

# Destination Image as Mediation: Factors Affecting Customer Satisfaction in the Natuna Food Industry

Emil Samara<sup>a,1\*</sup>, Ihyaul Ulum<sup>b,2</sup>, Ratih Juliati<sup>c,3</sup>

<sup>1</sup> College of Islamic Studies (STAI) Natuna, Indonesia

<sup>2,3</sup> University of Muhammadiyah Malang, Indonesia

Email: <sup>a</sup>emilsamara10@gmail.com, <sup>b</sup>ihyaul@umm.ac.id, <sup>c</sup>ratih@umm.ac.id

## ABSTRACT

### Keywords:

Product Quality;  
Price; Tourist  
Destinations;  
Destination Image;  
Customer Satisfaction;  
Food Industry.

*Customer satisfaction is an essential factor related to a person's assessment of a product and the main topic of the food industry. This study analyzes the influence of product quality, price, and tourist destination variables on customer satisfaction through destination image as mediation. The sampling technique for this research is a non-probability sampling technique by accidental sampling. The characteristics of the sample respondents in this study were those who had visited and consumed Natuna culinary specialties twice at the Tanjung Beach Tourism Object in Northeast Bunguran District. Data collection was carried out by distributing questionnaires directly to the research object. The sample in the study amounted to 200 respondents. The data analysis method uses Structural Equation Modeling with the AMOS program. The results show that product quality, price, tourist destinations, and destination image affect customer satisfaction. Destination image can mediate tourist destinations on customer satisfaction. Meanwhile, destination image does not judge the impact of price and product quality on customer satisfaction.*

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## INTRODUCTION

Generally, it is a feeling of pleasure or disappointment, one's satisfaction that grows because of performance competition that perceives a product (result) against their expectations.

When performance fails to meet expectations, the customer will be dissatisfied, and if performance matches expectations, the customer will be satisfied (Kotler & Armstrong, 2012). Customer satisfaction is inseparable from the formation of the quality of the products presented (Kotler & Keller, 2012). Customer satisfaction is also influenced by price (Zardi *et al.*, 2019), tourist destinations (Kotler, 2010), and the image of a good tourist destination; of course, it can make customers feel satisfied and then be able to visit again and recommend tourist destinations to them (Stylos *et al.*, 2016).

Researchers who study customer satisfaction, such as (Almohaimmed, 2017), reveal that customer satisfaction is created when the food quality exceeds their expectations. Previous research stated that price influences customer satisfaction (Anggraini & Yana, 2022; Istiqamah, 2020; Qosim & Sumaryanto, 2015). Research on customer satisfaction with location reveals that place/location positively and significantly affects customer satisfaction (Bailia *et al.*, 2014; Sukarsih & Suputra, 2021). Moreover, other research states that destination image significantly influences customer/tourist satisfaction (Afrilian & Silvandi, 2022; Hanif *et al.*, 2016; Hidayatullah *et al.*, 2020).

In addition to product quality, customer satisfaction is also formed by price. Price is an essential aspect in determining the achievement of customer satisfaction because if the price of the product purchased by consumers is directly proportional to the quality of the product, it will have an impact on increasing customer satisfaction (Zardi *et al.*, 2019). Previous research stated that price significantly and positively affects customer satisfaction (Firmansyah & Mochklas, 2018; Rooroh *et al.*, 2020). At the same time, it was stated that price does not affect customer satisfaction.

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An image is an experience, impression, or expectation a person has after committing to a particular destination or place (Stylos *et al.*, 2016). A good image of a tourist destination and z. They will visit again and recommend tourist destinations/places to others. Previous research stated that destination image significantly influences customer/tourist satisfaction (Afrilian & Silvandi, 2022; Hanif *et al.*, 2016; Hidayatullah *et al.*, 2020). In line with the research, destination image simultaneously affects tourist satisfaction.

Recently, visitors to Tanjung Beach tourism has decreased. According to observations made by researchers by distributing pre-questions to 20 customers, some of them stated that the place was not clean enough, the quality of the food was not good in terms of composition and taste, performance: unfriendly service and an increase in prices on culinary products. Customers are dissatisfied because the food quality is not good, and the price paid does not match the quality provided. In addition, it was found that some customers still said that the price offered was expensive compared to other culinary attractions and had a decreased taste; this complaint occurred for customers who had visited and consumed more than three times. Then, the Tanjung Beach tourist destination is not clean, and the service is less friendly to customers. Based on the results of the description above and the contradictory results of previous research and the emergence of a research gap, the researcher is interested in researching the effect of product

quality, price, and tourist destinations on customer satisfaction at the Tanjung Beach tourist attraction by mediating the image of the destination.

This study analyzes the influence of product quality, price, and tourist destination variables on customer satisfaction through destination image as mediation. The research is expected to benefit practitioners and other communities, especially culinary tourism entrepreneurs on Tanjung Natuna Beach, moreover, as a basis for consideration in decision-making carried out by the management of the culinary tourism business to improve product quality, prices and tourist destinations on customer satisfaction through destination image as a mediating variable.

## LITERATURE REVIEW

Kotler & Keller (2018) define satisfaction as a person's pleasure or disappointment from comparing the product's perceived performance (or results) to their expectations. Tjiptono (2019) customer satisfaction can be interpreted as a comparison between pre-purchase expectations and post-purchase performance perceptions. If product performance does not meet customer expectations, the customer will be disappointed, and vice versa; if product performance is in line with customer expectations, the customer will be satisfied (Wydyanto & Ilhamalimy, 2021).

**H1:** Product quality affects customer satisfaction

**H2:** Prices affect customer satisfaction

**H3:** Tourist destinations affect customer satisfaction

**H4:** Destination image affects customer satisfaction

According to Kotler & Armstrong (2014), product quality is the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Aaker (2011) consumer quality assessment of the overall quality superiority of a product or service related to what consumers expect. Mowen & Minor (2012) stated that product quality is the entire evaluation process for customers to improve the performance of a product. Kotler & Keller (2018) state that product quality is the ability of an item to provide appropriate results or performance beyond what the customer wants.

Price is the value expressed in rupiah as the amount a buyer pays to obtain a food product (Indrasari, 2020). Ginting (2012) price is the amount consumers must pay for the food product. Buchari, (2013) states that price is the amount of money paid for services or the value consumers exchange to benefit from owning or using goods/services.

Kotler (2010) explains that a tourist destination is a place with a form that has actual or perceptual boundaries, either physical boundaries (islands), political, or market-based. Culinary tourism destinations are places where the desire to get a place to eat with various menu choices, quality food, and good service can be fulfilled (Brumback, 1999). In Brouder et al. (2016); and Butler (2015), destinations offer opportunities to exploit various attractions and services to subjects involved in regional migration relations. Hidayah (2019) A tourist destination is a place tourists recognize as a place to travel.

**H5:** Product quality affects the destination image

**H6:** Prices affect the destination image

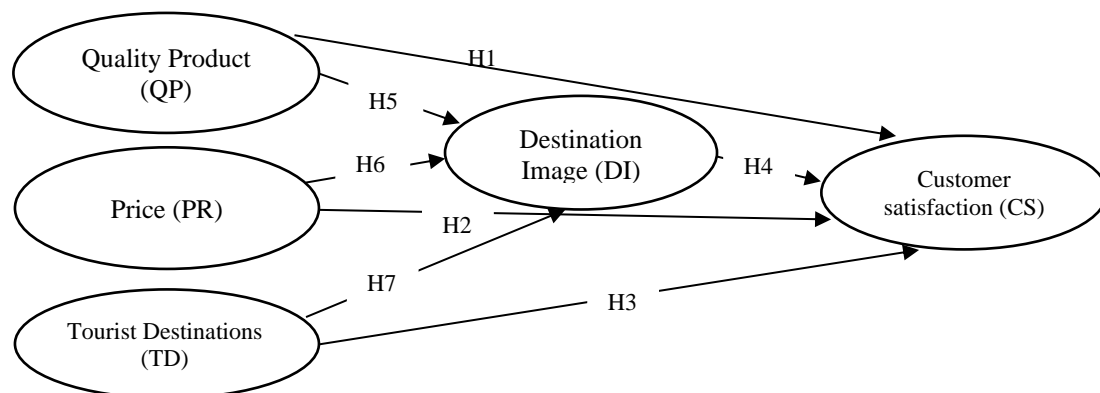
**H7:** Tourist destinations affect the destination image

Baud-Bovy & Lawson (1997) state that destination image is objective knowledge, prejudice, imagination, and emotional thoughts of individuals and groups toward specific locations. Stylos *et al.* (2016) state that a destination image is a series of impressions, ideas, hopes, and emotional thoughts that someone from a predetermined destination owns. Wibowo *et al.* (2016) define destination image as a decision on a trip based on individual thoughts in the form of information, feelings, and perceptions as a whole thought of the purpose of the experience based on the level of visitor satisfaction with the destinations visited. Image can give the impression that the destination will provide an attraction different from other destinations. The research framework is the relationship between variables compiled from various theories that have been described. This study aims to determine whether there is an influence between product quality, price, and tourist destinations on customer satisfaction by mediating the image of the destination.

**H8:** Destination image mediates the effect of product quality on customer satisfaction

**H9:** Destination image mediates the effect of price on customer satisfaction

**H10:** Destination image mediates the influence of tourist destinations on customer satisfaction



**Figure 1.** Reaseacrh Framework

Source: Develop in this study, 2023

## RESEARCH METHOD

This research is explanatory, and the approach used is quantitative. Furthermore, the population used is all customers who visit and buy Natuna culinary specialties at the Tanjung Beach Tourism Object. Determine the sample size based on (Ferdinand, 2014), which states a sample size of 100-200 for the maximum likelihood (ML) estimation technique. The number of samples is the number of indicators of the formed variable multiplied by 5 to 10. If there are 20 indicators, the sample size is between 100-200. Number of Samples =  $20 \times 10 = 200$ . Based on the calculation above, the sample is 200 visitor respondents, and these respondents are customers who have visited, purchased, and consumed ed Natuna culinary specialties at the Tanjung Beach Tourism Object. The characteristic respondents have visited and consumed Natuna culinary specialties twice at the Tanjung Beach Tourism Object. The research was conducted at the Tanjung Beach Tourism Object in Northeast Bunguran District, which sells culinary specialties of Natuna Regency.

The authors used a non-probability sampling technique with accidental sampling in this study. In addition, the data collection technique used in this study was a questionnaire. In research, data is measured using a Likert Scale of 1-5. The analysis technique used in this research is Structural Equation Modeling (SEM) or Structural Equation Model using AMOS software. The SEM model is analyzed through two stages. First, the measurement model is tested by conducting validity and reliability. They were second, using path analysis to estimate the path between the construct and the model. As a complex model in analyzing the relationship between variables, there are seven steps to using SEM (Ferdinand, 2014).

## RESULT AND DISCUSSION

In this study, the research sample met the Non-Probability Sampling criteria with the Accidental Sampling of 200 customers with an average customer who had visited and consumed Natuna culinary specialties at the Tanjung Beach Tourism Object. The data processing begins with a recap of data from research questionnaires collected according to the research variables studied. After data processing is done with Structural Equation Modeling (SEM) analysis or Structural Equation Model using AMOS software.

The CFA test measures the suitability of items or indicators to the theory or variable used. The results of the CFA test in this study were carried out in 2 stages, which can be seen in the following Table 1:

**Table 1.** Confirmatory Factor Analysis (CFA)

Variable		Loading Factor Tahap 1	Loading Factor Tahap 2	Information
Product Quality (PQ)	PQ1	0,63	0,62	-
	PQ2	0,70	0,68	-
	PQ3	0,66	0,71	-
	PQ4	0,56	0,52	-
Price (PR)	PR1	0,79	0,80	-
	PR2	0,80	0,81	-
	PR3	0,68	0,70	-
	PR4	0,68	0,71	-
Tourist Destinations (TD)	TD1	0,79	0,80	-
	TD2	0,66	0,65	-
	TD3	0,75	0,78	-
	TD4	0,84	0,85	-
Destination Image (DI)	DI1	0,73	0,74	-
	DI2	0,85	0,85	-
	DI3	0,78	0,75	-
	DI4	0,35	-	Deleted
Customer Satisfaction (CS)	CS1	0,66	0,63	-
	CS2	0,59	0,62	-
	CS3	0,78	0,79	-

Variable	Loading Factor Tahap 1	Loading Factor Tahap 2	Information
CS4	0,63	0,65	-

Source: AMOS Results, 2023

According to Table 1, the DI4 indicator was removed because the loading factor value was smaller than 0.5, so it could not be used in data analysis in this study. At the same time, other indicators can be used in this study because the value is more than 0.5. The GoF test is conducted to test the suitability of the research model. The results of the GoF test are as follows:

**Table 2.** Goodness of Fit (GoF) Test Results

Chi-Square	Critical Value	Stage 1 (200)	Stage 2 (193)	Modification Indices	Conclusion
<b>Absolute Fit</b>					
Chi-Square	Expected small	333,949	326, 675	212,769	
Probability	$\geq 0,05$	0,000	0,000	0,000	
CMIN/DF	$\leq 3,00$	2,352	2,301	1,588	Good Fit
GFI	$\geq 0,90$	0,853	0,849	0,899	Marjinal Fit
RMSEA	$\leq 0,08$	0,082	0,082	0,055	Good Fit
<b>Incremental Fit</b>					
NFI	$\geq 0,90$	0,838	0,842	0,897	Marginal Fit
AGFI	$\geq 0,90$	0,803	0,798	0,856	Marginal Fit
TLI	$\geq 0,90$	0,878	0,883	0,947	Good Fit
CFI	$\geq 0,90$	0,898	0,903	0,959	Good Fit

Source: AMOS Results, 2023

Based on Table 2, the Gof test is grouped into absolute and incremental fit. As a result of the final stage of data processing, the research data used is appropriate, and the results can be used as the basis for this study. In achieving the reliability value, the Construct Reliability value is  $> 0.70$ , and the Variance Extracted value is  $> 0.50$  (Hair et al., 2019). Table 3 shows that the CR value of each variable is  $> 0.70$ , and the VE value is above 0.50, so all variables are valid and reliable.

**Table 3.** Reliability Evaluation

Variable	CR	VE	Conclusion
Product Quality (PQ)	0,85	0,6	Valid and Reliable
Price (PR)	0,93	0,76	Valid and Reliable
Tourist Destinations (TD)	0,93	0,77	Valid and Reliable
Destination Image (DI)	0,92	0,79	Valid and Reliable
Customer Satisfaction (CS)	0,88	0,64	Valid and Reliable

Source: AMOS Results, 2023

After the CFA, Goodness of Fit, and reliability tests, all items and variables have met the instrument testing requirements to proceed to hypothesis testing. The hypothesis test is used to test the suitability of the proposed hypothesis. If the research variable influences other variables

with the criterion of a p-value value  $\leq 0.05$ , then there is an influence between variables so that the research hypothesis is accepted.

**Table 4.** Hypothesis Test Results in Direct Effect Between Variables

Hypothesis	$\beta$	S.E.	C.R.	P	Conclusion	
H1	PQ $\rightarrow$ CI	.509	.133	4.167	.003	Significant
H2	PR $\rightarrow$ CI	.650	.127	4.201	.043	Significant
H3	TD $\rightarrow$ CI	-.829	.213	-3.390	.023	Significant
H4	DI $\rightarrow$ CI	.559	.190	2.537	.033	Significant
H5	PQ $\rightarrow$ DI	.109	.101	1.559	.239	Not Significant
H6	PR $\rightarrow$ DI	.110	.107	-.271	.472	Not Significant
H7	TD $\rightarrow$ DI	.744	.119	6.629	.004	Significant

Source: Primary Date processed, 2023

Table 4 shows the research results on the relationship between product quality and customer satisfaction having  $\beta = 0.509$  and a P-Value  $0.003 < 0.05$ . Product quality significantly affects customer satisfaction, so **H1 is accepted**. Furthermore, the relationship between price and customer satisfaction has  $\beta = 0.650$  and P-Value  $0.043 < 0.05$ . This means that price significantly affects customer satisfaction, so **H2 is accepted**.

Then, the relationship between tourist destinations and customer satisfaction has  $\beta = -0.829$  and a P-value of  $0.023 < 0.05$ . This means that tourist destinations significantly affect customer satisfaction, so **H3 is accepted**. The research results in Table 1 show that the relationship between destination image and customer satisfaction has  $\beta = 0.559$  and P-Value  $0.033 < 0.05$ . This means that the image of the destination significantly affects customer satisfaction, so **H4 is accepted**.

Furthermore, the research results in Table 1 show the relationship between product quality and destination image as  $\beta = 0.109$  and P=Value  $0.239 > 0.05$ . This means that product quality does not significantly affect the destination image, so **H5 is rejected**. Then, the relationship between price and destination image has  $\beta = 0.110$  and P-Value  $0.472 > 0.05$ . This means that the price does not significantly affect the destination image, so **H6 is rejected**. While the relationship between tourist destinations and destination image has  $\beta = 0.744$  and P-Value  $0.004 < 0.05$ . This means that tourist destinations significantly affect destination image, so H7 is accepted.

**Table 5.** Hypothesis Test Results Indirect Effect of Mediation Variables

Hypothesis	$\beta$	P	Conclusion
H8	PQ $\rightarrow$ DI $\rightarrow$ CI	0,310	Not Significant
H9	PR $\rightarrow$ DI $\rightarrow$ CI	0,331	Not Significant
H10	TD $\rightarrow$ DI $\rightarrow$ CI	0.007	Significant

Source: Primary Date processed, 2023

The results of Table 2 show that the ability of destination image to mediate between product quality and customer satisfaction has a P-value of  $0.310 > 0.05$ . This means that the destination image variable cannot significantly mediate the effect of product quality on customer satisfaction. Then, the ability of the destination image to mediate between price and customer satisfaction has a P-value of  $0.331 > 0.05$ . This means that the destination image variable cannot significantly mediate the effect of price on customer satisfaction. Meanwhile, the ability of destination image



to mediate between tourist destinations on customer satisfaction has a P-value of  $0.007 < 0.05$ . This means that the image of the destination can sign an immediate relationship between tourist destinations and customer satisfaction so that **H10 is accepted**.

The results showed that product quality had a significant effect on customer satisfaction. Kotler & Keller, (2018). Product quality is closely related to customer satisfaction; when customers are satisfied with the quality of the products received, they tend to have positive experiences and want to consume again. Product quality is one of the main goals in the culinary industry that can increase the attractiveness of a tourist destination (Anggraini & Yana, 2022). The results of this study are consistent with previous research that good product quality can influence customer satisfaction (Hidayat et al., 2020; Meinalti et al. 2021; Haerisma, 2018; Liliani, 2020; Pardede et al., 2017). The better quality of the culinary products served can increase customer satisfaction at Tanjung Beach attractions. Conversely, the culinary products' quality is poor, which reduces customer satisfaction at Tanjung Beach tourism objects.

The findings indicated that the price had a notable impact on customer satisfaction. Affordable prices and according to what customers expect can affect customer satisfaction, and this is because the main focus of customers is the price (Sudari *et al.*, 2019). Price is the determining level of customer satisfaction because if the price and quality match the expectations, it will increase customer satisfaction. Firmansyah & Mochklas (2018), Kistanto (2018), and Rooroh et al. (2020) argue that the factor that has a significant and positive impact on customer satisfaction is price. Culinary prices at the Tanjung Beach tourist attraction are relatively very affordable, and according to what is expected by the customer, the price is also on the quality provided, and the price is based on the perceived benefits so that culinary customers at the Tanjung Beach tourist attraction feel satisfied.

The findings revealed that tourist destinations significantly negatively impacted customer satisfaction. That is, there are opposing customer experiences that can reduce customer satisfaction. Poor service can include unfriendly or unhelpful staff, long wait times, lack of facilities, etc. The results of this study align with previous research that significantly influences customer satisfaction because being more comfortable and having a stronger appeal will affect consumers' level of satisfaction (Ariyanti, 2018; Sunarsi, 2020). Each tourist destination has advantages and disadvantages, such as Tanjung Beach Tourism Objects, with disadvantages, such as incomplete facilities and poor service. Thus, destinations with less or shortcomings in terms of service, facilities, and quality of experience tend to negatively impact customer satisfaction, showing that statistically, the destination's image significantly affected customer satisfaction. Stylos et al. (2016) Destination imagery is a series of impressions, ideas, hopes, and emotional thoughts that a person has from a predetermined goal. This study's results align with previous research that destination image significantly influences customer/tourist satisfaction (Afrilian & Silvandi, 2022; Hanif et al., 2016; Hidayatullah et al., 2020). The image of a culinary tourism destination in Tanjung Beach is relatively good in the eyes of the local community. They still maintain a natural environment, maintain regional culinary delights, are a relaxed and pleasant place, and have complementary facilities such as inflatable boat rentals and swimming buoys so that customers who experience the experience have the impression positive. They are satisfied with the image that the Tanjung Beach tourist attraction has.



According to the findings, the quality of the product had no statistically significant effect on the destination's image. The destination's image is influenced by personal feelings, perceptions, and Visual elements, and it is believed that the aesthetics of the destination give rise to the preferred image (Darmin et al., 2022). If the quality of culinary products is good and meets someone's wishes, it can bring out a good image. The results of this study contradict previous studies that culinary quality is a factor that influences destination image (Akbar & Pangestuti, 2017; Toudert & Bringas-Rábago, 2019). The quality is good, and the impression is positive; customers still feel that the quality of culinary products does not form the image.

The study results suggest that pricing has a significant influence on customer satisfaction. This means that the price is not included in the view of culinary customers at the Tanjung Beach attraction in improving the image of the area's destination. Generally, a reasonable price that reflects a destination's value can enhance its positive image. Conversely, prices that are too high or too low can damage the destination's image (Sitanggang et al., 2020). This study's results align with Özdemir & Şimşek (2015). Stating that price does not directly affect the destination's image, price becomes a less important factor in image formation. The results of this study are contrary to previous research, according to Surya & Saragih (2020), stating that tour package prices affect destination image. Price cannot improve the image of the destination in the Tanjung beach tourism object; even though the price offered is affordable, relatively cheap, and can attract tourists, this can damage the image of the destination because prices that are too low can be associated with poor quality and an unsatisfactory experience.

The study's findings demonstrated that tourism destinations significantly impact the destination's image. This means that tourist destinations that have attractiveness can improve the image of tourist destinations. Chu et al., (2022) The image of a destination is a picture or perception owned by the public or tourists about a tourist destination. This study's results align with previous research that accessibility significantly affects the image of tourist objects (Abdulhaji & Yusuf, 2016). Tourist attraction influences the image of the tourist village (Hidayatullah et al., 2021). The image of tourist destinations and attractions is why tourists visit an area (Cici & Ida, 2017; Setyaningsih & Murwatiningsih, 2017). The attraction that attracts customers to visit these destinations has a comfortable atmosphere, beautiful scenery, and especially being a center for culinary snacks. So that customers feel the impression and experience at Tanjung Beach tourist destinations can enhance the destination's image.

The findings revealed that the destination's image could not mediate the impact of culinary product quality on customer satisfaction. That is, the quality of culinary products does not require intermediaries to affect customer satisfaction, so it can be interpreted that the quality of culinary products can directly affect customer satisfaction. According to Pitana & Diarta Surya (2009), Tourism image refers to a tourist's confidence in the products or services they buy or will buy. Considering the characteristics of the customers who visit the Tanjung Beach tourist attraction, whether they are local or local, the quality of culinary products in terms of appearance and presentation of delicious flavors is a factor affecting satisfaction, but not with the impression or experience they feel, because the image that is built in the minds of the customers is not based on the quality of these culinary products so that the image of the destination cannot establish a connection between product quality and customer satisfaction.

According to the findings, the destination's image could not mediate price versus customer satisfaction. This means culinary prices at Tanjung Beach Attractions indirectly do not affect customer satisfaction through the image of the destination as mediation. However, direct culinary prices at Tanjung Beach Attractions affect customer satisfaction. So, to achieve customer satisfaction, price does not need the image of the destination that incarnates it because price directly affects customer satisfaction. The results of this study contradict previous research that price indirectly affects the image of the destination (Özdemir & Şimşek, 2015). Other research states that price perceptions can influence customer satisfaction through the destination image formed (Moon *et al.*, 2013). These results show that the impressions and experiences of the customers based on the culinary prices have no influence on the image of the destination and thus do not influence customer satisfaction in the image formation of culinary tourism destinations. This means that the image of the destination cannot play a role in price and customer satisfaction.

The findings revealed that the destination's image was influential and demonstrated how to mediate tourist destinations on customer satisfaction. This means that the more attractive the tourist attraction, the more customers will feel through the impressions and experiences felt, so that it can build an image of the destination visited. These results are from previous research that the attractiveness of tourist destinations significantly affects the image of tourist villages (Hidayatullah *et al.*, 2021). The destination's image significantly affects tourist satisfaction (Hanif *et al.*, 2016). So, it can be concluded that tourist destinations affect customer satisfaction through the image owned by a place or destination. The image of a unique and prominent destination in Tanjung Beach Tourism Objects in culinary can distinguish it from other destinations. If the image of the destination has a positive and distinctive image, tourists will be interested in visiting the destination. Different experiences and impressions of tourist destinations can increase customer satisfaction.

## CONCLUSION

Based on the results of data processing, researchers conclude the relationship between variables as follows: 1) Product quality has an effect on customer satisfaction, 2) Prices have an effect on customer satisfaction, 3) Tourist destinations affect customer satisfaction, 4) Destination image has an effect on customer satisfaction, 5) Product quality does not affect the image of the destination, 6) Prices do not affect the image of the destination, 7) Tourist destinations affect customer satisfaction, 8) Destination image is unable to mediate the effect of product quality on customer satisfaction, 9) Destination image is unable to mediate the effect of price on customer satisfaction, and 10) Destination image can mediate the influence of tourist destinations on customer satisfaction.

The findings show that product quality, price, tourist destinations, and destination image are essential to customer satisfaction when visiting Tanjung Beach Attractions. This is an important thing that needs to be considered by the attraction's manager: customer satisfaction or visitor satisfaction depends on what they get. Product quality needs to be considered and improved, as well as prices that need to be adjusted to the visitor segment by paying attention to the quality of the product. Tourist destinations also need to be considered because they are the main attraction of visitors and can form the destination's image. Image can be formed through

several factors, namely personal experiences, stories from others, promotion, and media, so that tourist destinations that build a positive image tend to attract more tourists.

Culinary entrepreneurs in Tanjung Beach Tourism Objects must maximize culinary quality, such as updating the appearance of products and culinary menus typical of more regions, so that consumers or customers can enjoy various culinary flavors without causing discomfort or complaints. In addition, it is also necessary to know other factors that can influence consumers or customers so that Tanjung Beach Tourism Objects is always the leading choice in consuming typical cuisine of the Natuna region. This study has limitations, including the ability of respondents who are less able to understand questionnaire statements and honesty in filling them out, and this research is limited to assessing factors that affect customer satisfaction only. Future research needs to re-examine the factors that make customers visit attractions, verify or make the destination's image an independent variable, choose other mediating variables, and find other factors that affect customer satisfaction related to culinary attractions.

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