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An Analysis of Customer Satisfaction at Puspa's Warung Ubud, a Local Restaurant in an International Tourist Destination

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Abstract: Ubud as an international tourist destination has an increasingly competitive culinary industry, so customer satisfaction is an important factor for the sustainability of MSME-based culinary businesses. The objective of this research centers on evaluating how food quality, service quality, price fairness, and atmospherics determine customer satisfaction, while simultaneously verifying the moderating influence of culinary orientation on the food quality and customer satisfaction pathway at Puspa's Warung Ubud. A sample of 213 customers was accumulated via purposive sampling within a quantitative survey framework, followed by data execution through Structural Equation Modeling–Partial Least Squares (SEM-PLS). Positive and significant impacts on customer satisfaction were empirically demonstrated by all four core predictors: food quality, service quality, price fairness, and atmospherics. Among these, customer satisfaction is most heavily driven by service quality. Furthermore, the capacity of culinary orientation to strengthen the positive link between food quality and customer satisfaction was successfully validated. This moderation effect implies that heightened levels of culinary orientation among customers amplify their sensitivity toward food quality when assessing satisfaction. Ultimately, this study underscores that to elevate customer satisfaction within local stalls situated in international tourist areas, strategic focus must be directed toward service quality, food quality, price fairness, and restaurant atmosphere.

Keywords: Customer Satisfaction, Food Quality, Service Quality, Price Fairness, Atmospherics.

INTRODUCTION

Ubud is one of the leading international tourist destinations in Indonesia that continues to experience a growth in tourist visits. The number of foreign tourists visiting Bali has reached more than 602 thousand visits until May 2025 (BPS Bali, 2025), while the Ubud area in 2023 received more than 510,000 foreign tourists and more than 3,000 domestic tourists (Radar Bali, 2023). The high mobility of tourists encourages the development of an increasingly competitive culinary industry, ranging from modern restaurants, cafes, to local stalls. In increasingly fierce

competition conditions, the ability of culinary business actors to create customer satisfaction is an important factor in maintaining business sustainability and increasing competitiveness.

Within the sector of micro, small, and medium enterprises (MSMEs), which function as the backbone of the national economy, the relevance of customer satisfaction continues to escalate. According to 2024 data from the Central Statistics Agency, approximately 61% of Indonesia's Gross Domestic Product (GDP) was contributed by MSMEs, while simultaneously absorbing the majority of the national workforce. These contributions show that the sustainability of MSME-based culinary businesses not only has an impact on individual business performance, but also has broader economic implications. One of the culinary MSMEs that is developing in the tourist area of Ubud is Puspa's Warung Ubud, a local stall that was established in 2015 and offers Indonesian home-cooked cuisine for domestic and international tourists.

As a culinary business operating in international tourist destinations, Puspa's Warung Ubud faces the challenge of meeting diverse customer expectations. Based on 1,301 customer reviews on Google Reviews until January 2026, this stall has an average rating of 4.7 out of 5. Although most customers give positive ratings to the taste of the food and the atmosphere of the restaurant, some reviews still highlight the inconsistency of the taste of the food as well as the waiting time for service in certain periods. These conditions indicate that there is a variation in customer experience that has the potential to affect their satisfaction level. If not managed optimally, these conditions can increase the risk of customers moving to competing restaurants, especially international tourists who have many alternative culinary options.

In a theoretical perspective, customer satisfaction can be explained through the Expectation Disconfirmation Theory (EDT) proposed by Oliver (1980). This theory states that satisfaction arises when the perceived performance of the customer is able to meet or exceed initial expectations, while dissatisfaction occurs when the actual experience is below the customer's expectations. Furthermore, Oliver (1997) through Customer Satisfaction Theory explains that satisfaction is a post-consumption evaluation that reflects the customer's cognitive and affective response to the overall experience obtained. In the context of the culinary industry, these evaluations are generally shaped by various attributes of the dining experience, such as food quality, service quality, price fairness, and restaurant atmosphere (Wijayantiarni & Roostika, 2022; Abdullah et al., 2024; Nathalia & Diayudha, 2024; Valentino & Ekawati, 2025).

Various previous studies have identified a number of factors that affect customer satisfaction in the culinary sector. Food quality has consistently been found to have a positive effect on customer satisfaction because the quality of taste, aroma, appearance, and consistency of food is the main component in customer evaluation of the dining experience (Wijayantiarni & Roostika, 2022; Abdullah et al., 2024; Harja, 2024; Adnina et al., 2025). Service quality has also proven to be one of important role in increasing customer satisfaction through reliability, responsiveness, empathy, and service assurance provided by service providers (Puspita & Jihadi, 2023; Novad & Hendrawan, 2023; Sahlani & Ruswanti, 2024). Another factor that also affects satisfaction is price fairness, namely customer perception of the fairness of the price paid compared to the benefits received (Nathalia & Diayudha, 2024; Pinaraswati et al., 2024). However, research by Valentino and Ekawati (2025) shows that price fairness does not always have a significant effect on customer satisfaction, so there are still inconsistencies in findings that need to be further examined. In addition, the atmosphere of the restaurant or atmospherics has also been proven to contribute to the formation of positive customer experiences and increase their satisfaction (Saputra, 2023; Al Hafis et al., 2025; Rathnasiri et al., 2025).

Although research on customer satisfaction in the culinary industry has grown rapidly, most research still focuses on modern restaurants, hotels, and online-based food ordering services (Lu et al., 2020; Gulam et al., 2023). Research that specifically examines the

determinants of customer satisfaction in local or traditional stalls in international tourist areas is still relatively limited. In fact, local stalls have different characteristics compared to modern restaurants, both in terms of business scale, the nuances of local culture offered, and the customer profile dominated by foreign tourists. These limitations show that there is a research gap that opens up opportunities to develop an understanding of the factors that affect customer satisfaction in the context of MSME-based local culinary businesses.

In addition, recent research in the field of culinary tourism shows that the individual characteristics of customers can also influence the way they evaluate the dining experience. One concept that has received attention is culinary orientation, which is the level of individual interest in culinary activities as part of the tourist experience (Chen et al., 2023). Tourists with a high culinary orientation tend to be more sensitive to the quality of the food and pay more attention to the overall gastronomic experience than tourists who view dining activities as just a functional need. Research by Li et al. (2023) and Chen et al. (2023) shows that culinary engagement has the potential to strengthen the relationship between food attributes and customer response. However, studies that examine the role of culinary orientation as a moderation variable in the relationship between food quality and customer satisfaction in the context of local stalls in international tourist destinations are still very limited.

Driven by the aforementioned background, two primary research questions are addressed in this study: whether customer satisfaction at Puspa's Warung Ubud is influenced by food quality, service quality, price fairness, and atmospherics, and whether culinary orientation moderates the effect of food quality on customer satisfaction. The objective of this research centers on evaluating how food quality, service quality, price fairness, and atmospherics determine customer satisfaction, while simultaneously verifying the moderating influence of culinary orientation on the food quality and customer satisfaction pathway at Puspa's Warung Ubud. In more detail, this study proposes the following hypothesis, as also listed in Figure 1:
H1: Food quality has a positive effect on customer satisfaction.
H2: Service quality has a positive effect on customer satisfaction.
H3: Price fairness has a positive effect on customer satisfaction.
H4: Atmospherics have a positive effect on customer satisfaction.
H5: Culinary orientation moderates the influence of food quality on customer satisfaction.

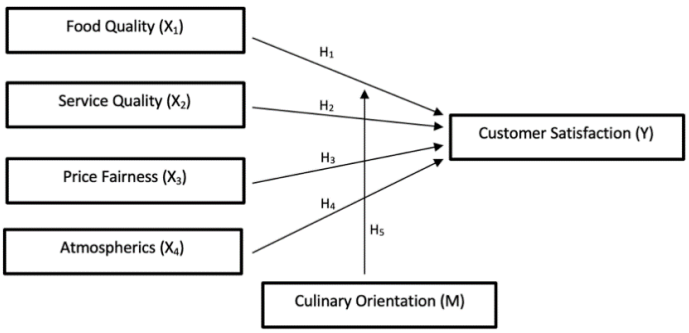


Figure 1. Research Hypothesis Model

The development of customer satisfaction literature within the culinary industry is enriched by this study through three distinct dimensions. Initially, the application of Expectation Disconfirmation Theory and Customer Satisfaction Theory is expanded by examining MSME-based local stalls operating in global tourist destinations. Furthermore, a single comprehensive research model is established by integrating four core determinants of customer satisfaction: food quality, service quality, price fairness, and atmospherics. This study also introduces novelty by analyzing culinary orientation as a moderation variable in the relationship between food quality and customer satisfaction, a dynamic that remains under-

researched among local culinary enterprises in international tourist spots. Ultimately, these insights are anticipated to yield theoretical advancements in services marketing and culinary tourism studies, while simultaneously offering practical strategies for local stall managers to secure sustainable enhancements in customer experience.

METHODS

Conducted at Puspa's Warung Ubud, Bali, in 2026, this study deploys a quantitative approach with a survey design. The target population encompasses all domestic and foreign tourists who visit Puspa's Warung Ubud. Given the indefinite population size, a non-probability sampling technique using a purposive sampling method is adopted. Respondent selection relies on three specific criteria: (1) being at least 18 years of age; (2) having purchased and consumed dishes at Puspa's Warung Ubud at least once within the past six months; and (3) demonstrating a willingness to complete the questionnaire. To determine the minimum sample size, this study follows the recommendations of Hair et al. (2019) for SEM-PLS analysis, setting the threshold at five to ten times the number of indicators embedded in the research model.

Both primary and secondary data constitute the empirical framework of this research. While the distribution of structured questionnaires to qualified respondents yields the primary data, secondary data are gathered from scientific literature, statistical publications, and relevant supporting documents. Furthermore, the questionnaire items were developed by adapting validated indicators from previous studies. As guided by Sekaran & Bougie (2016), a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) is utilized to measure all statement items.The food quality variable was adapted from Abdullah et al. (2024) and Harja (2024); service quality refers to Parasuraman et al. (1988), Puspita and Jihadi (2023), and Sahlani and Ruswanti (2024); price fairness adapted from Nathalia and Diayudha (2024) and Valentino and Ekawati (2025); atmospherics refer to Saputra (2023) and Rathnasiri et al. (2025); customer satisfaction adapted from Rusandi et al. (2023) and Adnina et al. (2025); while culinary orientation is adapted from Chen et al. (2023).

SmartPLS software is utilized in this study to facilitate data analysis through Structural Equation Modeling–Partial Least Squares (SEM-PLS). As noted by Hair et al. (2019), this method is highly suitable for research models that incorporate moderation effects due to its capacity to analyze relationships between latent constructs simultaneously.The analysis stages include descriptive analysis of respondents, evaluation of measurement models (outer models) through testing of validity and reliability of constructs, evaluation of structural models (inner models) through testing of determination coefficients (R^2), predictive relevance (Q^2), and multicollinearity, as well as hypothesis testing using the bootstrapping procedure. The role of culinary orientation moderation was tested through the analysis of the interaction effect between food quality and culinary orientation. The hypothesis is declared acceptable if it has a p-value of < 0.05 or a t-statistic > 1.96 (Hair et al., 2019).

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis was used to determine the distribution of respondents' answers from the results of the questionnaire distribution to 213 people. The average score on the food quality variable was 4,590 which shows that the respondents' assessment of the food quality variable is included in the very good category. The service quality variable obtained an average of 4,591 which reflects the quality of service in the excellent category. The average value of the variable price fairness was recorded at 4.586 which shows that price fairness is included in the very good category. The atmospheric variable has an average of 4.47 which indicates the atmosphere of the place is in the category of excellent. The culinary orientation variable has an average of 4.58 which indicates that this assessment is in the very good category. Then, the customer

satisfaction variable obtained an average value of 4.62 which shows that the perception of customer satisfaction is included in the very good category. This shows that in general, the perception of all research variables is positive or in the very good category.

Outer Model

Ensuring that all indicators measure the research construct both validly and reliably drives the execution of the measurement model evaluation. This assessment encompasses convergent validity, discriminant validity, and construct reliability tests, with the structural overview illustrated in Figure 2.

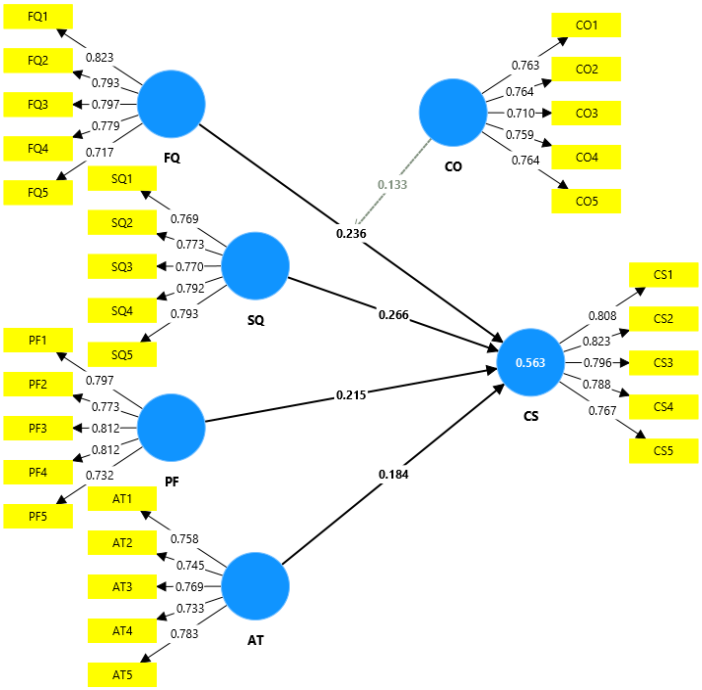


Figure 2. Outer Model

To assess convergent validity, the outer loading value of every indicator is examined. The empirical results demonstrate that all indicators across the variables of food quality, service quality, price fairness, atmospherics, culinary orientation, and customer satisfaction exceed the 0.70 loading factor threshold established by Hair et al. (2019). Specifically, the lowest loading factor was recorded by the CO3 indicator at 0.710, whereas the CS2 and FQ1 indicators generated the maximum value of 0.823. Consequently, every indicator is confirmed as valid and capable of adequately representing its respective construct.

Furthermore, cross loading, the Fornell-Larcker Criterion, and the Heterotrait-Monotrait Ratio (HTMT) were utilized to evaluate discriminant validity. As dictated by Hair et al. (2019), discriminant validity through cross loading is satisfied when an indicator exhibits a higher loading value on its assigned construct than on any opposing constructs. The analysis confirmed that every indicator in this study achieved its peak loading within its designated construct, thereby satisfying the cross loading criteria. Regarding the Fornell-Larcker Criterion, discriminant validity is achieved if a construct's square root value of AVE surpasses its correlation coefficients with alternate constructs—a condition fully met by all constructs in this test. Consistent outcomes were likewise produced by the HTMT evaluation. All recorded HTMT values remained safely below the 0.90 limit suggested by Hair et al. (2019), peaking at 0.741. These findings collectively verify that all constructs possess adequate discriminant validity and are distinctly differentiable.

Lastly, reliability testing revealed that Cronbach's Alpha and Composite Reliability values for all constructs surpassed the 0.70 benchmark. This outcome solidifies the strong internal consistency of the research instrument, ensuring dependable measurements. In summary, the comprehensive outer model evaluation proves that all indicators and constructs fulfill the required validity and reliability standards, rendering them fully qualified for structural model (inner model) analysis.

Inner Model

To assess how effectively the relationships between research variables are explained, an internal model evaluation was executed. This assessment comprehensively integrated the model fit evaluation, determination coefficient (R^2), predictive relevance (Q^2), and multicollinearity tests. Figure 3 illustrates the definitive outcomes of this structural model.

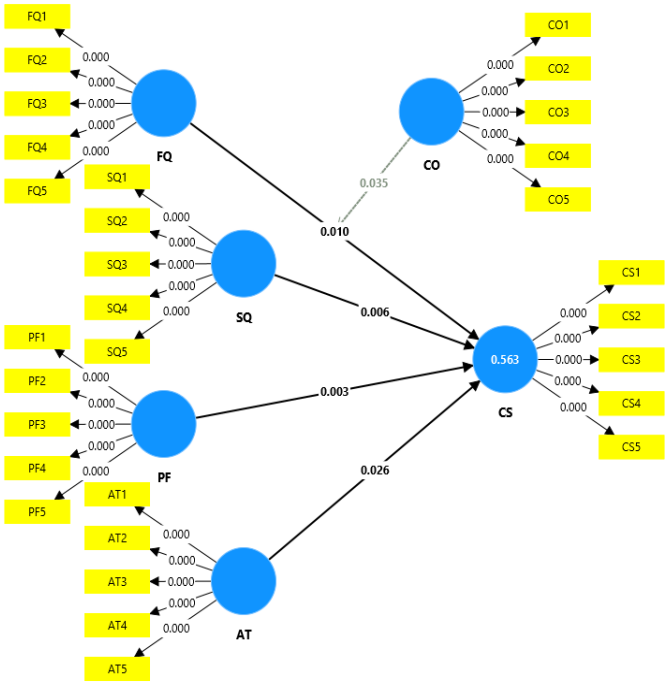


Figure 3. Inner Model

An evaluation of the model fit yielded a Standardized Root Mean Square Residual (SRMR) value of 0.061 for the saturated model and 0.062 for the estimated model. Because Hair et al. (2019) recommend an upper threshold of 0.08, both recorded values confirm that the research model possesses a good fit.

Furthermore, a value of 0.563 was generated as the R^2 for the customer satisfaction variable. This empirical finding demonstrates that food quality, service quality, price fairness, atmospherics, and the interaction between food quality and culinary orientation collectively account for 56.3% of the variance in customer satisfaction. Conversely, variables excluded from this research model explain the remaining 43.7%.

The model's predictive ability was subsequently assessed utilizing the Q^2 (predictive relevance) metric. The analysis revealed a Q^2 value of 0.337 (> 0), verifying that the model holds robust predictive relevance for the investigated endogenous variables. Additionally, the multicollinearity test showed that a VIF value below 5 was maintained across all variables, signifying the absence of any multicollinearity issues within the framework.

In summary, these comprehensive internal model evaluation outcomes validate that the structural framework exhibits strong suitability, moderate explanatory power, sufficient

predictive capacity, and freedom from multicollinearity. Consequently, the progression to hypothesis testing is fully justified.

Research Hypothesis Testing

Within the PLS framework, simulations are standardly employed to evaluate every hypothetical relationship. Researchers utilize the bootstrap method on the sample to achieve this, which simultaneously serves to mitigate any issues regarding research data abnormalities. To determine the outcomes of the hypothesis test, t-statistics are compared against the t-tables. Acceptance criteria for the hypotheses in this investigation require a t-statistical value of > 1.96 and a p-value of < 0.05, evaluated at a 5% significance level.

Table 2. Path Coefficient

	Original Sample (O)	Sample red (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
FQ -> CS	0.236	0.240	0.091	2.593	0.010
SQ -> CS	0.266	0.266	0.096	2.774	0.006
PF -> CS	0.215	0.211	0.073	2.928	0.003
AT -> CS	0.184	0.176	0.082	2.233	0.026
CO x FQ -> CS	0.133	0.128	0.063	2.110	0.035

Source: Data Processing with PLS, 2026

H1: Food Quality has a direct and significant positive influence on Customer Satisfaction.

The test results showed that food quality had a positive and significant effect on customer satisfaction (β = 0.236; t = 2.593; p = 0.010), so H1 was accepted. These findings show that the better the quality of the food the customer feels, the higher the level of satisfaction is formed. In the perspective of Expectation Disconfirmation Theory (Oliver, 1980), satisfaction arises when the actual performance of a product is able to meet or even exceed customer expectations. In the context of Puspa's Warung Ubud, the quality of the food reflected through taste, consistency, freshness, portion, and presentation was rated very good (mean = 4,590), so that it was able to produce a positive evaluation of the dining experience. This finding can be explained because restaurant customers, especially in tourist destinations like Ubud, not only consume food to meet basic needs, but also make culinary experiences part of the tourist experience. Based on the characteristics of respondents who are dominated by foreign and domestic tourists, Puspa's Warung Ubud customers have diverse backgrounds with relatively high expectations of food quality. Dominating the respondent profile is the productive age cohort, comprising 63 individuals aged 18–25 (29.6%) and 59 individuals aged 26–35 (27.7%). This specific demographic typically prioritizes consumption experience, taste quality, food appearance, and product consistency. Descriptive analysis results further substantiate this trend, where a very good category was achieved by the food quality variable with a mean score of 4,590. Thus, customers feel that the quality of the food received is in accordance with and even exceeds their expectations, thus being able to increase customer satisfaction.

This empirical evidence corroborates prior literature validating the positive influence of food quality on customer satisfaction. Rather than functioning merely as a product attribute, food quality serves as a core component of the holistic destination experience. In the culinary industry, food quality was identified as the primary determinant of customer satisfaction by Abdullah et al. (2024), Harja (2024), Adnina et al. (2025), and Wijayantiarni and Roostika (2022). Furthermore, the crucial role of food quality in shaping customer evaluations toward restaurant services mirrors the foundational insights established by Lu et al. (2020).

H2: Service Quality has a direct and significant positive influence on Customer Satisfaction.

The test results showed that service quality had a positive and significant effect on customer satisfaction (β = 0.266; t = 2.774; p = 0.006), so H2 was accepted. These findings show that service quality has an important role in shaping customer satisfaction at Puspa's Warung Ubud. This influence can be explained because the restaurant industry is basically an experience-based business, where customers not only evaluate the quality of products, but also the quality of service interactions during the consumption process. Puspa's Warung Ubud is located in an international tourist area, fast, responsive, friendly, and professional service is an important factor because customers come from different cultural backgrounds and service expectations. The characteristics of the respondents show that most of the customers are foreign tourists and domestic tourists, who generally have high expectations of the restaurant's service standards. In addition, based on the characteristics of the number of visits, the most respondents were customers who had only made one visit as many as 73 people (34.3%). This shows that first impressions through service are very important in shaping the perception of customer satisfaction. When customers get fast, precise, and friendly service on their first visit, they will be more likely to give a positive evaluation of their dining experience. This result is also strengthened by the average service quality score of 4,591 which is included in the very good category, so it can be explained that the perception of high service quality also increases customer satisfaction.

The positive and significant effect of service quality on customer satisfaction documented in this analysis strongly resonates with prior research findings (Puspita & Jihadi, 2023; Novad & Hendrawan 2023). Fast, responsive, friendly, and professional service is able to shape a positive customer experience and increase the evaluation of satisfaction with the restaurant as a whole.

H3: Price Fairness has a direct and significant positive influence on Customer Satisfaction.

The results of the analysis showed that price fairness had a positive and significant effect on customer satisfaction (β = 0.215; t = 2.928; p = 0.003), so H3 was accepted. These findings show that customers feel that the price paid has been in accordance with the benefits obtained during dining at Puspa's Warung Ubud. Within the restaurant industry, consumer evaluation extends far beyond nominal pricing. Instead, patrons deliberately weigh monetary costs against multi-dimensional factors, specifically food quality, service quality, restaurant atmosphere, and the holistic experience received. This is relevant because the characteristics of respondents are dominated by foreign and domestic tourists who tend to compare the value received with the costs incurred. In addition, the high assessment of food quality, service quality, and atmospherics variables shows that customers feel a positive consumption experience, so that the price paid is considered fair and commensurate. This condition is strengthened by the results of descriptive analysis which shows that the price fairness variable obtained an average value of 4.586 in the very good category.

This analysis is supported by Wijayantiarni & Roostika (2022) who show that the perception of price fairness is related to customer satisfaction, where customers tend to give more positive evaluations when prices are judged according to the quality of the product, benefits, and experience received. In addition, research by Nathalia and Diayudha (2024) also indicates that price fairness has an important role in shaping customer evaluations of the overall consumption experience. Thus, fair price perception can be a factor that strengthens customer satisfaction.

H4: Atmospherics have a direct and significant positive influence on Customer Satisfaction.

The test results showed that atmospherics had a positive and significant effect on customer satisfaction (β = 0.184; t = 2.233; p = 0.026), so H4 was accepted. These findings show that the atmosphere of the restaurant is a factor that also determines the level of customer satisfaction. Within the scope of restaurants located in tourist areas such as Ubud, customers are not only looking for quality food, but also a comfortable, aesthetic, clean, and providing an atmosphere that supports dining activities. Therefore, the comfort of the space, cleanliness, restaurant layout, visual design, and environmental atmosphere are important elements that affect customers' perception of the consumption experience. The characteristics of respondents who are dominated by the productive age group, especially the age of 18-25 years and 26-35 years, can also explain the results of this study. This age group generally pays more attention to the comfort and atmosphere of the place, especially in restaurants that are part of social and tourist experiences. In addition, the majority of customers are tourists who tend to look for a memorable dining experience while in a tourist destination. This is reinforced by a descriptive analysis showing that the atmospherics variable obtained an average value of 4.47 in the excellent category.

The findings of this study support previous research showing that atmospherics have a positive influence on customer satisfaction. A restaurant atmosphere that is comfortable, clean, attractive, and supports the dining experience can increase customer emotional comfort thereby encouraging the formation of customer satisfaction (Saputra, 2023; Rathnasiri et al., 2025; Bitner, 1992).

H5: Culinary Orientation moderates Food Quality significantly to Customer Satisfaction.

The test results showed that culinary orientation significantly moderated the relationship between food quality and customer satisfaction (β = 0.133; t = 2.110; p = 0.035), so H5 was accepted. These findings show that customers who have a higher culinary orientation tend to be more sensitive to food quality evaluations in shaping their satisfaction. This can be explained because customers with a high culinary orientation usually pay more attention to taste details, freshness of food ingredients, serving quality, authenticity of taste, and overall culinary experience than customers who consume food only to meet basic needs. The characteristics of respondents who are dominated by foreign tourists and productive age can be factors that strengthen this relationship, given that these customer groups generally have a greater interest in food exploration and culinary experiences during tourist trips. In addition, the high average culinary orientation score of 4.58 shows that the respondents in this study have a high interest in culinary experiences.

These findings are consistent with research by Chen et al. (2023) and Li et al. (2023) which suggests that an individual's engagement or interest in food experiences can influence how customers evaluate their culinary experience and food quality. This indicates that customers with a higher culinary orientation tend to pay more attention to taste, quality, and consumption experience, so that the influence of food quality on customer satisfaction becomes stronger.

Dominant Variables for Customer Satisfaction

Based on the path coefficient value, service quality was the most dominant variable on customer satisfaction (β = 0.266), followed by food quality (β = 0.236), price fairness (β = 0.215), and atmospherics (β = 0.184). These findings indicate that service quality, such as service speed, employee friendliness, professionalism, and accuracy in fulfilling orders, are the most determining aspects of customer satisfaction. In other words, the better the quality of service that customers receive, the higher the level of customer satisfaction with the dining

experience at the restaurant. In addition, the characteristics of respondents, which are dominated by foreign tourists and domestic tourists, also strengthen the importance of service quality. Tourism customers generally have high expectations of service because the consumption experience during the trip is often part of the assessment of the tourist destination as a whole. In addition, most of the respondents are customers with one visit, so the service experience on the initial visit is a very decisive factor in shaping the perception of satisfaction.

These empirical outcomes corroborate prior literature establishing service quality as a pivotal determinant of customer satisfaction within the restaurant and service industry (Novad & Hendrawan, 2023; Puspita & Jihadi, 2023). This alignment occurs because a consumer's evaluation extends beyond the physical products received to encompass the holistic service experience. In the situation of Puspa's Warung Ubud operating in an international tourist area, fast, friendly, and consistent service has become increasingly important considering that customers come from diverse backgrounds and expectations.

CONCLUSION

This study shows that food quality, service quality, price fairness, and atmospherics have a positive and significant effect on customer satisfaction in Puspa's Warung Ubud customers. Among these four factors, service quality is the most dominant determinant in shaping customer satisfaction. In addition, culinary orientation has been shown to strengthen the influence of food quality on customer satisfaction, which shows that customers with high culinary interest tend to be more sensitive to food quality in evaluating their dining experience. These findings strengthen the relevance of Expectation Disconfirmation Theory and Customer Satisfaction Theory in the context of the culinary industry, while expanding the literature on customer satisfaction in MSME-based local stalls in international tourist destinations through testing the role of culinary orientation moderation.

This research has limitations because it was only conducted on one local stall in the Ubud area, so the generalization of findings needs to be done carefully. In addition, the R^2 value indicates that there are still other factors outside the model that have the potential to affect customer satisfaction. Research in the future recommended to test the model in different culinary business contexts and add other variables, such as customer experience, perceived value, revisit intention, or customer loyalty. From a practical perspective, local stall managers in tourist areas need to prioritize improving service quality, along with maintaining food quality, price fairness, and restaurant atmosphere that supports customers' culinary experiences in a sustainable manner.

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