The Journal Gastronomy Tourism

The Effect of Barista Service Quality on Dine-in Customer Satisfaction at the Starbucks Experience Bar Buah Batu, Bandung, During the Covid-19 Pandemic

Andi Yudaraharja*, Agus Sudono, Wildan Nurhidayat

Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia, Indonesia

*Correspondence: E-mail: sureimand10@upi.edu

A B S T R A C T

This research discusses the development of the tourism industry in the city of Bandung, especially in the context of the COVID-19 pandemic on the adaptation required by the Food & Beverage (F&B) culinary business, with an emphasis on the Barista's role as a service provider to consumers. The research method used is a survey with a quantitative approach that is descriptive and verificative. The results of this descriptive study show that both Barista service quality and customer satisfaction are in the high category. The results of the verification research show that of the 5 exogenous variables (reliability, responsiveness, certainty, empathy, and tangibles) which are assumed to affect overall customer satisfaction, the hypothesis can be accepted. Testing the hypothesis using the F-test and T-test, the results show that service quality has a positive effect on customer satisfaction. The T-test for the variable service quality on customer satisfaction also yields similar conclusions, namely that service quality affects customer satisfaction. The F test for price and service quality on customer satisfaction shows that service quality has a significant impact on customer satisfaction. Overall, this study concludes that service quality which includes reliability, responsiveness, certainty, empathy, and tangibles from baristas has a positive and significant effect on customer satisfaction in the Starbucks experience at Bar Buah Batu Bandung during the COVID-19 pandemic.

1. INTRODUCTION

The Covid-19 pandemic which is endemic in various countries has stopped all activities from various sectors of people's lives, including the tourism sector. Since the spread of the COVID-19 , only 158,000 tourists visited Indonesia. In total, in 2020 the number of foreign tourists entering Indonesia was only around 4,052 million. It can be said, this is very concerning because only about 25% of the number of tourists visiting Indonesia in 2019 (Kemenparekraf, 2021). The tourism sector is meaningful for Indonesian economy, as a source of foreign exchange revenue (Carla Massidda, Ivan Etzo, 2012; C Ningsih, A Sudono, 2016).

Data from Badan Pusat Statistika (BPS) 2019 show that state revenues from the tourism sector starting in 2015 amounted to 10.761 billion USD, 11.206 billion USD in 2016, 13.139 billion USD in 2017 and 16.426 billion USD in 2018, with total increase of 52.6%, which means have a positive impact on state revenues. Likewise the economy of the City of Bandung, tourism is one of its backbones (Kemenparekraf, 2021).

A restaurant is a place or building that is commercially coordinated and provides good service to all guests in the form of food and drinks (F Lesmana, D Turgarini, 2021; C. Ningsih & H. Taufiq A, 2021). Therefore, Barista service quality as the spearhead of service is a fundamental focus for consumers to get the expected service. To meet consumer satisfaction, Baristas are required to be careful in knowing the needs and desires of consumers, which change almost every time.

Kotler & Keller (Wildan, Della, & Sukirman, 2021; Sijie Chen, et.al, 2023) stated that one of the factors that most influence consumer satisfaction and perceptions of service quality is how to handle complaints from customers.

Starbucks Coffee is one of the companies in the field of food and beverages. Starbucks Coffee can be said to be a coffee shop with a global network originating from the United States with its head office in Seattle, Washington. Typical of the presence of the Barista as a frontline who provides services to consumers, the interior of the room accompanied by music gives a comfortable impression and provides a separate experience while at Starbucks Coffee. However, even though Starbucks Coffee is included in the Top Brand Index for Teens (TBI) Coffee Shop, it cannot be denied that there is still consumer dissatisfaction. This is shown, among other things, by the response of consumers who are not satisfied, especially regarding the quality of service provided by Baristas as the spearhead of service at Starbucks Coffee.

Starbucks Coffee consumers consist of online consumers and dine-in-store consumers who visit directly at outlets/stores. From this, the researcher examines how consumers respond to the quality of service provided by baristas, and the satisfaction that consumers feel is presented in Table 1.1.

Table 1.1 Consumer Responses of Starbucks Experience Bar Dine-in at Buah Batu Bandung to barista services during the Covid-19 pandemic

No	Questions	N = 136			
		Agree		Disagree	
		F	%	f	%
1	The barista made an effort to get to know me	114	83,82	22	16,18
2	I received the order in reasonable time	121	88,97	15	11,03
3	Starbucks purchase is worth the price paid	119	87,50	17	12,50
4	The barista understood my order exactly	126	92,65	10	7,35

No	Questions	N = 136			
		Agree		Disagree	
		F	%	f	%
5	Baristas provide service beyond my expectations	119	87,50	17	12,50
6	The drinks available taste good andunique	120	88,24	16	11,76
7	The inside of the store is clean	121	88,97	15	11,03

Source: Research Pre-survey Results, 2021

Table 1.1 shows dine-in consumers at the Starbucks Buah Batu Bandung in general give positive responses to Barista service (almost 88 to 90 percent). However, there are still some that respond negatively (albeit below 18~20 percent). It can be seen that the highest which is 16.18 percent is due to the Barista's efforts to get to know all dine-in consumers. The employees have to improve their competencies to improve the service quality in the industry. (Enggal Sriwardiningsih, et.al, 2018; C. Ningsih, et.al, 2022).   This condition shows that there is still a need for efforts to improve the quality of Barista service in creating dine-in consumers satisfaction at the Starbucks Experience Bar, Buah Batu Bandung.

2. LITERATURE REVIEW

2.1. Tourism

Experts say the word *pariwisata* (tourism in Bahasa Indonesia) comes from Sanskrit and consists of two syllables, namely *pari* and *wisata*. *Pari* means whole, all, and full. *Wisata* means travel. Thus, *pariwisata* is a full journey, namely departing from a place, heading to and stopping at one or several places, and returning to the place of origin (Heliany, 2019). Culinary/gastronomy tourism have become one of the interesting tourism attractions (Ningsih C, et.al, 2022).

2.2. Restaurant

A restaurant according to Marsum, a place or building that is organized, which provides good service to all its guests in the form of eating and drinking" (Mayliza, 2019). The development of the restaurant itself has a classification in terms of service and serving system.

2.3. Coffee Shop

The definition of a coffee shop, according to Wiktionary, is "a small café/small restaurant that usually sells coffee and non-alcoholic drinks, simple food/snacks with supporting facilities in that place" (Herina, Baharta, & Taufik, 2021).

2.4. Service Quality

Service quality is an instrument used by customers to assess whether a service provided by a company is good or not. Kotler and Keller (Febrianto & Sitinjak, 2017) revealed that there are five dominant factors or determinants of service quality, namely reliability, responsiveness, assurance, empathy, and tangible (ED Sagala, et.al, 2021).

2.5. Customer Satisfaction

According to Kotler and Keller in (Febrianto & Sitinjak, 2017) consumer satisfaction is a

person's feelings of pleasure/disappointment resulting from a comparison between perceived product performance and expected performance. If the resulting performance does not meet expectations, the consumer will feel dissatisfied. However, if performance exceeds consumer expectations, consumers will be satisfied. Meanwhile, according to Oliver, consumer satisfaction is a situation where consumer needs have been met and the consumer responds with a level of satisfaction. Increased consumer satisfaction will have an impact on sales growth which is indicated by repeat purchases

3. METHODS

This study uses a survey method, namely by taking samples from the population and using the Google Form application as a medium for collecting data in this study. According to Fraenkel and Wallen (Maidana, 2021), survey research is research by collecting information from a sample by asking it through a questionnaire or interviewing small and large populations to describe various aspects of a population.

This research was conducted using a quantitative approach. Judging from the level of research, this research is verification because it will test the hypothesis. Based on the form it is placed in causality research. Which aims to investigate the causal relationship between service quality and customer satisfaction. The investigation will be based on observing the consequences (in this study, customer satisfaction) and looking for factors that might be the cause (service quality).

The type of research applied to this study uses a quantitative type with descriptive and verification methods. According to Sugiyono (Alim Irhamna, 2018), descriptive research is research conducted to find out the value of an independent variable, either one or more variables without making comparisons or connecting with other variables, then analyzed and researched to get a conclusion. Verification research is conducted to prove the truth of a hypothesis through data collection in the field. This research describes the effect of Barista Service Quality, both cumulatively and partially, on dine-in consumer satisfaction at the Starbucks Experience Bar Buah Batu during the COVID-19 Pandemic.

4. RESULTS AND DISCUSSION

The path analysis model is used in this study to determine the effect of service quality both cumulatively and partially on customer satisfaction. This analysis is used to determine the influence of exogenous variables (reliability, responsiveness, certainty, empathy, tangible) on endogenous variables (customer satisfaction) directly or indirectly. Each dimension contributes 82.1% and the remaining 17.9% is contributed by other factors not examined in this study. The highest direct and indirect effects on barista service quality are in the certainty dimension (X3), namely 0.388 and 0.156 with a total effect of 0.307. Meanwhile, the lowest direct and indirect effects in this study were in the tangible dimension (X1), which were 0.000 and 0.001 with a total effect of 0.001. Presented in Table 4.1 regarding the correlation value data and the coefficient of determination to find the influence of barista service quality on consumer satisfaction.

Table 4.1 Correlation Coefficients of Service Quality Variables (X1, X2, X3, X4, X5) and Consumer Satisfaction Variable (Y).

Correlations

		x1_Realibity	x2_Responsiveness	x3_Assurance	x4_Emphaty	x5_Tangibles	y_Kepuasan_Konsumen
x1_Realibity	Pearson Correlation Sig.	1	,662**	,418**	,681**	,895**	,391**
	(2-tailed)		,000	,000	,000	,000	,000
N		100	100	100	100	100	100
x2_Responsiveness	Pearson Correlation	,662**	1	,603**	,606**	,342**	,370**
	Sig. (2-tailed)	,000		,004	,004	,001	,000
	N	100	100	100	100	100	100
x3_Certainty	Pearson Correlation	,418**	,603**	1	,412**	,817**	,562**
	Sig. (2-tailed)	,000	,004		,000	,003	,000
	N	100	100	100	100	100	100
x4_Empathy	Pearson Correlation	,381**	,606**	,412**	1	,862**	,373**
	Sig. (2-tailed)	,000	,004	,000		,001	,000
	N	100	100	100	100	100	100
x5_Tangibles	Pearson Correlation	,895**	,342**	,817**	,862**	1	,519**
	Sig. (2-tailed)	,000	,001	,003	,001		,000
	N	100	100	100	100	100	100
y_Kepuasan_Konsumen	Pearson Correlation	,391**	,370**	,562**	,373**	,519**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.2 Coefficient of Determination (R-square)

Model	R	R Square	Adjusted RSquare	Std. Error ofthe Estimate
1	,906ᵃ	,821	,817	5.857

a. *Predictors: (Constant), X₃, X₃, X₂, X₄, X₁*

Source : Primary Data Processing, 2023

Table 4.2 shows, the correlation value (R) of barista service quality on consumer satisfaction is 0.906. The interpretation of the value of 0.906 is included in the category of close-to-perfect relationships, as stated by Maholtra (2009) in (Ananda, Sudiarti, & Mulyati, 2022) namely > 0.90. This shows that there is an almost perfect relationship between barista service quality (X) and consumer satisfaction (Y), if barista service quality (X) is high, consumer satisfaction will also be higher.

Tabel 4.3 Anova Output of Barista Service Quality (X) to Consumer Satisfaction (Y)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2523.351	6	504.670	16.277	,000ᵇ
	Residual	2542.422	94	31.005		
	Total	5065.773	100			

a. *Dependent Variable: Y*
b. *Predictors: (Constant), X₅, X₃, X₂, X₄, X₁*

Source : Primary Data Processing, 2023

Table 4.3 shows that Fcount = 16,277 is the Fcount value of the correlation between each dimension of Service Quality (X1) on the consumer satisfaction variable (Y) simultaneously with a sig probability level. 0.00. The value of Fcount = 16.277, when

compared to Ftable, which is 3.94, then Fcount > Ftable That is, each dimension of service quality (X1) simultaneously has a significant influence on the variable of consumer satisfaction (Y). Because the significance value is 0.000 <0.05, H0 is rejected and Ha is accepted. Ha: ρ > 0 means that there is a significant influence between barista service quality consisting of reliability, responsiveness, certainty, empathy and tangibles on consumer satisfaction.

Table 4.4 Path Coefficients from Variables X1, X2, X3, X4, X5 to Variable Y

| Model | Unstandardized Coefficients | | Standardized Coefficient s | T | Sig. |
	B	Std. Error	Beta		
1 (*Constant*)	15,431	5,389		2,864	,005
X_1	,002	,427	,001	,005	,996
X_2	,492	,404	,129	1,220	,226
X_3	1,229	,289	,388	4,252	,000
X_4	,165	,253	,059	,650	,517
X_5	1,138	,276	,367	4,116	,000

a. Dependent Variable: y

Source : Primary Processing Data, 2023

The data shows that there is a partial influence between the barista service quality in terms of reliability (X1) variable on consumer satisfaction (Y). To find out the table is done by looking at the table at the degree of freedom (df) and α = 5% by comparing count with table, it can be explained :

a. Ha: ρ > 0 or there is a significant influence between the dimensions of reliability (X1) on consumer satisfaction (Y) with a value of 0.996 or > 0.05 until Ho is rejected and Ha is accepted;

b. Ha: ρ > 0 or there is a significant influence between the dimensions of responsiveness (X2) on consumer satisfaction (Y). Even though the significance value is 0.226 or less than 0.05 (significance level), the count> table (1.220 > 0.67711) so that Ho is rejected and Ha is accepted.

c. Ha: ρ > 0 or there is a significant influence between the dimensions of certainty (X3) on consumer satisfaction (Y) even though the significance value is 0.000 or less than 0.05 (significance level), but the tcount > ttable (4.252 > 0.67711) so that Ho is rejected and Ha accepted.

d. Ha: ρ > 0 or there is a significant influence between the empathy dimension (X4) on consumer satisfaction (Y) with a value of 0.517 or > 0.05 so that Ho is rejected and Ha is accepted;

e. Ha: ρ > 0 or there is a significant influence between the tangible dimensions (X5) on consumer satisfaction (Y) even though the significance value is 0.000 or less than 0.05 (significance level), but the tcount > ttable (4.116 > 0.67711) so that Ho is rejected and Ha accepted.

In full, the influence of barista service quality (Reliability X1, Responsiveness X2, Assurance X3, Empathy X4 and Tangible X5) on Consumer Satisfaction Y are presented in Figure 4.1.
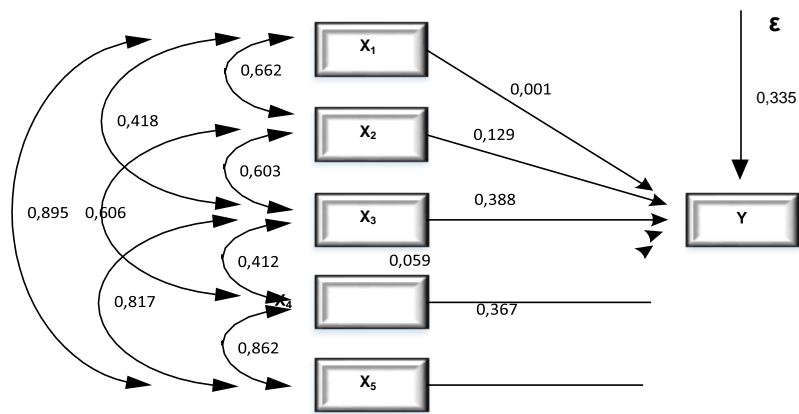
Figure 4.1 Pathway Diagram for Testing the Service Quality Hypothesis on Customer Satisfaction
Source : Primary Data Processing, 2023

Based on the path diagram for testing the hypothesis in Figure 4.1, the direct and indirect effects of barista service quality (Reliability X1, Responsiveness X2, Certainty X3, Empathy X4, and Tangible X5) are calculated on Consumer Satisfaction (Y) presented in Table 4.5.

Tabel 4.5 Path Coefficient Test Results, Direct and Indirect Effects of Barista Service Quality on Consumer Satisfaction

Variables	Beta Coefficient	Direct Influence	Indirect Influence					Total Indirect Influence	Total Influence
			X1	X2	X3	X4	X5		
X1	0,001	0,000		0,000	0,000		0,000	0,001	0,001
X2	0,129	0,017	0,000		0,030	0,005		0,035	0,052
X3	0,388	0,151	0,000	0,030		0,009	0,116	0,156	0,307
X4	0,059	0,003		0,005	0,009		0,019	0,033	0,036
X5	0,367	0,135	0,000		0,116	0,019		0,135	0,270
Total Influence									0,665

Source: Primary Data Processing, 2023

Based on the calculation results above, it can be seen that the total effect of barista service quality on consumer satisfaction is 0.665 or 66.5% while the path coefficient of other variables outside the barista service quality variable (Reliability X1, Responsiveness X2, Certainty X3, Empathy X4 and Tangible X5) determined via:

$$P_{X1\varepsilon} = \sqrt{1 - R_{2\ X1(X1x2)}}$$

$$= \sqrt{1 - 0.665}$$

$$= 0.335$$

This shows that barista service quality Reliability X1, Responsiveness X2, ~~Assurance~~ Certainty X3, Empathy X4, and Tangible X5) affect consumer satisfaction by 66.6% and the remaining 33.5% is influenced by other factors not included in this study. The thing that says, that barista service quality is an important part of influencing dine-in Customer Satisfaction at the Starbucks Experience Bar at Buah Batu Bandung during the Covid-19 Pandemic, is in line with research (Dwi & Utomo, 2023), that the application of service quality implemented in Starbucks S.Parman Samarinda is still not optimal with the dimensions of service quality where

reliability, responsiveness, assurance and empathy, because what has been implemented only includes: physical evidence. Based on the table of interpretations of the correlation coefficient, the value of 33.5% is categorized as moderate (0.30-0.49), this value is the influence of other factors that are not included in this study. Important factors mentioned in other studies include promotion and customer trust (Muhani & Conscience, 2022). Meanwhile (Diana Putri & Astuti, 2017) mentions customer value, and (Bahri, 2018) adds location factors and interior and exterior design.

The results of the descriptive study show that both the barista service quality variable and the consumer satisfaction variable are shown on the continuum line with the high category. The results of the verification research show that out of the 5 (variables) exogenous (reliability X1; responsiveness X2; certainty X3, empathy X4, and tangible X5) which are hypothesized to influence endogenous variables (customer satisfaction Y) overall acceptable. This is shown by testing the hypothesis using statistical calculations, namely the F-test and T-test. 0.05, then at an error rate of 5% the test decision is to reject Ho so that Ha is accepted. This means that service quality affects consumer satisfaction.

The calculated value of service quality (5.737) is greater than the table (1.988) and the significance value is 0.000 & α = 0.05, then at an error level of 5%, the test decision is to reject Ho so that Ha is accepted. This means, that Service Quality affects Consumer Satisfaction. The F test for price and service quality on consumer satisfaction obtained the Fhit value of 71.969 with a significance of 0.000. The results of the comparison of the test values show that the Fhit is 71.969 greater than the Ftable of 3.104 and also when viewed from a significance value of 0.000 it is less than 0.05. Accordingly, it can be concluded that service quality (reliability; responsiveness; certainty; empathy, and tangible) affect consumer satisfaction.

5. CONCLUSION

Based on the results of respondents' responses regarding the quality of barista service which consists of 5 (five) dimensions, namely reliability, responsiveness, certainty, empathy, and tangible are considered to be in the fairly high category. That is, the quality of barista service for dine-in consumers of Starbucks Experience Bar Buah Batu Bandung during the COVID-19 was not only influenced by reliability, responsiveness, certainty, empathy, and tangibles, but also was influenced by other aspects not examined in this study.

Based on the results of respondents' responses regarding consumer satisfaction, which consists of 6 (six) dimensions, namely product quality, service quality, price, emotional factors, cost, and convenience belonging to the fairly high category. This shows that consumer satisfaction is not only influenced by product quality, service quality, price, emotional factors, cost, and convenience but also influenced by other aspects not examined in this study.

On the subject of cumulative and partial effects of barista service quality on customer satisfaction, the result shows that the quality of service which includes reliability, responsiveness, certainty, empathy, and tangibles highly influence dine-in consumer satisfaction at the Starbucks Experience Bar Buah Batu Bandung during the COVID-19 which consists of product quality, service quality, price, emotional factors, costs, and convenience. The service quality variable, which consists of X1 reliability, X2 responsiveness, X3 certainty, X4 empathy, and X5 tangible effect on consumer satisfaction (Y) shows that there is a significant influence both simultaneously or partially.

5. REFERENCES

Alim Irhamna, S. (2018). Dampak pengembangan pariwisata terhadap perekonomian masyarakat sekitar objek wisata di Dieng Kabupaten Wonosobo. *Economics Development*

Analysis Journal, 6(3), 320–327.

Ananda, P., Sudiarti, S., & Mulyati, S. (2022). pengaruh brand ambassador terhadap keputusan pembelian produk Ms Glow. *Jurnal Manajemen, Keuangan dan Komputer*, 6(2), 66–78.

Bahri, B. (2018). Keputusan pembelian dan kepuasan konsumen dipengaruhi variabel lokasi, pelayanan, kualitas produk, nilai emosional, dan disain interior yang berdampak pada tingkat pembelian. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship,* 8(1), 60.

Carla Massidda, Ivan Etzo, (2012). The determinants of Italian domestic tourism: A panel data analysis. *Tourism Management*, 33, 603-610

C Ningsih, A Sudono (2016). The competitiveness of Indonesian tourism industry in facing ASEAN Economic Community (AEC). *Heritage, Culture and Society: Research agenda and best practice in the hospitality and tourism industry. CRC Press*, 361-364.

C. Ningsih & H. Taufiq A (2021). Assessing tourist motivation on Tionghoa halal food. *Promoting Creative Tourism: Current Issues in Tourism Research*, 616-622

C. Ningsih, D. Turgarini, H. Nurussahar. (2022). *Tourism attraction of Saung Ciburial as a potential gastronomic tourist village. Current Issues in Tourism, Gastronomy, and Tourist Destination Research.* First Edition. Routledge. 414-418.

C. Ningsih, RL Bridha, D Fadila. (2022). *Competencies of bachelor's degree graduates in the field of culinary business management and gastronomy tourism. Current Issues in Tourism, Gastronomy, and Tourist Destination Research*. First Edition. Routledge. 386-292.

Dwi, P., & Utomo, S. (2023). Analisa pelayanan barista dalam meningkatkan kepuasan pelanggan di Coffe Shop Starbucks. *Administrasi Bisnis*, 11(1), 60–67.

Dwiana Putri, A., & Astuti, R. T. (2017). Faktor-faktor yang mempengaruhi kepuasan konsumen serta dampaknya terhadap minat beli ulang konsumen (studi pada blends pasta & chocolate cabang Unika Semarang). *Diponegoro Journal of Management*, 6(2), 1–10.

ED Sagala, C Ningsih, D Turgarini. (2019). analysis of influence of tourism and branding perceptions on purchase decisions (study conducted in chinatown as halal gastronomy in the City of Bandung). *The Journal Gastronomy Tourism,* 6 (1), 56-69.

Sriwardiningsih E, Ningsih C, Aryanto R, Notonegoro B. (2018). Power of analytical hierarchy process for performance appraisal in promotion selection. *Pertanika Journal of Social Sciences & Humanities,* 26, 125

Febrianto, Y., & Sitinjak, T. J. R. (2017). Peran kepuasan konsumen dalam memediasi pengaruh kualitas layanan terhadap minat beli konsumen untuk menggunakan jasa maskapai penerbangan Air Asia. *Business Management Journal*, 13 (1), 1-18.

F Lesmana, D Turgarini (2021). Feasibility study and business planning of rumahmakan. online digital menu whatsapp ordering system. *The Journal Gastronomy Tourism,* 8 (1), 21-31.

Heliany, I. (2019). Wonderful digital tourism Indonesia dan peran revolusi industri dalam menghadapi era ekonomi digital 5.0. *Destinesia : Jurnal Hospitaliti dan Pariwisata*, 1(1), 21–35.

Herina, G. F., Baharta, E., & Taufik, R. (2021). Strategi promosi Stuja Coffee Jakarta selama pandemi covid-19 melalui media sosial. *E-Proceeding of Applied Science*, 7(4), 826–834.

Kemenparekraf. (2021). *Badan Promosi Pariwisata Kota Bandung Siap Dorong Pemuihan Ekonomi.* Retrieved from https://pedulicovid19.kemenparekraf.g o.id/badan-promosi-pariwisata-kota-ba ndung-siap-dorong-pemuihan-ekonom i/

Maidiana, M. (2021). Penelitian Survey. *ALACRITY : Journal of Education*, 1(2), 20–29.

Mayliza, R. (2019). Analisis customer satisfaction dan behavioral intention dilihat dari service

quality, food quality dan price/value di restoran Mcdonald'S Depok. *Osf*, 1–13.

Muhani, M., & Nurani, T. A. (2022). Faktor-faktor kepuasan pelanggan starbucks: kualitas pelayanan, persepsi harga, promosi dan kepercayaan pelanggan. *Oikonomia: Jurnal Manajemen,* 18(1), 84.

Sijie Chen, Marios Sotiriadis, Shiwei Shen. (2023). The influencing factors on service experiences in rural tourism: An integrated approach. *Tourism Management Perspective*, 47, 1-13

Wildan, N., Della, M. N., & Sukirman, O. (2021). The influence of halal tourism destination attributes on tourist satisfaction in Bandung. *Promoting Creative Tourism: Current Issues in Tourism Research*, 748–755.