



Analysis of Tourist Satisfaction with The Cooking Class Attraction Services for Culinary Tourism in Munduk Tourism Village

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Abstract. Cooking tourism is an emerging sector within the local food economy, gaining significant popularity worldwide, particularly in Asian countries, and is highly sought after by tourists visiting Munduk Tourism Village. This study aims to analyze the factors contributing to tourist satisfaction with the cooking class services offered in Munduk Village's culinary tourism. Employing a quantitative research method with a qualitative descriptive approach, the study sampled 100 respondents. Data were collected through a questionnaire administered to randomly selected tourists who had participated in the culinary tourism attractions. The questionnaires were completed by the tourists who were met by the researchers and agreed to participate as respondents. The data were processed and analyzed using the SERVQUAL model, which evaluates service quality by comparing consumer expectations with actual performance. This model includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The study aims to provide insights for enhancing satisfaction with culinary tourism services in Munduk Village. The findings indicate that the average service performance of the cooking class attractions is slightly below tourists' expectations, with the average performance score being 4.48 compared to an expectation score of 4.50. Consequently, to address this gap, it is recommended that management prioritize improving responsiveness to guest complaints.

Keywords: Cooking Class, Service Performance, Service Satisfaction

1 Introduction

The trend of tourists coming to a tourist area to look for or hunt for typical regional food is a big opportunity for the region and is growing rapidly in a very competitive tourism market and is increasingly receiving attention from academics and industry (Melubo et al., 2024). Food therefore plays an important role in tourism and destination development (Agyeiwaah et al., 2019) and is a fundamental element in any culture and a major component of intangible heritage everywhere (UNWTO, 2015). Culinary tourism managers are required to provide satisfactory service to tourists (consumers) who visit so that they recommend these tourist attractions to people they know to try (Qian et al., 2023). If performance matches expectations, consumers will be satisfied

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(Anggraini & Budiarti, 2020). If performance exceeds expectations, consumers will feel very satisfied.

Previous research results related to this research include research by Safian et al., (2021) shows that there is a relationship between the image of food in a destination and tourists' intention to return, as well as the level of satisfaction and loyalty. Cooking Class Travel (CCT) in Chiang Mai Thailand, visitors gain satisfaction and loyalty, which also supports business and destination development indirectly, visitors with a high level of satisfaction recommend their colleagues to try CCT (Qian et al., 2023). Fitriзал et al. (2021) shows that culinary tourism has a positive and significant effect on destination loyalty and tourist satisfaction in Padang City culinary tourism. Martina et al. (2023) also concluded that the higher the quality of the culinary tourism products offered, the higher the satisfaction of visiting domestic tourists, and this can also make visitors loyal. Cooking Class Travel (CCT) emphasizes the nature of cooking classes as an element of cultural heritage tourism (intangible) as a cooking experience to be integrated into cultural heritage packages, tours, and attractions (Suntikul et al., 2020).

Following this, this research mainly aims to develop a cooking attraction model classes with tourists and service providers can jointly create experience and value in cooking class so that it can help practitioners and destination marketing organizations allocate resources to design and market cooking class for sustainable development in a destination with a typical Munduk Village food culture. The novelty in this research which has not been carried out in previous research is formulating a model according to the analysis of factors that contribute to cooking services class Munduk Village culinary tourism attractions.

2 Methodology

This study employs a descriptive research design, aimed at providing an overview or analyzing research findings without extending to broader generalizations (Sugiyono, 2016). The research approach integrates both quantitative and qualitative methods. The quantitative approach involves collecting and analyzing data numerically, while the qualitative approach describes the relationships between phenomena systematically, factually, and accurately (Kusmayadi et al., 2000).

The scope of this research is to assess the level of tourist satisfaction with cooking attraction services in Munduk Village, Buleleng, Bali. Data collection occurred from March to November 2024. The study population comprises all tourists participating in cooking attraction activities in Munduk Village. The sample represents a subset of this population. The sampling technique utilized is Accidental Sampling (Berndt, 2020), also known as convenience sampling, which offers limited external validity (Andrade, 2021). This method involves selecting participants based on their availability and willingness to be involved in the study. According to Roscoe's guidelines, a suitable sample size ranges from 30 to 500 participants (Sugiyono, 2016). Considering factors such as research location, duration, data analysis, and cost, the study included a sample of 100 tourists visiting Munduk Village for the cooking class, encompassing both international and domestic tourists.

Data analysis was conducted using the SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry. This model, also known as the Gap Analysis Model, is a well-established framework for evaluating service quality and is grounded in the disconfirmation paradigm, as outlined by Oliver (Tjiptono, 2012). This approach compares consumer expectations with their perceptions of actual service performance to assess satisfaction levels.

3 Result and Discussion

3.1 Result

Validity and reliability testing were conducted using SPSS Version 21. The results indicated that all data on expected and actual variables were valid, as evidenced by $r_{count} > r_{table}$. Specifically, Cronbach’s alpha for the reliability of expectations was 0.968, and for the reliability of perceptions was also 0.968, confirming high internal consistency. Following these tests, data were analyzed using the SERVQUAL method. This analysis involved calculating the gap values, where a negative satisfaction value (<0) signifies a discrepancy between expectations and perceptions. Conversely, a positive satisfaction value (>0) indicates that the service quality exceeds the consumer satisfaction. A satisfaction value of zero ($=0$) suggests that service quality aligns with consumer expectations. Subsequent analysis was performed using Importance-Performance Analysis (IPA).

Table 3. Results of expectation and reality score analysis (n=100)

No.	Statement	Hope	Reality	Quadrant
		Average important	Average performance	
Physical Evidence (Tangibles)				
P1	Cooking Attraction Facilities Class what's there looks neat	3.03	4.20	D
P2	Condition of facilities and infrastructure for Cooking Attractions Class is clean	4.53	4.47	A
P3	Cooking Attraction Employees The class looks clean and tidy	3.17	4.47	D
P4	facilities (WIFI and toilets) are well available	2.57	2.57	C
Reliability (Reliability)				
P5	Speed and conformity to the ordered menu	4.33	4.33	A
P6	Employees show concern and help when tourists experience difficulties	4.60	4.90	A
P7	The taste of the food and drinks served	4.60	4.60	A
P8	Services provided by employees	4.83	4.83	A
Responsiveness (Responsiveness)				
P9	Employees are responsive in dealing with guest (tourist) complaints	4.87	3.13	B

No.	Statement	Hope	Reality	Quadrant
		Average important	Average performance	
P10	Employee accuracy in providing information related to the menu	4.87	4.70	A
P11	Availability of employees to help tourists when choosing a menu	4.87	4.87	A
P12	Ease of carrying out transactions	4.73	4.67	A
	Guarantee (Assurance)			
P13	Employees master product information	4.73	4.57	A
P14	Cleanliness and comfort both indoors and outdoors	4.63	4.17	A
P15	Ease of getting service	4.67	4.87	A
P16	Guaranteed replacement of food and drinks if defects are found	4.83	4.83	A
P17	Security guarantee available (parking services and items left behind)	4.90	4.90	A
	Empathy (Emphaty)			
P18	Employee friendliness to every tourist	4.90	4.77	A
P19	Ethics of speaking to tourists	4.93	4.77	A
P20	Employees provide personal attention to tourists (greeting welcome, sorry and thank you)	4.90	4.73	A
P21	Employees put tourists' interests first	4.90	4.73	A
	Amount	94.40	94.07	
	Average	4.50	4.48	

The table above shows the service performance of cooking attractions class tourism on average is less than tourists' expectations, but the difference is not that big (average performance score compared to expectations is $4.48 < 4.50$). The gap occurs because what according to management is considered important, in reality, for customers, in its implementation it can be considered excessive.

3.2 Discussion

Cooking Attraction Service Satisfaction Class Tourism. In the Cartesian diagram, it can be seen that two items are included in quadrant D. Cooking Attraction Facility Items. The classes look neat & the employees have a cooking attraction. The class looks clean and tidy, considered less important but very satisfying. Some factors have less important influence on consumers, and their implementation by the company is mediocre. It is considered less important and less satisfactory, namely, items that are included in quadrant C (supporting facilities such as WIFI and toilets are well available).

Quadrant A shows that factors or attributes that are considered to influence consumer satisfaction, include service elements that are considered very important, but management has not implemented them according to consumer wishes, resulting in disappointment or dissatisfaction. Quadrant A must be management's main priority so

that this gap can be corrected, namely, employees are responsive in dealing with guest (tourist) complaints. However, the table also contains items that indicate the basic service elements that the company has successfully implemented, for which it must be maintained, considered very important, and very satisfying (quadrant B: achievements that must be maintained).

Merchandising delivers an influence of 0.034 to IMC or is enough small. This merchandise strategy also consists of various types that can be applied by the company. Impactful merchandise marketing strategies direct sales and attention to consumers. For example, in village tourism, consumers will evaluate cleanliness, convenience for access village tour and discounts as well as the offer is given for products in village tour. Besides, determining targets for a sales team, the system is also shown to give instruction as well as motivating them to achieve the desired target. Sales management gives an influence of 0.318 against IMC or strong.

Social media and websites deliver an influence of 0.175 to IMC or stronger. Through social media, you can become a bridge for exchanging ideas, knowledge, and even communication between users. The emergence of social media created growing recognition of push shift marketing to model conversation that leads to customer purchasing decisions based on content from blog reviews, tagging, account comments, and more.

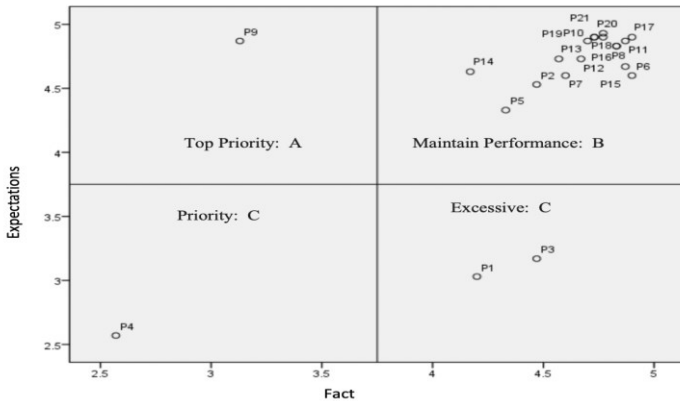


Figure 1. Importance analysis results and performance diagram

Remarks:

- A. Show factors or attributes that are considered to influence consumer satisfaction, including service elements that are considered very important, but management has not implemented them according to consumer wishes, resulting in disappointment or dissatisfaction.
- B. Shows the basic service elements that the company has successfully implemented and therefore must be maintained. Considered very important and very satisfying.
- C. Shows several factors that have less important influence on consumers, the implementation of which by the company is mediocre. Considered less important and less satisfying.

- D. Shows factors that influence consumers are less important, but their implementation is excessive. Considered less important but very satisfying.

Priority Dimensions for Improving the Quality of Cooking Attraction Services Class Tourism. Determining priorities for improving service quality is carried out using the Importance Performance Analysis (IPA) method. Importance Performance Analysis has the main function of displaying information about service factors which according to consumers greatly influence their satisfaction and loyalty as well as service factors which according to consumers need to be improved and are mapped in the form of Cartesian quadrants. The average value of the performance score (level of satisfaction) and importance score (level of expectations) is the basis for making this diagram. The Cartesian diagram itself is divided into 4 quadrants which are bounded by 2 lines that intersect each other perpendicularly at point x (performance) and point y (importance) where later the value of the average performance and importance of each attribute is totaled and then divided by the total number of attributes used.

Results of data processing from measuring the level of satisfaction and expectations of cooking tourism tourists class produces a negative gap or gap value in each SERVQUAL dimension between satisfaction and expectations. This indicates that the quality of service is felt by the cooking tourist class 21 service attributes studied were not satisfied with the services provided, or similarly, the services provided were not following what was expected by the cooking tourist class. The improvement recommendations given to improve service quality are based on quadrant A. The improvement recommendations are as follows: Employees are responsive in dealing with guest (tourist) complaints and supporting facilities (WIFI and toilets) are well available.

4 Conclusion

Based on the IPA discussion of information about service factors which according to consumers greatly influence their satisfaction and loyalty as well as service factors which according to consumers need to be improved which are mapped in the form of a Cartesian quadrant can concluded as below.

Cooking attraction services class tourism on average is less than tourists' expectations, but the difference is not that big (the average performance score compared to expectations is $4.48 < 4.50$). The gap occurs because what according to management is considered important, in reality for customers it can be considered excessive.

Cooking attraction facilities. The classes look neat and the employees have a cooking attraction. The class looks clean and tidy, considered less important but very satisfying.

Eliminate this gap by allowing customers to express their dissatisfaction with the company, finding out the desires and expectations of customers of similar companies, asking about customer satisfaction after they transact with the company, increasing interaction between the company and customers, improving the quality of

communication between human resources within the company, and reducing company bureaucracy.

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