

The Effect Of Physical Facilities, Location Strategy, And Product Innovation On Culinary Tourist Satisfaction

Case Study of Mie Gacoan Consumers In Bogor City

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*Determinant of
Culinary Tourist
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ABSTRACT

This study aims to 1) To determine the effect of physical facilities on customer satisfaction of Gacoan Noodles in Bogor City. 2) To determine the effect of Location Strategicity on customer satisfaction of Mie Gacoan in Bogor City. 3) To determine the effect of product innovation on customer satisfaction of Mie Gacoan Bogor City. Physical facilities are equipment provided by the company to support the activities carried out by consumers. A strategic location or close to schools, offices, universities can make it easier for consumers to come to the location of a business. Product innovation is the development of a product while maintaining product quality. Customer satisfaction is the feeling that arises after comparing it with their expectations. Data collection was collected as many as 220 respondents. Data processing Analysis of Moment Structure (AMOS) with the Structural Equation Modeling (SEM) analysis method. The results of this study are Physical Facilities have no significant effect on Customer Satisfaction, Location has a significant effect on Customer Satisfaction, Product innovation has no significant effect on Customer Satisfaction. The physical facilities provided are not good enough, the Location Strategicity is good enough for consumers, and product innovation is not good enough.

Keywords: Physical Facilities, Location Strategicity , Product Innovation, Consumer Satisfaction

INTRODUCTION

The business world competition has experienced quite rapid development with the presence of various forms of business. Of the many forms of business that exist, franchises are the form of business that is most in demand by business actors. This form of business has advantages because the business risk is smaller compared to the form of business itself. With the form of franchise business, in addition to being part of a well-known brand, business actors will also get a running business system, quality standards, procedures, employee training and marketing systems. However, franchises have several weaknesses, including a fairly large initial business capital, the existence of royalty fees that must be paid at certain times and the existence of rules and guidelines from the franchise owner that must be followed. To maintain the quality and consistency of the product, the franchise owner applies strict security guidelines so that it requires extra effort and costs to meet the security of the products to be sold.

Of the many types of franchises available, food franchises are a fairly promising business option considering the increasing population along with the ever-evolving lifestyle of society. Of the many types of culinary franchises, culinary with noodles as the

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basic ingredient has a fairly promising business opportunity. In addition to its affordable price, its fairly easy and fast presentation and distinctive taste make noodles one of the people's favorite foods besides rice. Currently, many business actors are opening franchises that provide noodle menus with various distinctive variations to attract consumers.

It can be seen from the Mie Gacoan branch located in Bogor City, the parking area of Mie Gacoan itself is dominated by two-wheeled vehicles, so consumers who use four-wheeled vehicles have to think twice before coming to any Mie Gacoan branch located in Bogor City.

Several branches of Mie Gacoan in Bogor City have locations with quite busy roads, both from the Mie Gacoan Dramaga branch, Mie Gacoan Gunung Batu. This makes consumers of Mie Gacoan have to go through quite dense traffic to be able to visit the Mie Gacoan branch.

With the establishment of Mie Gacoan in Bogor City since 2022, many consumers have come to enjoy its products. So some consumers have started to get bored with the products offered by Mie Gacoan in Bogor City, so consumers expect Mie Gacoan to be able to innovate products in each branch so that there is a new menu from each Mie Gacoan branch.

To prove the phenomenon mentioned above, I conducted a preliminary survey that was conducted to 31 participating consumers of mie gacoan. The results of the preliminary study are as follows:

As many as 74.2% of respondents felt that the parking facilities of Mie Gacoan were not good enough, while as many as 25.8% of respondents felt that the parking facilities of Mie Gacoan were good enough. As many as 64.5% of respondents stated that traffic to the Mie Gacoan location was not smooth, and as many as 35.5% of respondents felt that traffic to the Mie Gacoan location was smooth. As many as 51.6% of respondents felt bored with the Mie Gacoan product in Bogor City. While 48.4% of respondents felt that they were not bored with the Mie Gacoan product in Bogor City. This data proves that Mie Gacoan consumers in Bogor City have started to feel bored with the products offered. As many as 51.6% of respondents felt that the Mie Gacoan product did not meet their expectations. While 48.4% of respondents felt that the Mie Gacoan product met their expectations. This data proves that Mie Gacoan consumers in Bogor City feel that the Mie Gacoan product does not meet their expectations.

This study uses the Marketing Management theory. According to Kotler & Keller (2016), marketing management is a target market to attract, retain and increase consumers by creating and providing the best sales quality in order to obtain maximum profit.

According to Kotler, (2016) Facilities are providing physical equipment to make it easier for consumers to carry out activities or tasks.

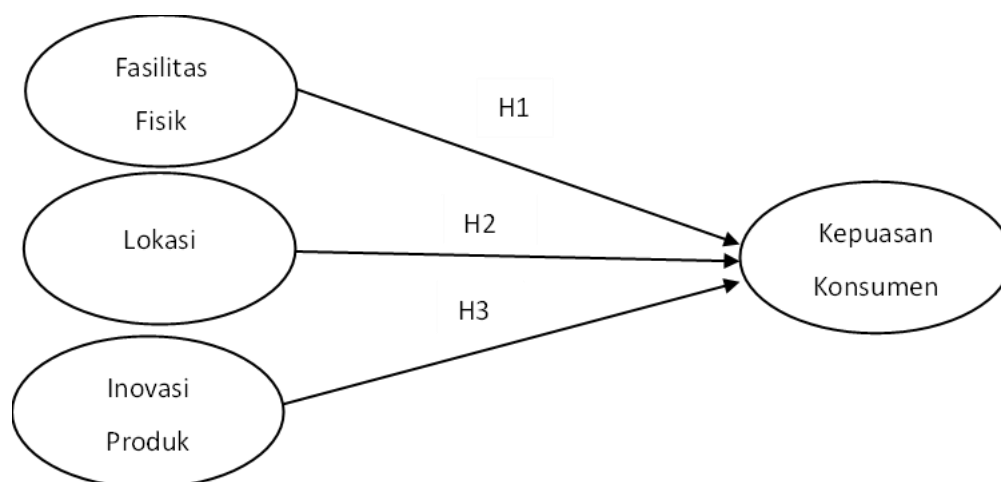
According to Tjiptono (2015), location is a term that refers to various marketing actions that aim to speed up and facilitate product distribution or the distribution of goods from producers to consumers.

According to Kotler, (2016) Product innovation is a combination of several types of processes that impact one another.

According to Tjiptono, (2012) consumer satisfaction is a feeling of pleasure or disappointment that arises when comparing expectations with the performance or results of a product.

Research Hypothesis

1. The first hypothesis (H1) is: Physical Facilities Have a Significant Influence on Consumer Satisfaction.
2. The second hypothesis (H2) is: Location has a significant influence on consumer satisfaction.
3. The third hypothesis (H3) is: Product Innovation Has a Significant Influence on Consumer Satisfaction.



METHODS

This study uses quantitative research methods. According to Kabeaken, (2022) in research with quantitative techniques used in conducting population or sample testing which aims to determine the influence between factors that have been worked on into an exploration model. The object of this research is Physical Facilities, Strategic Location, and Product Innovation on Satisfaction of Mie Gacoan in Bogor City.

The location of this research will be conducted in Bogor City. The research will involve Mie Gacoan consumers in Bogor City. The research will start from August 2023 to July 2024. Data collection methods can be done to obtain the information needed to achieve the objectives of this study. For this study, two methods will be used, namely by questionnaire According to Sugiyono (2017) , data from the questionnaire results can be processed using a Likert scale, respondents will give a positive value of 5 to 1 for each question.

This study uses data testing including validity tests, reliability tests, normality tests, model suitability tests, with the help of Amos software as a data testing tool. This study uses hypothesis testing with the t-test.

RESULTS AND DISCUSSION

Validity Test

Table 1.1 Validity test results before modification

		Estimate
Physical Facilities1	<--- FF	,752
Physical Facilities2	<--- FF	,634
Physical Facilities3	<--- FF	,580
Physical Facilities4	<--- FF	,759
Physical Facilities5	<--- FF	,695
Physical Facilities6	<--- FF	,613
Location5	<--- LK	,576
Location4	<--- LK	,658
Location3	<--- LK	,565
Location2	<--- LK	,522
Location1	<--- LK	,600
Product Innovation4	<--- IP	,657
Product Innovation3	<--- IP	,591
Product Innovation2	<--- IP	,523
Product Innovation1	<--- IP	,523

	Estimate
Consumer Satisfaction1 <--- KK	,699
Consumer Satisfaction2 <--- KK	,644
Consumer Satisfaction3 <--- KK	,344
Consumer Satisfaction4 <--- KK	,565
Consumer Satisfaction5 <--- KK	,577

Source: Data processed using Amos, 2024

From table 1.1 it can be seen that the results of the validity test must be more than >0.50. Where the Physical Facilities indicators are all more than >0.50, for the Location indicator all are more than >0.50, for the Product Innovation indicator all are more than >0.50, and for Consumer Satisfaction from indicators 1,2,4,5 >0.50 and for the Consumer Satisfaction indicator 3 <0.50, then for Consumer Satisfaction 3 must be dropped because it is not valid.

Table 1.2 Validity tests after modification

	Estimate
Physical Facilities1 <--- FF	,751
Physical Facilities2 <--- FF	,633
Physical Facilities3 <--- FF	,579
Physical Facilities4 <--- FF	,759
Physical Facilities5 <--- FF	,697
Physical Facilities6 <--- FF	,613
Location5 <--- LK	,570
Location4 <--- LK	,651
Location3 <--- LK	,567
Location2 <--- LK	,538
Location1 <--- LK	,612
Product Innovation4 <--- IP	,651
Product Innovation3 <--- IP	,592
Product Innovation2 <--- IP	,524
Product Innovation1 <--- IP	,527
Consumer Satisfaction1 <--- KK	,697
Consumer Satisfaction2 <--- KK	,640
Consumer Satisfaction4 <--- KK	,585
Consumer Satisfaction5 <--- KK	,577

Source: Data processed using Amos, 2024

From table 1.2 for the Consumer Satisfaction indicator3 has been dropped or deleted. So it can be seen that all indicators >0.50 then it can be stated that all indicators are valid.

Reliability Test

Table 1.3 Reliability test

Variables	Indicator	Standardized Loading Factor ≥ 0.50	Standard Errors	Standardized Loading Factor ²	Reliability	
					CR (>0.70)	VE (>0.50)
Physical Facilities	FF1	0.75	0.12	0.56	0.89	0.57
	FF2	0.63	0.37	0.40		
	FF3	0.58	0.51	0.34		
	FF4	0.76	0.28	0.58		
	FF5	0.7	0.37	0.49		
	FF6	0.61	0.41	0.37		
Location	LK1	0.61	0.31	0.37	0.83	0.50
	LK2	0.54	0.25	0.29		
	LK3	0.57	0.41	0.32		

	LK4	0.65	0.35	0.42		
	LK5	0.57	0.45	0.32		
Product Innovation	IP1	0.53	0.31	0.28	0.80	0.51
	IP2	0.52	0.31	0.27		
	IP3	0.59	0.32	0.35		
	IP4	0.65	0.35	0.42		
Customer Satisfaction	KK1	0.70	0.28	0.49	0.82	0.54
	KK2	0.64	0.41	0.41		
	KK4	0.59	0.25	0.34		
	KK5	0.58	0.41	0.33		

Source: Data processed using Excel, 2024

Based on table 1.3, it can be stated that all research indicators are said to be reliable because they meet the required values, namely *the construct reliability* (CR) value is above 0.70 and the Variance Extracted (VE) value is above 0.50 according to the table above.

Normality Test

Table 1. 4 normality tests

Variable	min	max	skew	cr	kurtosis	cr
KK5	1,000	5,000	-,778	-4,711	,740	2,241
KK4	2,000	5,000	-1,108	-6,711	,696	2,107
KK2	1,000	5,000	-,520	-3,147	,068	,207
KK1	2,000	5,000	-,463	-2,802	-,092	-,279
IP4	1,000	5,000	-,234	-1,416	-,314	-,950
IP3	2,000	5,000	-,434	-2,630	-,244	-,738
IP2	1,000	5,000	-,839	-5,078	1,930	5,844
IP1	1,000	5,000	-,425	-2,575	-,454	-1,374
LK5	1,000	5,000	-,520	-3,149	,317	,959
LK4	2,000	5,000	-,222	-1,341	-,580	-1,755
LK3	1,000	5,000	-,953	-5,769	,691	2,093
LK2	2,000	5,000	-,776	-4,702	,137	,415
LK1	2,000	5,000	-,934	-5,658	,740	2,241
FF6	1,000	5,000	-,898	-5,439	,891	2,698
FF5	1,000	5,000	-,615	-3,726	,331	1,001
FF4	1,000	5,000	-,501	-3,034	,124	,375
FF3	1,000	5,000	-,685	-4,149	,297	,899
FF2	1,000	5,000	-,630	-3,815	,593	1,795
FF1	1,000	5,000	-,638	-3,865	1,570	4,753
Multivariate					107,782	28,296

Source: Data processed using Amos, 2024

Table 1.4 shows that the normality test of the data is not normally distributed, because the multivariate value obtained is 28.296. So, the data is not in the normal distribution value range, which is -2.56 to 2.56.

Because the normality test was declared abnormal, the researcher used a bootstrap test by resampling where the sample was assumed to be the population, then a portion was taken randomly to become the sample.

Table 1.5 *Bollen Stine bootstrap test*

Bollen-Stine Bootstrap (Default model)

The model fit better in 61 bootstrap samples.

It fits about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 139 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p =.697

Source: Primary data processed using Amos, 2024

Based on table 1.5, the output results using the *bootstrapping technique* with a *bootstrap sample of 139* show the *Bollen-Stine Bootstrap* value $p = 0.697$. The *Bollen-Stine Bootstrap* results above 0.050 indicate that there is no significant difference between the original data and the *bootstrapping data*, so it can be stated that the data is normally distributed and the next test can be carried out.

Model Fit Test

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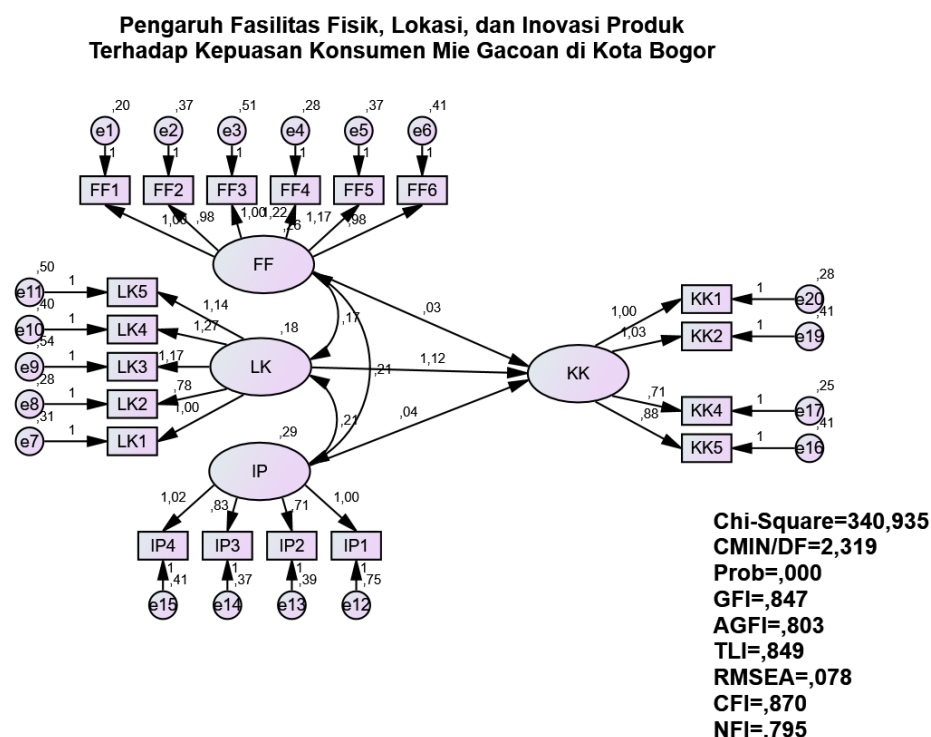


Figure 1.1 SEM Model Before Modification

Source: Data processed using AMOS,2024

Fit Model Results Before Modification

Based on the goodness of fit criteria which can be seen in the table below as follows:

Table 1.6 model suitability test before modification

No	Model Fit Test	Parameter	Mark	Information
<i>Absolute fit index</i>				
1	Chi Square	The smaller the better	340,935	
	Probability	≥ 0.05	,000	Bad Fit
2	RMSEA	< 0.80	0.078	Good Fit
3	GFI	> 0.90	0.847	Marginal Fit
4	CMIN/df	$< 2 =$ very good fit, $2-5 =$ acceptable	2,319	Acceptable
5	TLI	≥ 0.90	0.849	Marginal Fit
6	CFI	≥ 0.90	0.870	Marginal Fit
7	NFI	≥ 0.90	0.795	Bad Fit
8	AGFI	≥ 0.90	0.803	Marginal Fit

Based on table 1.6, there are various criteria for the model's *goodness of fit test* and some meet the requirements, namely RMSEA and CMIN/df. However, from the data obtained in the table above, it is necessary to modify the model so that it produces good fit numbers or meets the requirements.

Model Respecification

Based on the image below, the output of the model that has undergone index modification will be displayed.

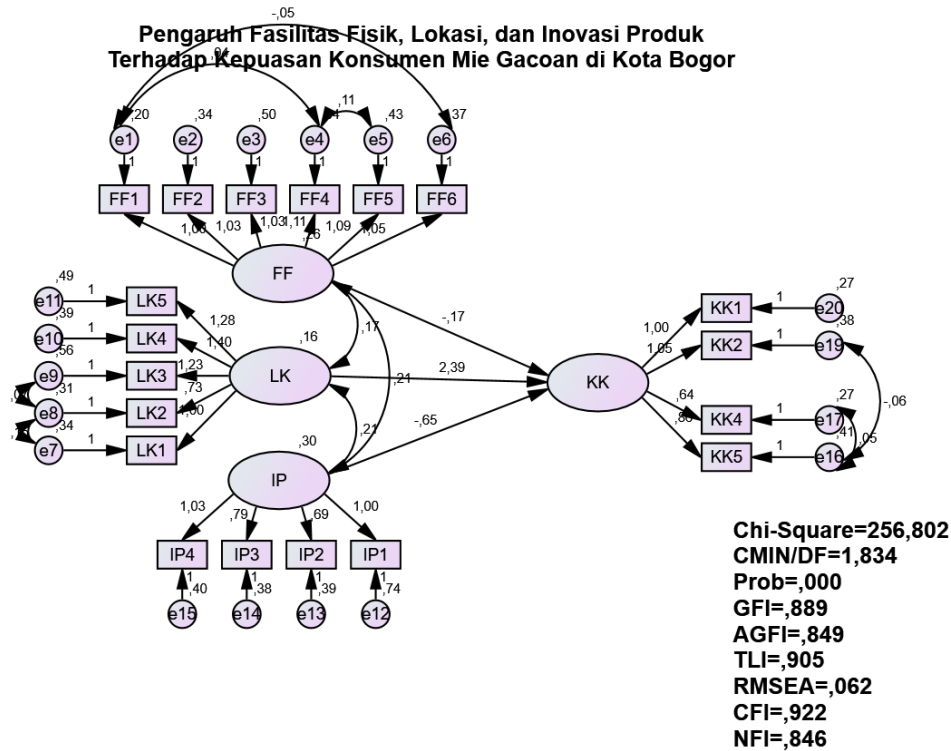


Figure 1.2 SEM Model After Modification

Source: Data processed using AMOS, 2024

Table 1.7 Model suitability test after modification

No	Model Fit Test	Parameter	Mark	Information
<i>Absolute fit index</i>				
1	Chi Square	The smaller the better	256,802	
	Probability	≥ 0.05	0,000	Bad Fit
2	RMSEA	< 0.80	0.062	Good Fit
3	GFI	> 0.90	0.889	Marginal Fit
4	CMIN/df	$< 2 =$ very good fit, $2-5 =$ acceptable	1,834	Good Fit
5	TLI	≥ 0.90	0.905	Good Fit
6	CFI	≥ 0.90	0.922	Good Fit
7	NFI	≥ 0.90	0.846	Marginal Fit
8	AGFI	≥ 0.90	0.849	Marginal Fit

Based on table 1.7 after the model respecification was carried out 14 times. The results obtained for all criteria have met the requirements, so it can be decided that overall

for the *Goodness of Fit* or model suitability test in this study can be stated to be included in the good category and can be accepted after carrying out the index modification stage.

Modification of the index was carried out 14 times by correlating the error covariance between variables based on suggestions from the output *modification indices* contained in the AMOS *software* as follows:

e1 with e4
e1 with e6
e4 with e5
e7 with e8
e8 with e9
e16 with e17
e16 with e19

Obtaining results for all criteria has met the requirements so that it can be decided as a whole for *Goodness of Fit* or the suitability test of this research model is declared a fit model and can be accepted.

Structural Equation Modeling (SEM) Hypothesis Testing

Hypothesis testing was conducted on the four hypotheses proposed. With the criteria for the hypothesis being accepted if the t-count or Critical Ratio (CR) ≥ 1.96 and the p-value ≤ 0.05 .

Table 1.8 t-test

Hypothesis	Variable Relationship	CR	P	Conclusion
H1	Physical Facilities → Consumer Satisfaction	-0.496	0.620	Not Significant
H2	Location → Customer Satisfaction	2,402	0.016	Significant
H3	Product Innovation → Consumer Satisfaction	-0.271	0.787	Not Significant

Source: Data processed using AMOS, 2024

Based on the results of the SEM analysis above, the results of the hypothesis testing can be concluded as follows:

1. First hypothesis (H1): Physical facilities do not have a significant effect on consumer satisfaction.
Hypothesis test 1 shows a CR value of $-0.496 < 1.96$ and a P value of $0.620 > 0.05$, so H1 is rejected, which means that Physical Facilities do not have a significant effect on Consumer Satisfaction of Mie Gacoan in Bogor City.
2. Second hypothesis (H2): Location has a significant effect on Consumer Satisfaction
Hypothesis test 2 shows a CR value of $2.402 > 1.96$ and a P value of $0.016 < 0.05$, so H2 is accepted, which means that location has a significant effect on consumer satisfaction of Mie Gacoan in Bogor City.
3. Third hypothesis (H3): Product Innovation does not have a significant effect on Consumer Satisfaction.
Hypothesis test 3 shows a CR value of $-0.271 < 1.96$ and a P value of $0.787 > 0.05$. So H3 is rejected, which means that Product Innovation does not have a significant effect on Consumer Satisfaction of Mie Gacoan in Bogor City.

Discussion of Research Results

Based on the results of hypothesis testing using *Structural Equation Modeling* (SEM) analysis that has been carried out, the discussion will be explained further by comparing the results of previous research below.

The Influence of Physical Facilities on Consumer Satisfaction

Hypothesis 1 obtained from the test results above can be stated that the results of the test studied, namely the Physical Facilities variable, do not have a significant effect on Consumer Satisfaction with a CR value of -0.496 and P 0.620.

This is in line with the results of previous research conducted by Marlina *et al.*, (2023) entitled "The Effect of Facilities and Service Quality on Consumer Satisfaction at the

Difwan Jaya Motor Workshop". The results of the study stated that Facilities do not have a significant effect on Consumer Satisfaction.

So, the conclusion that can be drawn from this study is that physical facilities do not have a significant influence on consumer satisfaction of Mie Gacoan in Bogor City.

The Influence of Location on Consumer Satisfaction

Hypothesis 2 obtained from the test results above can be stated that the results of the test studied, namely the Location variable, do not have a significant effect on Consumer Satisfaction.

This is in line with previous research conducted by (Azmi, 2021) entitled "The Influence of Product Innovation, Price, and Location on Consumer Satisfaction of Kopi Lain Hati in Delta Sari" which states that location has a positive and significant effect on consumer satisfaction.

So the conclusion that can be drawn from this study is that location has a positive and significant effect on consumer satisfaction.

The Influence of Product Innovation on Consumer Satisfaction

Hypothesis 3 obtained from the test results above can be stated that the results of the test studied, namely the Product Innovation variable, do not have a significant effect on Consumer Satisfaction.

This is in line with previous research conducted by Suhianto & Marchyta (2022) , entitled "The Influence of Perception of Service Quality, Price Suitability, and Product Innovation on Consumer Satisfaction at Wajik Coffe Bojana" which states that Product Innovation does not have a significant effect on Consumer Satisfaction.

Therefore, it can be concluded that Product Innovation does not have a positive and significant effect on Consumer Satisfaction in Bogor City.

Managerial Implications

From the results of this study, it was found that managerial implications show that location has an influence on consumer satisfaction, compared to physical facilities and product innovation. The following are managerial implications that can be carried out by management in an effort to increase the influence of physical facilities and product innovation, as follows:

1. From the results of the research that has been done , it is proven that physical facilities do not have a significant effect on consumer satisfaction. So the company must start paying attention to the physical facilities provided so that consumers are comfortable when eating and waiting for products from Mie Gacoan. This indicates that consumers feel that the physical facilities provided by Mie Gacoan are still considered less than good. So Mie Gacoan Kota Bogor must pay attention to physical facilities, both chairs, tables, power outlets, parking, and toilets are available properly. In order to increase consumer satisfaction.
2. From the results of the research that has been done, it is proven that location has a significant effect on consumer satisfaction. By continuing to pay attention to adequate parking spaces so that consumers can come and still get parking and if the location of Mie Gacoan is strategic such as close to universities, offices can increase consumer satisfaction because it can be reached by various available public transportation.

From the results of the research that has been done, it is proven that product innovation does not have a significant effect on consumer satisfaction. Mie Gacoan can innovate products by developing various menus in order to increase consumer satisfaction.

Conclusion

Physical facilities do not have a significant effect on Consumer Satisfaction. The physical facilities provided by Mie Gacoan are not good enough, which is felt by Mie Gacoan consumers in Bogor City.

Location has a positive and significant effect on Consumer Satisfaction of Mie Gacoan in Bogor City. A good location can be clearly seen from the roadside, and is also close to the center of the crowd.

Product Innovation has no significant effect on Consumer Satisfaction of Mie Gacoan in Bogor City. Product Innovation is less felt by consumers, and there is no new development that is truly new to the market, such as spicy noodles with regional spices in Indonesia. This shows that Product Innovation has no significant effect on Consumer Satisfaction.

Companies need to pay attention to physical facilities so that unwanted things do not happen, for example consumers give criticism about full chairs and tables, dirty toilets. This is done in order to increase the satisfaction felt by consumers so that they continue to buy at Mie Gacoan. The company continues to consider the location by choosing a strategic location, close to shopping centers, schools or universities in order to maintain consumer satisfaction that has been felt by consumers who have purchased at Mie Gacoan.

Companies should pay attention to product innovation in order to increase consumer satisfaction by creating new flavor variants, such as spicy noodles using spicy spices typical of various regions in Indonesia, adding drinks and desserts in order to increase consumer satisfaction and keep consumers from turning to competitors. Further research is expected to be able to conduct analysis and look for other independent variables that are not included in this study or previous studies.

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