Sensory Marketing: Comparison of Chinese Restaurants in Indonesia and Hainan (China) on the Satisfaction of Indonesian Tourists

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Abstract

Restaurants are now not only places to eat but also for gathering and business purposes. Product and price are no longer the main factors; restaurants must offer quality service, a comfortable atmosphere, attractive design, and enjoyable experiences to satisfy tourists. This study aims to conduct a comparative analysis and test the sensory marketing dimensions (touch, aroma, taste, hearing, sight) on the satisfaction of Indonesian tourists at the Pantjoran Tea House restaurant in Indonesia and the Guoxiang Siji Farm restaurant in Hainan. Customer satisfaction is measured by five indicators: product quality, price, service quality, emotional factor, and convenience. The method used in this study is a quantitative method with data testing using Partial Least Square (PLS) software, through the SmartPLS program version 3.2.9. The population and sample in this study were customers who visited the Pantjoran Tea House restaurant and the Guoxiang Siji Farm restaurant, with an age range of 17-50 years, and a total of 300 respondents. The results of this study found that the application of sensory marketing at the Pantjoran Tea House restaurant only had one variable that had an influence on the satisfaction of Indonesian tourists, namely the olfactory/aroma dimension, which means that each aroma component is by the expectations of Indonesian tourists in the concept of a Chinese restaurant. Meanwhile, at Guoxiang Siji Farm, sensory marketing in all dimensions affects tourist satisfaction except the auditory dimension.

Keywords: restaurant; sensory marketing; tourism satisfaction

INTRODUCTION

Background

The culinary business is increasingly diverse, from street vendors to uniquely themed restaurants, giving consumers many choices. Culinary entrepreneurs compete to offer different experiences for consumers. Along with the increasing growth of cafes and restaurants,

culinary tourism is now an essential part of tourists' travel plans, and it is more interesting than visiting exposed landmarks or shopping (Sunaryo, 2019). According to Marsum (1994) and Gonaldy et al. (2019), restaurants are now not only places to eat but also for gathering and business purposes. Products and prices are no longer the main factors; restaurants must offer quality service, a comfortable atmosphere, attractive design, and a pleasant experience to satisfy tourists.

A restaurant is a form of building, symbol, company, or accommodation business entity providing food and beverage services for the general public. The purpose of a restaurant is to serve food and drinks, generally at high prices, with a high level of service. Historically, restaurants originally came from hotel restaurants with formal services until chefs started their own businesses. The development of restaurants is currently very rapid, with the emergence of many restaurants with various interesting concepts. Many new restaurant businesses are growing and developing because the need for dining out has become a trend and a common habit in many communities.

Kotler et al. (2000:50) and Muhammad et al. (2017) stated that the level of satisfaction is the level of feeling a person has after comparing the performance of the product (or results) with their expectations. Tourists are the primary focus of the discussion of satisfaction and service quality. Therefore, customers play a somewhat important role in measuring satisfaction with the products and services provided by the company. Satisfied customers indirectly guarantee the company's survival; satisfied customers also offer opportunities to create continuous income. One strategy that can be used to achieve customer satisfaction is to use sensory marketing. Sensory Marketing is part of experiential marketing.

Experiential marketing can make consumers feel and gain direct experience through five approaches (Sense, Feel, Think, Act, Relate), before and when consumers consume a product or service (Andreani, 2007, p. 20). The sensory marketing strategy and its implementation require sensational things, such as what is seen outside of a restaurant, that can be felt by the consumer's five senses, so that it can affect consumer satisfaction. A good sensory marketing strategy can instill a positive perception in consumers.

China is one of the Southeast Asian countries with the largest population and has its own cultural and traditional diversity. The diversity of culture and traditions includes language, calligraphy, and cuisine. Culinary is very important in the lives of Chinese people, but it is often associated with celebrations or certain beliefs. Culinary also has many symbolic meanings, namely, the relationship between humans and the environment, humans and humans, and the things they believe in. Chinese cuisine is diverse and distinctive, making many Chinese dishes popular. In addition, Chinese cuisine has unlimited variations in shape, taste, and components. With the many restaurants selling typical Chinese food in Indonesia, it is one of the topics that can be discussed and compared with the original restaurants in China.

According to Mohamadi (2023) and Mantalean & Prodjo (2019), Indonesian tourists have a great interest in Chinese food, which has been influenced by Chinese culture for a long time. Fujian cuisine, with its rich and spicy taste, is most popular because immigrants from Fujian brought it. Chinese food is readily accepted because many names, such as kwela and lumpia, come from Hokkien. Chinese food in Indonesia tends to have a more pungent, oilier taste and often adopts the taste of Indonesian food. Meanwhile, Chinese food in Hainan tends to have a lighter and simpler taste.

Pantjoran Tea House is a restaurant that combines history, culture, and Chinese cuisine in Chinatown, Glodok, West Jakarta. The restaurant's interior is decorated with ancient utensils and ornaments, such as paper lanterns, round tables, and carved

chairs. This creates a cozy atmosphere and brings diners back to the past. Pantjoran Tea House serves various types of traditional Chinese tea. They also serve traditional Chinese food and some other snacks besides tea.

Guoxiang Siji Farm Restaurant is located at Lizhigou Jct, Jiyang District, Sanya City, Hainan. It has a strong traditional Chinese concept and a distinctive interior design, such as red and warm lantern lights, round tables, and traditional paintings that can make tourists, especially Indonesian and foreign tourists, experience dining by feeling an exciting Chinese atmosphere. This restaurant has a capacity of up to 150 people. The menu offered in this restaurant has many traditional foods using the characteristics of Chinese spices, which are rich in spices.

Based on the description above, this study aims to conduct a comparative analysis of sensory marketing in Chinese restaurants in Indonesia & Hainan on the satisfaction of Indonesian tourists so that the similarities and differences can be known. This study is fascinating to better understand the differences between the Pantjoran Tea House restaurant in Indonesia and the Guoxiang Siji Farm Restaurant in Hainan in creating customer satisfaction, how to apply sensory marketing strategies in restaurants, and the forms and components of implementing sensory marketing strategies.

LITERATURE REVIEW

Sensory Marketing

According to Krishna (2011:333), "sensory marketing is an understanding of the formation of a consumer's sensation and perception of a product that involves cognitive thinking, emotions, preferences, choices, and decisions of a consumer." Sensory marketing is a marketing strategy that involves the five senses and will influence the formation of consumer perceptions, decisions, and behavior. The five elements of sensory marketing, according to (2011:333), are as follows: Touch. Touch is the first of the five senses to form. The sensation of touch is formed sequentially from the head to the feet. Aroma (scent): Certain aromas can trigger consumer memory (recall). "Information encoded by aroma can last longer" (Krishna, 2012). Previous research conducted by Silaban, Pantas H, and Chen (2023) showed that customers who can detect the aroma of food and a calming restaurant atmosphere tend to feel satisfied. The human limbic system controls a nerve called the olfactory nerve.

The olfactory nerve is a nerve that allows humans to smell and helps humans store aromas in memory. Human memory can remember associations between aromas and specific products. Taste plays a vital role in food and beverage products because, apart from the visual and aroma of the product, the sensation and perception of consumers will only be formed after consumers taste a food or beverage product. Sound Music powerfully represents mood, so in sensory marketing, playing background music in the store environment will significantly affect the mood of consumers when shopping. The sound conditions in the store environment make consumers like the background music being played; consumers feel that the time spent shopping is very short, and vice versa. The product quality can be seen just by looking at the product's shape (visual). Consumers can immediately conclude the quality of a product because of the culture, habits, and traditions that consumers have learned and are embedded in consumer memory.

Tourist Satisfaction

Many factors can affect Customer Satisfaction. According to Irawan (2004: 37) in Kinasih (2024), the Factor that drives customer satisfaction is product quality; customers are satisfied if, after buying and using the product, it turns out that the product quality is good. Price: For sensitive customers, low prices are an important source of satisfaction because customers will get high value for money. Service quality

satisfaction with service quality is usually challenging to imitate. Service quality is a driver with many dimensions, one of which is SERVQUAL. Emotional Factor: Customers will feel satisfied (proud) because of the emotional value provided by the brand of the product. Cost and convenience: Customers will be more satisfied if it is relatively easy, comfortable, and efficient to get a product or service. Consumer satisfaction is created when reality is better than expectations for a product or service felt by its consumers (Kotler & Keller, 2019). Consumer satisfaction can be measured through the company's five dimensions of service quality.

Based on the five dimensions, it turns out that the responsiveness variable is the most dominant in customer satisfaction in companies engaged in the tour and travel sector (Imanuel & Tanoto, 2019). This shows that which dimension has an important role in customer satisfaction depends on the company type, because services have unique characteristics and are difficult to measure. The quality of service provided at a cafe in Bandung shows that the reliability dimension has the highest value compared to other dimensions. The comparison between reality and consumer expectations also shows that reality is below expectations, so consumers are dissatisfied (Arindiaty & Bernik, 2017). Customer satisfaction can be determined based on service quality; the results show that service quality positively influences both partially and simultaneously customer satisfaction, especially in empathy (Krisdianti & Sunarti, 2019). In addition to service quality, product quality also needs to be considered, as it turns out that product quality significantly influences customer satisfaction (Lesmana & Ratnasari, 2019).
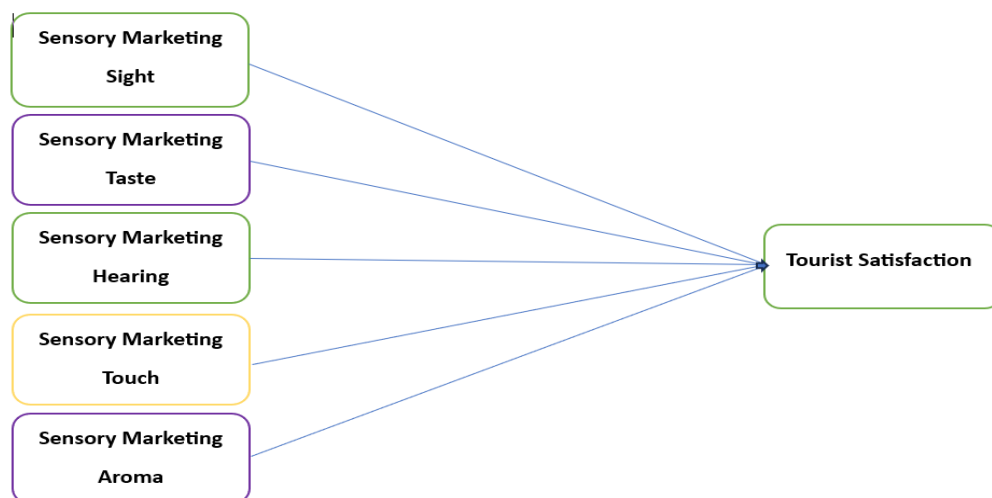
Figure 1. Research Framework (Source: Author's Processed Results, 2024)

Sensory Marketing Hypothesis at Pantjoran Tea House Restaurant, Indonesia

H1: Sight (PSM) at Pantjoran Tea House Restaurant positively affects Indonesian tourists' satisfaction.

H2: Taste (RSM) at Pantjoran Tea House Restaurant positively affects Indonesian tourists' satisfaction.

H3: Touch (SSM) at Pantjoran Tea House Restaurant positively affects Indonesian tourists' satisfaction.

H4: Hearing (DSM) at Pantjoran Tea House Restaurant positively affects Indonesian tourists' satisfaction.

H5: Aroma (ASM) at Pantjoran Tea House Restaurant positively affects Indonesian tourists' satisfaction.

Sensory Marketing Hypothesis in Guoxiang Siji Farm Restaurant, Hainan

H1: Sight (PSM) at Guoxiang Siji Farm Restaurant positively affects Indonesian tourists' satisfaction.

H2: Taste (RSM) at Guoxiang Siji Farm Restaurant positively affects Indonesian tourists' satisfaction.

H3: Touch (SSM) at Guoxiang Siji Farm Restaurant positively affects Indonesian tourists' satisfaction.

H4: Hearing (DSM) at Guoxiang Siji Farm Restaurant positively affects Indonesian tourists' satisfaction.

H5: Aroma (ASM) at Guoxiang Siji Farm Restaurant positively affects Indonesian tourists' satisfaction.

METHOD

This research was conducted at Pantjoran Tea House Restaurant located at Jl. Pancoran Raya No.4-6, Glodok, Tamansari, RT.9/RW.5, Pinangsia, Tamansari, West Jakarta City, Special Region of Jakarta, 1112 and Guoxiang Siji Farm Restaurant located at Lizhigou Jct, Jiyang District, Sanya, Hainan, China. This research focuses on the application of sensory marketing and tourist satisfaction. This research uses a quantitative approach using Partial Least Square (PLS) software through the SmartPLS program version 3.2.9. According to Sugiyono (2013), quantitative research can be interpreted as a traditional method because it has been used for a long time, so it has become a tradition for research. This method is called a positivistic method because it is based on the philosophy of positivism. This method is scientific because it has met scientific principles, namely, concrete/empirical, objective, measurable, rational, and systematic. This method is quantitative because the research data is in numbers, and the analysis uses statistics.

According to Sugiyono (2013), population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied, and then conclusions are drawn. The population in this study was Indonesian tourists who had visited the Pantjoran Tea House restaurant in Indonesia and the Guoxiang Siji Farm restaurant in Hainan, China. According to Sugiyono (2013), a sample is part of the number and characteristics possessed by the population. For this reason, samples taken from the population must be truly representative. In this study, the sample used was 300 people. Each research variable was measured using an instrument in the form of a questionnaire, with a measurement system using a Likert scale.

The sample consisted of consumers aged between 17 and 50 who purchased food or drinks at the Pantjoran Tea House restaurant and the Guoxiang Siji Farm restaurant in Hainan, China. Based on the questionnaire created, there are 25 questions regarding sensory marketing and four about tourist satisfaction. Therefore, a minimum of 150 respondents is needed at each restaurant. (Hair, Hult, Ringle, & Sarstedt, 2013) suggests that to determine the number of samples, use the criteria for the number of indicators multiplied by 5 (five) to 10 (ten). If using the Structural Equation Model (SEM) equation, the recommended sample size is determined in the sample range between 100 and 200 samples.

RESULTS AND DISCUSSION

Researchers have conducted research at Pantjoran Tea House Restaurant in Jakarta (Indonesia) and Guoxiang Siji Farm Restaurant in Hainan (China) to use as comparative material between Chinese restaurants in Indonesia and Hainan, China. This study aims to analyze the application of sensory marketing in restaurants that can affect the satisfaction of Indonesian tourists.

Descriptive Analysis of Respondents

In this study, the respondents were 300 Indonesian tourists who had visited the

Pantjoran Tea House restaurant in Jakarta, Indonesia, and the Guoxiang Siji Farm restaurant in Hainan, China. Based on the results of the questionnaires that have been collected, it can be seen that Indonesian tourists who visit the Pantjoran Tea House restaurant are dominated by women, as much as 53.3%. Then, based on age group, the dominant age range of customers is 17-28 at 66%; this is because the age group with this range tends to often look for unique experiences and atmospheres. Based on the type of workgroup, it is dominated by students at 57.3%. Furthermore, the income group is dominated by customers who earn <Rp2,000,000 at 50%. This shows that the restaurant can not only be enjoyed by upper-middle-class customers but can also be enjoyed by lower-middle-income customers, with a varied menu price ranging from Rp20,000 to Rp200,000, so that customers can enjoy the Pantjoran Tea House restaurant according to their wishes.

Furthermore, it can be seen from the descriptive results of respondents at the Guoxiang Siji Farm restaurant in Hainan (China) that most respondents were male, 56.7%, with women accounting for 43.3%. Regarding age, 66% were 17-28, 29.3% were 29-39, and the rest were over 40. Regarding employment, 66% of respondents were students, 23.3% worked as civil servants or private employees, and 10% were entrepreneurs, with none included in other categories. Regarding income, 46.6% had an income below IDR 2,000,000 or IDR 3,000,000–IDR 10,000,000, while only 3.3% had more than IDR 11,000,000. Overall, most respondents were students or young students of an early productive age with moderate to low purchasing power, reflecting the main segment of Guoxiang Siji Farm.

Table 1. Validity Test, Reliability Test, Average Variance Extracted (Ave) Test, Composite Reliability Test

Variable Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Sensory Marketing on Pantjoran Tea House, Jakarta, Indonesia					
Sensory Marketing on Sight		0.603	0.884	0.840	Reliable
PSM1	0.767				Valid
PSM2	0.759				Valid
PSM3	0.809				Valid
PSM4	0.758				Valid
PSM5	0.790				Valid
Sensory Marketing on Taste		0.835	0.962	0.952	Reliable
RSM1	0.901				Valid
RSM2	0.916				Valid
RSM3	0.924				Valid
RSM4	0.902				Valid
RSM5	0.927				Valid
Sensory Marketing on Touch		0.642	0.899	0.859	Reliable
SSM1	0.881				Valid
SSM2	0.762				Valid
SSM3	0.774				Valid
SSM4	0.816				Valid
SSM5	0.766				Valid

Variable Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Sensory Marketing on Hearing		0.853	0.959	0.942	Reliable
DSM1	0.916				Valid
DSM2	0.905				Valid
DSM3	0.840				Valid
DSM4	0.925				Valid
DSM5	0.947				Valid
Sensory Marketing on Aroma		0.660	0.906	0.869	Reliable
ASM1	0.855				Valid
ASM2	0.863				Valid
ASM3	0.713				Valid
ASM4	0.881				Valid
ASM5	0.736				Valid
Satisfaction Indonesian Tourist		0.665	0.888	0.832	Reliable
KP1	0.760				Valid
KP2	0.861				Valid
KP3	0.829				Valid
KP4	0.809				Valid

Source: Author's Processed Results, 2024

Based on Table 1, all indicators in the "Sensory Marketing" variable (Sight, Taste, Touch, Hearing, Smell) and "Satisfaction of Indonesian Tourists" at Pantjoran Tea House Restaurant have a Loading Factor value ≥ 0.5, so they are declared valid. In addition, the AVE, Composite Reliability (CR), and Cronbach's Alpha values for each construct also meet the reliability criteria (AVE ≥ 0.5, CR ≥ 0.7, Cronbach's Alpha ≥ 0.7). In conclusion, all indicators and constructs in this study are declared valid and reliable. This shows that the measurements in the study related to "Sensory Marketing" and "Satisfaction of Indonesian Tourists" at Pantjoran Tea House Restaurant have met the required validity and reliability standards.

Table 2. Validity Test, Reliability Test, Average Variance Extracted (Ave) Test, Composite Reliability Test

| Variable Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Sensory Marketing on Guoxiang Siji Farm, Hainan, China.					
Sensory Marketing on Sight		0.654	0.904	0.867	Reliable
PSM1	0.836				Valid
PSM2	0.834				Valid
PSM3	0.796				Valid
PSM4	0.795				Valid
PSM5	0.780				Valid
Sensory Marketing on Taste		0.657	0.905	0.869	Reliable
RSM1	0.831				Valid
RSM2	0.786				Valid

Variable Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
RSM3	0.756				Valid
RSM4	0.843				Valid
RSM5	0.834				Valid
Sensory Marketing on Touch		0.649	0.902	0.864	Reliable
SSM1	0.862				Valid
SSM2	0.722				Valid
SSM3	0.792				Valid
SSM4	0.818				Valid
SSM5	0.826				Valid
Sensory Marketing on Hearing		0.634	0.896	0.859	Reliable
DSM1	0.738				Valid
DSM2	0.710				Valid
DSM3	0.840				Valid
DSM4	0.819				Valid
DSM5	0.863				Valid
Sensory Marketing on Aroma		0.624	0.892	0.849	Reliable
ASM1	0.838				Valid
ASM2	0.724				Valid
ASM3	0.770				Valid
ASM4	0.809				Valid
ASM5	0.804				Valid
Satisfaction Indonesian Tourist		0.679	0.894	0.843	Reliable
KP1	0.833				Valid
KP2	0.799				Valid
KP3	0.818				Valid
KP4	0.809				Valid

Source: Author's Processed Results, 2024

Based on Table 2, the validity and reliability test of Guoxiang Siji Farm restaurant, all indicators in the "Sensory Marketing" variable (Sight, Taste, Touch, Hearing, Smell) and "Indonesian Tourists Satisfaction" are valid with Loading Factor ≥ 0.5. The construct reliability is also met with AVE values > 0.5, CR > 0.7, and Cronbach's Alpha > 0.7, which indicate internal consistency and measurement reliability. Each dimension of "Sensory Marketing" and "Indonesian Tourists Satisfaction" has high reliability, such as in "Sensory Marketing on Sight" (AVE 0.654, CR 0.904, Cronbach's Alpha 0.867) and other dimensions with similar results. This research instrument is valid and reliable, ensuring accurate and consistent measurement.
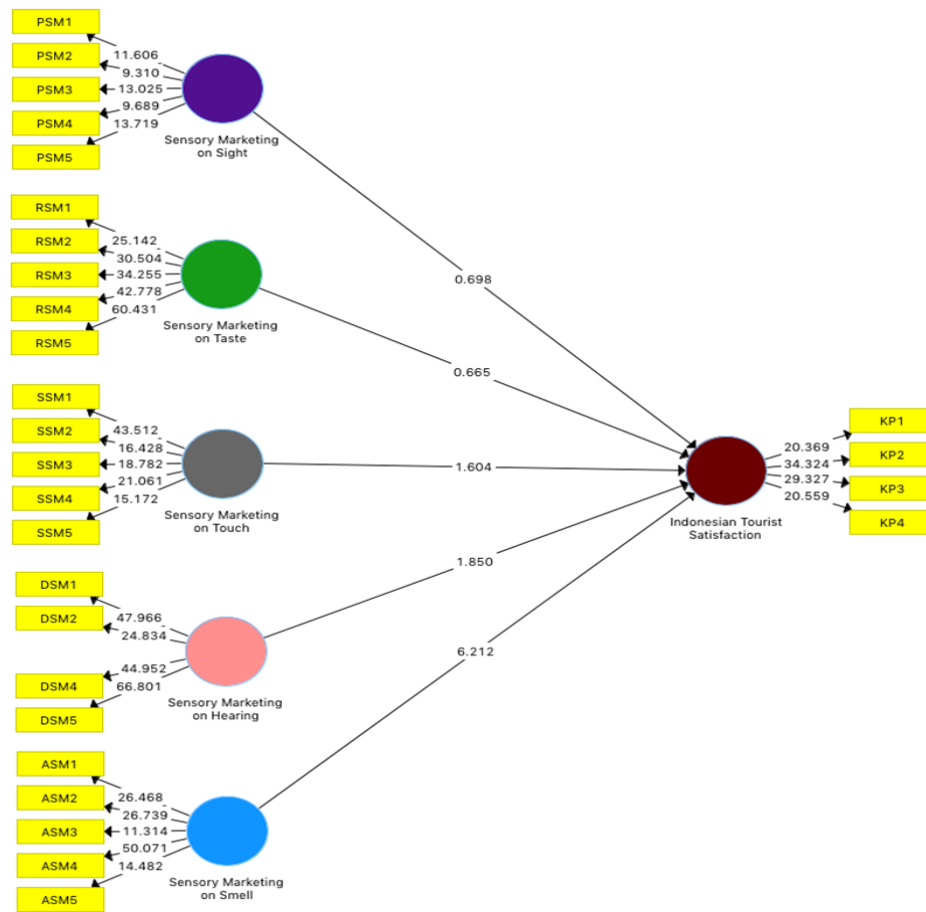
Figure 2. Bootstrapping Results of Sensory Marketing on Indonesian Chinese Restaurants Hypothesis Testing (Source: Results of data processing with Smart PLS 3.2.9 Software, 2024)

The diagram in Figure 2 shows the relationship between sensory marketing and Indonesian tourist satisfaction. Each sensory marketing dimension (sight, taste, touch, hearing, and smell). The relationship between sensory marketing variables and tourist satisfaction is seen through the lines connecting each sensory circle with the satisfaction circle. The numbers on the lines indicate the weight or influence of each type of sensory marketing on satisfaction. For example, auditory-based marketing has the most prominent weight (6.212), significantly influencing tourist satisfaction. Conversely, taste-based marketing has a smaller weight (0.665), indicating a lower influence.

The indicators in each type of sensory marketing also have values that reflect their contribution to the primary sensory marketing variables. For example, the RSM5 indicator has the highest value (60.431) for taste-based marketing, indicating the importance of this element in influencing the taste dimension. A combination of all sensory marketing dimensions influences Indonesian tourist satisfaction. The indicators to the right of the satisfaction circle show specific output results, each reflecting a particular aspect of tourist satisfaction. These values indicate the weight of the overall contribution of sensory marketing to the final variable, namely, tourist satisfaction. This diagram provides a comprehensive overview of how various aspects of sensory experience can influence tourists' perceptions and shows the dimensions that require more attention to enhance satisfaction at the Pantjoran Tea House restaurant.
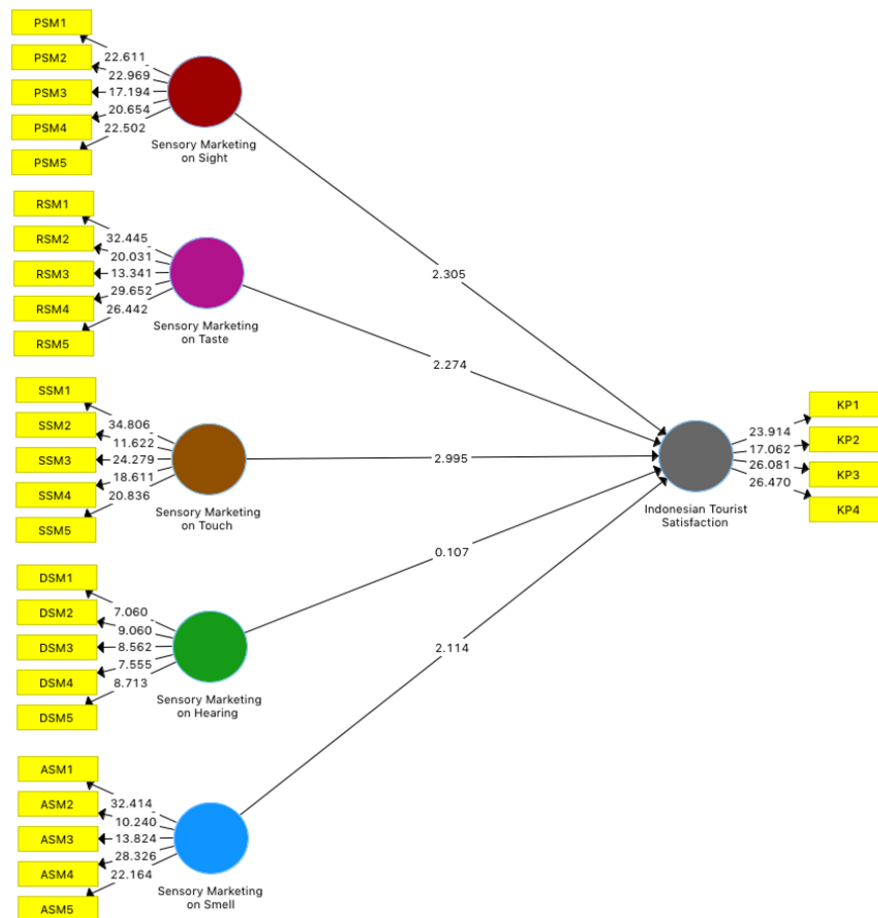
Figure 3. Bootstrapping Results of Sensory Marketing on Hainan Chinese Restaurants Hypothesis Testing (Source: Results of data processing with Smart PLS 3.2.9 Software, 2024)

Based on Figure 3, it can be seen that the Sensory Marketing dimensions (Sight, Taste, Touch, Hearing, Smell) have different influences on Indonesian Tourist Satisfaction. The "Sensory Marketing on Touch" dimension has the most significant impact, with a relationship value of 2.995, followed by "Sensory Marketing on Sight" and "Sensory Marketing on Taste," with values of 2.305 and 2.274, respectively. Meanwhile, "Sensory Marketing on Smell" has a moderate influence with a value of 2.114, while "Sensory Marketing on Hearing" shows the slightest influence with a value of 0.107. Each indicator in these dimensions contributes significantly, with values indicating a positive relationship to the primary dimension. This diagram illustrates that the aspects of touch, visuals, and taste are the elements that contribute the

most to increasing tourist satisfaction at this restaurant. In contrast, the aspect of hearing has a minor influence. This shows that specific sensory experiences are more dominant in creating Indonesian tourist satisfaction at Guoxiang Siji Farm.

H1: Sight (PSM) at Pantjoran Tea House Restaurant Jakarta (Indonesia) and Guoxiang Siji Farm Restaurant Hainan (China) Has a Positive Influence on Indonesian Tourist Satisfaction

Based on the results of the data processing that has been obtained, the visual dimension (PSM) does not positively affect tourist satisfaction because the results of the hypothesis test P-value> 0.05 of 0.485. Therefore, the results of this hypothesis analysis are rejected. According to Hoyer et al. (2018 the sense of sight is one

of the most essential stimuli in fostering consumer curiosity, especially in the selection of colors, food presentation forms, and the interior appearance of a restaurant. This shows that the visual dimension at the Pantjoran Tea House restaurant is not the Chinese concept, such as limited interior design, inappropriate lighting, interior colors that are not predominantly red, and uniforms worn by employees that are not those of a Chinese restaurant. Meanwhile, at the Guoxiang Siji Farm restaurant, the visual dimension (PSM) has a positive effect on tourist satisfaction because the results of the hypothesis test P-value <0.05 of 0.022, so this hypothesis is accepted.

The restaurant has an attractive interior design with typical Chinese decorations such as red Chinese lanterns with warm hanging lights, giving a strong traditional touch. Then, this restaurant is dominated by red and gold colors that have meanings; red is believed to be good luck and happiness, and gold means wealth and prosperity the results of this analysis are reinforced by the findings of research conducted by Hananto (2019). A consistent visual identity is needed to form a strong brand image, namely by establishing consistency and repetition in using visual elements owned by the brand. In addition, the uniforms used by restaurant employees strengthen the impression of a Chinese restaurant. All dimensions of vision in sensory marketing at Guoxiang Siji Farm have succeeded in creating a culinary experience that is not only filling but also pampers the eyes of customers to provide satisfaction for tourists.

H2: Taste (RSM) at Pantjoran Tea House Restaurant Jakarta (Indonesia) and Guoxiang Siji Farm Restaurant Hainan (China) Has a Positive Influence on Indonesian Tourist Satisfaction

Based on the results of the data processing that has been done, the taste dimension (RSM) does not have a positive effect on customer satisfaction. This hypothesis is rejected because the results of the hypothesis test P-value> 0.05 of 0.507. Hikmah (2022) (Annibras, 2023) stated that the taste of food significantly influences purchasing decisions based on customer preferences and tastes and can also make someone hungrier or increase food appetite. The analysis results show that the Pantjoran Tea House Restaurant has excellent potential to pamper the tongues of Chinese food lovers. However, after further examination, the taste component, which is the soul of each dish, has not been optimized optimally. Although the ingredients used are fresh and of high quality, the resulting combination of flavors has not been fully able to present an authentic Chinese food-tasting experience. The balance between sweet, salty, sour, and spicy in each dish still feels less harmonious. Some dishes tend to be monotonous, reducing the complexity of the flavors that should be the hallmark of Chinese cuisine, and have not provided strong characteristics to the menus offered. This makes the taste of the dishes less specific and tends to be general, so it does not leave a deep impression on tourists.

Meanwhile, at the Guoxiang Siji Farm restaurant, Flavor (RSM) positively affects customer satisfaction. This hypothesis is accepted because the hypothesis test results, P-value <0.05, are 0.023. The analysis results show that flavor indicators are essential in creating a dining experience at a Chinese restaurant. The typical Chinese taste, with a balanced combination of sour, sweet, salty, and savory, has succeeded in increasing the enjoyment of tourists. In addition, the ingredients used at the restaurant taste fresh, including vegetables, chicken, and other ingredients. The results of the analysis are reinforced by the findings of research by Azizah and Hadi (2020:6), which state that taste can be associated with the quality of food products. The quality of food products affects the resulting taste. Then, the drinks served are brewed traditionally using tea leaf powder in a small teapot. The balance of food and beverages at the Guoxiang Siji Farm

restaurant creates a satisfying and unforgettable culinary experience for tourists.

H3: Touch (SSM) at Pantjoran Tea House Restaurant Jakarta (Indonesia) and Guoxiang Siji Farm Restaurant Hainan (China) Has a Positive Influence on Indonesian Tourist Satisfaction

Touch (SSM) does not have a positive effect on customer satisfaction. This is because the results of the hypothesis test p-value> 0.05 of 0.109. Based on the results of the analysis, this hypothesis is rejected. The analysis results show that touch components, such as the quality of cutlery, tablecloths, temperature, and atmosphere in the Pantjoran Tea House restaurant room, are not optimal in increasing customer satisfaction. This is due to the limited capacity of only four people at each table, the absence of tablecloths, and the quality of the cutlery used, which is only chopsticks and small plates, so it does not meet Chinese restaurant standards. The results of this analysis are reinforced by the findings of Siti Syahsudarmi's research (2018), which states that touch that gives the impression of comfort, safety, and guaranteed cleanliness is one strategy that must be maintained so that customers feel comfortable.

On the other hand, the Guoxiang Siji Farm restaurant Touch (SSM) positively affects customer satisfaction. This is due to the hypothesis test p-value <0.05 of 0.003 results, so this hypothesis is accepted and supported by previous research in Hultén's study (2011), which found that tactile experience can strengthen consumer perceptions of product quality. This restaurant provides dining utensils identical to those found in Chinese restaurants: chopsticks, deep soup spoons, bowls, small plates, and special cups for drinking tea. The quality of the equipment is intended to create an optimal dining experience by paying attention to the standards of cleanliness and comfort that are a priority for every customer who visits this restaurant. The restaurant provides a round dining table with around 6-8 people. The restaurant also has a temperature and atmosphere that supports dining activities, to create satisfaction for customers who come to the restaurant.

H4: Hearing (DSM) at Pantjoran Tea House Restaurant Jakarta (Indonesia) and Guoxiang Siji Farm Restaurant Hainan (China) Does Not Have a Positive Influence on Indonesian Tourist Satisfaction

The results of the analysis show that hearing (DSM) has no positive effect. Because the P-value> 0.05 is 0.065. So, the results of this hypothesis are rejected with support based on previous research that hearing does not significantly affect customer behavior (Lv et al., 2022). This shows that hearing components such as music in restaurants, restaurant employee responses, noise levels, music volume, and the sound of restaurant staff interactions are not optimal in increasing customer satisfaction. This is because the Pantjoran Tea House restaurant is located on the side of the highway, resulting in noise that is quite disturbing to customers, and the volume of music cannot be heard due to noise from transportation outside. Meanwhile, according to the research findings of W. D., Hoyer, and D. J (2018), the perception of auditory stimuli depends on their intensity; consumers tend to pay more attention to echoing music because sound has a long-term effect on memory, and most information is absorbed through sound.

Likewise, at the Guoxiang Siji Farm Restaurant, Hearing (DSM) has no positive impact on customer satisfaction. This is because the results of the hypothesis test p-value> 0.05 of 0.915, so this hypothesis is rejected. Based on the study, this indicates that the noise level at the restaurant interferes with customer comfort while dining. Auditory cues, such as music selection, tempo, and volume, can affect customer moods and improve their overall experience at these places (Wachukwu & Darlington, 2023). Excessive noise, such as loud conversations, can create tension and reduce the quality of the dining experience.

The Guoxiang Siji Farm restaurant does not have background music, and its employees are less responsive due to language barriers, making it difficult for them to communicate in two directions.

H5: Aroma (ASM) at Pantjoran Tea House Restaurant Jakarta (Indonesia) and Guoxiang Siji Farm Hainan (China) Has a Positive Influence on Indonesian Tourist Satisfaction

The analysis results show that Aroma (ASM) positively affects customer satisfaction because the P-value <0.05 is 0.000. This hypothesis is accepted and supports the results of previous studies that state that aroma can respond to the body more quickly and is directly connected to memory. The aroma aspect shows that fragrance uniquely triggers emotional and long-term memories essential in forming sensory experiences (Herz & Engen, 1996). Intasari (2022). This shows that each aroma component, such as the aroma of drinks and food, room aroma, and unpleasant aromas that can interfere with activities, can affect customer perceptions of taste.

On the other hand, the Guoxiang Siji Farm restaurant analysis results show that Aroma (ASM) positively affects customer satisfaction because the P-value <0.05 is 0.035, so this hypothesis is accepted. The distinctive aroma of food from spices such as ginger, garlic, and soy sauce is a marker of the Guoxiang Siji Farm restaurant's signature dishes. The aroma in this restaurant fills the restaurant space with a fragrance that is so distinctive that customers are stimulated when they enter the restaurant, arousing curiosity and a desire to taste it immediately. Consumers who can feel the aroma of food and the calming atmosphere of the restaurant tend to experience feelings of satisfaction (Silaban et al., 2023).

CONCLUSION

The results of this analysis show that Guoxiang Siji Farm Hainan China

Restaurant has a significant influence because the aroma of food, drinks, and the room can create a lasting impression and memory for every tourist who comes to visit, so that it meets the expectations of each customer. In addition, the hearing variable in both restaurants was not significantly influenced. This occurs due to the design of the measurement instrument that does not adequately consider specific indicators related to sound quality (such as the clarity of background music or the comfort of sound waves), resulting in the variability of auditory perception not being maximally measurable and the influence on satisfaction being difficult to detect.

On the other hand, contextual factors such as noise in the surrounding environment and interactions among tourists cause the auditory experience to be less optimal in influencing satisfaction levels, thus not making a significant contribution as a differentiator in the overall satisfaction assessment. While at Guoxiang Siji Farm, this variable shows a significant influence because the design of the Guoxiang Siji Farm restaurant has an attractive interior design with typical Chinese decorations, and the color of this restaurant is dominated by red and gold, which have their meanings, so that they can create satisfaction for Indonesian tourists. Then, in the Pantjoran Tea House Restaurant, the taste variable does not have a significant effect because the combined flavors produced cannot fully present an authentic Chinese dining experience.

Meanwhile, in Guoxiang Siji Farm restaurant, this variable shows a significant influence because the typical Chinese taste with a balanced combination of sour, sweet, salty, and savory successfully increases the enjoyment of tourists. In addition, the touch variable in Guoxiang Siji Farm restaurant has a significant influence because Guoxiang Siji Farm provides high-quality tableware, including cutlery that is identical to that of Chinese restaurants, namely chopsticks, concave spoons, bowls, small plates, and special glasses for

drinking tea. Meanwhile, in the Pantjoran Tea House restaurant, this variable is not significantly influenced because the touch components, such as the quality of cutlery, tablecloths, temperature, and atmosphere, are not optimal in increasing tourist satisfaction.

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