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The Influence of Interior Design and Food Taste on Visitor Loyalty at Godong Ijo Sundanese Restaurants and Fishing

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ABSTRACT

This research aims to determine the influence of interior design and food taste on visitor loyalty at Sundanese Resto & Fishing Godong Ijo. The population of this study were all tourists who had visited the Sunda Resto & Fishing Godong Ijo with a sample of 120 people. This research uses primary data obtained through distributing questionnaires and interviews. The analysis technique used is the Partial Least Square (PLS) approach method which utilizes PLS-SEM or Structural Equation Modeling to measure and analyze the relationship between variables. From data processing using SmartPLS 4, Interior Design variables influence Customer Loyalty and the Food Taste variable influences Customer Loyalty.

Keywords: *Interior Design, Food Taste, Customer Loyalty, Godong Ijo*

1. INTRODUCTION

Since the dismissal of the Large-Scale Social Restrictions (PSBB) regulations which allow people to gather without restrictions, the level of competition in competing for consumers has increased sharply, especially in maintaining customer loyalty. Consumers currently have many alternatives to fulfill their primary needs and each business in this sector will try to compete for consumers and then maintain customer loyalty. The influence of business competition between traders can be influenced by many things, one of which is the factor of consumer loyalty [1]. Loyalty is a situation that is highly hoped for by marketers, where consumers feel satisfied with the product or producer (service provider), so that consumers will consistently make repeat purchases.

Establishing good relationships with consumers will help businesses continue to develop and survive in the long term [2]. Good relationships will be created if the culinary business being run is able to satisfy consumers' needs, tastes and desires. Through well-established relationships, consumers can become an effective source of information in improving services for consumers or innovating a product. Many factors influence customer loyalty, where loyal customers are customers who are satisfied with what they consume and what is contained in each component of goods and services [3]. There are many factors that influence customer loyalty. A factor that has a big influence on customer loyalty is interior design. According to [4], interior design is planning, arranging space, designing interior spaces and layout of buildings.

Interior design for architects, building designers and individuals is very important when finishing the construction of a house, both indoors and outdoors, as well as determining the building concept. Currently, there are many large buildings being built, apartments being built and supported by property companies offering minimalist housing sales. There are many types of products for interiors that can meet consumer needs, starting needs curtains, blinds with manual or motorized systems, mosquito screens, doors or partitions and room dividers, because needs selecting interior products needs also have to adapt them to the customer's needs and needs adapted to the location, so from that's what he needed.

Interior design is planning the layout and design of a room and aims to enable human users of the room to carry out activities in the room comfortably and effectively. Interior design is a science that studies the design of works of art that exist in a building and is used to solve human problems. One of the scientific fields of study that is based on design science, this scientific field aims to create a built environment (interior space) along with its supporting elements, both physical and non-physical, so that the quality of human life within it becomes better. Interior design includes the architectural field that covers the inside of a building [5].

Taste is a complex of sensations caused by various senses (smell, taste, sight, touch and hearing) when consuming food. Consumers will feel satisfied if the product served has a good taste or is delicious when consumed, and tend to buy the same product again. On the other hand, if the taste of a product presented matches the consumer's expectations, then it is not impossible for the consumer to feel disappointed and not want to buy the same product a second time.

According to [5], visitor loyalty [6] explains that loyalty is a person's strong desire to return to use, wear or buy a product or service in the future. Meanwhile, [6] explains that there are 4 indicators of customer loyalty, namely: Purchase Intention, Word-of-Mouth, Price Sensivity, and Complaining Behavior.

Tabel 1. total number of visitors

Month	Total Visitors
January	18.720
February	19.300
March	22.742
April	15.642
May	18.117
June	17.095
July	17.319
August	20.565
September	18.767
October	20.688
November	23.494
December	24.756
Total	237.205

Source: Godong Ijo Internal Data 2023

Based on data from Table 1.1, the total number of visitors visiting Godong Ijo Sundanese Restaurant & Fishing in 2023 illustrates data that fluctuates every month. The highest visits were in December and the lowest were in April, this indicates that this business sector is still uncertain, so research is needed that discusses how business actors in this business sector can maintain and even increase the level of return visits in line with the competitive competition in this sector.

2. METHODS

This research was conducted at Resto Sunda & Fishing Godong Ijo, which is located on Jl. Cinangka Raya KM 10 No. 60 Serua - Bojongsari, Depok, West Java. Godong Ijo itself is a tourist attraction with a forest concept in the middle of the city which has been named an amazing garden in Southeast Asia which has fishing pond facilities, a Sundanese restaurant, function room, eco-tainment program and a vertical garden center and has also been established since 1998.

Types of Research and Data Sources

The research that the author conducted is included in the quantitative type. According to Bogdan and Taylor (1990), quantitative research is a research procedure that produces data in the form of written words (numbers/letters) and spoken words from the people being observed. There are also data sources that the author uses in research, including the following:

1. Primary data, is data obtained directly from the field or data obtained from respondents through a list of questions in the questionnaire.
2. Secondary data, secondary data is obtained from literature studies, related documentation, previous research and so on which are documentary in nature such as theories.

Data Collection Technique

In this research, researchers used data collection techniques by distributing questionnaires, namely written questions asked to respondents in certain statements. The list of statements was prepared in a question format consisting of several questions related to the atmosphere and taste of the food and their influence on interest in returning to Resto Sunda & Pemancingan Godong Ijo and respondents were unable to provide other alternative answers. Answers will be quantified using a Likert scale.

Tabel 1.2. Answer Category

Answer Category	Score
Strongly Disagree	1
Disagree (TS)	2
Netral (N)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Sudaryono, 2017

The analysis used as a hypothesis test in this research is Structural Equation Modeling (SEM) analysis with the Partial Least Square (PLS) approach. Structural Equation Modeling generally tests causality or theory, while PLS is more of a predictive model. PLS is a powerful analysis method because it is not based on many assumptions. For example, data must be normally distributed, the sample does not have to be large. Besides being able to be used to confirm theory, PLS can also be used to explain whether there is a relationship between dependent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators. The purpose of PLS is to help researchers for prediction purposes. The formal model defines a latent variable as a linear aggregate of its indicators. PLS analysis is carried out in two stages, namely:

1. Validity and Reliability

This research uses a questionnaire to collect research data. To determine the level of validity and reliability of the questionnaire, researchers used the SmartPLS program. The validity testing procedure is convergent validity, namely by correlating item scores (component scores) with construct scores which then produce loading factor values. The loading factor value is said to be high if the component or indicator correlates more than 0.70 with the construct to be measured. Reliability states the extent to which the results or measurements are trustworthy or dependable and provide relatively consistent measurement results after several measurements. To measure the level of

reliability of research variables, the alpha coefficient or Cronbach's alpha and composite reliability are used. Measurement data is said to be reliable if it has an alpha coefficient value greater than 0.6

2. Structural Inner Model

The purpose of the structural model test is to see the correlation between the measured constructs which is the t test from partial least squares itself. The structural or inner model can be measured by looking at the R-Square value of the model which shows how big the influence is between the variables in the model. Then the next step is estimating the path coefficient which is an estimate for the path relationship value in the structural model obtained using a bootstrapping procedure with a value that is considered significant if the statistical t value is greater than 1.96 (alpha 5%).

3. RESULTS AND DISCUSSION

In this study, 120 questionnaires were distributed, where the description of the respondents consisted of 69 men and 51 women. Most of the respondents had an average age of 21 to 26 years, based on their occupation. The respondents had student status, with a diploma/bachelor's degree level of education, and most of the respondents visited Sunda Resto and Fishing Godong Ijo more than once.

4.1 Measurement Model Test

The reflective measurement model used in this research shows how variables can represent the latent construct to be measured, namely by testing the validity and reliability of the indicators forming the latent variable (Interior Design, Food Taste). The following are the results of the outer model:

a. Convergent Validity

The following is the first data processing based on 3 variables consisting of 15 questionnaire questions distributed to visitors:

Tabel 1.3. Convergent Validity Test Results

Variabel	Indicator	Loading Factor	Rule of Thumb	Conclusion
Interior Design	X1.P1	0.883	0.700	Valid
	X1.P2	0.880	0.700	Valid
	X1.P3	0.762	0.700	Valid
	X1.P4	0.746	0.700	Valid
	X1.P5	0.830	0.700	Valid
Food Taste	X2.P1	0.832	0.700	Valid
	X2.P2	0.817	0.700	Valid
	X2.P3	0.875	0.700	Valid
	X2.P4	0.862	0.700	Valid
	X2.P5	0.739	0.700	Valid
Visitor Loyalty	Y.P1	0.809	0.700	Valid
	Y.P2	0.884	0.700	Valid
	Y.P3	0.821	0.700	Valid
	Y.P4	0.817	0.700	Valid
	Y.P5	0.841	0.700	Valid

Source: Data Processed, 2024

Convergent validity of the measurement model can be obtained from the correlation between the item/instrument score and the construct score (loading factor) with the criteria for the loading factor value of each instrument being > 0.7, then the data is declared valid or meets the required convergent validity.

b. Average Variance Extracted

Another test to see convergent validity is to look at the Average Variance Extracted (AVE) value. The criterion in Average Variance Extracted (AVE) is that each indicator that measures the construct must have an AVE value > 0.50. The AVE output results in the table above show that the AVE value is good for all constructs. Interior Design (X1), Taste (X2) and Customer Loyalty are greater than 0.50, meaning that the AVE value has met convergent validity because all indicators are above 0.50

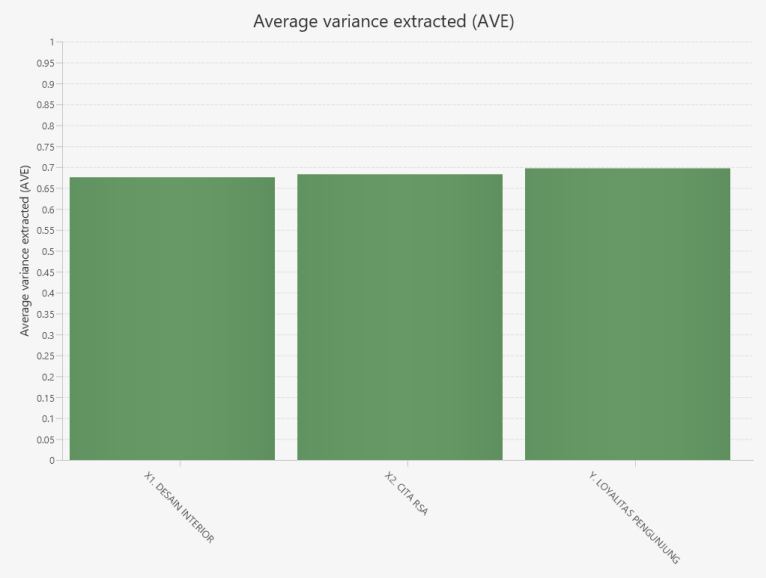

Figure 1. Average Variance Extracted (AVE) Test Results
Source: Data Processed, 2024

Based on Figure 1.1 Average Variance Extracted Test Results, the value of AVE > 0.50 means that AVE has met convergent validity because the indicators for Interior Design, Taste and Customer Loyalty are above 0.50, meaning the research data is declared valid.

c. Discriminant validity test

The discriminant validity test with the SmartPLS 4 program can be seen from the Cross Loading value on the PLS algorithm. The results of cross loading can be seen in the table below

Tabel 1.4 Discriminant Validity Test Results

	Desain Interior	**Cita Rasa**	**Loyalitas Pelanggan**
X1.P1	0.883	0.705	0.700
X1.P2	0.880	0.732	0.669
X1.P3	0.762	0.617	0.589
X1.P4	0.746	0.631	0.682
X1.P5	0.830	0.742	0.690
X2.P1	0.671	0.832	0.620
X2.P2	0.751	0.817	0.666
X2.P3	0.741	0.875	0.690
X2.P4	0.691	0.862	0.730
X2.P5	0.598	0.739	0.707
Y.P1	0.709	0.657	0.809
Y.P2	0.707	0.696	0.884
Y.P3	0.671	0.673	0.821
Y.P4	0.636	0.705	0.817
Y.P5	0.670	0.732	0.841

Source: Data Processed, 2024

From the table above it can be seen that the correlation of the Interior Design construct (X1) with the indicators is higher than the correlation of other indicator constructs. This also applies to other constructs, namely the correlation of the Taste construct (X2) with other indicators is higher than the correlation of other indicator constructs, and the correlation of the Customer Loyalty construct (Y) with its indicators is higher than the correlation of other indicator constructs. Based on the results of the table above, it is found that the indicators used in this research have good discriminant validity in the preparation of their respective variables.

d. Composite Reliability

After testing the validity of the construct, the next test is the construct reliability test which is measured by Composite Reliability (CR) from the indicator block that measures the CR construct which is used to display good reliability. A construct is declared reliable if the composite reliability value is > 0.6. According to Hair et al (2014), the composite reliability coefficient must be greater than 0.7, although a value of 0.6 is still acceptable. However, internal consistency testing is not absolutely necessary if construct validity has been met, because a valid construct is a reliable one, whereas a reliable construct is not necessarily valid [7].

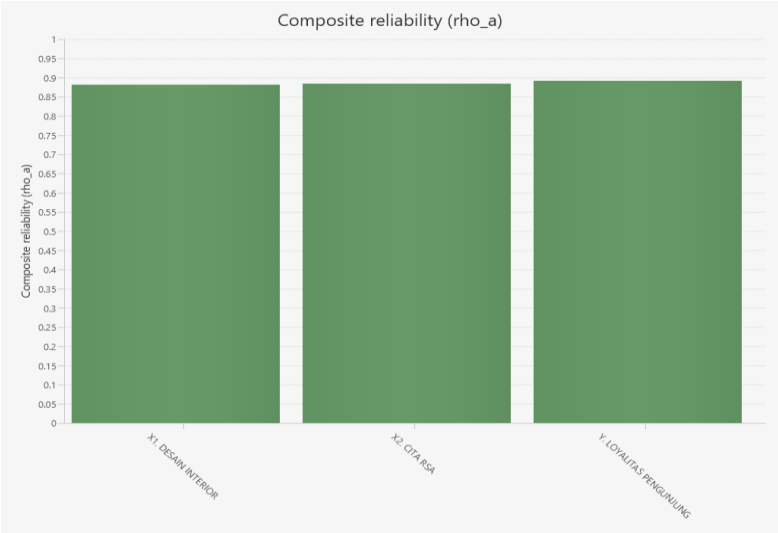

Figure 2. Composite Reliability Test Results

Source: Data Processed, 2024

Based on the output image of the SmartPLS results, the 4 construct values for each of the research variables Interior Design (X1), Taste (X2), and Customer Loyalty (Y) have a value greater than > 0.60, which means that all variables are declared reliable.

4.2 Inner Model Analysis

After evaluating the model and finding that each construct meets the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the structural model which includes testing model fit, Path Coefficient, and R. Model fit testing is used to find out whether a model fits the data.

a. Path Coefficient

The significance test for the influence of exogenous variables (Interior Design and Taste) on endogenous variables (Service Purchasing Decisions) is carried out using the T test where the criteria are if the t-count/statistical value > t-table or p-value < 0.05 then the exogenous variable has a significant effect on endogenous variables and vice versa, if the t-count/statistic < t-table or p-value > 0.05 then the exogenous variable has no significant effect on the endogenous variable.

Table 1.5 Interior Design Path Coefficient Test Results

Kriteria	Desain Interior	
t-Statistik	3,312	Loyalitas Pelanggan
P-*Value*	0,001	

Source: Data Processed, 2024

Test the Interior Design hypothesis on Customer Loyalty
H_{01}: Interior Design has no significant effect on Visitor Loyalty
H_{a1}: Interior design has a significant effect on Visitor Loyalty

Based on the table with a P-Value value of 0.001 < 0.05 or with a t-statistic of 3.312 > 1.661, H_{01} is rejected and H_{a1} is accepted, which means that Interior Design has an effect on Visitor Loyalty.

Table 1.6 Food Taste Path Coefficient Test Results

Kriteria	Cita Rasa	
t-Statistik	4,350	Loyalitas Pelanggan
P-*Value*	0,000	

Source: Data Processed, 2024

Test the Taste Hypothesis on Customer Loyalty
H_{01}: Taste does not have a significant effect on Visitor Loyalty
H_{a1}: Taste has a significant effect on Visitor Loyalty

Based on the table with a P-Value value of 0.000 < 0.05 or with a t-statistic of 4.350 > 1.661, H01 is rejected and Ha1 is accepted, which means that Taste has an effect on Customer Loyalty

b. Fit Models

Tabel 1.7 Model Fit Results

	Satuarted Model	Estimate Model
NFI	0,756	0,756

Source: Data Processed, 2024

NFI values ranging from 0 – 1 are derived from a comparison between the hypothesized model and a certain independent model. The model has a high suitability if it is close to number 1. Based on the SmartPLS 4 test results in the table above, it can be concluded that the NFI value is 0.756, which means the model has a good fit, [8].

c. R square

Inner models (inner relations, structural models, and substantive theory) describe the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R2 value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence (Ghozali, 2014). The R^2 results of 0.67, 0.33, and 0.19 indicate that the model is "good", "moderate", and "weak" [8].

Tabel 1.8 Model Fit Results

Variabel	R-Square
Loyalitas Pelanggan	0,731

Based on the table, the R Square value is 0.731, this means that 73.10% of variations or changes in Customer Loyalty are influenced by Interior Design and Taste while the remaining 26.9%

is explained by other causes. So it can be said that the R Square for the Customer Loyalty variable is good.

CONCLUSION

The research results show that Interior Design has an effect on Customer Loyalty. This is in line with previous research by B.K.H.D Chaturani in 2018, Olga Theolina Sitorus in 2022, Erlinda, Sulfitra, Marlizar, Suryani Murad and Muhammad Reza 2022, David Pratama, Lintu Tulistyantoro, Hendy Mulyono in 2019, Niken Sriwahyuni, Ida Nirwana, Wahyu Indah Mursalini in 2023 and in line with the theory which states that design is a unique dimensional factor of a product, this dimension provides many high emotional aspects in influencing customer loyalty.

The results of the Cita Rasa research show that Cita Rasa has an influence on customer loyalty. This is in line with previous research by [9], [4], [10]–[15]and is in line with the theory which states that the taste of a product does have a quite important and very determining role in the process of selecting a product type. Because with its appearance, it is able to provide a distinctive taste and suit consumer tastes, the purchasing tendency to buy that particular product is very high

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