

Gastronomic Festival Attribute And Customer Engagement To Customer Delight Through Customer Experience Value

Gitasiswhara¹, Ratih Nurriyati², Vanessa Gaffar³, Lili Adi Wibowo⁴, Taufik Abdullah⁵

^{1,2,3,4} Doctoral Program Universitas Pendidikan Indonesia

⁵ Tourism Department University of Otago

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ABSTRACT

The purpose of this study is to determine the impact of gastronomic festival attributes and customer engagement on customer delight as measured by the Customer Value Experience. Two independent variables are used in this analysis: Gastronomic Festival Attributes and Customer Engagement. The dependent variables are Customer Delight and Customer Value Experience. The research design is quantitative, with the objective of eliciting information about the description and use of Culinary Sites in Indonesia during the covid 19 epidemics, in order to create a virtual model of Gastronomic Festival Attributes on Culinary Sites in Indonesia. As a result of the Covid 20 epidemics, The results indicated that the greatest influence is exerted by the Gastronomic Festival Attribute to Customer Value Experience. Customer Engagement results in Customer Delight, and the Gastronomic Festival Attribute results in Customer Delight as well. The research findings are intended to bolster all previously developed hypotheses, including those regarding Customer Engagement, Gastronomic Festival Attribute, Customer Value Experience, and Customer Delight.

Keywords: Gastronomic Festival Attribute, Customer Engagement, Customer Delight, and Customer Value Experience.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh atribut festival gastronomi dan keterlibatan pelanggan terhadap kepuasan pelanggan yang diukur dengan Customer Value Experience. Dua variabel independen digunakan dalam analisis ini: Gastronomic Festival Attributes dan Customer Engagement. Variabel terikat adalah Customer Delight dan Customer Value Experience. Desain penelitian ini adalah kuantitatif, dengan tujuan untuk menggali informasi tentang deskripsi dan penggunaan Situs Kuliner di Indonesia pada masa epidemi covid 19, untuk membuat model virtual Atribut Gastronomi Festival pada Situs Kuliner di Indonesia. Akibat mewabahnya Covid 20, Hasil penelitian menunjukkan bahwa pengaruh terbesar diberikan oleh Atribut Festival Gastronomi terhadap Pengalaman Nilai Pelanggan. Customer Engagement menghasilkan Customer Delight, dan Gastronomic Festival Atribut menghasilkan Customer Delight juga. Temuan penelitian dimaksudkan untuk mendukung semua hipotesis yang dikembangkan sebelumnya, termasuk yang berkaitan dengan Customer Engagement, Gastronomic Festival Attribute, Customer Value Experience, dan Customer Delight.

Kata Kunci: Atribut Gastronomi Festival, Customer Engagement, Customer Delight, dan Customer Value Experience.

INTRODUCTION

Tourism is a rapidly growing industry [1], [2]. Tourist demand for an increasing variety of tourism services compels

business actors in the global tourism industry to continue developing their enterprises [3], [4].

The tourism industry's growth in recent years demonstrates that it is one of the most powerful engines of economic growth and development. The growth of global tourism benefits Indonesia's tourism development [5], [6]. Indonesia, which has a lot of tourism potential, can compete with other countries in the modern era. According to the World Economic Forum's 2019 Travel and Tourism Competitiveness Index, Indonesia's tourism competitiveness ranks 40th with a score of 4.5. [7].

The high volume of tourist visits to Indonesia benefits the country's economy. Foreign tourists contribute to the growth of revenue for hoteliers, transportation, tourist attractions, restaurants, and handicrafts. Culinary tourism has become one of the culinary industry's global trends. Gastronomic tourism is currently one of the most promising sectors of the tourism industry. The growth of restaurants and cafes in Indonesia demonstrates the culinary industry's development.

Western cuisine has the most theme/cuisine restaurants in Bali's 218 resorts, followed by Indonesian cuisine, which has 154 restaurants. This means that by increasing the number of restaurants or restaurants, it will be able to better meet the needs of tourists in terms of food type and taste.

Culinary tourism, also known as food tourism, is Gastronomic tourism that seeks out one-of-a-kind and memorable food and beverage experiences, both local and international [8], [9]. Culinary can be defined as everything related to the activity of eating and drinking widely, not just in the form of food, but also in terms of food preparation, presentation, and how to enjoy food [10], [11], [12], [13].

Significant changes occurred over time as a result of the Digitalization of Communication and the existence of the internet. Additionally, communication between individuals developed as a result of the existence of social media. Numerous platforms enable a diverse range of communications, including those that are more private and specific. The industrial world leverages changes in behavior patterns associated with internet communication to grow its businesses. The purpose of this study is to examine tourists' behavior when engaging in culinary activities, particularly when engaging in culinary tourism via the internet, specifically food and beverage search applications. Culinary Tourism promotes all culinary activities that are unique or distinct from those found in other regions due to their unique and impressive content. [14], [15], [16], [17].

Culinary tourism has an effect on the market and interest in food that Indonesian and foreign tourists have only recently discovered [18], [19], [20]. The increase in the number of business actors in the culinary field reflects the industry's development as well as a business opportunity that the growing market in Indonesia, particularly in the culinary field, welcomes.

Cultural factors are significant determinants of food purchasing decisions [21], [2], [22] particularly for Indonesians. Similarly, culture is disseminated via a variety of media. According to the results of interviews with several owners of food providers in Indonesia, social media and television have a significant impact on their businesses as a result of the growing popularity of food culture among the Indonesian people.

Numerous researchers have examined the phenomenon of individual lifestyles [23], [24]. It can be seen from the perspective of culinary tourism as always dealing with consumers who desire an experience that involves their participation and collaboration with providers [25], [26], [10] to generate consumer satisfaction. When viewed from a lifestyle perspective, the culinary tourism market in Indonesia appears to be growing at a rapid pace. Culinary tourism is a strong choice in the tourism process because it follows the wishes while still requiring food as a primary need for food ([27], [18], [8]).

Today's tourists are aggressive in their pursuit of unique experiences, not only by visiting historical, cultural, and natural sites but also by immersing themselves in new activities, such as gastronomy (food) [28], [29], [30]. Numerous researchers have demonstrated that culinary tourism can enhance the tourist experience [31], [32], [30], [33]. Establishing culinary tourism as a new trend with potential economic benefits. rural and urban social development [34], [35].

The Covid-19 pandemic that occurred in 2020 prevented culinary festival activities and had a significant impact on Indonesia's culinary industry, particularly in large cities [36]. This has resulted in a shift in the community's behavior patterns (shifting); individuals who previously attended numerous culinary festivals are now looking for alternatives, specifically via the internet or social media [37], [38], [39].

According to the most recent, We Are Social report, Indonesia had 175.4 million internet users in 2020. Additionally, the report indicates that Indonesia has 160 million active social media users [40], [41]. YouTube is the

most frequently used social media platform in Indonesia, followed by Facebook at 82 percent and Instagram at 79 percent. Social media platforms such as Facebook and Instagram are increasing their user base and their role in user interaction.

Due to Indonesia's widespread use of social media, businesses can leverage the platform to promote their products or services. According to some sources, social media is the most effective medium for connecting brands with consumers [42], [43]. The digital industry (e-commerce) ushers in a new era of virtual commerce. As a result, its marketing efforts have shifted significantly to online media (social media). [44], [44], [44]; [45].

The primary objective of social media marketing is to actively engage consumers and build brands. Numerous factors have a significant impact on customer engagement [46]. There is a particular interest, developed by Howard and Sheth (1969) and Engel et al. (1990), in the first, which includes the concept of culture and cultural norms, and the second, which is influenced directly by a broader range of variables, including the environment on the one hand, which includes cultural norms and values, and personal variables on the other hand, such as personality and lifestyle. (2000) (Gonzalez).

The same thing happened with customer engagement for traditional Indonesian culinary tourism. Customer engagement has been impacted by the infiltration of foreign culture into indigenous cultures, particularly in Indonesia. Personal, cultural, emotional, and social variables are the primary determinants, owing to the knowledge gained by consumers through entertainment in their environment [16], [47].

Customer engagement research [16], [47] will be fascinating to conduct to determine the extent to which consumer involvement in the tourism industry, particularly in the field of gastronomy or culinary tourism, can be studied. Festival research has grown in prominence over the last two decades in the broader event and tourism management research kinds of literature [48], [49], [50], [51], [52], [53]. Festivals allow communities to celebrate their unique traditions while also attracting tourists and local visitors, which is critical for destination marketing and tourism promotion [54], [55], [56], [57], [58]. Although researchers previously paid little attention to local and small events, it has been discovered that small events can have a significant impact on small communities and their economies [59], discovered that at local festivals, food or drink is frequently the primary reason for celebration, serving as the festival's core product [53]. Culinary festivals contribute significantly to tourist attraction, as they provide a more comprehensive tourist experience than simply tasting or eating a meal [32], [28]. The evolution of research on events, particularly culinary events, can be seen through the Gastronomic Festival Attribute, which identifies several attributes that affect the event and its condition.

One way to bring joy to customers is to surprise them by exceeding their expectations and eliciting a positive emotional response [60], [61], [62]. Customer communication. Customer satisfaction has a direct impact on sales and profitability, as it enables businesses to differentiate their products and services from competitors [63], [60].

Customer delight can be achieved through the product itself, in conjunction with standardized service, and through interaction with frontline employees. Because interaction can be personalized and tailored to the specific needs and desires of customers, it is the greatest source of opportunity to create pleasure [64], [65], [66]. Customer Delight is achieved in the behavior of culinary tourism in Indonesia [67], [68]. by bringing joy to customers or by engaging them.

This study examines Gastronomic Tourism through the lens of Culinary Value Experience [15], [29], [48], [69]–[72]. Additionally, Customer Delight is perceived to be lacking in Indonesia, particularly in large cities in West Java and Banten, making it necessary to research purchasing behavior based on the involvement of consumers and companies that create an experience. The overall culinary tour is based on the above-mentioned behaviors of Indonesians toward food providers.

As several researchers have suggested, experience adds value [9], [21], [25], [31], [43], [44], [55], [73]. It is demonstrated that an experience can shape and enhance a consumer's experience. The other component is that this is an experience that the provider provides for consumers to have a positive experience. These perceptions shape customer behavior and create memories that foster customer loyalty and contribute to the organization's economic value generation. [17], [67], [74]. In this study, it can be stated that the emotion demonstrated is what motivates the majority of the organization's values [39], [62], [75]. According to the studies and statements above, Value Experience consists of three dimensions, namely Rational

Experience, Emotional Experience, and Subconscious Experience, which can be applied in the culinary field to create a variable called Culinary Value Experience.

A relationship between interrelated variables between Customer Engagement, Gastronomic Festival Attributes, Customer Value Experience, and Customer Delight is demonstrated through research mapping using Vos Viewer. The author has not discovered many studies that follow the research variables studied, which creates opportunities for these variables to be worthy of further study and attain the novelty anticipated by the author.

LITERATURE REVIEW

Customer Delight

[76] define customer delight as the reaction of a customer to a product or service that delivers an unexpected level of value or satisfaction. In contrast to what Finn (2005:104) stated, it is a concept referring to an emotional response elicited by an unexpectedly positive performance. Satisfaction is a concept that is based on positive work responses. [77] define customer satisfaction in terms of two conditions. To begin, customer engagement must be strong enough to incorporate emotions into the consumption experience. Second, products and services must perform unexpectedly well. According to Füller & Matzler (2008: 116), customer delight is distinct from customer satisfaction because it is associated with exceptional satisfaction accompanied by emotional responses such as excitement.

[77] define excitement as a distinct response to the satisfaction or a zone over a positive nonlinear response—by examining the linearity of satisfaction's influence on behavioral intentions while

controlling for excitement as measured as a distinct response in a retail setting, whereas Ali et al. (2018) define customer delight as a customer's reaction to experiencing a product.

According to [61] customers use a variety of criteria in addition to disconfirming expectations (e.g., congruence of wants and needs) to determine how satisfied or dissatisfied they are with a product or service. According to Kao et al. (2016), customer satisfaction is derived from meeting the customer's needs for security, fairness, and self-respect.

According to several of the definitions above, customer delight is a sense of pleasure that exceeds expectations when the product's or service's performance results in a sense of surprise with the provider's services. Customer delight is an experience that customers feel positively exceeds customer satisfaction because customers can feel more than their basic needs are met; customers may even receive experiences they never imagined.

Customer delight is connected to customer loyalty. Tjiptono describes four stages of loyalty evolution that lead to the stage of customer delight in [78] During the innocent stage, the company's objective is to resolve any issues that have arisen. The awakened stage's objective is for the business to create a budget. The progressive stage's objective is to exceed customer expectations. At the world-class stage, the company takes a step closer to achieving customer delight, enthusiasm, excitement, and "wow" from customers.

In [79], Kwong & Yau define customer delight in terms of five fundamental human needs. Justice, customer demand for transactional

honesty. Customers can request additional attention when transacting based on their self-esteem. Customers desire a sense of security and a well-maintained environment when transacting, searching for, and meeting all of their needs. When a problem arises, such as a management crisis, the company should be able to accept full responsibility for its errors and publicly admit them. Variety, how to entice customers with a surprise. Raharso (2005) then modified the dimensions from [69] to fit his research. Raharso applied three dimensions of customer delight in [80] justice, esteem, and the finishing touch.

According to another viewpoint, [81] discovered that the dimensions of customer delight include the following: Encoding of information; happy people spend more time examining positive information than negative information and thus retain it more effectively. When a customer is in a good mood while learning, the average memory level may be higher. Due to the asymmetric effects of mood, a positive mood reinforces positive memories while inhibiting negative ones.

Customer Value Experience

primary purpose of experience creation will increase the perceived value of encounters for tourists and tourism's capacity for knowledge creation. Inès and [82] discuss the mechanics of experiential interaction across buyer types. A re-examination of the typology is necessary to ascertain which categories remain stable and which require adjustment in light of the value of use and the market's evolution. [83] explains that because the recalled utility count is highly correlated with and biased by heuristic inference, the instant experienced utility count is critical for

objectively assessing hedonic utility at a glance.

According to [84], the customer experiences value based on which aspect of the service offering results in benefits or sacrifices of value. Customers' interactions with offerings and employees are more intuitive than how offers accomplish various customer goals and tasks within the customer's domain. Consumer behavior derives value from a victim's experience as a result of employee-consumer interaction.

In light of the aforementioned theories and their explanations, the author believes that service to gain experience, whose primary function is the creation of experiences, will increase value for tourists and knowledge, thereby generating a variety of tourism opportunities. Because recalled utility summaries are strongly correlated with heuristic inferences and biased instant (present) utility summaries, it is critical to objectively assess hedonic utility in a short period. The customer's perception of value is based on which aspect of the offering (service) generates (benefits) or detracts from value (sacrifice). Customers' interactions with offerings and employees are more easily comprehended than how offerings fulfill the varied goals and tasks of customers in their domain.

The Value Experience equation makes the following contribution. To begin, we acknowledge the nature of network involvement, which has remained unexplored to date, using the integrative SD logic/structural approach theoretical approach [85]. Additionally, the research integrates positive ideas with negative engagement, which remains a source of conjecture at the moment. Second, the authors expand

our understanding of service innovation engagement actors, who receive scant conceptual or empirical attention in the literature. Then, to argue for the centrality of structuration theory as the underpinning of elementary logic. The author attempts to summarize SD's logic as follows: By combining resources, actors create (perceive) value that is unique to the recipients (beneficiaries) of specific activities. Thus, actors provide services to others or themselves [86].

This generic analysis applies to all types of ecosystem actors, including those who derive customer value from service-oriented interactions, employees who derive psychological (e.g., self-improvement) and financial value from their work, and so forth. Integration of SD logic resources is a critical antecedent to [87] engagement. As with engagements, resource integration takes place within and is governed by specific institutional sets (e.g., organizations, ecosystem-based) of expectations, rules, norms, and regulations that influence actors' perceptions of value. Integration of resources is also critical to the success of service innovation, as outlined in the proposed SD model "Hamburger Service Innovation," which is logically informed by actor engagement in service innovation (Hollebeek, 2018; Skalen et al., 2015). The performance of service innovation is contingent upon how certain resources are assimilated during the process, including focus skills (e.g., skills, knowledge) and operant resources (eg equipment). To maximize the success of service innovation, managers must have a firm grasp on the critical resources available to and preferred by particular groups of actors. SD logic has been hailed as an appropriate meta-theoretical

foundation for engagement due to its value-seeking nature [86].

The term "engagement" refers to a factor that is determined by motivation and the willingness to invest operant resources in interactions (Hollebeek et al., 2018). Investment actors' resources can be cognitive (thought-based), emotional (feeling-based), behavioral (activity-based), or social (altruistic) [12], [17], [18], [88]. Thus, groundbreaking analysis explicitly defines customer engagement in terms of integration resources.

Certain actors' roles can overlap or coexist (e.g., an employee who is also a customer of the company, i.e. engages with them purchased innovations) [85]. introducing additional dynamic and potential tensions for effective service innovation management. This work demonstrates the possibility of tensions between actors' engagement-based institutions and institutions that can reflect radically different goals, needs, preferences, and actor preferences in outcomes. Managers must carefully manage these tensions and, if possible, optimize their alignment to safeguard the value created by service innovation [89].

As a result, value experience can be defined as the process of selecting alternatives for purchases based on information gleaned from the knowledge of the product to be purchased.

Customer Value Experience (CVE) can be quantified in a variety of ways. convey several dimensions of CVE in their research that can be used to make measurements, namely; Sensory Experience, the sensations and tastes that consumers receive. Affective Experience refers to the experience that consumers have as a result of their values and attitudes toward a product

or service. Consumer Behavior Experience, the experience that consumers receive as a result of their actions. Intellectual Experience refers to the experience that consumers have as a result of their level of knowledge and education.

The dimensions proposed, namely sensory experience, affective experience, behavioral experience, and intellectual experience, are used to quantify customer value experience in this study because they are deemed relevant.

Gastronomic Festival Attribute

According to [32] gastronomic festivals can also be viewed as other types of festivals, where visitor satisfaction is equally dependent on factors other than food.

[37], [60], [81], [90] defines regional-based festivals with regional and small culinary delights as general, themed celebrations that are frequently organized directly by the city government (or district authorities) or by non-profit organizations as stakeholders, are located in a rural area or small town, and are centered on a particular beer, wine, meat product, seafood, regional dish, or vegetable to attract attendees. Diverse target groups with distinct target markets may require a variety of media strategies (both online and offline) to attract and retain distinct target markets.

[24], [44], [79] argue that pleasure and arousal transforming into satisfaction may have a direct effect on satisfaction and play a mediating role in historical reenactment events.

According to the studies cited previously, the Gastronomic Festival Attribute can be interpreted as a collaborative effort between the company and the customer to ensure

the customer's satisfaction. Additionally, the Gastronomic Festival Attribute is the perspective of participation that motivates a relationship and its style.

Multiple dimensions are used to quantify the attributes of gastronomic festivals. According to (Dimitrovski, 2016b), there are six dimensions to gastronomic festival attributes: location and signage, program content, perceived crowdedness, price, comfort, and entertainment. To elaborate further on the Attributes of the Gastronomic Festival, which is defined as a gastronomic festival held on a culinary site, it can also be viewed as another type of festival, where visitor satisfaction is equally dependent on non-food-related factors.

According to [91] festival attributes are measured on three dimensions: the quality of amenities, programs, and entertainment. In contrast to what Dixit stated, the gastronomic festival is produced and developed by a diverse range of stakeholders. Numerous factors contribute to festival and event success, including funding, marketing brochures, media coverage, and a strong brand.

This study utilizes dimensions from [32], specific location and signage, program content, perceived crowdedness, price, comfort, and entertainment, to quantify gastronomic festival attributes.

Customer Engagement

According to [92], engagement can be defined as consumers' willingness to support and provide resources in some physical or financial form [11], [26], [93] defined behavior that extends beyond transactions as "a manifestation of customer behavior with a brand or company focus, independent of

purchasing, as a result of motivational drivers" [94], [95]. According to [96] customer involvement increases customer loyalty because it results in customers who have cognitive satisfaction with a brand.

According to scholars, customer engagement as a concept emerged recently in the marketing literature as an evolution of the relational paradigm, which emphasizes the importance of ongoing firm-customer interactions and a series of non-transactional customer behaviors such as commitment, word of mouth, and promotion. customer-recommended products [97], [98]. According to [86], customer engagement (CEB) refers to any interaction between a customer and a business that extends beyond the purchase or service process. According to [99] customer engagement is a psychological state or attitude, that results in specific behaviors or outcomes, such as referrals and/or recommendations of specific products, services, and/or brands [70], [71]; [74]

Although numerous studies have been conducted with customer engagement as the dependent variable, few have been conducted in the hospitality industry. As [88], [100] indicate that few empirical studies in the hospitality industry focus on the problem or concept of customer engagement, it is recommended that researchers conduct studies or conduct additional research on the concept of customer engagement.

In this study, customer engagement, the dependent variable, is used as a reference for predicting future guest behavior, as expressed by the fact that customer engagement, in general, will lead a person to actual behavior. As defined by [63], [76], [88] these behaviors are psychological, attitudes,

and recommendations that serve as dimensions for the concept or variable of customer engagement.

[101] identifies five dimensions of customer engagement: cultural engagement, cognitive engagement, emotional engagement, social engagement, and behavioral engagement. Customer engagement is a development of the relational paradigm that emphasizes the importance of ongoing company-customer interactions and a set of non-transactional customer behaviors such as commitment, word of mouth, and customer-to-customer recommendations. [28], [74], [102], [103]. According to Hollebeek (2018), the dimensions of customer engagement are cultural engagement, cognitive engagement, emotional engagement, social engagement, and behavioral engagement. These dimensions are assessed in this study and used as measurement indicators.

RESEARCH METHOD

This is a quantitative and qualitative type of research. Quantitative research is concerned with the development and application of mathematical models, theories, and/or hypotheses relating to natural phenomena. Meanwhile, qualitative research was conducted to gain a more complete understanding of the variables.

The purpose of this research is to ascertain the extent to which respondents use the six most frequently used culinary sites in Indonesia, as well as how they use them.

A portion of the population was interviewed directly on the scene to ascertain their attitudes toward the object under study, which in this case is the effect of Gastronomic Festival Attributes as a variable (X1) and

Customer Engagement as a variable (X_2) on Customer Delight as a variable (Y_2) (Y_1). Because this research was conducted in less than a year, a cross-sectional approach was taken.

The population for this study was drawn from those who used the culinary sites Qraved, Zomato, OpenRice, GoKuliner, Grab Food, and Go Food to find, review, and order food and beverages, specifically:

Table 1 Total Population Based on Culinary Site

Culinary Site	Population
Qraved	156.758
Zomato	82.796
Open rice	3.441
Go culinary	81,631
Gofood	383,300
Grabfood	388,909
TOTAL	1,096,835

Source: Processed data for 2020

The sample size is commonly determined by multiplying the number of indicators by 5 to 10, resulting in a minimum sample size of 438; because this sample is based on the number of indicators, it is assumed that the sample size is adjusted to the number of indicators. However, only 408 samples can be processed due to the limitations of the sample data obtained.

This study employs a systematic random sampling technique, which is a sampling technique that draws participants from several locations that serve as checkpoints.

The verification analysis method is used in this study to test the hypothesis. Standard Equation Models (SEM) analysis is the analytical technique used.

RESULT AND DISCUSSION

Customer Engagement on Culinary Sites in Indonesia is described in terms of the following dimensions: Cultural Engagement, Cognitive Engagement, Emotional Engagement, Social Engagement, and Behavioral Engagement. Customer Engagement on Culinary Sites in Indonesia is in the high category, according to data analysis.

If we examine the data processing results above, it is clear that the respondent does have a desire for everything related to Customer Engagement on the culinary site, specifically Cultural Engagement, which is related to all things related to cultural involvement in terms of cultural engagement. associated with food, as food is a product of community culture and is inextricably linked to food and culinary sites (Demmallino et al., 2021; Giampiccoli & Kalis, 2012; Zeppel, 1998). Cognitive Engagement refers to respondents' understanding of food and culinary sites; Social Engagement refers to the social influence respondents receive as a result of their activities and interactions with various types of food and culinary sites; and Behavioral Engagement refers to the consumer or tourist behavior that respondents receive as a result of their daily activities in enjoying food and interacting with various types of food and culinary sites.

An overview of Gastronomic Festival Attributes on Indonesian Culinary Sites, specifically the Dimensions of Gastronomic Festival Attributes, which include Location and Signage, Content, Perceived Crowdness, Price, Comfort, and Entertainment. The data processing results indicate that Indonesia's Gastronomic Festival Attributes on Culinary Sites are of a high standard.

The Customer Value Experience Dimension on Indonesian Culinary Sites is described. It consists of Sensory Experience, Affective Experience, Behavioral Experience, and Intellectual Experience. The data processing results indicate that the Customer Value Experience on Culinary Sites in Indonesia is of a high standard.

If we examine the data processing results above, we can deduce that respondents do have desires for everything related to Gastronomic Festival Attributes on culinary sites (Carvache-Franco et al., 2021; Pérez-Gálvez et al., 2021). Specifically, location and signage relating to how to access and how easy it is to access food and culinary sites. On culinary websites, content relating to the suitability of the type of food and respondents' food desires Perceived Crowdedness, which refers to the feedback respondents receive about the number of food outlets on culinary sites and how delicious they are when visiting them, and Price, which refers to the variety of food available and the quality of everything related to food and culinary sites. When it comes to food shopping and culinary sites, comfort is a matter of safety and convenience. Dan Entertainment is dedicated to all things enjoyable and exciting, including virtual food displays and culinary destinations.

Customer Delight on Culinary Sites in Indonesia is described in terms of the Customer Delight Dimension, which includes the states of Delighted, Elated, Gleeful, and Mesmerized. The data processing results indicate that Customer Delight on Culinary Sites in Indonesia is of a high standard.

If we examine the data processing results above, it is clear that the dimensions in the high category refer to the Customer Value Experience on

culinary sites (Lai et al., 2021; May et al., nd; Tan & Chen, 2021), specifically Sensory Experience. about the respondent's perceptions and memories of food and culinary sites, Affective Experience, which refers to respondents' suitability and impressions of food and culinary sites; Behavioral Experience, which refers to all aspects of behavior based on food consumption habits and the selection of culinary sites; and Intellectual Experience, which refers to respondents' feedback on information and communication about food on culinary sites.

According to Jesus Cambra-Fierro Iguacel Melero-Polo (2017), Customer engagement as a concept emerged recently in the marketing literature as an evolution of the relational paradigm, which emphasizes the importance of ongoing firm-customer interactions and a series of non-transactional customer behaviors such as commitments, word of mouth promotion, and customer recommendations. Additionally, Linda D. Hollebeek provides an opinion (2018) According to Hollebeek, involvement can be defined as consumers' willingness to support and provide resources in some form (both physical and financial). According to Kassir, AN, and Loureiro, SMC (2019), customer engagement is a psychological state or an attitude, that results in specific behaviors or outcomes, such as referrals and/or recommendations for specific products, services, and/or brands. This clarifies the theory of customer involvement in tourism marketing activities, specifically through the sharing of customer experiences and insights.

By examining the variables that contribute to the Gastronomic Festival Attribute, Dimitrovski (2018) asserts that the gastronomic festival can also be

viewed as a different type of festival, where visitor satisfaction is equally dependent on factors other than food. As a result, it is critical to ascertain whether non-food-related attributes affect satisfaction and, if so, the extent to which food quality plays a role in this relationship. Additionally, José Antonio Folgado-Fernández ^{1,*}, Elide Di-Clemente ², and José Manuel Hernández-Mogollón provide their perspectives (2019) This relates to the growing trend of regional product-based gastronomic festivals. Both large cities and small towns can express their unique and distinctive character through handcrafted, high-quality local products, which can be a critical factor in tourist satisfaction and the destination's image. Meanwhile, Tomás López-Guzmán, Jess C. Pérez-Gálvez, and Guzmán A. Muñoz-Fernández (2019) define visitor satisfaction with the festival as a function of several factors, including the festival's location and accessibility, its source of culinary power, and the event's size. Numerous aspects of gastronomic festivals are determined by visitor satisfaction with the event, which is determined by a series of attributes, including, but not limited to, the following: the festival's location and accessibility, the festival's culinary resources, and the event's size. Meanwhile, the Gastronomic Festival Attribute emphasizes the importance of programs and activities relating to the provision of products and services by providers via activities or programs for them to be communicated to customers.

Concerning customer delight, it is necessary to develop an explanation based on prior research that generates expert opinions, specifically from Kwong and Yau (2002), who link customer pleasure to a nonlinear

relationship between satisfaction and loyalty. This explains why satisfied customers detract from moderate satisfaction. What delights customers is the interaction of satisfaction and loyalty. The authors of these journals use indicators other than those used by Finn (2011) to quantify customer satisfaction, which they define as an emotional response to unexpected and positive levels of performance. Then there is a more recent definition of customer delight, namely from Edwin N. Torres, Giulio Ronzoni, (2018), who defines it as a customer reaction to an unexpected level of value or satisfaction from a product or service. Clarify and bolster Customer delight is defined as the reaction of a customer to a product or service that provides an unexpected level of value or satisfaction. Customer delight can be interpreted to mean that if a consumer receives an excessive amount of satisfaction, the value provided by the customer delight can be realized.

CONCLUSIONS

According to the findings of researchers, there is a hypothesis that has no significant effect for a variety of reasons, while the hypothesis with the greatest influence is the Gastronomic Festival Attribute on Customer Value Experience, while the hypothesis with the least significant effect is Customer Engagement on Customer Value Experience.

RECOMMENDATION

When referring to the results of the research described above, while some findings differ from those of previous studies, which were, of course, conducted by experts, the authors can assume and recommend if the research is conducted at other times, not during

a pandemic. Covid-19 will undoubtedly improve, and it is hoped that additional research will be conducted to obtain more complete and comprehensive results. Additionally, it is hoped that through this additional research, knowledge about additional and deeper research findings will be obtained and that the authors will be able to correct the study's errors and limitations.

The author attempts to draw several recommendations related to this research from the conclusions that exist. The recommendations are as follows: Based on the foregoing, the authors recommend that companies and providers of food and beverage selection applications continue research in areas such as age range and area coverage to increase awareness not only in major cities but also in rural areas. For significant influencing variables, the author recommends that the food and beverage provider application continue to run the programs created by it to ensure that it is properly utilized by its customers, both in terms of Customer Engagement, Gastronomic Festival Attribute, Customer Value Experience, and Customer Delight. With regards to the research findings that do not have a significant impact, the authors suggest that the food and beverage provider application continue to improve its programs to ensure that they are properly utilized by its customers, both from the customer's perspective and even for tourists visiting the intended area. Additionally, the authors can enhance the study's methodology, data collection techniques, and sample size.

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