diversity, with each region having a different style and culture that makes it unique. One aspect is local food with its distinctive and authentic flavors. Prior to the onslaught of the COVID-19 pandemic, the tourism sector was a major contributor, not only to the Indonesian economy, but also to the global economy. However, it has also been the most affected by the pandemic. The closure of Indonesian domestic and international flights, due to the wide-spread social restrictions (Pembatasan Sosial Berskala Besar - PSBB), required the tourism sector to terminate the employment of the majority of its employees (kumparan.com). This has had an extremely negative impact on the sector. However, the pandemic has also opened up new and greater

opportunities for the foodservice industry. In response to the changing characteristics of the market, especially the new ways people are ordering food and beverages, potential has emerged for the culinary sector to rapidly expand and for food vendors to become more competitive. Promoting Indonesian street food as a tourism feature can help identify and highlight an attractive aspect of a destination, suitable for both domestic and foreign tourists. According to researchers, food plays an important role in tourists' travel decisions, their experiences and satisfaction with the products they try, all of which guide promotion strategies (Cohen & Avieli, 2004; Everett and Aitchison, 2008; Quan & Wang, 2004; Briliana and Keni, 2022). Studies identify food as one of the most important tourist attractions, because it satisfies a basic human need while enhancing visitors' overall travel experience (Andersson & Therkelsem, 2017; Henderson *et al.*, 2009; Ian and Beatte, 2016). Research by Ryu and Han (2009) examines the relationship among the three determinants of the dimension of quality, i.e., food, service, and physical environment, as well as price, customer satisfaction, and behavioural intentions in fast-casual restaurants. Likewise, this study seeks to identify and understand the influence of food quality, price and physical environment on customer responses to street food stalls. It is common for studies to examine how food service quality affects customer satisfaction and behavioral intentions in a restaurant context. However, few previous studies have investigated how these components within the scope of Indonesian street food affect customers' perceived value in the form of satisfaction, which ultimately decides loyalty.

This study aims to examine the relationship between the three determinants of the dimensions of food quality: perceived value, customer satisfaction, and loyalty, in the context of Indonesian street food. The objectives of this study are specifically (a) to investigate the effects of food quality, price, and physical environment on customer satisfaction, in combination; (b) to examine the relationship between customer satisfaction and loyalty.

## **Literature Review**

### **Food Quality**

Food quality is considered to be the main motivation for customers to visit street food outlets Briliana *et al.*, (2021). Food quality can be defined as having several components, such as the freshness of the ingredients, taste, consistency of quality and appearance (Mosavi and Ghaedi, 2013; Rozekhi *et al.*, 2016; Noraihan *et al.*, 2021). Food also provides a sensual and pleasant purchasing experience that can increase holiday pleasure and attract tourists to a destination (Mitchell and Hall, 2003; Zhong and Moon, 2020). In this study, quality can be understood as when the food is suitable for consumption, in the sense that it has quality based on the menu, taste, freshness, temperature, healthy choices, and nutritional value.

### **Price**

Price plays an important role in generating consumer satisfaction, because customers always evaluate the value of a service according to the price that must be paid (Al-Msallam, 2015). Price is defined as the amount of money that a customer pays for a product or service (Zhong and Moon, 2020). Price also communicates how a company wants its product or brand to be valued and positioned in the market. The concept of perceived value is based on the competitive nature of the pricing approach. This focuses on customer concerns about whether they are being billed more than or nearly as much as the price charged by competitors Ryu and Han (2009). Therefore, in this study, price can be understood as being the amount a customer pays the provider of a product or service to obtain the product or service.

### **Physical Environment**

Nguyen and Leblanc (2002) describe the physical environment, such as décor, ambient conditions, and seating comfort, which give the customer a feel for the atmosphere of the facility, the service that is expected and the value that the customer will accord it. The physical environment is one of the main marketing factors for a restaurant in establishing a position among its competitors. It does this by creating and building an outstanding customer experience with a pleasant and comfortable atmosphere (Chian 2020). In the context of this study, physical environment can be understood as all tangible and intangible elements, including environmental conditions (light, color, aroma), the layout, signs, symbols, and artifacts, both inside and in the street food stall area, that will affect customer satisfaction.

### **Satisfaction**

Customer satisfaction is defined as the purchaser's perception regarding the relevance or irrelevance of the benefits received for the assessed and experienced service (Uddin, 2019). The measurement of the level of customer satisfaction is based on the degree to which customers feel the product or service meets their expectations; whether they are happy with the results of their purchase; whether it meets their goals; and whether they are not experiencing difficulties (Hansemark & Albinsson, 2004). Customers will be satisfied when their needs and demands are met by the product or service. They will become loyal customers, therefore increasing the company's customer equity (Mittal & Lassar 1998). Furthermore, in this study, satisfaction could be understood as that which represents customers' strong feelings that a street food stall brand succeeds in meeting their dining needs and is conceptualized as an attitudinal construct.

### **Loyalty**

Customer loyalty is critical to creating a strong customer relationship with a business (Weisheng *et al.*, 2016). Street food stalls deliver food and services to their customers in a competitive environment (Briliana *et al.*, 2021). This means that the businesses must establish a strong customer relationship. Therefore, this necessitates recognizing the particular needs of the customer and arranging the marketing and related issues to meet those needs (Uddin, 2019). In this study, loyalty is defined as the result of consumer evaluation after buying and using a product or service, which is expressed through a strong commitment to repurchase or purchase the products or services continuously.

### **The Effect of Food Quality on Satisfaction**

Food quality is the priority when tourists plan to visit a food outlet (Cho *et al.*, 2014). Food vendors need to ensure that their food is of excellent quality, because if tourists react positively, their attitude will be greatly enhanced and they will be more likely to visit the destination again, in addition to recommending it to other people (Atikahambar *et al.*, 2018). Similarly, food quality is the most important aspect of the quality of restaurant service overall, and has a positive relationship with customer satisfaction and loyalty (Al-Tit, 2015; Ryu & Han, 2009; Noraihan *et al.*, 2021).

**H1:** Food Quality has a positive impact on customer satisfaction with Indonesian street food.

**H2:** Food Quality has an indirect significant and positive impact on loyalty through satisfaction.

### **The Effect of Price on Satisfaction**

The product quality indicator is price. When a higher price is charged, a better product and higher satisfaction can be expected. If the price set is reasonable for a product, customers will buy it and be immediately satisfied, which can lead to customer retention in the fast food

industry (Dastane & Fazlin 2017). Positive feelings towards the vendor will be formed when a reasonable price is charged, which has an impact on customer satisfaction and loyalty (Yieh *et al.*, 2007). Fair pricing has a positive effect on customer satisfaction. This is because consumers tend to make comparisons between various brands, either before or after purchase, then evaluate to assess what they feel, and decide if it reaches their level of satisfaction (Hanaysha, 2016).

**H3:** Price has a positive impact on customer satisfaction with Indonesian street food.

**H4:** Price has an indirect significant and positive impact on loyalty through satisfaction.

**The Effect of Physical Environment on Satisfaction**

The role of the physical environment in image creation and the influence of customer behavior is very important in the catering industry (Ryu & Jang, 2007; Morales *et al.*,2015). The characteristics of services are that they are simultaneously produced and consumed, so the consumers become part of the process and, of course, are in the physical environment of the facility (Bitner, 1992; Ryu *et al.*,2012; Chian,2020). Therefore, the food and the service must be of a satisfactory quality, in a pleasing physical environment, e.g., lighting, decoration, layout, as well as the employees’ appearance, play a significant role in determining the customers’ overall level of satisfaction and subsequent behavior in the restaurant industry. Moreover, service is an intangible product and often requires the customer to be present during the process. The physical environment can have a significant impact on the overall perception of quality from the meeting point of interaction and serving, thereby affecting customer satisfaction in the restaurant sector (Bitner, 1992; Ryu & Jang, 2007).

**H5:** The physical environment has a positive impact on customer satisfaction with Indonesian street food.

**H6:** The physical environment has an indirect significant and positive impact on loyalty through satisfaction.

**The Effect of Satisfaction on Loyalty**

In general, satisfied customers become loyal customers, and demonstrate their attitudes in their behavior, such as repeat shopping and giving positive recommendations to others (Ali et al., 2018; Saleem and Raza, 2014).

Happy consumers will spend more time with these service providers and, of course, more money will be spent to buy services and positive reviews will be spread by word-of-mouth to others (Nguyen and Leblanc, 2002; Ryu & Han, 2009). After buying any product or service, the customer evaluates the perceived difference between the value received and the previously expected value, which is referred to as customer satisfaction (Uddin, 2019; Shamah et al., 2018; Tu et al., 2012). In the restaurant industry, after food and beverage consumption, satisfaction can be measured through an evaluation of the direct consumption experience and one from a comparison between actual performance and previous expectations.

**H7:** Satisfaction has a positive impact on customer loyalty to Indonesian street food.

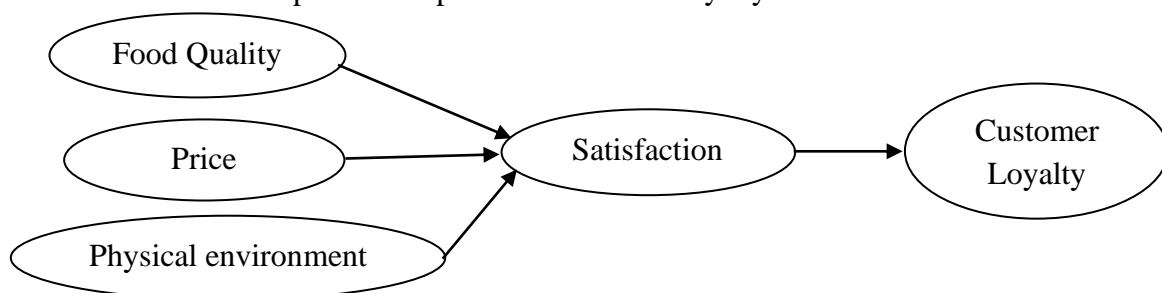


Figure 1. Conceptual Framework

Sources: Uddin. 2019: Zhong and Moon. 2020: Hanavsha. 2016: Rvu *et al.*.2012: Noraihan

## 2. RESEARCH METHODOLOGY

The assumption test in this study adopted Smart PLS structural equation modeling (SEM), which is designed to test the structural relationships among the proposed constructions simultaneously. Meanwhile, data from the demographic profile of respondents was analyzed using SPSS software. Questionnaires were used for survey purposes in this study. They were distributed online to domestic tourists who had visited various big city areas, such as Yogyakarta, Solo, Semarang, Surabaya and Bali in 2022, and dined at street food stalls.

## 3. RESULTS AND DISCUSSION

Of the data collected from 372 respondents between June 2022 and July 2022, the majority were women (47%) compared to men (53%); the majority were 25-29 years old (48%) and working (56%). The criteria chosen for respondents were: that in 2022 they took a vacation trip or went out of town, especially to Yogyakarta, Solo, Semarang, Surabaya or Bali during the pandemic and visited local street food in the destination city.

Table 1 Measurement Items of the study

	Factor Loading
<b>Food quality (FQ) – adapted from Uddin, (2019); Chian,(2020)</b>	
FQ1 Food served is hot and fresh.	0.851
FQ2 The food served is tasty.	0.814
FQ3 Fresh ingredients are used when preparing the food.	0.800
FQ4 The street food stall offers a variety of menu items.	0.768
<b>Price (P) - adapted from Uddin, (2019); Chian,(2020)</b>	
P1 The food price charged by the street food stall is reasonable.	0.851
P2 The prices at this street food stall seem to match what I get.	0.853
P3 Overall, this street food stall provides superior pricing options compared to other street food stalls.	0.838
<b>Physical Environment (PE ) – adapted from Chian,(2020); Hanaysha, (2016)</b>	
PE1 The interior design and decoration of the street food stall are attractive visually.	0.669
PE2 The establishment is well-organised and easy to find.	0.766
PE3 The music and sounds are pleasing.	0.668
PE4 The street food stall area is thoroughly clean.	0.724
PE5 There is a pleasant aroma in the surroundings of the street food stall.	0.766
<b>Satisfaction (S) – adapted from Uddin, (2019);Yieh <i>et al.</i>, (2007); Bitner, (1992)</b>	
S1 My overall experience of this street food stall is satisfying.	0.716
S2 I think I made a wise decision to visit this street food stall.	0.739
S3 This street food stall satisfies most of my expectations.	0.615
S4 I think this street food stall successfully provides value for money.	0.704
S5 I would come back to this street food stall in future.	0.709
<b>Loyalty (L) – adapted from Uddin,(2019); Zhong and Moon, (2020); Weisheng <i>et al.</i>, (2016)</b>	
L1 I would keep visiting this street food stall in future.	0.681
L2 I would recommend this street food stall to someone else.	0.809
L3 I would try other food items from the menu of this street food stall.	0.800
L4 I will tell other people about my good experiences at this street food stall.	0.694
L5 For me, this street food stall is the best food choice in this area.	0.723

Table 2. Reliability, convergence, and discriminant validity

	FQ	L	PE	P	S	Cronbach's alpha	CR	AVE	R Square	R Square adjusted
FQ	<b>0.809</b>					0.825	0.883	0.654	---	---
L	0.539	<b>0.743</b>				0.798	0.860	0.552	0.496	0.494
PE	0.392	0.676	<b>0.720</b>			0.771	0.843	0.519	---	---
P	0.354	0.451	0.333	<b>0.847</b>		0.805	0.805	0.805	---	---
S	0.458	0.704	0.676	0.421	<b>0.698</b>	0.737	0.826	0.587	0.526	0.522

Table 3. Heterotrait-Monotrait Ratio (HTMT) Criterion Assessment

	FQ	L	PE	P	S
<b>Food Quality</b>					
<b>Loyalty</b>	0.633				
<b>Physical Environment</b>	0.477	0.825			
<b>Price</b>	0.428	0.553	0.402		
<b>Satisfaction</b>	0.574	0.816	0.801	0.533	

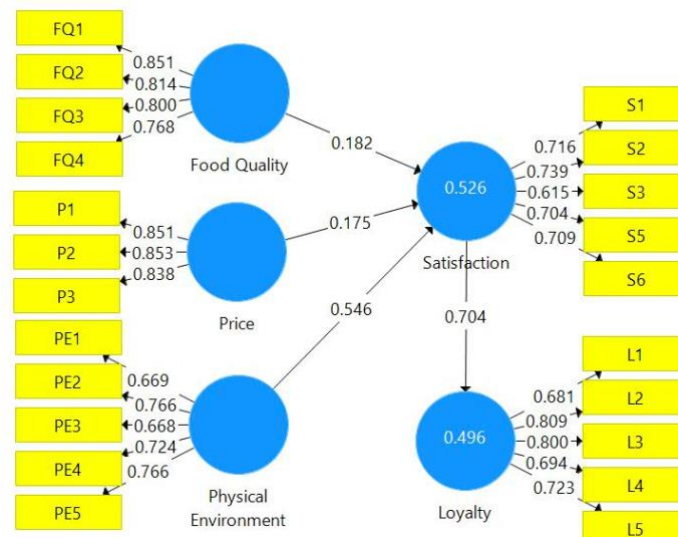


Figure.2 Structural equation model

Table 4. Hypotheses Testing Results

Relationships	Original Sample	Sample Mean	Standard Error	t-Statistics	Supported
FQ → S	0.182	0.184	0.041	4.397	Yes
FQ → S → L	0.128	0.130	0.030	4.236	Yes
P → S	0.175	0.175	0.041	4.216	Yes
P → S → L	0.123	0.123	0.030	4.118	Yes
PE → S	0.546	0.547	0.033	16.612	Yes
PE → S → L	0.385	0.386	0.027	14.375	Yes
S → L	0.704	0.706	0.024	25.591	Yes

This study aims to investigate how the determinants, i.e., food quality, perceived value, and physical environment, can affect customer satisfaction and loyalty. An important finding is that the elements of food quality, price and physical environment positively affect customer satisfaction at local street food stalls. This finding is consistent with research on fast food restaurants by (Uddin, 2019; Zhong and Moon, 2020; Hanaysha, 2016 ; Ryu *et al.*,2012;

Noraihan *et al.*, 2021). Moreover, the quality of the physical environment was found to be the highest predictor of customer satisfaction. These findings are in line with most of the previous studies.

Food quality has a significant effect on satisfaction when visiting and buying and consuming local snacks in tourist destinations. This means that H1 is accepted. These results are in line with previous researchers who stated that food quality attributes which include food taste, shape, and appearance of food as a stimulus can affect customer evaluations of the emergence of satisfaction which have an impact on increasing their desire to be loyal (Uddin, 2019 ; Chian, 2020). The findings of this study state that the quality of street food shows the strongest effect on satisfaction compared to price and the physical environment. Price has a significant effect on tourist satisfaction to consume local snacks when visiting tourist destinations. So, H3 is accepted. These results are consistent with previous research by Uddin (2019) and Chian (2020). Price is an important factor for tourists because it serves as information to evaluate the level of service that can affect the level of customer satisfaction. One of the important findings is that the physical environment has a positive effect on customer satisfaction. In this case H5 is accepted as consistent with previous research [Chian, 2020; Hanasya, 2016]. Authentic and typical street food offers food at low prices in an efficient manner served simply but attractively; so it is very important for street food repurchase intention in this case loyal. The results of this study also prove that satisfaction can have a positive effect on loyalty. This means that H7 is accepted. It is consistent with several previous studies (Uddin, 2019; Zhong and Moon, 2020; Weisheng *et al.*, 2016).

There are several reasons why customers choose street food over other types of food. First, the results reveal that the physical environment and food quality are the two most influential factors when buying street food. Second, the physical environment, such as lighting, decoration, layout, and appearance of employees, attract attention and create a pleasant experience, so it is not surprising that customers take photos and upload them on social media to share memories with their social media friends. This indirectly shows satisfaction and acts as a recommendation to other parties to visit the establishment as well. Lastly, the characteristics of street food operations, such as easier food preparation, low initial investment, lower labor requirements, and smaller overheads, allow lower product prices to be charged. Finally, the speed with which a product or service is delivered is very important for customer satisfaction, and will ultimately be a consideration for consumers to make a return visit. In summary, the research shows the importance of the physical environment, as a starting point. The attractive appearance of a street food stall, the food quality and price must match the demographics of the targeted customers to maximize the effect.

Because customer satisfaction is a critical marketing priority, it is often considered a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty. The overall food service industry consists of components that are tangible, i.e., food and physical facilities, and intangible, i.e., employee-client interaction. Combining tangible and intangible components should influence customer perceptions that they are receiving good quality service, which should result in the achievement of customer satisfaction and positive behavioral intentions to return to a street food stall. The findings in this study also identify that domestic tourists make decisions to buy and consume street food, starting with the attractiveness of the physical environment followed by food quality and price. In many cases, the culinary tours they undertake generally include establishments they visited before the pandemic.

#### 4. CONCLUSIONS AND SUGGESTION

Indonesia has a wide ethnic diversity, resulting in a similarly wide selection of local foods that can attract domestic and international tourists. Using food as a tourism feature could help increase the attraction of a destination and its competitive position in relation to destinations in neighbouring countries. In the context of street food stalls, customers' needs vary, but usually include the attractiveness of the physical environment, good quality food at affordable prices, efficient service, diverse menu offerings, healthy food choices and a pleasant dining atmosphere. Recognizing the uniqueness of Indonesian cuisine, and the quality of food and beverages available, the Government through the Ministry of Tourism and other relevant stakeholders began to aggressively promote these tourism products during the pandemic.

Because these three elements, food quality, price and physical environment, are important for customer perceptions regarding street food stalls, micro small and medium enterprises (MSMEs) in the culinary sector need to understand the importance of each in relation to encouraging customers to make return visits. Using a purposive sampling approach, data was collected from domestic tourists who have started vacationing in areas in Indonesia since the COVID-19 pandemic and have enjoyed local culinary offerings from street food stalls. Thus, the results need to be generalized with caution. For example, the findings must be interpreted carefully when applied to customers of different kinds of local food stalls from one area to another. Future studies could expand this research by comparing the relative importance of the three elements of street food stall service, and include the halal aspect, considering that the majority of Indonesia's population is Muslim.

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