

The Influence of Meal Experience on Revisit Intention at Nasi Bancakan Abah Barna, Bandung City

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ABSTRACT

The main purpose of this study is to determine the effect of meal experience on revisit intention at Nasi Bancakan Abah Barna, Bandung City. Meal experience is a series of eating experiences that consumers feel from the time they enter the restaurant until they finish enjoying the food. The independent variable (X) is meal experience which has eight dimensions, namely food and drink, variety in menu choice, level of service, price and value for money, interior design, atmosphere and mood, location and accessibility and food and beverage service employee (Davis et al., 2018). While the dependent variable (Y) in this study is revisit intention with dimensions of likelihood to visit again, likelihood to recommend others, and likelihood to be the first choice for future visit (Ramukumba, 2018). This research uses quantitative and methods and explanatory survey. The results showed that simultaneously meal experience had a significant effect on revisit intention in Nasi Bancakan Abah Barna with a Fvalue of 6.498 Ftable of 2.04, therefore based on these results it is said that Fcount > Ftable. Partial test results show that the dimensions of atmosphere and mood is obtained with tcount of 3.336 with Sig. 0.001 and the dimensions of location and accessibility is obtained with tcount of 2.486 with Sig. 0.015. These results show that the dimensions of atmosphere, mood, location, and accessibility on meal experience partially have a significant effect on revisit intention.

Keywords: meal experience; revisit intention; restaurant

First Received:
October 2021

Revised:
October 2021

Accepted:
November 2021

Final Proof Received:
December 2021

Published:
December 2021

1. Introduction

Tourism continues to grow in this modern era and becomes one of the promising sectors for a country. This is of course driven by some people who think that traveling is a need that must be met. It can be said that tourism is related to culinary tourism.

Food is an important part of the tourist experience (Hall & Sharples, 2003). One study showed that tourists spend 40% of their budget on food and beverages (Boyne et al., 2002). In addition, Um et al., (2006) said that when tourists visit a tourist destination and get pleasure, they may feel satisfied and this leads to an increase in intention to visit again.

Competition in the food and beverage industry is currently very tight. In this case, the company or restaurant must know how to get customers and make them revisit to buy back a product or service. When the experience felt by the customer exceeds what is expected, there will be satisfaction (Gordon & McDougall, 2000).

Research on *revisit intention* in restaurants illustrates the consumer's desire to return, make repeat purchases, and recommend to others (Baker & Crompton, 2000). This concept has been widely used for research in the restaurant environment, one of which is research in Indonesia.

One of the areas in Indonesia that is famous for its tourist areas is West Java. In addition to the cool air, West Java is a tourist concern because it offers a lot of special foods that are worth trying. This area known as Tanah Sunda has many traditional foods that are still widely found and can be an interesting culinary experience. The culinary industry in West Java is growing rapidly, especially in the city of Bandung.

The culinary business in the city of Bandung is always considered promising by entrepreneurs because it has a great opportunity to meet the needs of tourists, so therefore the strategy that needs to be done by entrepreneurs to survive is by innovating products, improving quality and being able

to follow the market that can attract the attention of consumers. Coffee shops, restaurants with natural views, meatball stalls, and especially Sundanese restaurants, are definitely easy to find in the city of Bandung.

Nasi Bancakan Abah Barna is a typical Sundanese restaurant located on Jl. Trunojoyo No. 62, Citarum, Bandung Wetan subdistrict, Bandung, and was established on October 17, 2007 by carrying the traditional concept and Sundanese cuisine as its dish. With the differences made by the owner, making Nasi Bancakan Mang Barna a Sundanese restaurant that has a cultural identity that is interpreted into the daily food menu of the Sundanese people.

Companies and managers in the tourism sector, especially in the food and beverage industry, need to understand consumers' behaviors, not only know what to expect, make a consumer interested in coming, but also need to understand how to make consumers feel satisfied and their desires fulfilled so that they come back to visit in the future.

2. Literature Review

Experience marketing or experience in the consumption process focuses on creating a pleasant experience, not only at the time of purchase, but also during and after consuming a product, which then turn into the creation of emotions, feelings, and thoughts that aim to form interactions between consumers and goods or services (Moral, M & Fernandez, 2012).

2.1 Meal Experience

Campbell-Smith (1967) put forward an idea about the *meal experience* or dining experience that is used in the hospitality industry and then articulated as a consumer's view when eating out. Consumers will assess the overall dining experience not only with reference to the quality of food and drinks but for other aspects, such as quality of service and the

restaurant atmosphere. According to Hemmington (2007) customers do not buy services, but buy experiences, customers do not buy quality, but buy memories, and customers do not buy a product but buy a meal experience.

According to Davis et al., (2018) the meal experience is viewed from several dimensions, namely:

- 1) Food and drink
This aspect includes food and beverages that must be considered by restaurant managers such as the quality and quantity of products offered which can affect consumer expectations or expectations.
- 2) Variety in menu choice
The types of food and beverage menu choices offered by restaurants can improve the quality of the dining experience. When a restaurant provides products with many variations, the thing that must be considered is the availability of raw materials.
- 3) Level of service
The higher the cost of eating incurred by consumers, the greater the level of service expected. In the process of level of service there is a direct interaction between consumers and restaurant employees who serve.
- 4) Price and value for money
Consumers visit a restaurant not only to enjoy the food and service, but consumers also consider the price they pay represents the value of the money they spend.
- 5) Interior design
The first impression of consumers appears when they see the interior design of a restaurant. Consumers who pass by the restaurant may like how it looks and decide to eat there. The interior design of the restaurant contributes to the formation of the restaurant's image.
- 6) Atmosphere and mood
The atmosphere of a restaurant is influenced by various aspects, such as the design and interior of the

restaurant, the table and seating arrangements, the sound level in the restaurant, and the cleanliness of the environment. Therefore, it is very important to establish harmony between the product itself, the service, and the restaurant environment.

- 7) Location and accessibility
Location is a very important aspect for the operation of a restaurant. When determining the location, a restaurant must consider the target market segment because it will affect future market conditions. Another important factor is accessibility, where consumers expect adequate parking facilities and are easily accessible by consumers who use public transportation such as buses and taxis.
- 8) Food and beverage service employees
Restaurant staff must be able to complement the consumer's meal experience.

2.2 Revisit Intention

The concept of *revisit intention* comes from (*behavior intention*), then defined as repurchase and *word of mouth intention* (Oliver, 1997).

According to (Ramukumba, 2018) dimensions of revisit intention consist of:

- 1) Likelihood to visit again or the possibility of consumers making repeat visits to the same place
- 2) Likelihood to recommend others or the possibility of consumers to recommend a destination to others to come to the place
- 3) Likelihood to be the first choice for future visits or the possibility of consumers to make a destination their first choice when making repeat visits in the future

3. Research Method

3.1 Types and Research Method

The method used in this research is descriptive and verification method. Nazir (2013) stated that the descriptive method is a method for examining an object or

condition that aims to make a systematic description and view, accurate facts, properties and relationships between the phenomena being investigated. Through this descriptive research, an overview of how the meal experience is applied and an overview of revisit intention at Nasi Bancakan Abah Barna can be obtained. As for verification method is a method used to check the truth of research results or other hypotheses (Arikunto, 2013). Verificative research has the aim of knowing the effect of the meal experience conducted by Nasi Bancakan Abah Barna on revisit intention by testing the hypotheses that have been made previously and then compared with the reality in the field through data collection.

Based on the type of research used through data collection in the field, the methodologies used in this research are quantitative method and explanatory survey.

3.2 Population and Sample

The population in this study were all consumers who had made purchases and felt the dining experience at Nasi Bancakan Abah Barna in 2019 as many as 262,435 consumers.

To determine the sample from the population that has been determined, it is necessary to take measurements that can produce numbers. Slovin put forward the measurement with the following formula:

Information:

n = Sample size

N = Population size

e = The error rate in selecting members of the sample that is tolerated (the error rate in this sampling is 10%)

Based on this formula, the sample size in this study is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{262.435}{1 + 262.435(0,10)^2} = 99,99 \approx 100$$

Based on the calculation results from the formula, the minimum sample size obtained is 100 respondents.

3.3 Data Analysis

The descriptive analysis technique used in this research is through the calculation of the ideal score. The calculation of the ideal score is used to measure the high or low influence of the X variable contained in the object of research. Here's the formula for calculating the ideal score:

- a) Maximum index value = highest score x number of items x number of respondents
- b) Minimum index value = lowest score x number of items x number of respondents
- c) Variable level = maximum index value – minimum index value
- d) Interval distance = level : number of interval classes

The process for testing the hypothesis where the method of analysis carried out in this study is a verification analysis method, then multiple regression analysis is carried out. In this case, multiple regression is the value of the influence of two independent variables (X) or more on the dependent variable (Y) to prove whether or not there is a causal relationship between two independent variables (X) or more.

4. Result and Discussion

In this study, the f test was used to see how much influence of the overall independent variable had on the dependent variable by comparing between F_{count} and F_{table} with significant testing from regression analysis.

Table 4.1 F test Result

Model		ANOVA ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	203.079	8	25.385	6.498	.000 ^b
	Residual	355.511	91	3.907		
	Total	558.590	99			

a. Dependent Variable: revisit intention

b. Predictors: (Constant), food and beverage service employee, atmosphere and mood, food and drink, level of service, variety menu in choice, interior design, price and value for money, location and accessibility

Source : data processed by the author

Based on the table above, it can be seen that the F_{count} value is 6.498. This value means that there is a correlation between each dimension of meal experience (X) and revisit intention (Y). When compared with the value of F_{table} , which is 2.04, then $F_{\text{count}} > F_{\text{table}}$. This shows that H_0 is rejected and H_1 is accepted, in the sense that it can be concluded that there is a significant effect between meal experience (X) at Nasi Bancakan Abah Barna which consists of food and drink, variety in menu choice, level of service, price and value for money, interior design, atmosphere and mood, location and accessibility, and food and beverage service on revisit intention (Y).

While partially there are two dimensions that have a significant effect on revisit intention at Nasi Bancakan Abah Barna, namely atmosphere and mood and location and accessibility. At the t_{table} value of degrees of freedom = 91 with a significance level of 5%, then the t_{table} value is 1.990

1) Food and drink

The t_{count} for food and drink is -0.624 with Sig 0.534 > 0.05. At $t_{\text{count}} -0.624 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is rejected in the sense that the food and drink variable has no significant effect on revisit intention.

2) Variety in menu choice

The value of t_{count} in the variety in menu choice is 1.041 with Sig 0.301 > 0.05. At $t_{\text{count}} 1.041 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is rejected in the sense that the variety in menu choice variable has no significant effect on revisit intention.

3) Level of Service

The value of t_{count} at the level of service is 770 with Sig 0.443 > 0.05. At $t_{\text{count}} 770 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is rejected in the sense that the level of service variable has no significant effect on revisit intention.

4) Price and Value for Money

The value of t_{count} on price and value for money is -1.328 with Sig 0.187 > 0.05. At $t_{\text{count}} -1.328 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is accepted in the sense that the variable price and value for money has no significant effect on revisit intention.

5) Interior Design

The t_{count} in the interior design is 192 with Sig 0.848 > 0.05. At $t_{\text{count}} 192 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is rejected in the sense that the interior design variable has no significant effect on revisit intention.

6) Atmosphere and Mood

The t_{count} on atmosphere and mood is 3.336 with Sig 0.001 < 0.05. At $t_{\text{count}} 3.336 > t_{\text{table}} 1.990$, it is concluded that H_0 is rejected and H_1 is accepted in the sense that the atmosphere and mood variables have a significant effect on revisit intention.

7) Location and Accessibility

The t_{count} on location and accessibility is 2.486 with Sig 0.015 < 0.05. At $t_{\text{count}} 2.486 > t_{\text{table}} 1.990$, it is concluded that H_0 is rejected and H_1 is accepted in the sense that the location and accessibility variables have a significant effect on revisit intention.

8) Food and Beverage Service Employee

The t_{count} for the food and beverage service employee is 0.429 with Sig 0.669 > 0.05. At $t_{\text{count}} 0.429 < t_{\text{table}} 1.990$, it is concluded that H_0 is accepted and H_1 is rejected in the sense that the food and beverage service employee variable has no significant effect on revisit intention.

The results above explain that partially there are two dimensions that

have a significant effect on revisit intention at Nasi Bancakan Abah Barna, namely atmosphere and mood and location and accessibility.

5. Conclusion

- 1) Meal experience at Nasi Bancakan Abah Barna outlet Trunojoyo is in the high category. It can be interpreted that the implementation of the meal experience at Nasi Bancakan Abah Barna can be said to be good. The highest indicator in this aspect is food and drink with a score of 2,413 or 21.46%. While the indicator with the lowest score is the level of service with a score of 810 or 7.20%.
- 2) Revisit intention at Nasi Bancakan Abah Barna outlet Trunojoyois is in the high category. It can be interpreted that the implementation of revisit intention is said to be good. The highest indicator in this aspect that gets the largest score (407 or 81.4%) is the consumer's desire to recommend to others. While the lowest score (366 or 73.2%) is in the aspect of the consumer's desire to make a visit even though the price increases.
- 3) Based on the results of the study, the simultaneous meal experience had a significant effect on revisit intention in Nasi Bancakan Abah Barna with an F_{count} of 6.498 and an F_{table} of 2.04, so from these results it is said that $F_{\text{count}} > F_{\text{table}}$. This value means that there is a correlation between each dimension of meal experience (X) and revisit intention (Y). While the partial test results show that the dimensions of atmosphere and mood obtained t_{count} 3.336 with Sig. 0.001 and the dimensions of location and accessibility obtained t_{count} 2.486 with Sig. 0.015. These results show that the dimensions of atmosphere

and mood and location and accessibility on meal experience partially have a significant effect on revisit intention.

6. Suggestions

- 1) The results of the study on the meal experience, the aspect *level of service* gets the lowest score because the level of speed of employee service when serving consumers is considered to be lacking, especially when the restaurant is full. The management should consider a more effectively consumers' mobilization to avoid long queues when taking food.
- 2) The results of research on revisit intention on indicators of consumer desire to visit even though prices increase get the lowest score. If in the future Nasi Bancakan Abah Barna intend to increase the price, the management should be able to review these considerations. The price increase must be aligned with the increase in quality from all aspects, it is feared that consumers will feel disappointed and can have a bad impact on the restaurant itself.
- 3) In writing this research, there are still many shortcomings and limitations, therefore the authors hope that future research can use the latest theories or references, so that the dimensions studied are different and can add new findings for the improvement of the research in the field of tourism.

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