The Influence of The Gastronomic Narrative of Chicken Merangkat, Culinary Taste, and Destination Image on Tourist Satisfaction in the Green Tourism Village of Bilebante, Indonesia

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Abstract. As an industry that continues to grow, tourism requires business actors in tourist destinations to continue developing strategies to increase tourist' satisfaction. This study examines the relationship between the gastronomic narrative of chicken merangkat, culinary taste and destination image on tourist satisfaction. This study also investigated the effect of tour guide communication skills as a moderation variable on consumer satisfaction. This type of research is associative quantitative research. In this study, the population observed were tourists who had visited the Bilebante Tourism Village area of Central Lombok. The number of samples in this study was 85 respondents. The study's sampling technique used was purposive sampling. Data analysis in this study uses a Structural Equation Model approach based on Partial Least Square using SMART PLS software. The results prove that gastronomic narratives, culinary tastes, and destination images positively and significantly affect tourist satisfaction in the green tourism village destination of Bilebante Central Lombok. The study also found that tour guides did not reinforce the variables of gastronomic narrative and destination image on tourist satisfaction.

Meanwhile, the tour guide strengthens the variable of culinary taste to tourist satisfaction. Tour guides reinforce culinary taste to tourist satisfaction, showing that tour guide variables strongly influence the formation of culinary taste. The residents' pride in tourist destinations is the culinary taste of the green tourist destination Bilebante.

Keywords: Gastronomic Narrative; Culinary Taste; Destination Imagery; Tour Guide; Tourist Satisfaction.

INTRODUCTION

Tourism is one of the industries that can improve the economy and people's welfare. One of the government's current focuses is the development of tourist destinations in each region. The aim is to strengthen the regional economy by optimally utilising all elements related to the tourism industry [1]. Our tourism sector needs coaching and development as well as cooperation from the government to maintain the development of tourism in tourism villages and to be able to add jobs. Sustainable tourism development as a tourism activity considers all current and future economic, socio-cultural, and environmental impacts (positive and negative) while still meeting the needs of tourists, industry, the environment, and the host community (supply-demand). This emphasises involving local communities in tourism development planning by considering the balance between economic, socio-cultural and environmental aspects [2].

West Nusa Tenggara Province, especially in the Central Lombok region itself, has a very rapidly developing tourism sector, as seen from work-visiting tourist villages, one of which is Bilebante Village. This village has the potential for Gastronomic Tourism, which is the typical culinary tourism of the region, but this potential has not been optimally explored. The purpose of this study is to identify and analyse related to the influence of the

gastronomic narrative of Ayam Merangkat/Chicken Merangkat, culinary taste, and image of tourist destinations on tourist satisfaction in Bilebante Tourism Village with tour guide communication skills as a moderation variable.

The ability of the Tour Guide to provide explanations or historical stories in an intensive educational manner for the development of the ability to explain or tell history about the Bilebante Tourism Village Destination with other attractive advantages owned by the green tourism village and also to be able to invite community members to be able to preserve their area so that it can become sustainable tourism, this is done as a form of encouragement for national economic recovery, especially for residents.

Research on tour guides always leads to psychology in the context of culinary taste and consumer satisfaction, two stages that unite and consumer loyalty. However, not many have been found related to why and how tour guides communicate so that they succeed in attracting tourists to visit again from the way they can communicate to guide tourists to enjoy the scenery of natural tourist destinations and culinary flavours that make visitors feel satisfied, comfortable and memorable in travelling. That's why this research is exciting: research on the relationship between gastronomic narratives is still minimal, and there is also no research on the influence of culinary taste and tourist destination image on consumer satisfaction.

Literature Review

Customer Satisfaction. Consumer satisfaction is a situation shown by consumers when they realise that their needs and desires are as expected and fulfilled correctly [3]. Consumer satisfaction is a person's pleasure or disappointment from comparing a product's perceived performance (or results) against their expectations [4]. According to [3], consumer satisfaction is a positive feeling of consumers related to products or services during or after using services or products. Indicators to measure the variables of tourist satisfaction according to [3] are a) Conformity expectations, namely satisfaction is not measured directly but is concluded based on the conformity or mismatch between customer expectations and actual company performance; b) Ease of obtainment, i.e. customer satisfaction is measured by asking whether the customer wants to buy or reuse the company's

services; c) Willingness to recommend, i.e. customer satisfaction is measured by asking whether the customer would recommend the product or service to others such as family, friends, and others.

Gastronomic Narrative. Gastronomic tourism has become one of the fundamental elements in the selection of tourist destinations, and this tour is a new model in tourism that can be a potential tourist activity that attracts tourists. Gastronomy refers to the experience of seeking and exploring new flavours and using food to get to know different cultures, traditions and lifestyles. It offers unique originality and authentic cuisine in a place or tourist destination. Consumer demands for local or traditional food are understood as a link in the search for authenticity. Food authenticity is the authenticity of local food, a symbol of the place and a picture of the local culture. Authenticity is one of the most critical aspects of gastronomic tourism.

Chicken Merangkat. Ayam Merangkat/Chicken Merangkat (in the form of grilled chicken) is a symbol of the tradition of the Mangan Merangkat ceremony by the people of Lombok, especially in the Central Lombok Regency area. Chicken Merangkat is a must for this event. The symbol of livestock symbolises prosperity because, in the Sasak community, it is believed that having much livestock indicates a pretty good economic life (most of the villagers are farmers).

Culinary Taste. According to [5, 6], taste is a form of cooperation of the five senses: sight, hearing, taste, smell and touch. Defines that taste is a way of selecting food that must be distinguished from the taste of the food. Meanwhile, according to [7], culinary taste is a food attribute which includes appearance, smell, taste, texture, and temperature.

Destination Image. Destination image is an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination. Destination image plays two critical roles in behaviour: 1) to influence the decision-making process of destination choice, and 2) to post-decision-making behavioural conditions, including participation (experience), evaluation (satisfaction) and intention to behave in the future (intention to return and willingness to recommend) [8]. According to [9], destination image is a belief/knowledge about a destination and what tourists feel during travel. Another factor in the development of tourist destinations, according to

what is needed by tourists, is to pay attention to things that affect tourist satisfaction.

Tour Guide. Tour guides play an essential role in liaising between tourists and the destination. Tour guides, central agents in the tourism industry, have roles and responsibilities in tourist-guiding activities. Tourist guidance is an activity that provides guidance, direction, explanation, and education, and it is carried out by a tour guide so that tourists can understand, appreciate, and attract tourists to visit again. A professional tour guide acts as a front-line employee responsible for creating a positive image of a tourist area. The communication ability of a tour guide can be interpreted as an effort made by a tour guide who is obliged to provide instructions or information needed by tourists visiting.   Tour guides act as communicators, and tourists act as partners.

The Influence of Gastronomic Narratives on Tourist Satisfaction moderated by Tour Guide. References related to gastronomic narratives are still limited, which are further contextualised in this study by defining gastronomic narrative as a separate history/story of chicken merangkat as distinctiveness and superiority of the product. This story confirms that gastronomic products are oriented toward service quality. Research results show that product/service quality positively influences customer satisfaction. Meanwhile, in gastronomy, there must be speakers or tour guides who can snack on products that tourists can feel. Tour guides are closely related to service (performance), which refers to speakers' skills significantly affecting tourist satisfaction. From this relationship, researchers built the first hypothesis, namely:

H1: There is a positive influence between the gastronomic narrative and tourist satisfaction, as moderated by the Tour Guide.

The Effect of Culinary Taste on Tourist Satisfaction Moderated by Tour Guide. Culinary taste is a critical consideration for consumers when choosing and determining purchases. In the content of this research text, taste is interpreted as a way for consumers/tourists to recognise and distinguish a product with a combination of sensory use. The results of the research show that taste has a positive effect on tourist satisfaction. The relationship with gastronomic products is inseparable from the service and role of the tour guide, who presents and guides gastronomic activities until consumption. The research results show that tour guide knowledge and skills affect tourist

satisfaction. So, from this relationship, researchers build a second hypothesis, namely:

H2: There is a positive influence between culinary taste and tourist satisfaction moderated by the Tour Guide.

The Effect of Destination Image on Tourist Satisfaction moderated by Tour Guide. Destination imagery is an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular goal. This shows that the critical role in influencing consumer behaviour starts from the decision-making process when dealing/interacting with products to post-decision-making [8]. Research results [10] show that destination image significantly affects tourist satisfaction. At the same time, the tour guide guarantees services to tourists who visit an object or tourist destination. From this relationship, researchers built a third hypothesis, namely:

H3: The tour guide moderates a positive influence between destination image and tourist satisfaction.
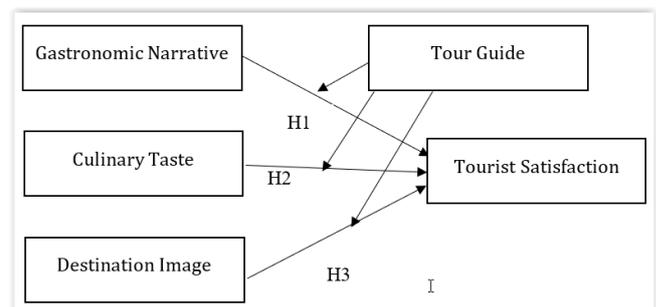

Figure 1 − Conceptual Framework

METHOD

In this study, quantitative research with an associative approach was used. The population observed were tourists who had visited the Bilebante Tourism Village area of Central Lombok. The number of samples in this study was 85 respondents. The sampling technique used purposive sampling. The criteria in this study were the age of 17-50 years, and respondents had visited the Green Tourism Destination of Bilebante Village. The questionnaire is closed with a differential semantic scale of 1-10. The instrument quality test is first carried out using the Structural Equation Model (SEM) with Partial Least Square (PLS) using the Smart PLS application, consisting of validity and reliability tests. After that, the structural model evaluation tests will be used to test research hypotheses and moderation.

Table 1 – Characteristics of Respondents

No	Characteristics		Sum
1	Age (years old)	18–25	10
		26–32	25
		33–39	28
		40–46	18
		>47	4
2	Gender	Male	35
		Female	50
3	Education	High School	13
		Diploma	18
		Bachelor	32
		Master's	2
		Doctorate	-
		Other	20
3	Occupation	Student	31
		Entrepreneurs	22
		Civil servant	20
		Private Employee	5
		Other	7

Table 2 – Validity Measurement

Variable	Code	Outer Loadings	AVE	Description
Gastronomic Narrative (X1)	X1.1	0.889	0.766	Valid
	X1.2	0.892		Valid
	X1.3	0.843		Valid
Culinary Taste (X2)	X2.1	0.828	0.723	Valid
	X2.2	0.909		Valid
	X2.3	0.760		Valid
	X2.4	0.896		Valid
Destination Image (X3)	X3.1	0.883	0.783	Valid
	X3.2	0.868		Valid
	X3.3	0.904		Valid
Tourist Satisfaction (Y)	Y1	0.677	0.658	Valid
	Y2	0.898		Valid
	Y3	0.842		Valid
Tour Guide	Z1	0.841	0.758	Valid
	Z2	0.918		Valid
	Z3	0.815		Valid
	Z4	0.904		Valid

The characteristics of respondents in this study were dominated by women, as many as 50 people. Furthermore, in the age category, respondents in this study are known to be dominated by respondents aged 26-46. In the job category, it is known that respondents in this study are dominated by respondents of students, students and entrepreneurs, with the second largest number and civil servants in third place because they tend to have minimal time to travel. Student respondents and entrepreneurs are more likely to make tourist visits because they have enough free time to travel or visit the green tourist village destination, Bilebante.

Instrument and Measurement Model

Validity and Reliability. The measurement model or outer model describes the construct validity and reliability of all variables in the hypothesis model. Construct validity and reliability are described in loading factor, composite reliability and average variance extracted (AVE). In the measurement model, validity and reliability are good if the loading factor and AVE do not exceed the limit of 0.5. In contrast, composite reliability and Cronbach's alpha show satisfactory values above 0.7 [11].

Outer loadings are coefficients that describe the degree of latent dimensional relationships. Some researchers revealed an item with a loading value (Loading factor) greater than 0.7.

While [11] showed the minimum value of each loading factor (outer loadings) ≥ 0.5 or typically 0.7, most reference weight factors of 0.5 or more are considered to have strong enough validation to explain latent constructs. The validity test results in this study showed that the value of all statements on the variables GastronomIC Narrative, Culinary Taste, Destination Image, Tourist Satisfaction and Tour Guide as Moderation Variables were more than 0.5, and most of the values were more than 0.7. So, it is concluded that all statement items in this study are declared valid. The validity parameter in convergent validity is the Average Variance Extracted (AVE) value. The expected AVE value is ≥ 0.5, indicating more than half of the construct explaining the indicator [11]. Meanwhile, reliability tests also showed promising results. All items proved reliable with Cronbach's alpha and composite reliability values of ≥ 0.7 each [11].

Table 3 – Reliability Measurement

No	Variable	Composite Reliability	Cronbach's Alpha	Criteria
1.	Gastronomic Narrative	0.907	0.848	Reliable
2.	Culinary Taste	0.912	0.871	Reliable
3.	Destination Image	0.916	0.862	Reliable
4.	Tourist Satisfaction	0.851	0.731	Reliable
5.	Tour guide	0.926	0.895	Reliable

RESULTS AND DISCUSSION

A calculation was made on the coefficient of determination (R^2) value to assess the predictive ability of the research model. The results of this study show that the output of the R-Square value of tourist satisfaction is 0.814, which means that the variables of gastronomic narrative constructs, culinary taste, and image of tourist destinations can explain the variable construct of tourist satisfaction by 81.4%. In comparison, the remaining 19.6% is influenced by other factors that are not included in the variables of this study. From the results of the R^2 value of 81.4%, it is included in the category of quite strong.
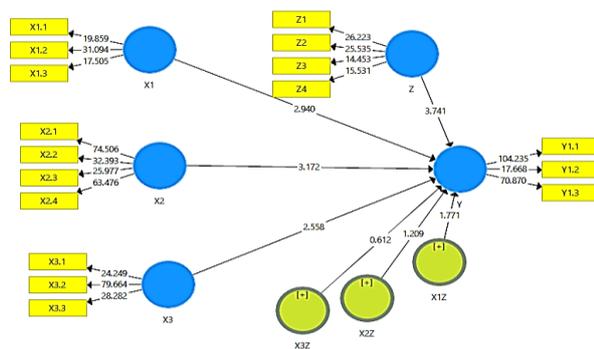

Figure 2 – Path Coefficient Model with PLS Bootstrapping

In the hypothesis test, this study uses several criteria that must be met, namely the original sample value, t-statistical value and probability value through bootstrapping in PLS. The t-statistic value and p-value of each hypothesis in this study are seen in the following table.

Table 3 – Hypothesis Test Results

Relationships between variables	t-statistic	P-values	Description
X.1→Y	2.940	0.002	Significant
X.2→Y	1.771	0.039	Significant
X.3→Y	3.172	0.001	Significant
X1.Z→Y	1.209	0.114	Insignificant
X2.Z→Y	2.558	0.005	Significant
X3.Z→Y	0.612	0.270	Insignificant
Z→Y	3.741	0.000	Significant

The Influence of Gastronomic Narratives on Tourist Satisfaction. The results showed that gastronomic narratives significantly affected tourist satisfaction with the green tourist destination Bilebante

of Central Lombok. This means that the gastronomic narrative affects the satisfaction of tourists who visit the Bilebante green tourism destination of Central Lombok. Gastronomy is essential to maintain and preserve because it is one of the considerations tourists must consider when visiting a destination. The authenticity of traditional food can give the impression of the distinctiveness or uniqueness of a culture in a tourist destination. It shows the interconnectedness of differentiation through the authenticity of local food for competitive advantage and gaining market position. Authors [12] state that tourism product positioning is a strategy that uses information to create the impression of tourism products on the wishes and satisfaction of tourists. Previous research has also shown that gastronomic narratives significantly increase tourist satisfaction. In turn, tourists quickly express their satisfaction with products or dishes in the green tourist destination Bilebante.

The Influence of Culinary Taste on Tourist Satisfaction. The results showed that culinary taste significantly affected tourist satisfaction with the green tourist destination Bilebante Central Lombok. This means culinary taste affects the satisfaction of tourists visiting the Bilebante green tourism destination of Central Lombok. The culinary taste possessed by the green tourist destination Bilebante must be maintained and developed again because it is one of the considerations for tourists to visit a tourist destination. The authenticity of traditional food can give the impression of the distinctiveness or uniqueness of a culture in a tourist destination. The research found that taste significantly affects consumer satisfaction.

The Influence of Tourist Destination Image on Tourist Satisfaction. The results showed that the image of tourist destinations significantly affected tourist satisfaction with green tourist destinations in Bilebante Central Lombok. This means that the image of tourist destinations affects the satisfaction of tourists who visit the Bilebante green tourism destination of Central Lombok. This research is supported by a previous study [8]. There is a significant influence between the image of tourist destinations and consumer satisfaction, as destination images are an individual's mental representation of knowledge, beliefs, feelings, and perceptions of specific goals. This shows that it plays a vital role in influencing consumer behaviour, from what satisfaction is received when they first look at products to post-decision making. The research results show that destination image significantly affects tourist satisfaction, meaning that

the image of tourist destinations owned by Bilebante is based on the expectations and desires of consumers.

Interaction Analytics (Moderated Regression Analysis). Tour Guide Moderates Gastronomic Narrative Variables on Tourist Satisfaction. The results showed that the statistical t-value was positive but less than 1.96, so it was declared to have a positive but insignificant effect. This means the tour guide does not influence gastronomic narratives and tourist satisfaction. However, the previous hypothesis explains that the gastronomic narrative significantly influences tourist satisfaction. In the context of Bilebante green tourism, the gastronomic narrative of cultural heritage is formed because of the ancient ancestral culture in Bilebante. The results of this study do not strengthen the findings of [13], who state that gastronomic narratives moderate gastronomic narratives on tourist satisfaction.

Tour Guide Moderates the Influence of Culinary Flavors on Traveller Satisfaction. The study results show that the tour guide significantly moderates the difference between culinary tastes and tourist satisfaction. This means that the tour guide directly affects the culinary taste of tourists. This aligns with the second hypothesis that culinary taste significantly affects tourist satisfaction. Bilebante green tourism provides the best quality food that can affect consumer satisfaction [14].

Tour Guide Moderates Variables of Tourist Destination Image on Tourist Satisfaction. The results showed that the statistical t-value was positive but less than 1.96, so it was declared to have a positive but insignificant effect. This means that the tour guide does not influence the image of the tourist destination and tourist satisfaction.

However, the previous hypothesis explains that the gastronomic narrative significantly influences tourist satisfaction. In the context of green tourism in Bilebante, the image of a tourist destination is a set of beliefs, ideas, and impressions a person has of a tourist attraction. The results of this study do not strengthen the findings of [5], who state that tour guides' image of tourist destinations affects tourist satisfaction.

CONCLUSIONS

The results prove that gastronomic narratives, culinary tastes, and destination images positively and significantly affect tourist satisfaction in the green tourism village destination of Bilebante Central Lombok. This means that if the gastronomic narrative, culinary taste, or destination image increases, then tourist satisfaction in the green tourist destination village of Bilebante Central Lombok will increase. The study also found that tour guides did not reinforce gastronomic narrative variables on tourist satisfaction. These results show that the tour guide's ability to be in the green tourism village destination of Bilebante does not mean it has any influence. Still, its influence does not mean or have no impact on the gastronomic narrative and the destination image to increase tourist satisfaction in the green tourism village destination of Bilebante.

Meanwhile, the tour guide strengthens the variable of culinary taste to tourist satisfaction. Tour guide strengthens culinary taste to tourist satisfaction, showing that tour guide variables strongly influence the formation of culinary taste. The culinary taste of the green tourist destination Bilebante is the residents' pride in this tourist destination.

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