

Quality of Food Souvenirs To Support Agribusiness and Its Effect On Satisfaction and Loyalty

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ABSTRACT

Food souvenirs have a strategic role in supporting agribusiness. Although it has an important role, there is no agreement on the factors that affect the quality of food souvenirs. This study aims to develop a model for measuring the quality of food souvenirs and testing the influence of food souvenir quality on tourist satisfaction and loyalty. In this study, the quality of food souvenirs is a multi-dimensional construct and second order. The sample of this study was 339 people selected by purposive sampling. The data is processed using SEM PLS. The quality of food souvenirs is reflected in the appearance, authenticity, packaging, health benefits, price, and taste. Taste, price, and appearance have the greatest role to play in quality. The quality of food souvenirs effect on tourist satisfaction and tourist satisfaction effect on loyalty. Food souvenir manufacturers should improve those attributes especially the taste, price, and appearance of food souvenirs.

Keywords: agribusiness, quality of food souvenirs, tourist satisfaction, tourist loyalty

INTRODUCTION

Food souvenirs are items that are often bought by tourists (Lin and Mao, 2015; Kusdibyo, 2016) to be consumed by themselves or shared with others. Food souvenirs have a strategic role in tourist destinations. Domestic tourist spending on eating and drinking reached 30.2% while foreign tourists were 18.14% (BPS, 2017). Shopping for food souvenirs is a tourist activity that is often offered in tour packages (Levyda, Giyatmi and Ratnasari, 2020). Food souvenirs are mostly produced by micro, small, medium, and large-scale companies. The number of micro and small-scale food businesses is 14,899 with several workers 25,575 persons and the number of beverage businesses is 1,291 and the number of

workers is 3,222 persons. The number of medium and large-scale food companies is 45 companies and absorb a workforce of 4,563 persons and 6 beverage businesses absorb 399 workers (BPS Provinsi Kepulauan Bangka Belitung, 2021). Many tourists buy typical food souvenirs from Bangka Belitung. Thus tourist spending on food souvenirs creates jobs and local wisdom (Levyda, Ratnasari and Giyatmi, 2021a)

Belitung Regency is the largest marine fish producer in Bangka Belitung Province.

Bangka Belitung agriculture, forestry, livestock, and fishery products are quite diverse. The most agriculture, forestry, livestock, and fishery products are described in table 1.

Table 1
Agriculture, Forestry, Livestock, And Fishery Products In 2020

Product Categories	Most Production in Product Categories
Paddy production (Ton)	Poddy (57,32)
Top five seasonal vegetable and fruit production	Big chili (69545), Cayenne Pepper (33859), Cucumber (44646), watermelon (41438), Water Spinach (22840)
Top five annual fruits and vegetables (quintal)	Pineapple (60522), Banana (53015), Durian (43122), Jackfruit (37230), Water Apple (21030)
Crop (ton)	Oil Palm (158478), Coconut (4666), Coffee (21), Cocoa (333)
Livestock (heads)	Native Chicken (1015135), Layer (245574), Broiler (11366601), Duck (96545), Beef Cattle (15067)
Fisheries (ton)	Marine Capture Fisheries (225538), Inland Capture Water Fisheries (116), Aquaculture, Growing (8164), Aquaculture, Breeding (24222)

Source:(Badan Pusat Statistik Provinsi kepulauan Bangka Belitung, 2022)

Marine fish capture is an important commodity in Bangka Belitung. In 2016 Bangka Belitung produced 196,704ton marine fish capture products which are categorized as follows.

Table 2
Marine Fish Capture 2016 (Ton)

Categories	Number
Pelagic (Small)	87,171.6
Pelagic (Large)	11,145
Demersal	47,299
Reef Fish	22,912
Crustacea	17,411
Mollusca	4,474
Others	6,292

Source: Bangka Belitung Provincial Marine and Fisheries Service

Bangka Belitung is an important producer of white pepper in Indonesia. Based on the Central Bureau of Statistics of Bangka Belitung Province, pepper production from 2010 to 2015 was 18 472 tons (2010), 28 242 tons (2011), 34 379 tons (2012), 33 596 tons (2013), 33 828 tons (2014), 31 408 tons (2015). Bangka Belitung is also a non-timber producer. Type of non-timber forest product in Bangka Belitung is honey. In 2015 the production is 1083.16 liter (BPS - Statistics Indonesia, 2016).

The agribusiness products are processed into various souvenirs which are grouped into processed fish products such as *sambel lingkung*, *kericu*, *kemplang*, *getas*, *otak-otak*, *pempek*, *ketam*, salted fish, *gonggung* snails; processed livestock such as swallow nests, flour preparations such as various chips, dried vegetables such as *kulat* mushrooms, processed fruits

such as breadfruit chips, dodol *cempedak*, *dodol durian*; pickled fruit and honey such as pickled fruit *kelubi*, honey; cooking spices such as *lempah kuning*, *gangan*, seasoning such as *tauco*, shrimp paste; soft drinks and powders such as key oranges, coffee, as well as processed tubers (Levyda, Ratnasari and Giyatmi, 2021a).

The quality of food souvenirs is very strategic. Quality determines tourist satisfaction, and intention to repurchase (Suhartanto, Dean, *et al.*, 2018; Ho *et al.*, 2021) and destination image (Suhartanto, 2018). Currently, the quality of Bangka Belitung souvenirs is still not optimal (Levyda, Ratnasari and Giyatmi, 2021b), so an improvement is needed in determining quality. This study aims to examine the attributes that reflect the quality of souvenirs based on tourist

perspectives and examine their effect on tourist satisfaction and loyalty.

Quality is the consumer's assessment of the product as a whole about superior things and is a construct that is of such a high level that it is only seen from the things that disinfest it (Zeithaml, 1988). The quality of food souvenirs is a latent and multidimensional construct. The quality of food souvenirs is reflected by some attributes. In this study, the attributes that reflect the quality of food souvenirs, are referenced from the literature on the quality of food and the quality of souvenirs. The quality of souvenirs has sensory, utility, and symbolic dimensions (Lin and Mao, 2015).

Food souvenirs offer an aesthetic taste, aroma, and appearance so that it gives a sensation to tourists so that they want to revisit. As a commodity, aspects of benefits such as price, benefits, and cauldrons should be of concern to producers. Souvenirs have a symbolic meaning that can develop memories derived from authenticity, originality, and interrelationships with culture. Consumers assess the quality of food on appearance, price, ingredients, origin, freshness, organic label, food smell, packaging, brand, manufacturing process, and pesticide use (Petrescu, Vermeir and Petrescu-Mag, 2020).

The quality of food souvenirs is reflected in the taste (Bryła, 2015; Altintzoglou, Heide and Borch, 2016; Madaleno, Eusébio and Varum, 2018; Suhartanto, Dean, *et al.*, 2018; Ho *et al.*, 2021), price (Lin and Mao, 2015; Altintzoglou, Heide and Borch, 2016; Suhartanto, Dean, *et al.*, 2018; Petrescu, Vermeir and Petrescu-Mag, 2020; Ho *et al.*, 2021), packaging (Altintzoglou, Heide and Borch, 2016; Petrescu, Vermeir and Petrescu-Mag, 2020; Ho *et al.*, 2021), health benefits (Lin and Mao, 2015; Chang, 2017; Petrescu, Vermeir and Petrescu-Mag, 2020). In this study, the quality of food souvenirs is a multidimensional construct that is reflected by taste, appearance, authenticity, publicity, price, and health benefits.

The quality of food souvenirs has an effect on customer satisfaction (Suhartanto, Dean, *et al.*, 2018; Karsiningsih *et al.*, 2021). Based on Kala's opinion (20 (Kala, 2020) customer satisfaction with souvenirs is an overall evaluation of the various attributes of food souvenirs as well as the emotional and cognitive aspects purchased so as to produce a feeling of satisfaction or before. According to Anderson et al (Anderson, Fornell and Lehmann, 1994), customer satisfaction can be studied with a cumulative approach and specific transaction requirements. In the cumulative approach, customer satisfaction is an overall evaluation process while in the transaction satisfaction approach, the customer satisfaction approach is specific to various stages of the transaction. Customer satisfaction is very important because it affects market share; the higher the customer satisfaction, the higher the market share, and vice versa (Anderson, Fornell and Lehmann, 1994). In culinary tourism, satisfaction is define as the fulfillment of tourist expectation (Coughlan and Saayman, 2018). Based on the above opinions, tourist satisfaction with food souvenirs is an overall evaluation of the total purchase and consumption of souvenir food and is measured by overall satisfaction and meets consumer expectations.

Tourist satisfaction on food during the trip is very important because it positively affects destination loyalty (Matsuoka *et al.*, 2017; Ali *et al.*, 2020; Kala, 2020). Tourist satisfaction with food souvenirs has a positive and significant effect on tourists' intention to buy back and revisit (Suhartanto, Dean, *et al.*, 2018; Karsiningsih *et al.*, 2021).

Loyalty is the repeated support of customers (Dick and Basu, 1994). Customer loyalty has an impact on the company's revenue, willingness to pay more, and buy more and become customer referral (Zeithaml, Berry and Parasuraman, 1996)

Based on the above study, the hypothesis of this study is as follows:

- H1a : appearance affect food souvenir quality
- H1b : authenticity affect food souvenir quality
- H1c : healthy benefits affect food souvenir quality
- H1d : price affect food souvenir quality
- H1e : taste affect food souvenir quality
- H1f : packaging affect food souvenir quality
- H2 : food souvenir quality affect satisfaction
- H3 : satisfaction affect loyalty

METHODS

This research is quantitative. The study sample consisted of 339 tourists who visited and shopped for souvenirs to be consumed by themselves and given to

other persons. Variable measurements use an interval scale measured by a Likert scale of 1-5. The Likert scale is categorized as strongly agreeing (5), agreeing (4), neutral (3), disagreeing (2), and strongly disagree (1), with 1 strongly disagree, and 5 strongly agree. The measurement of food souvenir quality, satisfaction, and loyalty are as follows.

Although there are not many coffee plantations in Bangka Belitung, coffee is one of the tourist favorite souvenirs. Tour packages often offer visits to coffee shops. Drinking a cup of coffee is a culture of the people of Bangka Belitung. Some coffee shops are more than 25 years old. Coffee beans mostly come from Sumatra (Levyda, Giyatmi and Ratnasari, 2020; Ratnasari, Levyda and Giyatmi, 2020).

Table 3
Measurement of food souvenir quality, satisfaction, and loyalty

Variables	Indicators	References
Appearance	Intersting	(Petrescu, Vermeir and Petrescu-Mag, 2020)(Lin and Mao, 2015)
	Appetite	(Lin and Mao, 2015)
	Diversity of food souvenirs	
Authenticity	Traditional	(Lin and Mao, 2015) (Altintzoglou, Heide and Borch, 2016)
	Typical of the region	(Lin and Mao, 2015)
Packaging	Providing complete information	
	Interesting	.(Ho <i>et al.</i> , 2021)(Suhartanto, Dean, <i>et al.</i> , 2018)
	Handy	(Altintzoglou, Heide and Borch, 2016)
Health benefits	Healthy	(Lin and Mao, 2015) (Altintzoglou, Heide and Borch, 2016)
	Cleanliness	Ho et al (Ho <i>et al.</i> , 2021)
	Good to eat	
Price	Reasonable price	(Ho <i>et al.</i> , 2021) (Altintzoglou, Heide and Borch, 2016)
	Price balance with the quality	(Ho <i>et al.</i> , 2021)
	Economical price	
Taste	Tasty	(Lin and Mao, 2015)
	Appetite	(Lin and Mao, 2015)
Satisfaction	Overall satisfaction	(Anderson, Fornell and Lehmann, 1994)
	Meet the expectation	(Anderson, Fornell and Lehmann, 1994)
Loyalty	Repurchase	(Zeithaml, Berry and Parasuraman, 1996)
	Recommendation	(Zeithaml, Berry and Parasuraman, 1996)

Source: author data

The data were processed using the Partial Least Squares (PLS) Structural Equation Model. In PLS, there are 2 models, namely the outer model which examines the relationship between quality and factors that disinfest the quality of food souvenirs, and the structural model (inner model) which examines the relationship between quality, satisfaction, and loyalty. The reliability test of quality measurement is carried out using indicators of consistency and internal reliability. With composite reliability and Cronbach's alpha. Validity tests are carried out with discriminant validity and convergent validity. The tools used in convergent validity are the loading factor, reliability

indicator, and Average Variance Extracted (AVE), while discriminant validity uses cross-loading, and Fornell–Larcker criteria. Structural models were evaluated with determinant coefficients (R2), predictive relevance (Q2), the size and significance of path coefficients, and the size of the effect (f2) (Hair *et al.*, 2017). Hypothesis test performed with Student t-test.

RESULT DAN DISCUSSION

Respondents to this study were 339 tourists who bought food souvenirs during their trip to Bangka Belitung. Respondents in this study varied in gender, age, marital status, education, and frequency of visits. Respondent details are in table 4 below.

Table 4
Respondents Detail

Characteristics	Number of respondents	Percentage
Gender		
Male	134	39,5%
Female	205	60,5%
Age		
17 - 24 years old	74	21,8%
25 - 34 years old	135	39,8%
35 - 44 years old	52	15,3%
45 - 54 years old	54	15,9%
≥ 55	24	7,1%
Status		
Single	166	49,0%
Married	166	49,0%
Divorced	7	2,1%
highest education		
junior high school	2	0,6%
senior high school	45	13,3%
Diploma (D1/D2/D3)	29	8,6%
undergraduates	176	51,9%
Master	60	17,7%
Doctor	27	8,0%
Frequency of visits		
First time	165	48,7%
Twice	74	21,8%
Three times or more	100	29,5%

Source: primary data



Figure 1
Food Souvenir Expense

Source: primary data

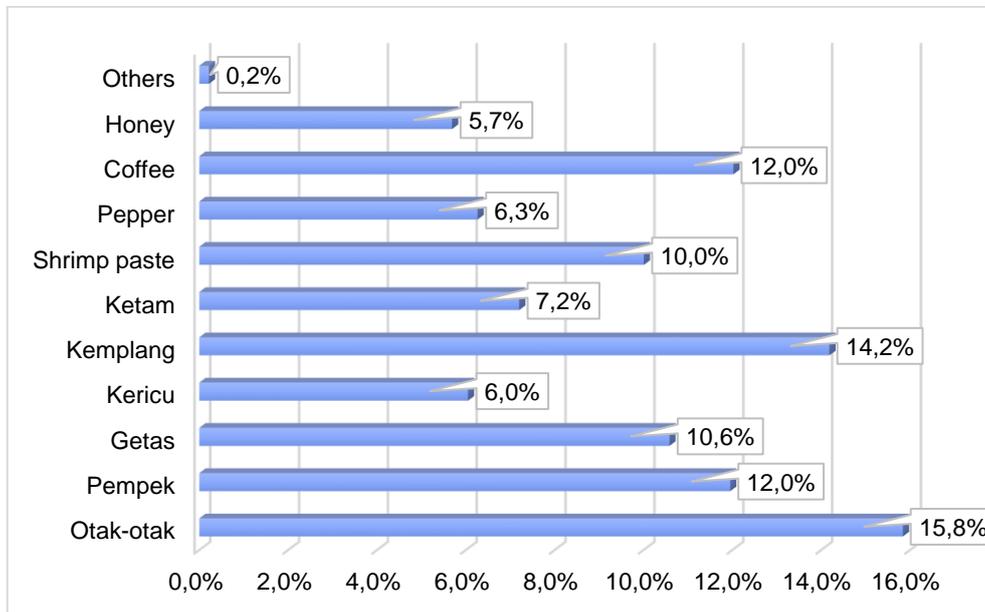


Figure 2
Food Souvenir Purchased

Source: primary data

The outer model (measurement model) proved valid and reliable. The validity is shown from the convergent test and discriminant validity. The value of loading all indicators is more than 0.7, so they have convergent validity. The average variance extracted (AVE) value is more than 0.5, meaning that 50% of variables are reflected in these indicators. The

composite reliability value for each construct above 0.70 meaning that the latent variable formed already has a high consistency. The Cronbach alpha of all variables exceeds 0.7, so all variables have internal consistency reliability. All indicators have a t-value more than the t-table (1.96), and their p-value is less than 0.05, so all indicators are reliable. All

manifest variables used are meaningful in measuring (Appearance, Authenticity, Packaging, Health Benefits, Price, Taste, Satisfaction, and Loyalty).

Table 5
Measurement Model Results

Variable	Indicators	Loadings (λ)	Indicator Reliability (λ ²)	t-Value	p-Value	Alpha	Composite Reliability	AVE
Appearance	App1	0.876	0.767	51.611	0.000	0.868	0.919	0.791
	App2	0.909	0.826	74.927	0.000			
	App3	0.883	0.779	70.500	0.000			
Authenticity	Aut1	0.916	0.840	86.323	0.000	0.820	0.918	0.848
	Aut2	0.925	0.855	94.593	0.000			
Packaging	Pac1	0.895	0.801	75.308	0.000	0.837	0.903	0.756
	Pac2	0.895	0.802	81.439	0.000			
	Pac3	0.815	0.665	37.664	0.000			
Health Benefits	HBs1	0.873	0.762	60.922	0.000	0.851	0.910	0.772
	HBs2	0.919	0.844	99.464	0.000			
	HBs3	0.842	0.709	49.967	0.000			
Price	Pri1	0.913	0.833	76.014	0.000	0.890	0.931	0.819
	Pri2	0.906	0.820	59.431	0.000			
	Pri3	0.897	0.804	75.684	0.000			
Taste	Tas1	0.933	0.870	109.740	0.000	0.922	0.950	0.865
	Tas2	0.937	0.878	109.379	0.000			
	Tas3	0.920	0.847	77.906	0.000			
Satisfaction	Sat1	0.954	0.910	164.790	0.000	0.899	0.952	0.908
	Sat2	0.952	0.907	159.648	0.000			
Loyalty	Loy1	0.949	0.902	132.922	0.000	0.885	0.946	0.897
	Loy2	0.945	0.892	106.132	0.000			

From table 5, the loading factor value for each indicator of each dimension of the latent variable is the largest compared to the loading value when linked to the other dimensions. The results show that

dimensions of the latent variable have good discriminant validity since the latent variables do not have their measurement correlated with other constructs.

Table 6
Discriminant Validity Value

	Appearance	Authenticity	Packaging	Health Benefits	Price	Taste	Satisfaction	Loyalty
App1	0.876	0.646	0.757	0.697	0.612	0.564	0.610	0.550
App2	0.909	0.715	0.731	0.691	0.621	0.693	0.706	0.632
App3	0.883	0.690	0.701	0.634	0.589	0.613	0.665	0.620
Aut1	0.719	0.916	0.698	0.710	0.582	0.565	0.589	0.538
Aut2	0.698	0.925	0.701	0.729	0.635	0.684	0.706	0.668
Pac1	0.716	0.713	0.895	0.697	0.628	0.606	0.607	0.607
Pac2	0.742	0.668	0.895	0.730	0.608	0.567	0.588	0.513
Pac3	0.679	0.599	0.815	0.698	0.634	0.619	0.602	0.612
HBs1	0.668	0.699	0.712	0.873	0.662	0.617	0.618	0.528
HBs2	0.720	0.760	0.759	0.919	0.715	0.668	0.691	0.629
HBs3	0.606	0.596	0.673	0.842	0.722	0.692	0.656	0.673
Pri1	0.601	0.570	0.616	0.711	0.913	0.657	0.660	0.635
Pri2	0.654	0.659	0.659	0.727	0.906	0.770	0.759	0.735
Pri3	0.598	0.563	0.671	0.724	0.897	0.636	0.631	0.565
Tas1	0.629	0.605	0.634	0.689	0.705	0.933	0.773	0.712
Tas2	0.678	0.658	0.645	0.704	0.714	0.937	0.785	0.730

Tas3	0.650	0.632	0.637	0.698	0.707	0.920	0.798	0.776
Sat1	0.693	0.650	0.664	0.699	0.720	0.814	0.954	0.828
Sat2	0.724	0.694	0.649	0.723	0.722	0.796	0.952	0.790
Loy1	0.630	0.600	0.618	0.656	0.677	0.739	0.822	0.949
Loy2	0.650	0.646	0.640	0.660	0.677	0.768	0.785	0.945

The results of the Fornell-Larcker calculation of the criteria obtained using the Smart PLS 3.2.8 application can be seen in the following table:

Table 7
Correlation Value of Latent Variable and Discriminant validity (Fornell-Larcker Criteria)

	Authenticity	Health Benefits	Loyalty	Packaging	Appearance	Price	Loyalty	Taste
Authenticity	0.921							
Health Benefits	0.782	0.878						
Loyalty	0.657	0.694	0.947					
Packaging	0.760	0.815	0.664	0.869				
Appearance	0.769	0.758	0.676	0.820	0.889			
Price	0.662	0.796	0.715	0.717	0.684	0.905		
Satisfaction	0.705	0.746	0.849	0.689	0.743	0.757	0.953	
Taste	0.680	0.750	0.795	0.687	0.702	0.762	0.845	0.930

The correlation value between constructs and AVE root values in table 5 shows that the AVE root value for each variable is greater than the correlation value between the constructs of its research variables. These results show that the variable latent validity discriminant is already high and suggest that all constructs have a good consistency.

The structural model (inner model) tested with R-square and Size effect value f^2 . R square value indicates the accuracy of the model's predictions (Hair *et al.*, 2017). R-square equal to 0.25 has a weak effect, 0.5 show a moderate effect, and 0.75 indicate a high effect (Chin, 2010). The food souvenir quality model that explains the relationship between Presenting Food Souvenir, Authentic Food, Packaging, Healthy, Price, and Taste on Food Souvenir Quality tested with R-square. R-square is 1.00, it indicate that the model is the good predictive model. Food souvenir quality has moderate ability to predict tourist satisfaction. R-square value is 0,722. The predictive ability tourist satisfaction affect tourist loyalty of food souvenir is moderate. The R-square value is 0,721.

The size effect of f^2 indicates the contribution of each construct. The value of

f^2 equal to 0.02, 0.15, 0.35 explain that the predictors of latent variables have small, medium and large influences (Hair *et al.*, 2017). The f^2 value of souvenir quality is 2,579. The value of f^2 is more than 0.35, so it can be expressed as the effect size for the effect of quality on the satisfaction is quite large. The satisfaction f^2 value was 2,594. The effect size satisfaction on loyalty is quite large.

The hypotheses were tested by t-test and p-value. The hypothesis is accepted when the t-value is more than 1.967 ($n=339$) or the p-value is less than 0.05. The results of the t value are shown in table 8.

The hypothesis test-show several conclusions (see Table 8). The appearance of food souvenirs affects the quality of souvenirs. The current research results support previous studies (Madaleno, Eusébio and Varum, 2018; Ho *et al.*, 2021). An attractive display of food will attract consumers to buy. Consumers often rely on their eyesight when choosing food (Maina, 2018; Ho *et al.*, 2021). The appearance of souvenirs is the second most important clue that indicates the quality of food (Konstantoglou, Folinas and Fotiadis, 2020; Petrescu, Vermeir and Petrescu-Mag, 2020). The role of

appearance in reflecting the quality of souvenirs is also relatively high at 0.194. Therefore, the appearance of food needs

to be a concern for agribusiness particularly food souvenir producers.

Table 8
The Results of Testing Hypotheses

No.	Relationships between variables	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
1	Appearance -> Food souvenir quality	0.194	39.262	0.000	Accepted
2	Authenticity -> Food souvenir quality	0.134	38.485	0.000	Accepted
3	Packaging -> Food souvenir quality	0.181	41.113	0.000	Accepted
4	Health Benefits -> Food souvenir quality	0.193	44.425	0.000	Accepted
5	Price -> Food souvenir quality	0.201	37.057	0.000	Accepted
6	Taste-> Food souvenir quality	0.225	36.805	0.000	Accepted
7	Food souvenir quality -> Satisfaction	0.850	58.658	0.000	Accepted
8	Satisfaction->Loyalty	0.849	42.120	0.000	Accepted

The authenticity of food souvenirs affects the quality of food souvenirs. This study support previous conclusions (Zhang, Chen and Hu, 2019; Ho *et al.*, 2021). Authenticity is one of the dimensions of food souvenirs (Suhartanto, Dean, *et al.*, 2018). In this study, the role of authenticity in reflecting low quality is 0.134. However, according to Ho *et al.* (Ho *et al.*, 2021) and Altintzoglou *et al.* (Altintzoglou, Heide and Borch, 2016) authenticity is quite crucial in consumer decision making. To have a significant role, the characteristics of souvenirs must be distinguished from other destinations. *Otak-otak*, *pempek*, *kempalang* are also found in other areas to express authenticity. For example, *pempek* Bangka Belitung is made from sea fish while *pempek* Palembang is made from river fish. *Pempek* Bangka Belitung does not use vinegar but uses an orange (in Indonesia called jeruk kunci) that is widely produced Bangka Belitung pempek'soup is made from sugar like a nipah tree while Palembang pekpek soup is made from brown sugar (Projo, 2017). In Bangka Belitung *otak-otak* use *sambel terasi* (*belacan*) or *sambel tauco*. These differences must be communicated so that the authenticity of food souvenirs is more prominent.

Empirically, this study proves that packaging affects quality. These conclusions support previous findings (Wang, 2013; Ho *et al.*, 2021). The

influence of packaging is quite significant on quality. Food packaging functions as an attraction and protector of food and makes it easier for consumers to carry. Packaging attracts female tourists who want to give gifts (Amaro, Morgado Ferreira and Henriques, 2020). The packaging is very strategic therefore the packaging often interchangeable with quality (Konstantoglou, Folinas and Fotiadis, 2020). Packaging facilitated logistics, commercial, and environmental conservation activities (Rundh, 2013).

Consumers are increasingly concerned about a healthy lifestyle and caring for the environment, so the quality of food is often assessed from a health perspective (Petrescu, Vermeir and Petrescu-Mag, 2020). The result of t-test show health benefits reflected food souvenir quality. These results are relevant to Ho *et al.* (2021). Currently, many consumers are assessing food quality from a health aspect (Kim *et al.*, 2013; Petrescu, Vermeir and Petrescu-Mag, 2020). The path correlation between health benefits and food quality souvenir shows that health benefits have a significant effect on food souvenir quality (see figure 3).

The Health benefits are quite crucial in consumer decision making (Altintzoglou, Heide and Borch, 2016). The health benefits that influence tourist attitudes are food ingredients and nutritional, so both need to be informed by the Destination Marketing Organization(s) (Chang, 2017).

Many consumers do not understand health clues, so they rely on information on labels (Petrescu, Vermeir and Petrescu-Mag, 2020) so food souvenir producers need to provide information on health benefits on labels. The information that shows the health in this study is healthy, hygienic, and safe; future research may include food content information. The survey conducted by Levyda et al. (Levyda, Ratnasari and Giyatmi, 2021b), nutritional information has not been shown much on the label.

The relationship of the taste variable to the quality of souvenirs is indicated by a path coefficient value of 0.225 with a t-value of 36.805 and a p-value of 0.000. The resulting t-statistical value is >1.967 , and the p-value (0.000) is less than the alpha value of 0.05. Thus, the conclusion was reached that taste affects the quality of souvenirs (Ho et al., 2021).

The price is proven to reflect the quality of food souvenirs. This result supports Sosianika et al. (Sosianika et al., 2018) that price is one of the dimensions of food souvenirs. The role of price on the quality of food souvenirs varies. Price is the second most important for the quality of souvenirs, with a path value coefficient of 0.201. Price is the most important clue (Petrescu, Vermeir and Petrescu-Mag, 2020). Petrescu's conclusion is in contrast to the conclusion Ho's (Ho et al., 2021) which plays a minimal role. Ho et al. (Ho et al., 2021) also concluded that price plays a less significant role in consumer purchasing decisions (Altintzoglou, Heide and Borch, 2016).

The taste of food souvenirs is proven to reflect the quality of souvenirs. These results support Sosianika et al. (Sosianika et al., 2018) that taste is one of the dimensions of food souvenirs. There is almost the same conclusion about taste. Taste is the most important aspect of the quality of food souvenirs. Taste is also the most important aspect that influences consumers' purchasing decisions (Altintzoglou, Heide and Borch, 2016). Ho et al. (Ho et al., 2021) concluded that sensory assessment is the second most important. Taste is an important quality clue (Petrescu, Vermeir and Petrescu-

Mag, 2020). The food souvenir quality measurement model is described below.

The quality of food souvenirs is proven to affect satisfaction with food souvenirs. The correlation coefficient of souvenir quality to satisfaction is 0.850. Thus, the quality of food souvenirs has an important role in customer satisfaction. These results support previous conclusions (Suhartanto, 2018; Muskat et al., 2019) Satisfaction with food souvenirs is very important because of the loyalty of tourists to food souvenirs. The results support Suhartanto et al. (Suhartanto, Dean, et al., 2018), Suhartanto et al. (Suhartanto, Chen, et al., 2018), Ali et al. (Ali et al., 2020), Muskat, et al. (Muskat et al., 2019), and Cakici et al. (Cakici, Akgunduz and Yildirim, 2019). Customer satisfaction has an important role in customer loyalty.

Food souvenir producers should improve the quality of souvenirs because the quality of food souvenirs affects satisfaction, and customer satisfaction affects consumer loyalty. There are three aspects of the quality of food souvenirs that should be the focus of the producer's concern, mainly taste, price, and the appearance of the food souvenir.

To attract new customers, food souvenir producers need to narrate the taste of the food or build a story related to the food (storynomics). Another alternative is to make up storytelling about souvenirs or storynomics (Mckee & Gerase, 2018). For example, story-telling souvenirs by the people of Bangka Belitung related to the history of the mine (Setiati, 2008, 2010). Story telling has the power to influence buying desires.

Since labels have a strategic role for rational customers in building trust, food souvenir producers must demonstrate the use of ingredients, food display, packaging, and others on labels (Tonkin et al., 2015). Packaging also has a strategic role in consumer behavior (Zekiri and Hasani, 2015). The producers need to sell products with various packaging sizes in order to reach various segments of tourists.

Consumers use visual things as quality cues (Maina, 2018). Food producers need to pay attention to the color of food in order to improve the quality of the appearance of food. The color of food may appear as a result of processing. Souvenir manufacturers can customize processing technologies that produce attractive food colors or with the addition of permissible food coloring agents. Food coloring should use a color similar to the original raw material.

Food souvenir manufacturers must improve hygienic food processing processes and use good raw materials to retain nutrients as health benefits are often associated with nutrition. To convince customers, manufacturers should be proven by labels from BPOM (The National Agency of Drug and Food Control). Halal products have a strategic role, because they significantly affect customer satisfaction and loyalty (Karsiningsih *et al.*, 2021). Food souvenir manufacturers are required to strive for BPOM labels and halal labels. Food souvenir manufacturers can use packaging as an attraction and container that makes it easier for tourists to recognize and facilitate the handling of souvenirs. Packaging elements such as color, packaging raw materials, and graphics are proven to have an impact on customer loyalty (Yeo *et al.*, 2020). Although size and shape have not been shown to affect loyalty, it should still be considered due to baggage fee policies in various airlines and ease of placement on aircraft racks (Konstantoglou, Folinas and Fotiadis, 2020).

Food souvenir producers must have proof of food worthiness and a halal guarantee from guarantor institutions such as BPOM (Food and Drug Supervisory Agency) and MUI (Indonesian Ulema Council). Halal products have a strategic role because they significantly affect customer satisfaction and loyalty (Karsiningsih *et al.*, 2021). Food souvenir manufacturers can use packaging as an attraction and container to make it easier for tourists to recognize and facilitate the handling of souvenirs. Packaging elements such as colors, materials, and graphics are

significant as these elements affect customer loyalty ((Yeo *et al.*, 2020). Although size and shape do not affect customer loyalty, the size and shape of packaging determine the cost of baggage and entry permits into the aircraft (Konstantoglou, Folinas and Fotiadis, 2020).

CONCLUSION

Food appearance, authenticity, packaging, taste, health benefits, and price are appropriate measurements for food souvenir quality. Food souvenir quality has a significant effect on tourist satisfaction. Tourist satisfaction affects tourist loyalty to food souvenirs. In future research, that halal assurance is a measure of food souvenir quality and tourist loyalty to destinations as a measure of tourist loyalty to food souvenir quality.

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