




Implications of Sensory Marketing of Indonesian Culinary Fine Dining on Customer Satisfaction

Ayu Nurwitasari¹, Heny Hendrayati² 

^{1,2}Universitas Pendidikan Indonesia, Bandung, Indonesia
ayu_nurwitasari@upi.edu

Abstract. The research paper explores the role of sensory marketing in enhancing customer satisfaction in Indonesian culinary fine dining experiences. It argues that sensory marketing, which involves the use of human senses like taste, aroma, visual appearance, ambiance, and texture, can create an enticing and satisfying dining experience. The study emphasizes the importance of presentation procedures, quality ingredients, and appropriate processing techniques in creating a satisfying sensation for consumers. It also highlights the importance of price matching, service quality, human resource quality, and hygienic and sanitary quality in creating a unique dining experience. The quantitative research method was used by collecting historical data and observing closely related aspects. This research concludes that sensory marketing plays a crucial role in increasing consumer satisfaction in Indonesian fine dining experiences, and the accuracy in combining various sensory elements in food presentation can increase satisfaction. This research has great potential to increase customer satisfaction and build a good reputation for the restaurant.

Keywords: Culinary, Customer Satisfaction, Fine Dining, Indonesian Culinary, Sensory Marketing.

1 INTRODUCTION

Indonesian culinary is a cultural treasure with diverse tastes, attracting tourists and visitors from around the world. The industry is rapidly developing, with new restaurants offering a variety of culinary experiences, including fine dining. In the last three years, the growth rate of fine dining restaurants has increased by almost 50% [1].

Fine dining restaurants provide an exclusive dining experience with high-quality food, special service, and attractive decor, catering to patrons seeking an opulent menu, reasonably priced food, and a distinctive environment [2]. Indonesia's fine dining market has high growth potential, but fierce competition necessitates unique dining experiences to attract customers, emphasizing the importance of providing a distinct dining experience.

Customer satisfaction is a crucial indicator of a restaurant's success, as it confirms or disproves expectations based on the product's performance [3]. The fine dining menu concept emphasizes customer satisfaction through unique and quality dining experi-

ences, including food presentation. In Indonesian culinary fine dining, sensory marketing can enhance satisfaction and create memorable dining experiences by utilizing consumers' five senses in advertising [4]. Sensory marketing is crucial for providing a unique dining experience, particularly for theme restaurants. It involves visual, olfactory, aural, tactile, gustative, and gustatory components, ensuring complete engagement for consumers [5]. Sensory marketing, a culinary technique that utilizes all five human senses, enhances the consumer experience by focusing on the aroma, color, texture, and presentation of food. Sensory marketing in Indonesian fine dining menus enhances customer satisfaction by providing uniqueness and attracting consumers, thereby enhancing the culinary fine dining experience.

1.1 Sensory Marketing Concept

Sensory Marketing, a component of experiential marketing, allows consumers to experience a product or service through five distinct approaches (Sense, Feel, Think, Act, and Relate) before and after consumption [6]. Sensory marketing is a marketing strategy that utilizes human senses to create a positive consumer experience, utilizing subconscious triggers to shape perceptions of abstract product concepts like sophistication or quality [7]. Randhir's research [8] mentions that sensory marketing theory emphasizes the importance of considering the characteristics of consumers, such as age and gender when designing a sensory marketing strategy. It suggests that intense sensory experiences can increase customer satisfaction and influence consumer behavior [9]. According to this theory, five sensory aspects can affect consumer experience: taste, smell, hearing, touch, and sight.

Sensory marketing is crucial in product marketing as customers judge products based on sensory experiences. It enhances customer satisfaction, differentiates brands from competitors, and boosts business attractiveness in a competitive market [10]. Therefore, companies need to understand how sensory experience can affect brand image and consumer perceptions of their products.

Sensory marketing theory emphasizes identifying customer sensory preferences to create an enjoyable sensory experience. Businesses can use various perceptual techniques like color, light, sound, smell, and visual shapes to create pleasing experiences. This theory is crucial for businesses in hospitality industries like hotels and restaurants [11].

1.2 Customer Satisfaction Concept

Consumer satisfaction is a crucial marketing concept that influences consumer purchasing decisions and loyalty to brands or products. It involves evaluating the performance of a product or service in relation to consumers' expectations [12]. Customer satisfaction is crucial for boosting consumer loyalty, brand image, and company profitability, as it can be achieved when product or service performance surpasses expectations.

Food quality, served creatively and beautifully, significantly influences consumer satisfaction in fine dining. Good service and attention to detail also contribute to this satisfaction with various factors influencing it [13]:

Fine dining restaurants prioritize high-quality food, providing friendly and professional service to meet customer expectations. A calm, comfortable, and elegant atmosphere is crucial for customer satisfaction. The restaurant environment also plays a role, with attractive food serving and unique signature dishes enhancing the overall experience. Therefore, a well-designed and enjoyable dining experience is essential for enhancing customer satisfaction.

In addition, Marković and Janković [14] revealed that the quality of food and service in fine dining restaurants significantly impacted consumer satisfaction and their intention to return or recommend the establishment. Price also plays a role, with high prices causing dissatisfaction and low prices raising doubts about the quality of the food and service [15]. Brand factors, such as brand image and restaurant reputation, also influence consumer preference and selection of fine dining restaurants [16].

1.3 Fine Dining Restaurant

Fine dining is a restaurant that provides an elegant and luxurious dining experience, featuring high-quality food, excellent service, a romantic atmosphere, and elegant decorations and furniture [17]. Fine dining restaurants offer higher-priced menus, prioritize food and service quality, and offer a selection of high-quality wines with a sommelier for assistance. They typically have a dress code and are divided into various segments, including casual dining [18]:

1. Bistro Fine Dining Restaurant, this type of restaurant usually offers a relaxed atmosphere and a menu inspired by French cuisine with local ingredients.
2. Creative Fine Dining Restaurant, this type of restaurant offers a unique and innovative culinary experience with menus inspired by local or global cuisine, and food served in attractive and unusual presentations.
3. Molecular Fine Dining Restaurant, this type of restaurant offers a unique culinary experience by using molecular techniques to create food with an unusual texture and taste.
4. Modern Fine Dining Restaurant, this type of restaurant offers a menu inspired by local or global cuisine with a modern touch and food served with a minimalist presentation.
5. Exclusive Fine Dining Restaurant, this type of restaurant offers an exclusive dining experience with high-quality menus and service, as well as luxurious and elegant decoration and atmosphere.

2 METHODS

This study employs a descriptive quantitative research method, which aims to identify independent variables without conducting comparisons or connecting with them, as they are always paired with the dependent variable [19]. This study carried out various data collection techniques such as questionnaires, observation, documentation, literature study, and triangulation, with the Bernauli formula for sampling due to the unknown population [20]:

$$n \geq \frac{Z_{\frac{\alpha}{2}} \cdot p \cdot q}{(e)^2} \quad (1)$$

Note:

n = Minimum sample size

Z = Quadrant of the confidence interval

$\frac{\alpha}{2^2}$ = Trust level

e = Acceptable error rate

P = Estimated proportion of success

q = Estimated proportion of failures or 1-p

In this case, the research took samples based on the formula (1) with the number of samples taken.

In that case, the value is set = 1.96. This study determines the error rate of 10%. Meanwhile, the probability that the questionnaire is correct q (accepted) or wrong p (rejected) is 0.5 respectively, then:

$$n \geq \frac{[1,96]^2 \cdot 0,5 \cdot 0,5}{0,1^2} \quad n \geq \frac{[3,8416] \cdot 0,25}{0,01} \quad n \geq 95,35 \quad (2)$$

By concluding that the sample taken was 95.35 or rounded to 96, it means that the respondents in this study were at least 96 guests/consumers.

3 RESULTS AND DISCUSSION

3.1 Customer Profile

After the data have been found and collected completely, they were processed using a Likert scale and field observations to find out the Implications of Sensory Marketing Serving Indonesian Culinary Fine Dining on Customer Satisfaction. Respondents in this study were 100 respondents. The author can also see the characteristics of respondents who have filled out the questions in the research questionnaire.

Table 1. Recapitulation of Fine Dining Location Data.

No	Fine Dining City Location	Respondent
1	Bandung	71
2	Jakarta	36
3	Bali	20
4	Pekanbaru	1
5	Padang	1

The study on fine dining reveals a significant relationship between gender and experience, with men tending to pay more for food. The majority of respondents who have

tried fine dining are students, retirees, and residents from popular cities like Jakarta and Bandung as shown in Table 1. These cities offer more diverse culinary choices and are more open to trying new foods. The majority visited fine dining with friends, but many customers tried it for the first time due to higher prices and the perception of it as a more exclusive experience. Reasons for visiting fine dining include experience, better service, and quality food. Many are invited by friends and family, serving as social experiences and celebrating special days.

3.2 Sensory Marketing Product of Indonesian Fine Dining Menu

Indonesian culinary fine dining places great importance on the visual appearance of products, which triggers appetite and interest. Consumers value a dish's visual appearance as high as 4 (52 people), indicating quality and cleanliness. A good taste excites the tongue, creating satisfaction. The texture of food is also crucial, with 60 respondents rating it as good. Fresh, high-quality spices are essential for authentic taste. A pleasant scent stimulates the senses and arouses appetite, with the highest score of 5 (44 people). The unique presentation serves to create memorable experiences and customer satisfaction. Table 2 shows sensory marketing data recapitulation of Indonesian fine dining menu products.

Table 2. Sensory Marketing Data Recapitulation of Indonesian Fine Dining Menu Products.

No	Statement	Response	Number of Respondents
1	Visual Appearance	Good	52
2	Taste	Good	54
3	Texture	Good	60
4	Ingredients	Excellent	51
5	Scent	Excellent	41
6	Unique presentation serving	Excellent	44

3.3 Sensory Marketing Product Serving Locations of Indonesian Fine Dining Menu

The study reveals that proper lighting in a fine dining room creates a comfortable atmosphere for consumers, while consistency with a restaurant's theme and concept can create a professional impression. Room decoration at Indonesian culinary fine dining establishments should reflect Indonesian culture and traditions, featuring wooden ornaments, woven fabrics, and local art. Music in these locations can enhance the dining experience and provide value, with some respondents finding traditional Indonesian music beneficial. The uniqueness of Indonesian culinary elements in the location is crucial for creating a special culinary experience, with spices like *rendang* seasoning used in traditional dishes. The atmosphere at the location also plays a significant role in creating a special dining experience. Table 3 is a recapitulation table for the presentation of Indonesian fine dining menu products.

Table 3. Recapitulation of Indonesian Fine Dining Menu Product Presentation Locations.

No	Statement	Response	Number of Respondents
1	Lighting	Good	41
2	Room decoration	Good	51
3	Music or sound	Good	46
4	The uniqueness of culinary elements	Good	52
5	Atmosphere	Good	42

3.4 Customer Satisfaction

The quality of products served at Indonesian culinary fine dining locations significantly impacts a restaurant's success and reputation. A total of 58 respondents rated good product quality with creative decoration, layout techniques, contrasting colors, and attention to detail enhancing visual interest and providing an engaging dining experience. Service quality was rated 4 or good, with 46 respondents choosing a value of 4 or good, followed by 38 respondents choosing a value of 5 or very good. Human resources quality at these locations is crucial for achieving success and superior service quality. As many as 50 respondents rated the quality of human resources as good, indicating the importance of experience and education in the culinary field. Hygiene and sanitary quality are essential for maintaining cleanliness and health, with 46 respondents choosing good and 38 choosing very well. Price conformity with the products served is also important, with 52 respondents choosing a 4 or good value. Consumer satisfaction in product serving time is crucial, with 7 respondents choosing a 2 value, indicating the need to improve efficiency in fine dining services. Efficient and regular serving times reflect the professionalism and attention to detail of the restaurant. Table 4 shows customer satisfaction data recapitulation.

Table 4. Customer Satisfaction Data Recapitulation.

No	Statement	Response	Number of Respondents
1	The quality of the products	Good	58
2	The quality of service	Good	46
3	The quality of human resources	Good	50
4	The quality of hygiene and sanitary	Good	46
5	Price conformity	Good	52
6	Serving time	Good	45

3.5 Result

The study found a strong positive relationship between customer satisfaction and fine dining, with a Pearson correlation coefficient of 0.814. This indicates that higher customer satisfaction with fine-dining restaurants leads to a positive perception of the fine-

dining menu. A Pearson correlation coefficient of 0.767 also indicates a strong positive relationship between customer satisfaction and sensory marketing experience. A Pearson correlation coefficient of 0.701 also indicates a strong positive relationship between the fine dining menu and sensory marketing experience. The regression model (Model 1) showed that 73.9% of customer satisfaction variation can be explained by sensory marketing and fine dining. A high statistical significance was given to the regression coefficients for fine dining (0.559) and sensory marketing (0.460), indicating that an increase in the fine dining menu will contribute positively to customer satisfaction. The correlation analysis showed a strong positive correlation between customer satisfaction and sensory marketing.

4 CONCLUSIONS

This study revealed that sensory marketing in Indonesian culinary fine dining significantly boosted customer satisfaction. It emphasized the use of human senses, such as taste, smell, and texture, to create engaging dining experiences. The study also highlights the importance of unique presentation procedures, quality ingredients, and processing techniques in creating a satisfying sensation. It also highlights the importance of price compatibility, service quality, human resource quality, hygiene, and sanitation in enhancing customer satisfaction.

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