DETERMINANTS OF CONSUMER SATISFACTION AND REVISIT INTENTION IN CULINARY TOURISM

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ABSTRACT

Culinary tourism is one of the main components of tourist behavior towards specific destinations where experience local food, one part of Indonesian culinary tourism that can attract tourists is Bandung, West Java. This study aims to analyze the determinants of Customer Satisfaction and Revisit Intention, which are influenced by Food Quality, Price Fairness, and Physical Environment factors in culinary tourism in Braga, Bandung, West Java. This quantitative research method uses a descriptive causality approach with a sample of 200 respondents. Data collection using online surveys is processed and analyzed using the Structural Equation Model. The results of this study show that Physical Environment has a positive effect on Customer Satisfaction. However, Food Quality and Price Fairness do not positively affect Customer Satisfaction. Factors that positively affect Revisit Intention are Food Quality and Customer Satisfaction, but on the contrary, Physical Environment does not significantly affect Revisit Intention. Research findings show that Customer Satisfaction can significantly mediate the influence between Physical Environment and Revisit Intention. Furthermore, the results show that Customer Satisfaction can increase Revisit Intention. Thus, Food Quality and Price Fairness are concerns for culinary business actors in Braga, Bandung, to evaluate prices and food offered so that consumers feel satisfied and want to visit again. As a sustainability effort in culinary that Indonesia is proud of, it is proven that Customer Satisfaction and Physical Environment can significantly impact the Revisit Intention of culinary tourism in Braga, Bandung.

Keywords: Revisit Intention, Customer Satisfaction, Food Quality, Price Fairness, Physical Environment, Culinary Tourism.

1. Introduction

Tourism is a unique combination of products and services related to nature and everything that tourists experience, including culinary and destination tourism (Jeaheng et al., 2020). The tourism industry currently has the potential to become the primary driver of a nation's economy, especially for developing countries such as Indonesia that want to diversify their income which has contributed to Indonesia since 2017 tourism revenue has increased from Rp 182 billion to Rp 223 billion in 2018 (Ratnasari et al., 2020). From a tourism perspective, food is essential in destination marketing and product mix. It enhances destination image and choice due to its impact on travel satisfaction through a constellation of food-related benefits travelers have always craved (Yasami et al., 2020). As a result, tourists often find themselves having an affinity for the food they consume related to the destination

in which the food is served (Wong et al., 2019). Other researchers also explain the direct relationship between food quality and revisit intentions (Bujisic et al., 2014). Given that in fast food and high-end restaurants, the focus is on the food quality that influences the customer's intent behavior. Food quality is positively related to customer behavioral intentions (revisit intention and word of mouth). The perceived social environment is one of the critical factors of customer satisfaction. This is supported by previous research conducted by (Azzam, 2014; Triki &; Hakimi, 2017; and Chan, 2018) found that the social environment significantly affects overall customer satisfaction.

The relationship between price and interest in returning visits is also not spared from the research of several researchers, including explaining that a price paid by consumers in exchange for services obtained by consumers and how they perceive price is essential because it affects the intention to visit again (Vickers, 2017). Another study states that when the price offered is appropriate, it will increase the intention of revisiting (Safitri, 2020). Price was found to be positively associated with customer satisfaction and customer loyalty (IDX & Chiao, 2001); once perceived, price injustice can lead to direct adverse effects on attitudes and behavioral responses such as dissatisfaction, complaints, and switching to another provider (Xia et al., 2004). Revisit intention derived from behavioral intention is a form of behavioral intention or customer desire to return, word of mouth from optimistic consumers, stay longer than expected, and shop more than expected (Zeithaml et al., 2009). In the restaurant business, the physical environment refers to the non-human elements that support the quality of service. The findings revealed that restaurant atmosphere was a predictor of behavioral intent. Tuzunkan &; Albayrak, (2016) report that a restaurant's physical environment depends on customers' demographic characteristics. Moreover, many studies establish a close relationship between the physical environment and overall customer satisfaction.

Culinary tourism is one of the main components of tourist behavior towards certain destinations where the experience with local food is central (De Almeida, 2019). The uniqueness of local food consists of various flavors ranging from mild to spicy, sweet to sour. There is no doubt about the cuisine of the archipelago. A few years ago, rendang was named the best food in the world by CNN Travel; this time, similar news resurfaced—no longer typical Minang food but culinary from the city of flowers, which is in Bandung, West Java. Bandung is included in the cities with the best traditional food, according to the Tasteatlas Awards 2021. The proud news uploaded by Pesona Indonesia and the Minister of Tourism and Creative Economy, Sandiaga Uno, via Instagram, shows data that Bandung is ranked 11th, beating other famous cities in Asia such as Osaka (ranked 19th) and Mumbai (ranked 18th) in the Best Cities for Traditional Food 2021.

Furthermore, reporting to tasteatlas.com's official website, the Best Traditional Food Cities category includes not only cities in Asian countries but also Europe to America. Of the 25 selected cities, Bandung ranks 11th, one below Seoul, and South Korea ranks 10th. While ranks 1 to 5 are occupied by Mexico, Bangkok, Nepal, Hong Kong, and Buenos Aires. Concerning this achievement, Sandiaga Uno hopes that Bandung's entry into the city with the best traditional culinary version of the 2021 Tasteatlas Awards will be able to increase tourists, both local and foreign tourists. The culinary taste of Bandung can shake the tongue, a series of traditional culinary such as batagor, cireng, karedok, seblak, mie kocok, and others, until now still exist and have many enthusiasts (Bandung Culinary is included in the ranks of the best traditional food 2021 according to Tasteatlas). Many tourist destinations strategically offer a variety of local food products to satisfy tourists. However, research needs to catch up to reality, and previous studies have rarely tested travelers' satisfaction with a variety of local foods in a destination. To update our knowledge, we must study tourist satisfaction and behavior at various levels concerning local food in a destination. Researchers chose the research object in Bandung because it attracted world attention by being included in one of the best traditional foods according to the 2021 Tasteatlas Awards.

This research is essential considering that culinary industry tourism, policymakers, and researchers need tourist behavior concerning local typical food tourism to gain insight into tourist behavior in Bandung, West Java. Competition between destinations requires understanding tourist satisfaction with food quality, price fairness, and physical environment in tourists' purchasing behavior towards local food so that they will visit again. Several studies, such as on culinary tourism, have been conducted by Hendijani (2016) and Long & Nguyen, (2018). Based on the relevant research, the researcher further compiled a research model that is different from the previous researcher as a research gap, namely the factor that influences the satisfaction of culinary tourists in this study is customer satisfaction which will cause domestic tourists to visit again. Thus, the purpose of this study is to know and analyze the effect of food quality, price fairness, and physical environment on culinary tourist satisfaction, then the influence of consumer satisfaction on the interest in revisiting culinary in Bandung. This research will

likely contribute to the marketing management theory/science level and provide managerial implications for local culinary marketing practitioners in Bandung.

The Effect of Food Quality on Customer Satisfaction
Food quality is one of the main determinants of a traveler's dining experience and a major factor influencing customer satisfaction and after-meal behavioral intent (S. Kim &; Iwashita, 2016). Attributes used to test food quality include presentation, deliciousness, menu variety, nutrition, healthy choices, freshness, and mood factors, for example, temperature and noise levels (Namkung et al., 2009). Understanding the quality and satisfaction of local food through perceptions and intentions is an important criterion in promoting the local food industry (Jalis et al., 2014). Food quality is an important but often overlooked aspect of the restaurant experience (Namkung et al., 2009). Food quality affects customer satisfaction (Han & Hyun, 2017). Food quality is a fundamental element of customer satisfaction in the restaurant overall experience. similarly Muscat et al., (2019) showed a positive relationship between food quality and traveler satisfaction. Some previous studies have shown a relationship between Food Quality and Consumer Satisfaction (Dwi Suhartanto et al., 2020; Girish Prayag et al., 2020; Chin-Hong Puah et al., 2020). Based on the relevant research, the following hypothesis was proposed:
H1: Food Quality positively affects Customer Satisfaction.

The Effect of Price Fairness on Customer Satisfaction
Price fairness is the perception of consumers if the price set is reasonable and acceptable and a determinant of customer satisfaction and behavioral intentions (Liu & Jang, 2009). Price fairness relates to the customer's perceived quality and their evaluation of the fairness/price-value ratio. Customer satisfaction is higher, when high quality service rather than customer perception results in greater value for the price paid (Jin et al., 2012). In addition, other notions of price fairness have dimensions consisting of service fairness, price fairness (price paid), procedural justice (time spent), favorability justice in non-interaction service forms and interactional justice (the way customers are treated) (Prayag et al., 2019). Some previous studies that show a significant relationship between Price Fairness and Consumer Satisfaction are according to (Jeaheng et al., 2020, Darko Dimitrovski, 2020, Girish Prayag, 2020, Khuong Mai Ngoc, 2020). Based on the relevant research, the following hypothesis was proposed:
H2: Price Fairness positively affects Customer Satisfaction.

The Effect of Physical Environment on Customer Satisfaction
According to Bitner, (1992), describes a direct relationship between a company's servicescape and cognitive responses (e.g. perception, satisfaction and trust). In the restaurant business, the physical environment refers to the non-human elements that support the quality of service. The findings revealed that restaurant atmosphere was a significant predictor of behavioral intent. Tuzunkan &; Albayrak, (2016) state that the physical environment of a restaurant depends on the demographic characteristics of customers. Moreover, many studies establish a close relationship between the physical environment and overall customer satisfaction. Several previous studies have shown a significant relationship between Physical Environment and Customer Satisfaction (Oviedo-García et al., 2019, Yoksamon Jeaheng et al., 2019, Darko Dimitrovski et al., 2019, Sameer Hosany et al., 2019, Muhammad Ali et al., 2019). Based on the relevant research, the following hypothesis was proposed:
H3: Physical Environment positively affects Customer Satisfaction.

The Effect of Customer Satisfaction on Revisit Intention
Customer satisfaction is the main antecedent of customer loyalty (C. F. Chen & Chen, 2010). Satisfied customers will return while dissatisfied customers often engage in negative word of mouth (S. C. Chen, 2012). Behavioral intentions include the customer's desire to return, recommend, and generally communicate positively about the restaurant (Namin, 2017). With regard to satisfaction, many experts argue that travelers with previous travel experience are more likely to return to a destination that is known to offer an incredible overall of satisfaction and perceived value. Several previous studies have shown a significant relationship between Customer Satisfaction and Revisit Intention (Darko Dimitrovski et al., 2019, Ratnasari et al., 2020, Khuong Mai Ngoc et al., 2020).(Ratnasari et al., 2020). Based on the relevant research, the following hypothesis was proposed:
H4: Customer Satisfaction positively affects Revisit Intention.

The Effect of Food Quality on Revisit Intention

Food quality and fresh ingredients have been rated as the most important reasons why customers return to restaurants. Customers usually expect food according to a diverse menu, properly cooked and presented, served cleanly, attractive appearance and having the correct taste and temperature (Engelica, et. al 2022). Food quality is one of the core determinants of a traveller's dining experience and a key behavioral factor influencing revisiting behaviour (J.-H. Kim et al., 2017; Namin, 2017). (Han & Hyun, 2017) also confirmed a positive relationship between food quality and revisit intention. Based on the relevant research, the following hypothesis was proposed:
H5: Food Quality positively affects Revisit Intention.

The Effect of Price Fairness on Revisit Intention

Price is defined as what the customer actually pays in exchange for the benefits of a product or service or a visible indicator of the level and quality of service, such as consumers are willing to pay more for services at their destination if they identify with the image of luxury, consumers are also willing to pay higher prices for goods that are functionally equivalent (Ngoc & Trinh, 2015). Furthermore, there are studies that state that there is an influence of price on their attitude to visit again (Han et al., 2019; Jeaheng et al., 2020). Based on this relevant research, the following hypothesis was proposed:
H6: Price Fairness positively affects Revisit Intention.

The Effect of Physical Environment on Revisit Intention

Physical Environment in restaurants consists of various designs and atmospheres such as restaurant layout, style/model, furniture, temperature, music, wall composition, lighting, and others (Prayag et al., 2019). This atmospheric element plays an important role in shaping various consumer behaviors towards a restaurant. In addition, the presence of some elements of the atmosphere can also affect customers who revisit the restaurant. These factors are very important in promoting an attractive atmosphere and a good environment influencing customers' intentions for the restaurant business to keep consumers coming back (Mohd Adnan &; Valliappan, 2019; Ariffin et al., 2017; D Tuzunkan &; Albayrak, 2016). Based on the relevant research, the following hypothesis was proposed:
H7: Physical Environment positively affects Revisit Intention.

Mediation of Customer Satisfaction Between the Effect of Food Quality, Price Fairness, Physical Environment on Revisit Intention

Customer satisfaction as an assessment that a product, or service accentuates, or the product or service itself, provides a pleasant experience, the level of satisfaction related to utilization, including the level of satisfaction below or above (Abdullah et al., 2018; Ganiyu, 2017). In addition, satisfaction is a general estimate of execution fixated on each item prior to involvement in a company (Al-Ansi et al., 2019; Bansal & Taylor, 2014; Chu et al., 2012; Roux, 2020; Roux, 2020). Research results have shown that customer satisfaction mediates the relationship between product quality, physical environment and price perception, and customer intention to revisit restaurants, and should concentrate on how to attract and retain customers (E. Bayraktar et al., 2012; Supian & Ab Rashid, 2018). Food quality, conducive physical environment, and price perception are at satisfactory levels, resulting in revisit intention (Afshar Jahanshahi, 2019; Rashid et al., 2019; Polas et al., 2022). Based on the relevant research, the following hypothesis was proposed:
H8: Food quality positively affects revisit intention mediated by customer satisfaction
H9: Price fairness positively affects revisit intention mediated by customer satisfaction
H10: Physical environment positively affects revisit intention mediated by customer satisfaction

2. Method

The research design used in this study is a descriptive causality research design. Research questionnaires were filled out online for data collection. The scale used in the questionnaire uses Likert scale measurements with a scale of 1-5 (1 = strongly disagree and 5 = strongly agree), so, the data from surveys conducted using the questionnaire is primary data, namely data that is first recorded and obtained directly from the original source with a specific purpose. The secondary data obtained from books, journals, the internet, and other reading sources

related to the topic being studied. Food Quality (FQ) includes 6 statement indicators adapted from Namkung & Jang, (2007), Price Fairness (PF) includes 4 statement indicators adapted from Liu & Jang, (2009). Physical Environment (PE) includes 4 statement indicators adapted from Prayag et al., (2019), as well as one mediating variable which also acts as an exogenous variable, namely Customer Satisfaction (CS) including 3 statement indicators adapted from Liu &; Jang, (2009) and endogenous (dependent) variables, namely Revisit Intention (RI) including 3 statement indicators adapted from Namin, (2017). Total indicators consist of 20 statements.

The population in this study is respondents of domestic tourists who live in the Jakarta area and who have visited culinary tourism with sample criteria who visit culinary in Braga, Bandung at least 2 times. The location object used is a restaurant located in the food court on Jalan Braga, Bandung. Data collection is carried out from September to November 2022. The sampling method uses Non-Probability Sampling with Purposive Sampling technique. The sample of this study was 200 respondents (number of indicators 20 x 10) (Hair et al., 2019). This study tested the hypothesis empirically using Partial Least Square Structural Equation Modeling (PLS-SEM). The proposed research hypothesis was tested empirically using Smart-PLS 4.0. Furthermore, the data analysis technique uses two measurement models, namely Outer Model Analysis, namely: Convergent Validity Value (> 0.70), Average Variance Extracted (AVE) (> 0.50), Reliability Analysis (>0.70), Cronbach's Alpha (>0.60). Meanwhile, the Evaluation of Structural Model Measurement (Inner Model Analysis), namely: Path coefficients, R Square Value (R2), and Partial influence size (f square). The hypothesis test was carried out with a significance level using a critical t-value for a one-tailed test of 1.65 and a significance level of a p-value of 5% (0.05), meaning that it is said to be significant if the p-value is less than 0. 05. Therefore, to conclude that the hypothesis being tested is significant at the 5% level (0.05), and the critical t-value must be greater than 1.65.

3. Results and Discussion

Results

The questionnaire that was distributed using the Google form gave results where as many as 200 respondents had collected. The respondents' demographic information in the study is shown in Table 1.

Table 1. Respondents Demographic

Demographic	Frequency	Percentage (%)
Gender		
Male	112	56%
Female	88	44%
Age		
18 – 25	80	40%
36 - 35	75	37.5%
36 - 45	45	22.5%
Educational Background		
Senior High School	60	30%
First Degree	130	65%
Postgraduate	10	5%
Occupation		
Housewife	12	6%
Private employees	67	33.5%
Government employees	22	11%
Self-employed	25	12.5%
University Student	74	37%
Revisit Bandung Culinary in a year		
2 times	10	5%
3 times	20	10%
4 times	48	24%
More than 5 times	122	61%

Outer Model Analysis Results

Measurement model testing Outer Model Analysis includes convergent validity tests. Meanwhile, to test construct reliability used Cronbach's alpha and composite reliability. If all indicators in the SEM-PLS model meet the requirements of convergent validity, and reliability tests, then the results of the SEM-PLS analysis can be used to test the research hypothesis. Convergent validity testing is done by looking at the loading factor values for each indicator on the construct; with most references, a loading factor of 0.70 is considered to have strong enough validation to explain the underlying indicator, but a loading factor of 0.5 is still acceptable. In this study, the acceptable loading factor is more than 0.7 shown in figure 1, the loading factor value for all indicators is above 0.7. Therefore, the convergent validity of the models in this study has been qualified, unless FQ1, FQ2, PF4 and PE1 loading factors are less than 0.7 therefore the four indicators are removed. Loadings factor values >0.7, Cronbach alpha >0.6, composite reliability 0.7, and AVE > 0.5. In conclusion, all constructs meet the required reliability, can be seen in table 2.

Table 2. Loadings Factor, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variable	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE
Food Quality (FQ)	**FQ3**	**0.800**	0.621	0.796	0.566
	FQ4	0.772			
	FQ5	0.733			
	FQ6	0.833			
Price Fairness (PF)	PF1	0.805	0.794	0.865	0.617
	PF2	0.813			
	PF3	**0.849**			
Physical Environment (EP)	**PE2**	**0.731**	0.762	0.863	0.677
	PE3	0.770			
	PE4	0.760			
Customer Satisfaction (CS)	CS1	0.752	0.620	0.798	0.568
	CS2	0.745			
	CS3	**0.759**			
Revisit Intention (RI)	RI1	0.835	0.759	0.862	0.675
	RI2	0.804			
	RI3	**0.825**			

Inner Model Analysis

Figure 1 below shows the t-values for all paths in the structural model with critical t constraints to be greater than 1.65. The results of the t-test analysis showed that the Food Quality variable did not have a positive effect on Customer Satisfaction, with a t-value of 0.148. The Price Fairness variable has no significant effect on customer satisfaction, with a t-value of 0.652. Physical Environment variables have a positive and significant effect on customer satisfaction with a t-value of 6,818 smaller than 1.65. The Food Quality variable has a positive and significant effect on Revisit Intention with a t-value of 4,844. The Price Fairness variable has no effect on Customer Satisfaction with a t-value of 0.652 and has no effect on Revisit Intention with a t-value of 0.772. The physical environment variable affects Customer Satisfaction with a t-value of 6,818 but does not affect Revisit Intention with a t-value of 1,180. The Customer Satisfaction variable affects Revisit Intention with a t-value of 5,400.

The R-square (R^2) values in the structural model for each endogenous latent are 0.67, 0.32-0.66 and 0.19-0.32 which can be interpreted as strong, moderate, and weak. It is further explained in figure 1 that R^2 of 0.211 which shows that the variables Food Quality, Price Fairness, Physical Environment are very weak explaining Customer Satisfaction by 2.11% and the remaining 97.89% is explained by other variables that do not yet exist in this study. Meanwhile, the R^2 value of 0.338 shows that Customer Satisfaction explains Revisit Intention by 33.8% and the

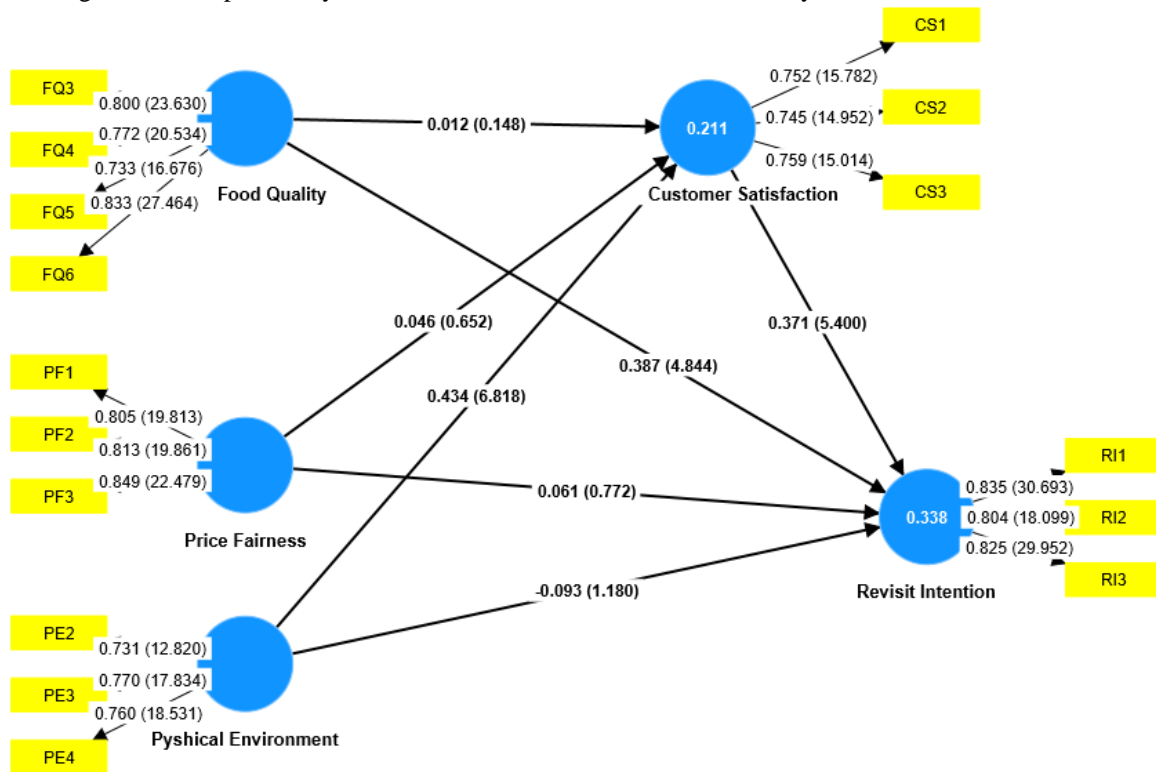remaining 66.2% is explained by other variables that do not exist in this study.

Figure 1. Output Results of Inner Model Analysis

The f-square *(f²)* is calculated to measure the partial significant effect of an exogenous variable on an endogenous variable. The estimated value of *f²* shows that the value of influence is 0.02 weak; 0.15 moderate; and 0.36 strong. Based on the results of this data processing, the *f²* value of the Food Quality variable on Revisit Intention is 0.128 (moderate), the effect of Physical Environment on Customer Satisfaction is 0.159 (moderate), and Customer Satisfaction on Revisit Intention is 0.164 (moderate), The results of *f²* testing can be seen from table 2 below:

Table 2. F-Square Inner Model Test Results

Variable	Customer Satisfaction (CS)	Revisit Intention (RI)
Food Quality (FQ)		0.128
Physical Environment (PE)	0.159	
Customer Satisfaction (CS)		0.164

Hypothesis Testing
The hypothesis can be accepted or rejected by looking at the significant value of t-values greater than 1.65, and p-values less than 5% (0.05) Based on the results of the analysis, it is stated that it can be seen in table 3 below:

Table 3. Direct Effect Hypothesis

	Hypothesis	Original Sample	t-values < 1.65	p-values < 0.05	Results	Conclusion
H1:	Food Quality →Customer Satisfaction	0.0124	0.148	0.441	Insignificant	Rejected
H2:	Price Fairness →Customer Satisfaction	0.046	0.652	0.257	Insignificant	Rejected
H3:	Physical Environment →Customer Satisfaction	0.434	6.818	0.000	Significant	Accepted
H4:	Customer Satisfaction	0.371	5.400	0.000	Significant	Accepted

	→ Revisit Intention					
H5:	Food Quality → Revisit Intention	4.844	4.844	0.000	Significant	Accepted
H6:	Price Fairness → Revisit Intention	0.061	0.772	0.220	Insignificant	Rejected
H7:	Physical Environment → Revisit Intention	-0.093	1.180	0.119	Insignificant	Rejected

From table 3 above, it can be concluded that hypotheses 3, 4, and 5 are accepted, while hypotheses 1, 2, 6, and 7 are rejected, because the t-value is less than 1.65 and the p-value is more than 0.05.

Table 4. Indirect Effect Hypothesis

	Hypothesis	Original Sample	t-values < 1.65	p-values < 0.05	Results	Conclusion
H8:	Food Quality-Customer Satisfaction →Revisit Intention	0.005	0.147	0.442	Insignificant	Rejected
H9:	Price Fairness - Customer Satisfaction → Revisit Intention	0.017	0.628	0.265	Insignificant	Rejected
H10:	Physical Environment - Customer →Satisfaction Revisit Intention	0.161	4.210	0.000	Significant	Accepted

From table 4 above, it can be concluded that hypothesis 10 is accepted meaning that Physical Environment affects Revisit Intention fully mediated by Customer Satisfaction, while hypotheses 8 and 9 are rejected because t-value is less than 1.65 and p-value is more than 0.05.

Discussion

Based on the results of the first hypothesis of this study, food quality has not been able to improve because of the need to conduct a food satisfaction survey so that what attributes are lacking. From the answers, respondents show diversity, meaning consistency of taste, cleanliness, food appearance, and the need for exciting food innovations. The results of this study are not in line with (Dwi Suhartanto et al., 2020, Girish Prayag et al., 2020, Chin-Hong Puah et al., 2020; havadi-Nagy, 2020)

The second hypothesis of this study shows that there is no influence between price fairness on customer satisfaction because price fairness relates to the perceived quality of customers and their evaluation of the fairness/price-value ratio. This is not in line with research conducted by (Jin et al., 2012). Customer satisfaction is higher when high-quality service rather than customer perception generates more excellent value for the price. In addition, other notions of price fairness have dimensions consisting of service fairness, price fairness (price paid), procedural justice (time spent), favourability justice in non-interaction service forms, and interactional justice (the way customers are treated), and price is very much a problem because of customer satisfaction (Prayag et al., 2019).

The third hypothesis shows that the physical environment affects customer satisfaction if the physical environment is related to the appearance and condition of facilities that are not suitable (Jin et al., 2012). The physical environment includes, among others, the exterior of the building and parking area, dining room, decoration and lighting, and cleanliness of the place (Y. H. Kim et al., 2011). Therefore, these places or buildings are usually planned and designed due to their use. So, if the restaurant room does not have eating characteristics, there is no customer satisfaction. So, the results of this study are in line with (Oviedo-García et al., 2019, Yoksamon Jeaheng et al., 2019, Darko Dimitrovski et al., 2019, Sameer Hosany et al., 2019, Muhammad Ali et al., 2019).

The fourth hypothesis shows that customer satisfaction can have an impact on revisit intention, this is because most respondents agree on the experience that exists when culinary tours in Braga, Bandung, tourists feel satisfied

with culinary tours in Braga, Bandung, so they want to visit again to enjoy culinary in the Braga area, Bandung. In line with the respondent's answer that many of them have visited more than 5 times in one year. This research finding in line with research conducted by Jeaheng et al., (2020); and Ratnasari et al., (2020) which states that there is a significant relationship between customer quality on customer satisfaction and revisit intention.

The fifth hypothesis from the results of this study shows that food quality affects the revisit intention of culinary tourism in the Braga region. Bandung. Food quality is a characteristic of a product that can meet expectations. Product quality is something that a marketer relies on in marketing a product (Battour, 2019; Triandewo & Yustine, 2020). The better the quality of the product, the consumer will be interested in buying the product (Muscat &; Wagner, 2019). So, it can be concluded that good food quality will make consumers feel satisfied and want to visit again. Based on the highest loading factor value of food quality. It is known that the quality of food served by restaurants in the Braga region gives a good impression in terms of attractive presentation. The temperature is still well maintained, and diverse menu. So those consumers feel satisfied and have the desire to visit again. This research is in line with J.-H. Kim et al., (2017); and Namin, (2017) stated that food quality could increase revisit intention.

The sixth hypothesis of the results of the study shows that price fairness has no effect on revisit intention, this is not in line with research conducted by Hanif et al., (2010) that price is an important element that helps in predicting customer behavior before, during, and after using products or services. Price is defined as the amount of money a business has, the cost or the amount of value that customers pay for the benefits of owning or using a product/service.

Furthermore, the seventh hypothesis shows that the physical environment has no effect on revisit intention, which is possible because sometimes there are some restaurants that lack seat availability. Parker area to cleanliness that is still not good. This research is not in line with research conducted by (Mohd Adnan &; Valliappan, 2019; Demet Tuzunkan &; Albayrak, 2016; Demet Tuzunkan & Albayrak, 2016) which states that the physical environment affects customer intentions for the restaurant business so that consumers return to visit.

Then, the eighth hypothesis shows that food quality does not affect the revisit intention mediated by customer satisfaction because customer satisfaction does not affect products or services unsuitable for consumers. This is not in line with previous research conducted by (Abdullah et al., 2018) which said that customer satisfaction is defined as the assessment that a product or service, vices or the product or service itself, provides a pleasant level of satisfaction.

Moreover, the ninth hypothesis shows that price fairness has no effect on revisit intention mediated by customer satisfaction, this is in line with previous research conducted by (O. A. Bayraktar et al., 2015) which states that customers are usually price conscious, in comparing prices between products or services, besides that the role of price can also influence consumer or tourist attitudes in decision making.

In the last tenth hypothesis, the physical environment significantly affects revisit intention mediated by customer satisfaction. A fun and 'instagramable' environment make consumers satisfied. The results of this study are in line with previous research conducted by Afshar Jahanshahi, (2019) and Polas et al., (2022), which stated that good service will be able to increase customer satisfaction because this is a very vital factor because it is the best determinant of a favourable repetition agreement. Consumers are satisfied with the culinary environment in Braga, Bandung, causing a sense of longing to visit again.

4. Conclusion and Implications

Based on the study's results, it can be concluded that physical environmental factors influence customer satisfaction, while food quality and price fairness have no effect. Revisit intention is essential to improve the sustainability of culinary tourism in Braga, Bandung, which is influenced by food quality and customer satisfaction factors. However, price fairness and the physical environment have no effect. This study shows that customer satisfaction can fully differentiate the influence of the physical environment on revisit intention. The research implications suggest that culinary tourism business must improve the quality of good food and present diverse menu innovations and reasonable prices for all circles, and an adequate and unique environment to continue attracting interest in visiting again. There are four characteristics of places that aid interaction: they provide a reason for people to visit, a reason to stay, a feeling of safety and comfort, friendliness, and accessibility to them. According to many studies, historical and traditional appearance, cleanliness, accessibility, safety, and light/brightness are all factors that influence travellers when choosing to visit restaurants, food festivals, and other

food experiences. Culinary tourism is one of the main components of tourist behavior towards a particular destination where the experience with local food is central, especially in Braga, Bandung for batagor, cireng, karedok, seblak, mie kocok, and others, must be sustained for culinary tourism. The important things the physical environment includes, among others, the exterior of the building and parking areas, the dining room, the decoration and lighting, and the cleanliness of the premises. Therefore, places or buildings must be planned and designed with the interests of tourists so that tourists will want and return to visit culinary tourism in Bandung.

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