

The Effect of Dining Service Quality (DINESERV) on Tourist Satisfaction in The Café Area Muaya Beach Jimbaran, Bali

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Abstract

Muaya Beach Café Area Jimbaran, Bali is known by tourists as a culinary attraction offering a variety of seafood dishes. This café area heavily relies on both domestic and international tourists. However, the Covid-19 pandemic has led to a decrease in the number of tourist visits and has resulted in several negative reviews from tourists regarding the quality of service provided. The objective of this research is to analyze the influence of dining service quality on tourist satisfaction in the Muaya Beach Café area in Jimbaran, Bali Island. This research method utilizes a quantitative approach with a sample size of 115 respondents. The sampling technique employed in this study is accidental sampling, and data collection is done through the distribution of questionnaires, observations, interviews, and literature studies. The data analysis technique used is Structural Equation Modeling (SEM) with the SmartPLS Professional 3.0 analysis tool. The results of this research indicate that there is a dining service quality in the café area of Muaya Beach in Jimbaran, Bali. This study's findings imply that it is advisable to enhance the quality through food quality, service quality, price, and atmosphere to achieve optimal tourist satisfaction in the Muaya Beach Café area in Jimbaran, Bali.

Keywords: *dining service quality, tourist satisfaction*

INTRODUCTION

The culinary tourism industry is becoming increasingly competitive due to its significant numbers, encompassing not only large-scale companies but also reaching the district level for Small and Medium Enterprises (SMEs) (Trihendrawan, 2020). Bali is a tourist destination with a lot of culinary tourism potential, one of which is culinary tourism in the Badung Regency. According to Trimandala (2022), the coastal area is a highly sought-after tourist attraction, with its rich marine resources and coastal potential such as marine life, coral reefs, and diverse coastal ecosystems, all of which hold significant value for the local community. The presence of beaches in the Badung Regency can be a potential trading opportunity that benefits not only the local government but also the communities surrounding the tourist attraction areas. Coastal tourism attractions, especially, can create economic value that provides opportunities for both local residents and newcomers to open businesses. One of the famous coastal tourist attractions in the Badung Regency is the Jimbaran area.

Jimbaran, originally a fishing village, has gradually become known as the first seafood-based culinary center along the coastal area of Bali, with the emergence of numerous seafood restaurants and cafes. In Jimbaran, there is a famous coastal tourist attraction among tourists known as Jimbaran Muaya Beach. This beach not only offers a beautiful coastline with white sand but also serves as a culinary destination with a wide range of food choices, including simple local dishes and seafood cuisine. In the Muaya Beach area of Jimbaran, there is a group of cafes that specialize in grilled fish and other seafood delicacies. This group is owned by the traditional village of Jimbaran and has been operating since 1995, with management handed over to the local community. The cafes in the Muaya Beach area of Jimbaran heavily rely on tourists, both domestic and international, with an average daily visitation ranging from 300 to 500 tourists.

The existence of the tourism sector undoubtedly requires good dining service quality to enhance tourist satisfaction. Stevens et al., as cited in Kim (2009), have designed a reliable instrument called Dining Service Quality, which assesses the quality of service provided by a café. This assessment covers all aspects within the café's scope, and by providing good service, it can create tourist satisfaction that, in turn, fosters a desire to repurchase the same products in the future (Noverlis, 2018). The experiences of tourists in the Muaya Beach Café area in Jimbaran can serve as an evaluation of the Dining Service Quality (DINESERV) in the area and the extent of tourists' perceptions regarding the quality of service provided. Based on these considerations, it is interesting to delve deeper into the post-culinary product experiences of tourists. Therefore, this research formulates the research problem as follows: "how does the influence of Dining Service Quality (DINESERV) on tourist satisfaction in the Muaya Beach Café Area Jimbaran, Bali?" This study aims to analyze the problematic issues and phenomena related to Dining Service Quality in determining tourist satisfaction in the Muaya Beach Café Area Jimbaran, Bali.

RESEARCH METHODS

This research adopts a quantitative approach with data collection methods including field observations, followed by the distribution of Likert-scale questionnaires, supported by literature reviews. The total sample size for this study consists of 115 tourist respondents. The sampling technique employed is accidental sampling. The criteria for the respondents in this study are as follows: (1) Tourists who engage in culinary tourism in the Muaya Beach Café Area Jimbaran, Bali, and (2) individuals aged 17 and above, as tourists in the Muaya Beach Café Area Jimbaran, Bali within this age range are considered capable of providing the required information to the researchers. The questionnaire data collected will be tabulated and analyzed using the predetermined data analysis method, which involves utilizing Structural Equation Modeling (SEM) with the assistance of the SmartPLS Professional 3.0 analysis tool to examine the relationships among the research variables.

The indicators of the Dining Service Quality (DINESERV) variable are adapted from the perspective of Chun Se-Hak et al. (2020) and include four aspects: (1) Food Quality, (2) Service Quality, (3) Price, and (4) Atmosphere. Dining Service Quality (DINESERV) refers to a series of experiences perceived by tourists while consuming food provided by café operators in the Muaya Beach Café area in Jimbaran, Bali. On the other hand, the indicators for Tourist Satisfaction are adapted from Kotler's (2011) viewpoint, which identifies five key aspects to consider regarding tourist satisfaction: (1) product quality, (2) service quality, (3) emotional image, (4) price, and (5) cost. To assess tourist satisfaction, the individual experiences of tourists in consuming products or services offered by various culinary tourism providers will be evaluated.

Based on the information provided, the concept explaining the relationships between variables in this research study is as follows:

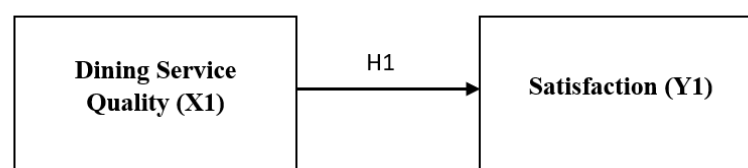


Figure 1. Research Model

Source: Chun Se-Hak, et al, 2020; Anwar, et al., 2018

The research hypothesis in this study is adapted from previous studies by Chun Se-Hak et al. (2020), which states that DINESERV has a positive and significant influence on customer satisfaction. Anwar et al. (2018) also found a significant relationship between DINESERV and satisfaction. Therefore, it can be inferred that the better the DINESERV provided, the higher the satisfaction perceived by tourists. Based on the aforementioned previous research, the second hypothesis in this study is formulated as follows:

H₀ : DINESERV does not have an influence on tourist satisfaction in the Muaya Beach Café Area Jimbaran, Bali.

H₁ : DINESERV has an influence on tourist satisfaction in the Muaya Beach Café Area Jimbaran, Bali

RESULT AND DISCUSSION

Validity and Reliability Test

The convergent validity of the measurement model with reflective indicators is assessed based on the correlation between item scores or component scores and the construct scores calculated using PLS (Partial Least Squares). Individual reflective measures are considered high if the correlation value is above 0.7 with the intended construct to obtain a reliable research model (Ghozali, 2014). The following are the results of the validity test for the measurement model of the Dining Service Quality and Tourist Satisfaction variables:

Table.1

Kode	<i>Dining Service Quality (X)</i>	<i>Kepuasan Wisatawan (Y1)</i>
DSQ1	0,719	
DSQ2	0,750	
DSQ3	0,737	
DSQ4	0,726	
DSQ5	0,747	
DSQ6	0,719	
DSQ7	0,742	
DSQ8	0,739	
DSQ9	0,722	
DSQ11	0,725	
DSQ12	0,730	
DSQ13	0,700	
DSQ14	0,711	
SAT1		0,747
SAT2		0,764
SAT3		0,867
SAT4		0,807
SAT5		0,768

Source: Data Result, 2023

In Table 1, it is observed that the overall analysis of the indicators resulted in a final outcome for the total number of indicators used, which amounts to 19 indicators from the Dining Service Quality (DSQ) and Tourist Satisfaction (SAT) variables. These indicators have

outer loading values exceeding 0.7, indicating that all indicators have high values and can be considered valid. After determining the validity of each indicator, it is necessary to assess the reliability of the research instrument through the testing of Composite Reliability.

The accepted value for Composite Reliability in reliability testing should be above 0.6 to be considered reliable (Ghozali, 2014). Another method to measure reliability is by examining the Cronbach's alpha value, which should exceed 0.6 as a reliable measure. The values of Composite Reliability and Cronbach's alpha, analyzed using SmartPLS Professional 3.0, can be seen in Table 2.

Table 2.

Variabel	Cronbach's Alpha	Composite Reliability
<i>Dining Service Quality (X)</i>	0.926	0.927
Kepuasan Wisatawan (Y1)	0.850	0.857

Source: Data Result, 2023

Based on the data analysis results, it can be concluded that all latent variables in this study meet the criteria for reliability. This is evident from the composite reliability values being above 0.6. Additionally, the Cronbach's alpha values in this study also exceed 0.6, indicating that all latent variables can be considered reliable.

Based on the results of the validity and reliability tests conducted, considering the criteria of convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, it can be concluded that all latent variables employed in this study are valid and reliable latent variables.

R-Square

The structural model is evaluated using R2 (R-square) for endogenous latent variables, F2 (F-Square), and the estimation of path coefficients and significance (Ghozali, 2014). Changes in R-square values can be used to assess the substantive influence between specific exogenous latent variables on the endogenous latent variables. The R-square results are considered weak if the values range from 0.19 to 0.32, moderately if the values range from 0.33 to 0.66, and strong (substantially) if the values are above 0.67. The results of the evaluation for these three criteria are explained as follows:

Table 3

Variabel	R square	R Square Adjusted
Kepuasan Wisatawan (Y1)	0.568	0.564

Source: Data Result, 2023

The R-square test result, where the satisfaction of tourists variable obtains a value of 0.568, can be stated that this variable has an influence of 56.8 percent that can be simultaneously influenced by the variables of dining service quality and the satisfaction of tourists who visit culinary destinations in the Muaya Beach Café Area Jimbaran, Bali, while the remaining 43.2 percent is influenced by other variables not examined in this study, thus indicating a moderate relationship.

Goodness of Fit (GoF) Test

To assess the overall fit of the structural equation model, the Goodness-of-Fit (GoF) can be tested using the Standardized Roots Mean Square Residual (SRMR) value. The model is considered to meet the GoF criteria if the SRMR value is less than 0.10, and the model is considered to have a perfect fit if the value is less than 0.80. The results of the GoF test for the equation model are presented as follows:

Table 4

Model Fit Summary	Saturated Model	Criteria
SRMR	0.075	Perfect Fit
Chi-Square	288.110	
NFI	0.777	

Source: Data Result, 2023

Based on the testing results in Table 4, it can be observed that the Goodness of Fit (GoF) of the equation model, as indicated by the SRMR (Standardized Roots Mean Square Residual) value of 0.075, meets the GoF criteria. Additionally, the value of the NFI (Normal Fit Index) is 0.777, which indicates that the structural model is deemed acceptable as the value falls within the range above 0.5. Therefore, it can be concluded that the structural model used in this study is appropriate for testing the research hypotheses.

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The estimation of path coefficients and their significance for the relationships between variables in the structural model is presented through direct effects. Direct effects represent the direct influence of exogenous variables on endogenous variables. Hypothesis testing is conducted using the t-statistic (t-test) with a significance criterion of a p-value < 0.05 or a t-statistic > 1.96 indicating significance. Conversely, if the p-value > 0.05 or the t-statistic < 1.96, it is considered insignificant (Ghozali, 2014). The results of the significance testing of the direct effects are presented as follows:

Table.5

Variabel	Original Sample	Standard Deviation	T-statistics	P Values	Ket
<i>Dining Service Quality</i> → Satisfaction Of Tourists	0,756	0,043	17,465	0,000	Signifikan

Source: Data Result, 2023

Based on the research results, the influence of DINESERV on customer satisfaction yields an original sample value of 0.750 (positive), a p-value of 0.000 < 0.05, and a t-statistic value of 15.779 > 1.96, indicating significance. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. The analysis results support the hypothesis that DINESERV has a positive and significant effect on customer satisfaction in the Muaya Beach Café Area Jimbaran, Bali.

Customer satisfaction is a key factor in the success of tourism in the Muaya Beach Café Area Jimbaran, Bali. To achieve customer satisfaction, café managers must pay attention to aspects that contribute to DINESERV, including food quality, service quality, price, and atmosphere. The hope is that the better the dining service quality offered by the café area, the higher the chances of tourists feeling satisfied. Therefore, every time a tourist visits the Muaya Beach Café Area in Jimbaran, Bali for culinary purposes, café managers strive to provide optimal service.

The findings of this research are consistent with previous studies on the topic of the relationship between DINESERV and customer satisfaction. Chun Se-Hak et al. (2020) stated that DINESERV has a positive and significant influence on customer satisfaction. Anwar et al. (2018) also found that DINESERV has a significant impact on satisfaction. Therefore, the better the DINESERV provided, the higher the satisfaction experienced by tourists. These two previous studies concluded that DINESERV, as a whole, has a positive influence on

satisfaction. However, this current study contradicts the findings of a study conducted by Choi et al. (2021), which stated that the indicators of DINESERV, namely food quality, service quality, and atmosphere, do not have a positive and significant influence on satisfaction.

In conclusion, maintaining DINESERV, which includes good food quality and service quality, can provide a positive experience and enhance satisfaction for tourists. Domestic tourists have expressed that "This café is comfortable and offers a beautiful beach view. The service is good and satisfying." The feedback from tourists indicates that a good atmosphere and quality service from café staff can create a comfortable environment, adding value to customer satisfaction.

Dining service quality is an essential element to be considered by café managers in the Muaya Beach Café Area Jimbaran, Bali. This is because by paying attention to DINESERV indicators such as food quality, service quality, price, and atmosphere, and maintaining high standards in all these aspects, café managers can create a pleasant experience for tourists and provide satisfaction to those who visit the Muaya Beach Café Area Jimbaran, Bali for culinary purposes.

CONCLUSION

Based on the research findings and discussion regarding the influence of DINESERV on customer satisfaction and repurchase intention of tourists in the Muaya Beach Café Area Jimbaran, Bali, the analysis of the structural model indicates that DINESERV has a positive and significant impact on tourists' repurchase intention for culinary tourism in the Muaya Beach Café Area Jimbaran, Bali. This finding suggests that DINESERV is one of the factors that contribute to tourists' repurchase intention. The better the DINESERV provided to tourists, the greater their intention to repurchase and engage in culinary tourism in the Muaya Beach Café Area Jimbaran, Bali.

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