

Factors That Affect Tourists' Satisfaction towards Traditional Balinese Cuisine at Ubud Bali as Gastro Tourism Destination

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12 Factors That Affect Tourists' Satisfaction towards Traditional Balinese Cuisine at Ubud Bali as Gastro Tourism Destination

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Abstract—Bali has a variety of traditional food dishes, such as local products that attract tourists. Local Balinese culinary arts offer a gastronomic experience of local cuisine with a distinctive taste. Local processed ingredients, presentations and exciting flavors are the added value of local cuisine, and so the taste of local cuisine is generally accepted by tourists. The uniqueness of the taste, processing, presentation and service quality of traditional Balinese cuisine will enhance the image of Bali's culinary destinations, particularly in the Ubud Tourism Area of Gianyar. The aim of this study is to examine the performance and factors affecting the tourist satisfaction of traditional Balinese cuisine at a restaurant in the Ubud Tourism Area. The variables measured in this study are: 1) Food quality; 2) Price; 3) Food hygiene; and 4) Dining atmosphere. The study found that traditional Balinese cuisine has an excellent rating (quality of food and atmosphere) and a good rating (price and food hygiene). In addition, this study found that the determinants of tourist satisfaction with traditional Balinese cuisine at the restaurant can be classified into two groups of high importance level and low importance level. The high importance level consists of the unique flavor of traditional Balinese cuisine, the size of the portion, the presentation, the value for money, the cleanliness of the presentation, the cleanliness of the processing, the use of raw materials, the design of the dining room and privacy. On the other hand, the low importance level consists of menu diversity, affordable traditional cuisine prices, available special package prices, promotional packages available, free Wi-Fi access and music dining room atmosphere. This study recommends that Ubud, as a gastro tourism destination, with its restaurants selling traditional Balinese cuisine in the Ubud Tourism Area, to offer more menu choices, create special package prices, create more promotional packages, improve hygiene and cleanliness in the cooking process, and provide free WiFi network facilities.

Keywords—tourist satisfaction, restaurant, traditional Balinese cuisine, gastro tourism destination

I. Introduction

Gianyar Regency in particular Ubud Village has the potential of a very interesting tourist attraction to visit, be it cultural attractions, archeological history and the beauty of nature [1]. Gianyar Regency also has traditional culinary attractions such as 'Chicken Betutu' and 'Duck Betutu', crispy duck, 'satay lilit', 'lawar kacang panjang', yellow rice, 'kelepon', and etc [1]. Culinary tourism offers a gastronomic experience of local cuisine with a distinctive taste [2]. Local processed ingredients, the presentation of the cuisine and the attractive taste that appeals to the tastes of the tourists also add value to the local cuisine, so that the taste of local cuisine is generally accepted by the tourists [2]. At the Ubud Tourism Area, Gianyar, there are a variety of restaurants serving international cuisine or local cuisine [1]. However, not all tourists choose to enjoy local cuisine as their favorite food. This is due to a number of things, such as the historical value of the place to eat, the typical local cuisine, and the sense of cuisine that can be enjoyed by tourists.

Gastro-tourism or culinary tourism can attract millions of tourists and provide significant revenue for the destinations [3]. Gastro-tourism creates a specific tourist attraction to explore the experience of enjoying regional specialties during a tour of the area [3]. Food and drink is one of the basic human needs that must be consumed on a continuous basis, including when traveling. Culinary arts or gastronomy is therefore one of the attractions that can attract tourists to a destination. In addition, gastronomy and culinary arts are often a package of travel programs offered by travel agencies in addition to accommodation packages and other attractions [3].

Food is one of the main implicit factors that travelers consider when choosing a destination. As Lacy and Douglass [4] have revealed that "every tourist is a gourmet voyeur." Studies in the fields of sociology and anthropology have been conducted in the fields of food research, beverages, cuisine, culinary and gastronomy [5-6]. There are currently a number of literature and internet studies on culinary / gastronomic arts related to the attraction of destinations, particularly in destinations in countries whose tourism sector is already developed or developing, such as Thailand, Malaysia, Vietnam and Indonesia [7].

In general, the product of the restaurant is food, drink, service, souvenirs, atmosphere and entertainment. Food and beverage factors include menu types, menu choices, taste, texture, and presentation. Whereas the

service factor consist of the choice of service, reservation and seating arrangements, payment by credit card, availability of portion size, access to health information, and availability of baby chairs [8]. Hygiene factors include staff grooming, clean staff uniforms, clean and neat menu lists, proper food & drink presentation temperature, hand-glove use for kitchen staff, clean cutlery & tableware, and cleanliness of the entire area [8]. While the price factor is the value for money that the customer has gained [8]. Furthermore, the atmospheric factor consists of design, decoration, lighting, air conditioning, furniture, noise level, guest behavior and employees' behaviour [8].

In the restaurant industry there are several factors that influence consumers' loyalty, such as (1) the special benefits for loyal customers; (2) the convenience of a place; (3) location of restaurant close to residence or work office; (4) recommendations from friends; (5) the location of the restaurant is close to popular places; (6) the performance of restaurant staff; (7) design / menu language that is easy to read and understand; (8) a special price on a particular menu on certain days; (9) a menu suitable for health; (10) the availability of popular menu options; (11) ease in obtaining compensation for dissatisfaction [9].

The characteristic of traditional Balinese cuisine can be seen from the menu products offered by the restaurant, which distinguish it from European cuisine or some typical country cuisine. This includes the name of the cuisine, the way in which the cuisine is processed, the use of local or domestic spices as flavours, and the use of local ingredients. Some examples of traditional Balinese cuisine are generally sold in restaurants in Ubud area such as 'Ayam or Bebek Betutu', Grilled Fish with 'Sambal Matah' (Balinese spicy), Crispy Duck, 'Sate Lilit' (traditional satay), 'Gerang Asem', 'Nasi Campur and Chicken Bumbu Pelecing'. In addition, the main dish consists of 'Urap Sayur', Yellow Rice, 'Sambal Embe', 'Sambal Matah' and 'Sambal Bongkot' [1].

Based on the description of the background, the research questions in this study are:

1. What are the determining factors that have influenced tourists' satisfaction towards the traditional Balinese cuisine at the restaurants in Ubud, Bali?
2. How is the overall tourist satisfaction towards the traditional Balinese cuisine at the restaurants in Ubud Bali?
3. What factors influence the satisfaction of tourists at the gastro-tourism destination?
4. What factors have not been appropriate, are appropriate or exceed expectations?

The general objective of this study was to assess the performance and factors that influence tourists' satisfaction towards traditional Balinese cuisine at restaurants in Ubud, Gianyar, which is well known as a gastro-tourist destination.

II. Previous Studies and Related Literature

Restaurants have a significant role to play in the choice of destination for travelers in tourism resorts [5]. Approximately 20% of tourists who have visited the tourist area for the first time have agreed that the restaurant plays a very important role in the selection of tourist destinations [10]. While 46% of travelers who have received positive experience in restaurants in the tourist destination area agree to return to visit the next opportunity. This was due to the fact that it was possible to re-enjoy the service at the same restaurant [10].

There are three important things in the restaurant industry that tourists can use as a reference point to visit again. These three references are perceived quality, perceived value and perceived satisfaction, which are key guidelines for building consumer loyalty to restaurant products [11]. A restaurant should develop a strategy to set a different selling price for each food group, at different meals each day and on different days each week [11]. Service quality, followed by restaurant's atmosphere, cleanliness and hygiene, food and beverage, and price are the most important factors in determining tourists' satisfaction [11].

There was a positive relationship between location variables (place / ambiance) and quality of service towards customers' satisfaction in restaurants [12]. Furthermore, Abdullah and Rozario [12], measured customers' satisfaction variables for restaurants based on few variables, such as: 1) competitive location; 2) prices; 3) food quality; and 4) customer service. On the other hand, some variables, such as first and last impressions, service excellence, ambiance excellence, food excellence, comfortable dining, reservation and parking are very important for measuring customers' satisfaction [12].

Satisfaction is the individual's perception of the performance of the product or service associated with the expectations of the product or service itself. Satisfaction is a function or a usefulness of expectation. Customers who obtain product performance below expectations will not be satisfied [12]. In addition, customers who have received product performance as expected, will be satisfied, while those who have received product performance that has exceeded expectations will be very satisfied. Tourism satisfaction is therefore part of consumer behaviour. Moreover, there are six factors that motivate tourists to choose restaurants in tourist destinations, namely: indulgence, comfort and relaxation, experience, social reasons, adventure and health

[12]. Factors that influence the decision of the consumer to choose a restaurant are: the food and drink offered; the level of service; the level of cleanliness and hygiene; the feasibility of satisfaction derived from the money spent; and the atmosphere and comfort of the restaurant [12].

Traditional Balinese Cuisine

The existence of traditional Balinese food is still recognized and must be preserved, as seen from its essence as the promotion of culinary tourism in Badung Regency, Bali. There are seven criteria for Balinese food, such as: taste of food and drink, presentation and service, hygiene and sanitation, speed of order handling, support facilities, and prices offered [13].

Strengths aspect in marketing strategies of traditional Balinese food at restaurant were food and beverage quality, food and beverage portion size, menu design, menu composition, nutrition and health, menu presentation, restaurant atmosphere, food and beverage prices, discounts on certain guests, 'happy hours' application, restaurant popularity level, restaurant location, access and ease to reach restaurant, service quality, promotion intensity by restaurant waitresses, the creativity of special packages, the attitude and appearance of restaurant employees, restaurant-oriented staff, co-operation with restaurant businesses, and alliances with other tourism businesses [13].

Traditionally, Balinese ethnic foods have been produced by blending specific spices. This traditional method of processing may create a specific and distinctive taste, but this traditional process of processing makes Balinese ethnic foods identified to contain microorganisms beyond the limits allowed by local government regulations. This can be dangerous because it can cause foodborne diseases [14]. Thus, the study by Ariani et al. [13] suggests that the Balinese ethnic food processing should be done more hygienically, using quality ingredients, and that the use of clean tools in its processing is expected to address this problem. Traditional Balinese cuisine is a food that is processed and produced by local people from generation to generation using a combination of local flavor (base) that has a taste and a specific flavor that is not in the possession of other regions [13]. In general, consumers assess a food product with four variables, including: food / menu variables, price, cleanliness and the atmosphere of where to eat [13].

Gastro Tourism Destination

Food-related gastro-tourism refers to the pursuit of attractive, authentic, memorable culinary experiences of all kinds while traveling internationally, regionally or even locally. Food is the focus and the motivation for travel for gastro-tourists. In developed countries, gastro-tourism is booming and has become one of the most dynamic and creative segments of tourism, attracting billions of tourists worldwide. In addition, food and travel blogs, researchers, industry practitioners and self-proclaimed foodies use the terms 'culinary tourism' and 'gastronomic' or 'gastro-tourism' somewhat interchangeably [15]. Gastro-Tourism can be a driver of destination choice, especially for emerging markets. Further research on gastro tourism have addresses encounters with various gastro-tourists' experiences [16], culinary trends [17], sustainable tourism [18], food choice and destination tourism [19], and the motivation and destination choice for gastro tourism [20].

III. Methodology

Research Design

This study was carried out by distributing questionnaires to 60 tourists who had traditional Balinese cuisine at a restaurant in the Ubud Tourism Area between August and October 2018. The questionnaires were drawn up in two pages, anonymous and self-administered. The questionnaire consists of two parts: demographics of the respondent (age, gender, address and education). The second section contains approximately four variables measured in this study with a total of 16 indicators.

Variables

This study used four variables with 16 indicators consisting of: 1. food / menu with five indicators: a) the uniqueness of the taste of food, b) aroma of food, c). portion sizes of food, d). choice / menu diversity, e). presentation / appearance of food. 2. food prices with four indicators: a). affordable prices, b). the existence of special packages such as frugal packages, c) the existence of promotional packages such as buy one free one, d) value for money (the price paid in accordance with what is obtained) 3. hygiene and sanitation with three indicators, which are: a) hygiene of food presentation, b) cleanliness of food processing, c) the use of quality raw materials, clean, and safe for health. 4. atmosphere of restaurant with four indicators, which are a) design a place to eat, b) the level of noise, c) the extent of food, and d) the presence of additional facilities such as Wi-Fi, music.

Population, Samples and Sampling

The population in this study is all the tourists in the Ubud Tourism Area who are the customers of the traditional Balinese cuisine restaurant. The sample in this study were the tourists who become the respondents at fifteen (15) traditional Balinese cuisine restaurants selling traditional Balinese cuisine in Ubud Tourism Area. The sampling technique used in this study is the non-probability sampling method. In this study, it was determined that the research samples were tourists who never enjoyed traditional Balinese cuisine in restaurants or restaurants in the Ubud Tourism Area.

Data Collection Method

The data collected in this study used questionnaires distributed to tourists who had traditional Balinese food at the restaurant in Ubud, Gianyar. The respondents had to choose and mark the blank on the 5-point scales provided, ie 1 for very bad, 2 for bad, 3 for enough, 4 for good and 5 for very good (five categories). This study is conducted on the basis of a qualitative research method, with a data source in the form of primary data. Data were obtained directly through the questionnaires.

Research Model

The model used in this study is shown in Figure 1.

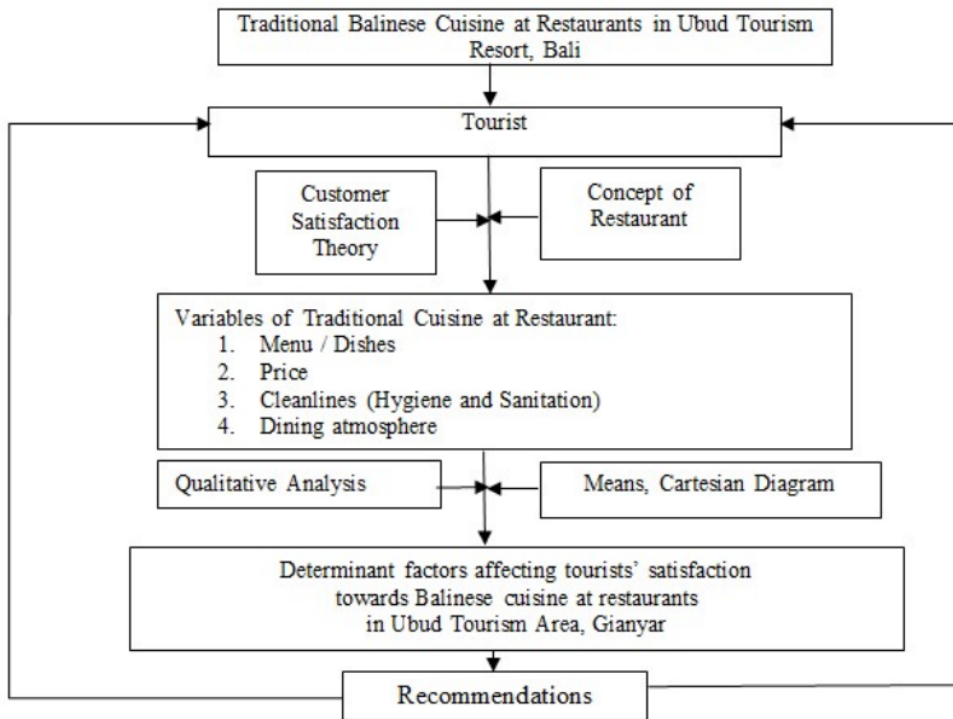


Figure 1. Research model

The definition of Operational variables in this study listed in Table 1 as aforementioned.

Table 1. Operational Variables

| | Variables | Code | Operational Definition | Indicators |
|----|--------------|------|--|---|
| 1. | Food Quality | X1 | Traditional Balinese menu sold in restaurants | 1. The unique taste 2. The flavors or aroma 3. Portion size 4. The selection of menu choices 5. Food presentation |
| 2. | Price | X2 | Price is the value paid for obtaining traditional Balinese cuisine | 1. Affordable price offered 2. The presence of special package food prices such as cheap price packages |

| | | | | |
|----|-------------------------------------|----|---|--|
| | | | | 3. The special offer of promotional packages such as “buy one get one free” 4. Value for money |
| 3. | Cleanlines (hygiene and sanitation) | X3 | Hygienic preparation, processing, and presentation of traditional Balinese cuisine | 1. Hygiene presentation and serving 2. Hygiene preparation and cooking process 3. Good quality, clean, and selectedraw materials and spices. |
| 4. | The atmosphere of restaurant | X4 | The overall effect of aesthetics and emotions created through the atmosphere of dining area | 1. Design of dining area 2. Privacy and noise levels 3. Atmosphere of the dining room 4. Additional facilities such as free wifi access and music |

Sources: Cousins et al. [8].

The quantitative descriptive analysis, such as interest rate analysis and important-performance analysis were used to analyze the level of importance and assessment of tourists on the performance of factors that determine satisfaction. Cartesian diagram was used to analyse customers' satisfaction index in the important-performance analysis.

IV. Empirical Result and Discussion

Characteristics of Respondents

The result of questionnaire tabulation have showed that the characteristics of respondents according to gender consisted of 36 female (60%) and 24 male (40%).Based on nationality, the origin of the respondents is shown in detail in Table 2. The highest number of respondents was from Indonesia itself (19 people), followed by Japan (12 people) and Australia (10 people).

Table 2.Respondents based on Country of Origin

| Nationality | Number | Percentage (%) |
|---------------|-----------|----------------|
| Indonesia | 19 | 31.67 |
| Japan | 12 | 20.00 |
| Australia | 10 | 16.67 |
| China | 4 | 6.67 |
| Holland | 4 | 6.67 |
| Singapore | 3 | 5.00 |
| India | 2 | 3.33 |
| Germany | 2 | 3.33 |
| United States | 2 | 3.33 |
| Malaysia | 2 | 3.33 |
| Total | 60 | 100.00 |

Sources : Research Questionnaires (2019)

In term of occupation, there are six groups of respondent's occupations, which are employees, employers, professionals, students and others, as shown in Table 3. Majority of the respondents (56.67%) were employees while 5 were businessman and 9 were professionals. As for those respondents who were unemployed, 6 were students, 4 retirees, and 2 housewives.

Table 3. Characteristics of Respondents by Occupation

| Occupation | Number | Percentage (%) |
|--------------------|--------|----------------|
| Employee | 34 | 56.67 |
| Businessman | 5 | 8.33 |
| Professional | 9 | 15.00 |
| Student | 6 | 10.00 |
| Retired | 4 | 6.67 |
| Others (housewife) | 2 | 3.33 |

| | | |
|--------------|-----------|---------------|
| Total | 60 | 100.00 |
|--------------|-----------|---------------|

Sources: Research Questionnaires (2019)

In addition, based on the purpose of the visit, there are three objectives of the respondents visit to Bali, consisting of 11 business visits (18.33%), 41 pleasure visit (68.33%) and 8 people (13.33%) visited to attend seminars.

In terms of the number of visits to Bali, 31 people (51.67 %) were first timer, then 14 (23.33 %) visited Bali for four times or more, 10 (16.67 %) visited Bali twice, and 5 (8.33 %) visited Bali three times.

Research Locus

Questionnaires were distributed to fifteen restaurants in Ubud tourism area using purposive sampling method. This purposive sampling method was chosen with the consideration that researchers obtained permission from the restaurant manager to distribute the questionnaires. Five questionnaires were distributed to the customers in each restaurant. The locus of research where the questionnaire is distributed is shown in Table 4. All of the restaurant mentioned in Table 4 offers Asian dishes, Indonesian dishes, traditional Balinese dishes, vegetarian and vegan option, such as 'AyamBetutu', 'Bebek Tutu', 'NasiKuning', 'IkanBakarSambalMatah', 'LawarKenus', 'GuritaSunaCekuh', 'UdangMebaseBongkot', 'NasiGorengBongkot', 'SerapahKambing', 'Pulung Be Pasih', 'Be PasihSambalKecicang', 'Sate Lilit', 'Black Rice Porridge', 'PisangGoreng' and also healthy drinks.

Table 4. Research Locus

| No. | Restaurant | Address |
|-----|------------------------------------|--|
| 1 | Mr. Wayan, Balinese Cuisisne | Jl. Suweta, Banjar Bentuyung, Ubud |
| 2 | Kayun Restaurant & Lounge | Jl. Raya Mas no. 47 Mas, Ubud |
| 3 | Warung Laba Laba | Jl. Hanoman 49 Padang Tegal, Ubud |
| 4 | Warung Pondok Madu | Jl. Sugriwa-Sukmakesuma, Padang Tegal, Ubud |
| 5 | Kepitu Restaurant (The Kayon Ubud) | Br. Kepitu, Kendran, Tegalalang |
| 6 | Warung Titi | Jl. Tirta Tawar, Banjar Kutuh Kaja, Ubud |
| 7 | Putu's Wild Ginger | Jl. Jero Gadung, Br. Kutuh kelod, Ubud |
| 8 | Sweet Orange Warung | Jl. Subak Juwuk Manis, Banjar Ubud Kaja |
| 9 | Warung Bintang Bali | Jl. Tirta Tawar, Junjungan, Ubud |
| 10 | Bebek Tebasari Resto | Jl. Raya Kengetan, Lod Tunduh, Ubud |
| 11 | Puspa's Warung | Jl. Gootama Selatan No. 22 Ubud |
| 12 | Murni's Warung | Jl. Raya Ubud-Campuhan, Ubud |
| 13 | Bebek Tepi Sawah | Jl. Goa Gajah, Br. Tges Kangin, Peliatan, Ubud |
| 14 | Bebek Bengil | Jl. Hanoman, Padang Tegal, Ubud |
| 15 | Nasi Ayam Kedewatan Ibu Mangku | Jl. Kayu Jati No. 12, Kedewatan, Ubud |

Sources: Research Questionnaires (2019)

Performance of Traditional Balinese Cuisine at Restaurant in Ubud Tourism Area

Based on data analysis, average performance of traditional Balinese Cuisine at restaurant is described in Table 5 as follows. In terms of food quality, the unique taste and food presentation indicators were rated 'very good' whereas the other indicators were 'good'. As for the second variable (price), the respondents agreed that the food was worth the price paid with the mean value of 4.33. Nonetheless, for the promotional package indicator, the respondents rated it as poor with a mean score of 2.57. Overall the cleanliness and hygiene of the restaurants were considered good. The atmosphere of the restaurants was also rated as good with the overall mean of 4.22. The respondents scored the 'design of the dining area' and 'atmosphere of the dining room' with a mean of 4.36 and 4.30 respectively.

Table 5. Average Performances

| No. | Variable | Mean | Indicator | Mean | Category |
|-----|--------------|----------------|----------------------------------|------|-----------|
| 1. | Food Quality | 4.24 (good) | 1. The unique taste | 4.33 | Very good |
| | | | 2. The flavors or aroma | 4.08 | Good |
| | | | 3. Portion size | 4.16 | Good |
| | | | 4. The selection of menu choices | 4.19 | Good |
| | | | 5. Food presentation | 4.45 | Very good |

| | | | | | |
|----|-------------------------------------|-------------------|--|------------------------------|--|
| 2. | Price | 3.40 (Neutral) | 1. Affordable price offered 2. The presence of special package food prices such as cheap price packages 3. The special offer of promotional packages such as “buy one get one free” 4. <i>Value for money</i> | 3.98 2.78 2.57 4.33 | Good Neutral Bad Very good |
| 3. | Cleanlines (hygiene and sanitation) | 4.17 (good) | 1. Hygiene presentation and serving 2. Hygiene preparation and cooking process 3. Good quality, clean, and selectedraw materials and spices. | 4.28 4.06 4.18 | Very good Good Good |
| 4. | The atmosphere of restaurant | 4.22 (good) | 1. Design of dining area 2. Privacy and noise levels 3. Atmosphere of the dining room 4. Additional facilities such as free Wi-Fi access and music | 4.36 4.10 4.30 4.12 | Very good Good Very good Good |

Sources: data tabulation (2019)

Based on the results, the dominant factors affecting tourists satisfaction towards traditional Balinese cuisine at restaurant in Ubud area, are: (1) food quality factor consisting of presentation or appearance and the unique taste of traditional Balinese cuisine; (2) the atmosphere of restaurantfactor, consisting of the design and dining room atmosphere; and (3) cleanlines factor (hygiene and sanitation).

Discussion

Conformity Analysis

If the performance score is greater than the importance score, this means that the performance of traditional Balinese cuisine to tourists in the Ubud region is of good quality. In percentage terms, the level of conformity in this condition is greater than 100%, indicating this is the condition that the tourists would desire.

If the performance score is less than the degree of importance score, this means that the performance of traditional Balinese cuisine has not met the expectations of tourists. If the score of performance is equal to the score of the degree of importance, this means that tourists' expectation can be fulfilled, which is often referred to as balanced condition (equilibrium). This condition illustrates that consumers do not experience "excess and shortage satisfaction". This condition is an ideal condition for both parties (restaurants that sell Balinese cuisine with tourists as consumers) where the level of conformity of this condition is 100%.

Based on Table 6, it is apparent that of the sixteen elements of service performance that determine the satisfaction of tourists, there are nine elements that have a level of conformity equal to or above 100% and there are two variables that have a level of conformity below 100%. These data indicate that from sixteen traditional Balinese food variables, there are nine variables that have good and excellent quality, and two variables that have neutral or medium quality.

Table 6. Compatibility between Degree of Importance and Performance Rate of Traditional Balinese Cuisine in Ubud Tourism Resort

| No. | Satisfaction Attributes | Score | | Conformity (%) |
|-----|--|-------|-----|----------------|
| | | X | Y | |
| 1 | The unique taste of traditional Balinese cuisine | 228 | 224 | 102.87 |
| 2 | The aroma or flavors | 228 | 224 | 102.87 |
| 3 | The portion size | 220 | 220 | 100.00 |
| 4 | The selection of menu choices | 215 | 220 | 97.73 |
| 5 | The presentation of menu | 217 | 220 | 98.64 |
| 6 | Affordable price offered | 222 | 222 | 100.00 |
| 7 | The presence of special package food prices such as cheap price packages | 170 | 188 | 91.88 |
| 8 | The special offer of promotional packages such as “buy one get one free” | 168 | 196 | 89.46 |

| | | | | |
|----|--|--------------|--------------|---------------|
| 9 | Value for money | 211 | 208 | 101.52 |
| 10 | Hygienic presenting and serving | 223 | 230 | 97.29 |
| 11 | Hygienic preparation and cooking process | 223 | 230 | 97.29 |
| 12 | Good quality, clean, and selected raw materials and spices | 229 | 220 | 104.54 |
| 13 | The design of the dining room | 226 | 217 | 104.15 |
| 14 | Privacy and noise levels | 226 | 227 | 99.35 |
| 15 | The dining room atmosphere | 230 | 226 | 102.56 |
| 16 | Additional facilities such as free Wi-Fi access and music | 230 | 225 | 103.55 |
| | Mean | 2.791 | 2.837 | 102.45 |

Notes :

X=Performancerate

Y=Degree of importance

The Importance-Performance Analysis

The average attribute performance level and importance level of satisfaction determinants are presented in Table 7. With reference to the data presented in Table 7, the average rate of the performance or satisfaction towards the sixteen variables ranged from 2.57 (lowest) to 4.45 (highest) while the average degree of importance variables ranged from 3.88 (lowest) to 4.58 (highest). Table 7 also shows that average performance results (tourist satisfaction) are 4.01 and the average degree of importance is 4.15.

Table 7. Average Rate of Degree of Importance and Performance of Balinese Cuisine in Ubud Tourism Resort

| No. | Performance of Determinant Factor towards Satisfaction | Means | |
|-----|--|-------------|-------------|
| | | X | Y |
| 1 | The unique taste of traditional Balinese cuisine | 4.33 | 4.53 |
| 2 | The aroma or flavors | 4.08 | 4.28 |
| 3 | The portion size | 4.16 | 4.16 |
| 4 | The selection of menu choices | 4.19 | 3.89 |
| 5 | The Presentation of menu | 4.45 | 4.28 |
| 6 | Affordable price offered | 3.98 | 3.98 |
| 7 | The presence of special package food prices such as cheap price packages | 2.78 | 3.90 |
| 8 | The special offer of promotional packages such as "buy one get one free" | 2.57 | 3.90 |
| 9 | <i>Value for money</i> | 4.33 | 4.25 |
| 10 | Hygiene presentation and serving | 4.28 | 4.58 |
| 11 | Hygiene preparation and cooking process | 4.06 | 4.26 |
| 12 | Good quality, clean, and selected raw materials and spices | 4.18 | 4.06 |
| 13 | The design of the dining room | 4.36 | 4.12 |
| 14 | Privacy and noise levels | 4.10 | 4.17 |
| 15 | The dining room atmosphere | 4.30 | 4.20 |
| 16 | Additional facilities such as free Wi-Fi access and music | 4.12 | 3.88 |
| | Means | 4.01 | 4.15 |

Notes :

X = Performance rate

Y = Degree of importance

Based on Cartesian diagram in Figure 2, the location of the relationship between the performance or satisfaction with the degree of importance according to the perception of tourists is in quadrant B, C and D.

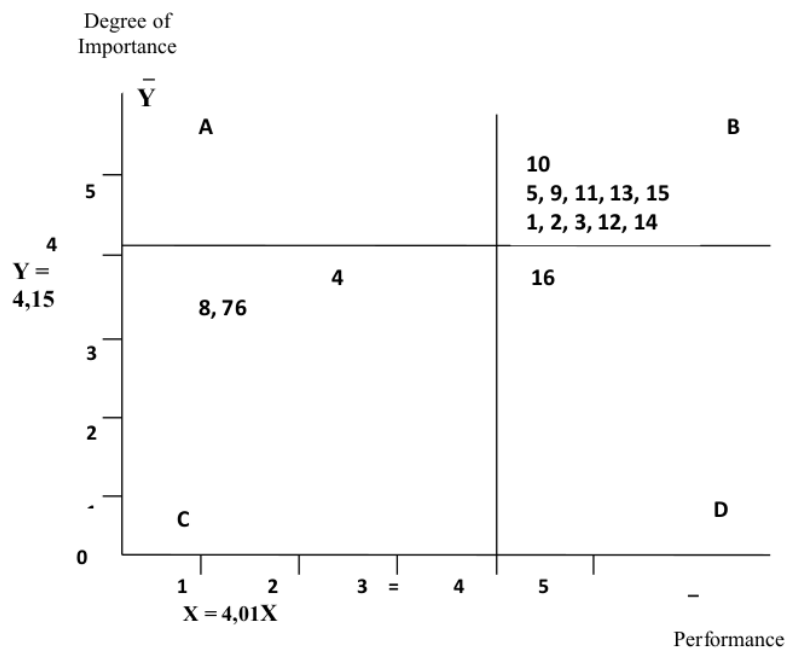


Figure 2. Cartesian Diagram

Determinant factors affect tourist satisfaction toward traditional Balinese cuisine at restaurants in Ubud Tourism Area, Gianyar were presented on each quadrant is described as follows:

1. Quadrant A

This quadrant is indicating the satisfaction of travelers towards Balinese cuisine at restaurants in Ubud Tourism Resort is an important attribute for tourists, but the management of restaurants has not been implemented according to the wishes of tourists. No attribute marked in Quadrant A.

2. Quadrant B

The satisfaction attribute of Quadrant B is a factor that is considered very important for tourists and its performance is very satisfying. This condition should be maintained by the management of restaurants offering traditional Balinese cuisine. Quadrant B consists of eleven (11) attributes, such as: (a) the unique taste of traditional Balinese cuisine (1); (b) the aroma or flavors (2); (c) portion size (3); (d) presentation of menu (5); (e) value for money (9); (f) hygiene presenting and serving (10); (g) hygiene preparation and cooking process (11); (h) good quality, clean, and selected raw materials and spices (12); (i) the design of the dining room (13); (j) privacy and noise levels (14), and ; (k) dining room atmosphere (15).

3. Quadrant C

Attributes in the C quadrant were less important for tourists, which received very little attention when implemented by the restaurant manager, so that restaurant customers were less satisfied. Quadrant C consists of four (4) attributes, such as: (a) the selection of menu choices (4); (b) affordable price offered (6); (c) the presence of special package food prices such as cheap price packages (7); (d) the special offer of promotional packages such as “buy one get one free” (8).

4. Quadrant D

Quadrant D shows the factors of consumer satisfaction that are not important for the customers, but the overpriority in the execution of the restaurant management is therefore very satisfying for the tourists. Quadrant D consists of one attribute: additional facilities such as free Wi-Fi access and music (16).

V. Conclusion

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Based on the analysis and discussion, the conclusion of this study is summarized that the average performance of tourist satisfaction on traditional Balinese cuisine at restaurant in Ubud Tourism Resort, Gianyar is as follows: (1) the food quality is very good, (2) the price is reasonable; (3) cleanliness (hygiene and sanitation) is well maintained; (4) the atmosphere of restaurant is pleasant. Average rate of overall tourist satisfaction with traditional Balinese cuisine at the restaurant in Ubud, Gianyar is under the 'good' category. Food quality and the atmosphere of the restaurant are the dominant factors affecting the satisfaction of tourists.

The determinant factors affecting tourist satisfaction towards traditional Balinese cuisine at the restaurant can be classified into two groups, such as high and low importance. The high importance level consists of attributes: (1) the unique taste of traditional Balinese cuisine; (2) the aroma or flavors of traditional Balinese cuisine; (3) portion size; (4) presentation of menu; (5) value for money; (6) hygiene presenting and serving; (7) hygiene preparation and cooking process; (8) good quality, clean, and selected raw materials and spices; (9) the design of the dining room; and (10) privacy and noise levels. On the other hand, attributes with low degree of importance consist of: (1) the selection of menu choices; (2) affordable price offered; (3) the presence of special package food prices such as cheap price packages; (4) the special offer of promotional packages such as "buy one, get one free"; (5) additional facilities such as free Wi-Fi access and music; and (6) dining room atmosphere.

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