Tourist Loyalty in the European Themed Restaurants

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Abstract

Restaurants that have a unique theme have a special impression for visitors. Restaurants that have a European style theme in Indonesia get special attention for visitors because they provide a unique experience. The innovation in this themed restaurant is not only visited for meals, but has shifted to become a place for tourism because it not only offers places to eat but also the atmosphere of the restaurant and its surroundings like in Europe. This study aims to examine the correlation of the variables of service quality, tourism product experience, tourist experience, and tourist loyalty. The methodology is by observing 200 tourists visiting a European-themed restaurant in Bandung, Indonesia. This study uses 18 question items. The data were examined using Structural Equation Modeling (SEM). The results prove the correlation between service quality, tourism product experience, tourist experience, and tourist loyalty. This research contributes to researchers and tourism managers to find out more about what tourists are interested in destinations.

Keywords
European Themed Restaurants, Service Quality, Tourism Product Experience, Tourist Experience, Tourist Loyalty.

1. Introduction
Managing the traveler experience has been identified as an integral part of improving tourism (Pratt et al. 2020). The essence of managing the tourist experience is associated with improving the relationship between the tour manager and the customer. The quality tourism services are determined by the strength of service interactions between managers and tourists (M. Zhang et al. 2017). The tourism industry has been at the forefront of improving customer experience (Sugathan & Ranjan 2019).

Around the world, customer experience management has become a phenomenon that has been phenomenal in the tourism industry. In Thailand , the majority of all tourist interactions have been digital (Orel 2020). This is in an effort to provide a better experience for tourists. In China, the tourist experience has been enhanced by the adoption of modern technology. Trends in tourist experience management are consistent in China. Around 2010, tourism operators in China have improved their tourism services to exceed tourist expectation. This step aims to increase tourist (Bu et al. 2020).

The tourism industry in Indonesia, unlike in other countries, is the inability of tourism managers to give more hope to tourists (Westoby et al. 2021). Long queues and congestion in tourism areas and the inability to offer more services in tourist areas make many tourists turn to other tourist destinations in neighboring countries such as Malaysia, Singapore, and Thailand (Hengky & Kikvidze 2018). The increasing competition in the tourism industry itself that causes tourists switch their visits to other tourist destinations (Hilmiana et al. 2020). The economic crisis experienced by Indonesia due to the pandemic has affected the behavior of tourists to exceed their expectations of tourist destinations (Esquivias et al. 2021). In 2020, it is the worst year in the history of world tourism. The COVID-19 pandemic has had an impact on the tourism sector around the world. This pandemic reduced the flow of tourist arrivals

worldwide by 87%. Due to various restrictive regulations in many countries, the flow of tourists in the Asia Pacific region has decreased by 96%. Indonesia is a country experiencing a decline in the tourism sector. The tourism sector is multi-sectoral, many other economic activities depend on tourism. As a result, many sectors are paralyzed. The pandemic caused Indonesia's 2020 economic growth to decline by 2.1%. 14.1% of the existing companies remained in operation and 11.6% of them reduced their workforce. Meanwhile, the hotel occupancy rate fell significantly from 56.73% to 28.07% during the period from July 2019 to July 2020. Tourist destinations in Bali, North Sulawesi (Manado) and the Special Region of Yogyakarta (DIY) were hardest hit. The pandemic reduced state revenues in the tourism sector by 20.7 billion dollars (Sari et al. 2022).

This phenomenon presents a challenge for tourism managers to attract tourists in order to increase market share through competitiveness (Tsai & Chen 2019). Tourist destinations are no longer the only providers of tourism management services, there is a restaurant phenomenon that displays tourist attractions for example restaurant with European themed. Many restaurant managers are competing to attract visitors to provide more experience to their visitors by displaying the artistic side of the building, the beauty of the surrounding nature, selfieable restaurant decorations, etc. (Sørensen et al. 2020). Themed restaurants are an example of the restaurant innovation that is characteristic of many contemporary societies' recreational experiences. The unique atmosphere of the restaurant provides a unique experience for visitors and has the potential to lead to consumer loyalty (Beardsworth & Bryman, 1999; Cheng et al., 2016; Wood & Muñoz 2007).

1.1 Objectives
Therefore, this study aims to observe at the problems of service quality, tourism product experience, tourist experience, and tourist loyalty in European themed restaurants in Bandung, Indonesia.

2. Literature Review
Service Quality
Service quality includes responsiveness, assurance, and empathy as its dimensions. The quality of services provided by service providers is an important determinant of the company 's success (DeLone & McLean 2003). Physical appearance, reliability, responsiveness, assurance, and empathy are five dimensions of service quality (Wu et al., 2020) In addition, Wu *et al.* (2020) explains that physical appearance includes an attractive dining atmosphere, restaurant staff are professionally dressed, restaurant decorations can represent price and image, clear and easy-to-understand menus, menu design represents the theme and characteristics of the restaurant, cozy and orderly place, clean toilets, clean dining room, comfortable chairs, wide choice of food. Reliability concern on restaurant clerks provide timely service, restaurant clerks can quickly correct errors, reliable restaurant clerks, invoices are given according to what is ordered, customer orders according to what was ordered. Responsiveness includes restaurant staff helps each other to ensure that service quality is maintained during peak hours, restaurant staff responds quickly to customer needs, restaurant staff can fulfill additional orders or specific requests from customers. The assurance consist of restaurant staff can clearly answer customer questions, restaurant staff make customers feel comfortable and relaxed when consumers order food, restaurant staff explain food clearly if consumers ask, food hygiene is adequate good, the restaurant staff is trained and experienced.

Empathy includes restaurant staff not only follow the rules and will not ignore special customer requests, restaurant staff can make customers feel at home, restaurant staff have very good initiatives and they can actively know customer needs, restaurant staff patiently meet customer needs, restaurant staff can understand customer feelings. Responsiveness is described as the prompt provision of services to consumers by service providers. Empathy is described as the ability of service providers to understand the needs of users and maintain their interests. Assurance is described as giving the user a sense of trust that service providers can solve problems if there are problems in the future (Bueno et al. 2019). Service quality in tourism industry has a far-reaching impact on tourism performance because good service quality results in customer loyalty, increased customer satisfaction, and purchase intentions (Uslu & Eren 2020). Good service from restaurant staff affects the tourist experience because good and memorable service from restaurant staff can improve the tourist experience when visiting restaurants that have tourist attractions (Gretzel et al. 2015; Y. H. Kim et al. 2010; Kwenye & Freimund 2016; Vinh 2013; Y. Zhang & Xie 2017). This leads to the formation of the following hypothesis:

H1: Service quality has a significant effect on the tourist experience.

Tourism Product Experience

The tourism product experience is a reflection of the customer's perception of the service experience (Klaus & Maklan, 2013). Experiential marketing is about integrating the various senses in various customer encounters with the aim of building customer relationships (Schmitt, 1999). One of the main focus areas of experiential marketing is providing a customer experience that is relevant and different from its competitors (Carù & Cova 2003, 2008). The customer experience is created from a series of interactions between the customer and the product. Tourism product experience is related to the customer's perception of being able to compare offers from different destination service providers. Tourism product experience variables for restaurants that have a theme consist of dimensions of atmosphere and decoration, cleanliness, support services, and menus (Karamustafa & Ülker 2020). Karamustafa & lker (2020) explain that atmosphere and decoration are architectural attractiveness, the suitability of the location, preferred by the local community, appropriate décor (table covers, runners, curtains, etc.).

Hygiene indicators include cleanliness of cutlery, cleanliness of toilets, overall cleanliness of the physical environment, cleanliness of employees. Support services concern on friendly places for people with disabilities, spacious, comfortable, and orderly parking area, availability of places of worship, level of security, recreational facilities for children. Menu indicators include availability of special foods (diet, vegetarian, etc.), clear nutritional fact information on the menu. Good tourism products can improve the tourist experience when visiting. Tourism products are a major component in influencing the tourist experience (Dixit 2020; Maheswari & Nagamuthu 2014; Schallehn et al. 2019).

H2: Tourism product experience has a significant impact on the tourist experience.

Tourist Experience

Customer experience is the customer's perception of how the organization treats them (Bueno et al. 2019). The customer experience is the cognitive and affective result of the customer's exposure to, or interaction with, the company's people, processes, technologies, products, services, etc. (Godovykh & Tasci 2022). Customer experience is the strategic process of managing the entire customer experience with a product or company. The customer experience is built through interaction and engagement between the customer and the service provider (Pecorari & Lima, 2020). In creating customer experiences, companies are usually associated with the need to offer exceptional service to customers. Customer experience is a competitive differentiator that makes a company competitive over competitors (Havíř 2019). Customer experience is the customer's internal and subjective response to direct or indirect contact with the product. Direct contact generally occurs in the purchase, use, and service process and is usually customer-initiated. Indirect contact most often involves unplanned meetings with representatives of the company's products, services, or brands and takes the form of recommendations or word of mouth criticism, advertisements, news reports, reviews, and etc (Mai Chi et al. 2021).

Tourist experience variables consist of sensory, affect, behavioral, social, and intellectual (Cao et al. 2018). The sensory dimension emphasizes consumers' subjective evaluation of the service environment based on the five senses of consumers. The five senses include visual, aural, olfactory, gustatory, and tactile, which can be utilized by service providers to add value to service products and differentiate themselves from other service providers. Consumers who engage with higher levels of sense can have more memorable experiences, and they are more effectively immersed in the experience (Pine & Gilmore 1998). Sensory indicators include the interior environment of the restaurant is pleasing, the architectural design of the interior of the restaurant is attractive, the interior decoration and restaurant artifacts are attractive, the tourist like the atmosphere of the restaurant, the restaurant makes a strong impression, the presentation of the food appeals to the senses, the taste of the food appeals to the senses, the aroma of the food appeals to the senses. Affect dimension is a general term, which can be further subdivided into mood and emotion. During the process of consumer experience, various types of emotions and moods are involved in the formation of consumer memory, such as feelings of happiness, relaxation, nervousness, etc.

Dimensions of influence include psychological reactions and perceptions of the external environment. Indicators of the affect dimension include strong emotions for the dining experience, the dining experience makes relaxed, the dining experience evokes positive feelings, the dining experience makes feel happy, the dining experience makes feel satisfied, being fun in the dining experience, the dining experience is pleasant, feel cheerful during the dining experience, feel happy during the dining experience. The behavioral dimension is the consumer's actions and experiences of consumer behavior. Behavioral dimensions are widely used in the hospitality literature. Although the behavioral dimension has been measured differently in various studies, its importance is recognized in studying

consumer experience. The social component is the relationship between social experiences of individuals in society. Consumer experiences can be discussed and shared with others, making their memories more pleasant and positive. The social aspect is considered to be an important factor in a restaurant setting as many restaurant customers eat out mainly for social reasons. The intellectual dimension of an experience refers to cognitive and problem-solving processes that aim to engage the customer through thinking and learning.

The knowledge that consumers acquire can produce evocative and long-lasting memories, and they can derive pleasure from their newly acquired skills or knowledge. For example, wine-savvy consumers enjoy more of the experience when they immerse themselves in tasting, comparing, and evaluating different types of wine; therefore, they receive greater value from the experience than non-experts do. In the full-service dining sector, consumers may have the richest experiences when they visit a restaurant for the first time, and they have unexpected experiences with some degree of novelty. The process of learning from these experiences, such as tasting wine and visiting a restaurant for the first time, can provide consumers with new knowledge and special memories, both enriching and developing the experience (Cao et al. 2018). Tourist experience can increase the market share and can increase tourist loyalty. This can discourage tourist from switching to other destination (Pei et al. 2020). The role of the manager is to define the desired tourist experience through designing the stimuli that the destination controls and monitoring and responding to the stimuli that it cannot control. Complex experiences reshape tourist's thinking about the relationship they have with the destination (An & Han 2020).

Tourist Experience and Tourist Loyalty

Loyalty behavior shows customer confidence to say positive things, about the services they get, to other individuals who can also become customers (Zeithaml 1988). Tourist loyalty have the intention of encouraging friends and relatives to visit the destination. Tourist loyalty refers to the extent loyal to a particular destination (Tsang 2016). Tourist loyalty behavior is reflected in the attitude of considering the destination. They will consider the destiantion that they have been satisfied with first in all respects before they choose another destination (Qu et al. 2011). Tourist loyalty behavior encourages others individual to do more visit with the destination over time. Loyalty has four dimensions: word of mouth, purchase intention, price sensitivity and complaining behavior (M. S. Kim & Stepchenkova 2017). Tourist loyalty is reflected as a form of behavioral intention, which is defined as the extent to which an individual has formulated a conscious plan to perform or not to perform a specified future behavior. Tourist loyalty are more likely to recommend friends, relatives, or other potential tourist for a product and service (Cha & Borchgrevink 2018).

The increasing of competition in the tourism industry around the world, it indirectly provides tourism managers to be able to capture the needs of tourists in traveling. Of course, this urges tourism managers to increase tourist (Liu et al. 2018). Tourist experience is an antecedent factor of tourist loyalty. The experience encourages the cognitive and emotional attitude of the tourist to like the tourism product or brand in a way that eliminates or reduces the behavioral effects of tourists switching to other destinations (Pung et al., 2020). The tourist become loyal because they get the overall experience they get. Loyalty also has an impact on the attitude of repeat visits (Meng & Choi 2018). Experience is an important factor influencing the tourist's desire to repeat the experience or recommend it to their friends or colleagues. Memorable experiences have a higher tendency to influence a person's future behavior (S. N. Zhang et al., 2021). Experience has a direct positive relationship with tourist loyalty. When the tourist perceive the service as a great experience, they have more strong emotion with the destination (Agyeiwaah et al. 2018).

H 3: Tourist experience has a significant effect on tourist loyalty.

3. Methods

This type of research is quantitative research. The research method used is descriptive and verification methods. The research category in this study is causality. The unit of analysis in this study is tourists who visit European-style restaurants in Bandung. This study uses a structural equation model (SEM).

4. Data Collection

Data was collected in 2022 from European Style Restaurants in Bandung. The number of samples used in this study was 200 samples. The data collection technique was done by using a questionnaire.

5. Results and Discussion

Table 1. Demographic Sample

	Percentage
Gender (n=200)	
Man	35
Woman	65
Education Level (n=200)	
Senior High School	25
Bachelor Degree	35
Master Degree	25
Doctor Degree	15
Age (n=200)	
15-20	25
21-30	30
31-40	23
41-50	20
51-60	2
Visit Rate (n=200)	
First time	20
Twice	55
Third and More	25

Table 2. Mean Measurement Results, Standard Deviation, Measurement Model

Item Construct & Scale	Mean	SD	Standardized Loading
Service Quality			
1) Physical Form	4.6	1.3	0.88
2) Reliability	4.5	1.8	0.82
3) Responsiveness	4.7	1.5	0.85
4) Guarantee	4.2	1.5	0.92
5) Empathy	4.5	1.3	0.87
Tourism Product Experience			
6) Atmosphere and Decoration	4.6	1.6	0.82
7) Cleanliness	4.5	1.7	0.88
8) Support Service	4.4	1.6	0.82
9) Menu	4.7	1.5	0.75
Tourist Experience			
10) Sensory	4.7	1.5	0.77
11) Affect	4.2	1.6	0.84
12) Behavior	4.6	1.7	0.85
13) Social	4.7	1.7	0.88
14) Intellectual	4.8	1.6	0.82

Tourist Loyalty			
15) Intention to visit again in the future	4.4	1.6	0.85
16) Saying positive things about the restaurant	4.5	1.4	0.79
17) Recommend the restaurant to others	4.7	1.5	0.82
18) Revisit the restaurant	4.6	1.8	0.86

This study uses *confirmatory factor analysis* (CFA) to determine the validity and reliability of the construct. In analyzing the constructs, this study uses AMOS 7 to determine the constructs of service quality, tourism product experience, tourist experience, and tourist loyalty. CFA showed a good fit to the theoretical model (Table 3). The mean extracted variance (AVE) construct exceeded the minimum criterion of 0.50. Thus, this study supports the convergent validity of each construct. Table 3 verifies discriminant validity for all constructs.

Table 3. Construct Measurement

Construct Measurement	Cronbach's	AVE
Service Quality	0.73	0.86
Tourism Product Experience	0.79	0.79
Tourist Experience	0.76	0.73
Tourist Loyalty	0.84	0.78

Table 4 shows the relevant overall model fit for each element of the loyalty model. The data shows a *chi-square value of* 1425.06 for the samples (each with 925 degrees of freedom, p = 0.00). So, with the *root mean square error of approximation* (RMSEA) of 0.075 and the *comparative fit index* (CFI) of 0.95, this value has a good model fit for the data set.

Table 4. Overall Model Fit

Chi-Square	df	p-value	RMSEA	CFI	NFI	GFI
1425.06	925	0.0000	0.075	0.95	0.91	0.92

The output of the measurement model is in Table 2. All 18 standard loadings were high and had significant t values (p < 0.01). All standard errors have small and acceptable values. Estimated reliability for each construct using the alpha coefficient (Cronbach 1951) and the composite reliability exceeds the threshold level of 0.70. All the extracted co-variances for each construct were acceptable because they exceeded the value of 0.50 (Bagozzi & Yi, 1988; Fornell & Larcker, 1981). To investigate the discriminant validity of the construct, Fornell and Larcker (1981) suggested calculating whether the extracted mean variance was greater than the square of the construct's correlation with other factors. Overall, the statistical measurement model provides support for the psychometric properties of the survey instrument.

The results in Table 5 involve analysis of the hypothesized causal pathways of the structural model. The model supports three hypotheses. Therefore, service quality has a positive effect on the tourist experience (H1); tourism product experience has a positive effect on tourist experience (H2); tourist experience has a positive effect on tourist loyalty (H3).

Table 5. Path Analysis Results

Path Significant	Standardized path estimate	t-Value
H1: Service Quality □Tourist Experience	0.52	8.29 s
H2: Tourism Product Experience □Tourist Experience	0.44	8.89 s
H3: Tourist Experience □Tourist Loyalty	0.58	10.64 s

This study found that service quality affects the tourist experience. This finding is consistent with several previous studies (Gretzel et al. 2015; Y. H. Kim et al., 2010; Kwenye & Freimund, 2016; Vinh, 2013; Y. Zhang & Xie, 2017). Good service quality and tourism product experience are in an optimal position to adopt an adequate marketing

strategy. The results show that past travel product experience and service quality have a positive effect on tourist experience. This is consistent with previous research findings that past product experience and service quality are important determinants of success in the tourism industry. Tourism product experience influence tourist experience significantly and it has the same result with previous researches (Dixit 2020; Maheswari & Nagamuthu 2014; Schallehn et al. 2019). In the context of managerial practice, these findings indicate that tourism managers need to take concrete steps to improve the quality of services and tourism product experiences provided to tourists in order to increase their travel experience. Another significant finding from this study is that high tourist experience has a positive and significant effect on tourist loyalty. The results of this study are consistent with previous studies regarding the relationship between tourist experience and tourist loyalty (Agyeiwaah et al. 2018; Iglesias et al. 2020; Meng & Choi, 2018; Pung et al. 2020; S. N. Zhang et al. 2021) Therefore, when the level of tourist experience increases for tourists, the tendency to return and recommend to other potential tourists increases.

This research adds to the basic knowledge of the marketing literature tourism and provide an empirical basis for further research in the context of global tourism marketing strategies with reference to the concepts of tourist experience and tourist loyalty. The main findings of this study have significant managerial implications for tourism managers. In practice, tourism managers must carefully assess the attractiveness of tourists to a destination. The findings of this study of course need to be supported by the government. The government needs to encourage greater investment in encouraging progress of tourism destinations with the concept of improving the tourist experience.

The high competition in the tourism industry make all stakeholders necessary better understand why tourists are loyal to a destination and what factors drive their loyalty. These results can help tourism managers to better understand the factors that contribute to tourist experience and loyalty so that they can carefully market tourism products and services that match the needs and desires of tourists. Thus, tourism managers must consider the practical implications of service quality, tourism product experience, and tourist experience which may be fundamental elements in increasing tourist loyalty.

Tourism managers must focus on optimization enhancement high tourist experience to create positive tourist repurchase behavior and increase the competitiveness of the destination. Therefore, to achieve a high level of overall satisfaction, stakeholders including the government must be fully aware of the importance of providing good and reliable services offer a quality product experience. The sensory, affect, behavioral, social and intellectual experiences of tourists are the most important determinants of the tourist experience when visiting. In addition, service quality is related to what tourists feel when visiting. The findings of this study indicate that tourism authorities need to strengthen and improve the quality of their tourism services.

6. Conclusion

This study proposes an integrated approach to understanding tourism loyalty models and investigates empirical evidence on the relationship between service quality, tourism product experience, tourist experience, and tourist loyalty. The model this study proposes provides a broad basis for integrating global marketing strategy models in the tourism context. This study provides empirical evidence that service quality, high tourism product experience, and good tourist experience have an important role in achieving tourist loyalty. Proactive handling of the tourist experience can maintain a long-term relationship between tourists and tourist destinations. The perspective of the tourism marketing model extended in this study has several implications for theory development in future research.

This study has several limitations that open up opportunities for further research. First, because only Indonesian tourist completed the survey, the findings may have limited generalizability to other countries. Further research should test the application of the theory in other countries. Second, despite efforts to increase the sample size, the response rate was relatively low. This has the potential to undermine the external validity of the findings, and the sample size means that the generalizability of these findings requires further testing. Further research may require more resources to increase the sample size and consider other types of companies or industries.

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