



## ANALYSIS OF THE INFLUENCE OF CUSTOMER EXPERIENCE ON CULINARY TOURISM IN M BLOC SPACE

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### Abstrak

*Industri kuliner di Indonesia telah mengalami pertumbuhan yang signifikan, bertransformasi dari kebutuhan dasar menjadi sektor gaya hidup yang dinamis. Penelitian ini mengkaji M Bloc Space di Jakarta, destinasi wisata kuliner terkenal yang dikenal karena beragam makanan dan suasana kreatifnya. Dengan menggunakan metode kuantitatif dan analisis Partial Least Square (PLS), penelitian ini mengeksplorasi faktor-faktor yang mempengaruhi kepuasan pelanggan, kepercayaan, dan niat kunjungan kembali di antara 150 pengunjung. Temuan menunjukkan bahwa pengalaman pelanggan secara signifikan meningkatkan kepuasan dan niat untuk kembali berkunjung, meskipun dampak langsung pengalaman terhadap kepercayaan tidak signifikan, yang menyiratkan bahwa kepercayaan mungkin dipengaruhi oleh faktor lain. Kepuasan pelanggan yang tinggi meningkatkan kepercayaan, dan baik kepuasan maupun kepercayaan sangat penting untuk mendorong niat kunjungan kembali. Penelitian ini menyimpulkan bahwa pengalaman pelanggan yang luar biasa dan tingkat kepuasan yang tinggi sangat penting untuk membangun kepercayaan dan mendorong kunjungan ulang. Keberhasilan M Bloc Space menyoroti pentingnya memahami dan memanfaatkan dinamika pelanggan untuk meningkatkan daya tarik destinasi wisata kuliner. Dengan strategi pemasaran yang tepat dan inovasi yang terus-menerus, tempat ini berhasil menarik berbagai kalangan, mulai dari kaum muda hingga keluarga, serta wisatawan lokal maupun mancanegara.*

### Abstract

Keywords: *M Bloc  
Space, culinary  
tourism, customer  
experience, interested  
in visiting again.*

The culinary industry in Indonesia has experienced substantial growth, transforming from a basic necessity into a vibrant lifestyle sector. This study examines M Bloc Space in Jakarta, a notable culinary tourism destination renowned for its diverse food offerings and creative ambiance. Employing a quantitative method and Partial Least Square (PLS) analysis, the research investigates factors influencing customer satisfaction, trust, and revisit intentions among 150 visitors. Findings reveal that customer experience significantly boosts satisfaction and revisit intentions, although its direct impact on trust is not significant, implying trust may be shaped by other factors. High customer satisfaction enhances trust, and both satisfaction and trust are vital for encouraging revisit intentions. The study concludes that exceptional customer experiences and high satisfaction levels are crucial for building trust and fostering repeat visits. M Bloc Space's success underscores the importance of understanding and leveraging customer dynamics to enhance the attractiveness of culinary tourism destinations. With the right marketing strategies and continuous innovation, this place

has managed to attract a wide range of audiences, from young people to families, as well as local and international tourists.

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## INTRODUCTION

The culinary industry in Indonesia has experienced tremendous growth in recent years. From traditional to international cuisines such as Western and Chinese food, this increase is driven by the fact that culinary is a daily necessity for society. This quote is related to research (Krisnadi & Kurniawan, 2018), which explains that the tourism industry is one of the main parts in tourism development, so it consumes a lot of resources and energy on earth. However, as times change, culinary is no longer just a consumable product but has become a "lifestyle" for the community. This can be seen from the proliferation of culinary-based businesses in the market, where creativity and the latest innovations compete to attract consumers. This quote is related to research (Ardiansyah & Iskandar, 2021), which explains that business in Indonesia in general cannot be separated from the activities of production, purchasing, selling or exchanging goods or services involving people or companies.

According to data from the Ministry of Industry, the growth of the food and beverage industry from 2010 to 2022 has experienced an increase every year. The Central Statistics Agency (BPS) recorded that the gross domestic product (GDP) at constant prices (ADHK) from the food and beverage industry reached Rp209.51 trillion in the second quarter of 2023, an increase of 4.62% compared to the same period the previous year at Rp200.30 trillion. The performance growth of the beverage industry was the fourth largest compared to other manufacturing sub-sectors in the second quarter of 2023.

Culinary is understood as a process of food preparation, which means cooking techniques, preparing, presenting, or serving food (Putri et al., 2023). Culinary can also be referred to as an industry or mass food production activity. In its journey, culinary cannot develop without

supporting activities. One of the things that supports the development of culinary is the existence of Culinary Tourism, which offers many advantages for developing the culinary industry in Indonesia. Culinary Tourism refers to the activity of tasting foods with different flavors in every country or region visited to gain insight into the culinary arts in a particular area (Riziyanti et al., 2024). The difference in food in each country can be influenced by several factors, from the cultural and environmental aspects of an area that affect the ingredients used, cooking methods, and available spices.

In this context, the M Bloc Space area in Jakarta offers a variety of international cuisines, including Japanese-style Ginza with a Japanese nuance and offering authentic Japanese dishes, as well as the *Mbok Ndoro* food stall selling traditional Javanese cuisine.

M Bloc Space is a well-known hangout spot for young people in Jakarta, located in the Peruri complex in the Kebayoran Baru area of South Jakarta. This area was once the official housing complex for employees of the State Printing Company (Perum Peruri), which explains the vintage tropical architecture style of the 1950s. With the development of malls and mass rapid transportation (MRT) nearby, the Perum Peruri housing complex became increasingly deserted, eventually leading to its transformation into a new creative hub catering to the urban creative community.

Since becoming a creative hub, M Bloc Space has provided various facilities, including food tenants, photo spots, shops selling local handicrafts and accessories, and more. The area is divided into two pedestrian sections: North and South. The North entrance offers a diverse range of food tenants, while the South section features additional food tenants, photo boxes, clothing stalls, and music stores.

## RESEARCH METHOD

In this study, the research subject is the experience of visitors towards the renowned culinary tourism offered by M Bloc Space. According to Sugiyono (2018), the research

object is a study of an individual, object, or activity with certain changes that have been identified by the researcher for investigation and conclusion drawing. In this research, the

object of attention and target, as well as the factors used, are the customer experience factors that will later be employed for the development of culinary tourism at M Bloc Space.

M Bloc Space is located at Jl. Panglima Polim No.37, Rt.1/Rw.1, Melawai, Kebayoran Baru District, South Jakarta City, DKI Jakarta Province. The distance from M Bloc Space to the center of Jakarta is approximately 9.5 kilometers, with a travel time of around 19 minutes. The reason for selecting this research object is based on the information obtained that the visiting customers are potential customers. Therefore, the author is interested in identifying the factors influencing the interest in revisiting M Bloc Space.

This research employs a quantitative method, which is a method for obtaining data that occurred in the past and present about beliefs, opinions, criteria, behaviors, and interests among variables to test hypotheses related to a sample from a population. This data collection technique involves observation, and the research results tend to be drawn into conclusions (Sugiyono, 2018).

The data collection techniques used in this study are primary data sources, including

questionnaires and documentation, as well as secondary data sources, such as journals, books, and articles. The population in this research comprises visitors who have visited M Bloc Space, and the sample size is determined using the Matchin and Campel formula (Putrasatia & Indra Bhaskara, 2022) resulting in a sample of 150 customers. The sampling technique employed is System Random Sampling with a time interval.

The data analysis method in this study utilizes Partial Least Square (PLS), which is a multivariate statistical analysis approach capable of simultaneously identifying multiple exogenous and endogenous variables. The PLS analysis in this research is carried out with the assistance of the Smart PLS 4 for Windows software. PLS-SEM is an analytical method that combines factor analysis, path analysis, and a structural approach. The data processing in this study involves descriptive statistics, outer model testing consisting of validity, reliability, and multicollinearity tests, and inner model testing comprising R-Square, F-Square, Path Coefficient, and hypothesis testing.

## RESULTS AND DISCUSSION

### Characteristics of Respondents

The respondents in this study were customers who had visited M Bloc Space. The demographic characteristics of the respondents were based on gender, age, income, and occupation. The results of this study were influenced by the time of sample collection. This study aims to understand the demographic profile of customers who have visited M Bloc Space, based on data collected from 96 respondents, covering gender, age, income, and occupation. Out of the 96 respondents, 53 are female (55.2%) and 43 are male (44.8%), indicating that M Bloc Space might have a slightly higher appeal to females. The majority of respondents are aged between 15-22 years

(71.9%), followed by those aged 23-30 years (26%), with only a few aged above 31 years (2.1%). This suggests that M Bloc Space is more popular among teenagers and young adults. A total of 64 respondents (66.7%) have an income below Rp 4,000,000, while a smaller proportion have higher incomes. Most respondents are students (71.9%), followed by employees (24%), with the remaining being entrepreneurs and other professions. The dominance of students indicates that M Bloc Space is highly favored by those in the education phase, likely due to its strategic location, engaging activities, and affordable pricing.

### Data Analysis and Interpretation

#### Outer Model Test

##### Validity Test

##### Convergent Validity:

*Table 1: - Outer Loadings Result*

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
kcp1	0.795			
kcp10	0.779			
kcp11	0.703			
kcp2	0.758			
kcp3	0.818			
kcp4	0.772			
kcp5	0.752			
kcp6	0.703			
kcp7	0.761			
kcp8	0.751			
kcp9	0.710			
kpp1		0.736		
kpp10		0.765		
kpp11		0.705		
kpp2		0.775		
kpp3		0.716		
kpp4		0.794		
kpp5		0.815		
kpp6		0.847		
kpp7		0.848		
kpp8		0.787		
kpp9		0.810		
mbk1			0.797	
mbk10			0.795	
mbk2			0.777	
mbk3			0.818	
mbk4			0.767	
mbk5			0.809	
mbk6			0.816	
mbk7			0.810	
mbk8			0.739	
mbk9			0.710	
pp1				0.726
pp10				0.795
pp11				0.835
pp2				0.862
pp3				0.777
pp4				0.751
pp5				0.798

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
pp6				0.727
pp7				0.744
pp8				0.722
pp9				0.757

Data Source: Research Process Results, 2024

The validity of the research instrument is substantiated by the outer loadings table, which reveals that all indicators surpass the threshold of 0.7, affirming the reliability of the measurement tool. This signifies that the chosen indicators effectively capture the constructs under investigation, ensuring the integrity of the study's findings. Furthermore, the average variance extracted (AVE) values further reinforce the convergent validity of the research instrument. Specifically, the AVE

values for confidence (Z2), satisfaction (Z1), revisit intention (Y), and experience (X) are 0.571, 0.613, 0.616, and 0.598, respectively. These values indicate that each construct explains a substantial proportion of the variance in its respective indicators, indicating robust convergence among the measured variables. Thus, the consistent validation across multiple metrics underscores the credibility of the research instrument and bolsters confidence in the accuracy of the study's results.

**Tabel 2: Average Variance Extracted (AVE) Result**

	Rata-rata varians diekstraksi (AVE)
Trust (Z2)	0.571
Satisfaction (Z1)	0.613
Interest in Revisiting (Y)	0.616
Experience (X)	0.598

Data Source: Research Process Results, 2024

Discriminant Validity:

**Table 3: Results of the Fornell-Larcker Criterion**

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
Trust (Z2)	0.756			
Satisfaction (Z1)	0.910	0.783		
Interest in Revisiting (Y)	0.845	0.823	0.785	
Experience (X)	0.878	0.956	0.859	0.773

Data Source: Research Process Results, 2024

The discriminant validity of the variables was rigorously assessed through the application of both the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT) technique. As depicted in Table 3, the Fornell-Larcker Criterion results illustrate the correlations among the variables, with each variable's square root of Average Variance Extracted (AVE) exceeding the correlations between variables. Specifically, Trust (Z2), Satisfaction (Z1), Interest in Revisiting (Y), and

Experience (X) demonstrate discriminant validity, thus affirming the distinctiveness of these constructs. Furthermore, the HTMT values, as presented in Table 4, reinforce the discriminant validity, with all values falling below the conventional threshold of 0.9. Despite some slightly higher values for certain pairs of variables, such as Satisfaction (Z1) and Experience (X), the overall discriminant validity of the variables remains robust. These findings underscore the reliability of the

measurement model and provide confidence in the distinctiveness of the constructs under investigation.

**Table 4 - Heterotrait-Monotrait Ratio (HTMT) Results**

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
Trust (Z2)				
Satisfaction (Z1)	0.965			
Interest in Revisiting (Y)	0.887	0.869		
Experience (X)	0.927	1.019	0.908	

Data Source: Research Process Results, 2024

### Reliability Test

#### Cronbach's Alpha:

The reliability of the research instrument is confirmed by the Cronbach's Alpha values, which exceed the threshold of 0.7 for all variables, denoting a high level of internal consistency. Specifically, the Cronbach's Alpha coefficients for trust (Z2), satisfaction (Z1), interest in revisiting (Y), and experience (X) are 0.925, 0.936, 0.930, and 0.932, respectively. These coefficients indicate that

the items within each construct consistently measure the same underlying concept, reinforcing the reliability of the measurement tool. The robustness of the Cronbach's Alpha values underscores the stability and dependability of the research instrument, enhancing confidence in the validity of the study's findings.

**Table 5 - Cronbach's Alpha Results**

	Cronbach's alpha
Trust (Z2)	0.925
Satisfaction (Z1)	0.936
Interest in Revisiting (Y)	0.930
Experience (X)	0.932

Data Source: Research Process Results, 2024

### Composite Reliability:

The Composite Reliability values for all variables exceed 0.7, affirming the reliability of this instrument and its suitability for further research. These values indicate the extent to which the variables in the measurement model consistently and reliably reflect the intended constructs. In Table 6, it can be observed that the composite reliability (rho\_a) and (rho\_c) for all variables are consistent, with stable values above the threshold of 0.7. This suggests that the

measurement instrument utilized in this study demonstrates a high level of reliability, ensuring that the obtained data can be relied upon for further analysis. Such robust reliability strengthens the integrity of the research and provides a solid foundation for the resulting findings. Consequently, the research outcomes become more convincing and serve as a reference for advancing knowledge in relevant fields.

**Table 6 - Composite Reliability Results**

	Composite reliability (rho_a)	Composite reliability (rho_c)
Trust (Z2)	0.927	0.936
Satisfaction (Z1)	0.938	0.946



Interest in Revisiting (Y)	0.933	0.941
Experience (X)	0.934	0.942

Data Source: Research Process Results, 2024

### Multicollinearity Test

The analysis conducted to assess multicollinearity reveals reassuring results, as indicated by Variance Inflation Factor (VIF) values below 10 for each variable. Multicollinearity, or excessive correlation between independent variables, is absent, suggesting that the variables under consideration are not unduly influencing each other. Specifically, in the Collinearity Statistics (VIF) Results presented in Table 7, the VIF values for Trust (Z2) -> Interest in Revisiting (Y), Satisfaction (Z1) -> Trust (Z2),

Satisfaction (Z1) -> Interest in Revisiting (Y), Experience (X) -> Trust (Z2), and Experience (X) -> Interest in Returning (Y) are 5.843, 11.656, 15.599, 11.656, and 11.707, respectively. These values suggest that while some variables exhibit higher correlation than others, none exceed the critical threshold, thus affirming the absence of multicollinearity. The lack of excessive correlation enhances the reliability of the statistical analysis and reinforces the validity of the study's conclusions.

**Table 7 - Collinearity Statistics (VIF) Results**

	VIF
Trust (Z2) -> Interest in Revisiting (Y)	5.843
Satisfaction (Z1) -> Trust (Z2)	11.656
Satisfaction (Z1) -> Interest in Revisiting (Y)	15.599
Experience (X) -> Trust (Z2)	11.656
Experience (X) -> Satisfaction (Z1)	1.000
Experience (X) -> Interest in Returning (Y)	11.707

Data Source: Research Process Results, 2024

### Goodness of Fit Model Test

#### Model Fit:

The model fit was evaluated using several indices, with mixed results. The SRMR value of 0.105, which is below the threshold of 0.12, indicates a good fit. However, the NFI value of 0.487 suggests that only 48.7% of the model fits the data, indicating substantial discrepancies.

Additionally, the infinitely high Chi-square value signals a significant misfit. These results suggest that while the SRMR indicates an acceptable fit, the low NFI and high Chi-square values highlight the need for further refinement of the model.

**Table 8 - Model Fit Output**

	Saturated model (saturated)	Model estimate
SRMR	0.105	0.105
d_ULS	10.385	10.385
d_G	n/a	n/a
Chi-square	$\infty$	$\infty$
NFI	n/a	n/a

Data Source: Research Process Results, 2024

### Inner Model Test

#### Coefficient of Determination (R-Square):

The impact of customer experience on various customer-related outcomes is substantial, as evidenced by the R-square results. Customer experience explains 91.4% of the variance in customer satisfaction, highlighting its critical role in shaping how satisfied customers feel with their overall experience. Similarly, customer experience accounts for 82.9% of the variance in customer trust, indicating that a positive experience significantly enhances customers' trust in the service or product.

Furthermore, customer experience influences 78.3% of the variance in revisit intention, underscoring its importance in determining whether customers are likely to return. These high R-square values across trust, satisfaction, and revisit intention underscore the pivotal role of customer experience in driving key business outcomes and suggest that improving customer experience can lead to greater satisfaction, trust, and loyalty.

**Table 9 - R-Square Results**

	R-square
Trust (Z2)	0.829
Satisfaction (Z1)	0.914
Interest in Revisiting (Y)	0.783

Data Source: Research Process Results, 2024

#### **F-Square (Effect Size):**

The F-square results reveal that customer experience significantly boosts customer satisfaction (10.656), but has a minimal effect on customer trust (0.004) and a small effect on revisit intention (0.242). Customer satisfaction moderately influences customer trust (0.338) and has a minor impact on revisit intention

(0.047). Meanwhile, customer trust moderately affects revisit intention (0.211). These findings underscore the importance of enhancing customer experience to increase satisfaction, which subsequently builds trust and encourages repeat visits.

**Table 10 - F-square results**

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
Trust (Z2)			0.211	
Satisfaction (Z1)	0.338		0.047	
Interest in Revisiting (Y)				
Experience (X)	0.004	10.656	0.242	

Data Source: Research Process Results, 2024

#### **Path Coefficient:**

The path coefficients reveal that customer trust exerts the greatest influence on revisit intention with a coefficient of 0.518, highlighting its critical role in driving repeat visits. Customer experience also plays a significant role, heavily influencing both satisfaction (0.956) and revisit intention (0.784). Additionally, satisfaction moderately

impacts trust (0.821) but has a negative coefficient on revisit intention (-0.397), suggesting a complex relationship that may involve other moderating factors. These findings emphasize the multifaceted nature of customer dynamics, where enhancing trust and experience are paramount for fostering customer loyalty and repeat visits.

**Table 11 - Path Coefficient Results**

	Trust (Z2)	Satisfaction (Z1)	Interest in Revisiting (Y)	Experience (X)
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Trust (Z2)			0.518	
Satisfaction (Z1)	0.821		-0.397	
Interest in Revisiting (Y)				
Experience (X)	0.093	0.956	0.784	

Data Source: Research Process Results, 2024

### Hypothesis Testing

The effect of experience on revisit intention (X → Y) is significant, with a T-statistic of 4.102 and a P-value of 0.000, indicating that a positive experience strongly influences a customer's intention to return. Additionally, the effect of experience on customer satisfaction (X → Z1) is highly significant, as evidenced by a T-statistic of 129.555 and a P-value of 0.000, underscoring the importance of customer experience in achieving high satisfaction levels. However, the effect of experience on customer trust (X → Z2) is not significant, with a T-statistic of 0.633 and

a P-value of 0.527, suggesting that trust is influenced by other factors beyond experience.

Satisfaction significantly influences revisit intention (Z1 → Y), as indicated by a T-statistic of 2.458 and a P-value of 0.014. Moreover, satisfaction has a significant effect on customer trust (Z1 → Z2), demonstrated by a T-statistic of 5.998 and a P-value of 0.000, highlighting that satisfied customers are more likely to trust the service provider. Finally, customer trust significantly affects revisit intention (Z2 → Y), with a T-statistic of 2.863 and a P-value of 0.004, indicating that trust plays a crucial role in encouraging repeat visits.

**Table 12 - Path Coefficient Test Results with bootstrapping**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic ( O/STDEV )	P value (P values)
Trust (Z2) → Interest in Revisiting (Y)	0.518	0.535	0.181	2.863	0.004
Satisfaction (Z1) → Trust (Z2)	0.821	0.818	0.137	5.998	0.000
Satisfaction (Z1) → Interest in Revisiting (Y)	-0.397	-0.396	0.161	2.458	0.014
Experience (X) → Trust (Z2)	0.093	0.099	0.147	0.633	0.527
Experience (X) → Satisfaction (Z1)	0.956	0.957	0.007	129.555	0.000
Experience (X) → Interest in Returning (Y)	0.784	0.766	0.191	4.102	0.000

Data Source: Research Process Results, 2024

### Discussion

#### 1. Effect of Experience on Revisit Intention:

The results indicate that customer experience has a positive and significant impact on their intention to revisit M Bloc Space. This suggests that a good experience during the visit plays a crucial role in building the intention to return. This finding aligns with previous research stating that a positive customer experience can enhance repurchase intention (Sirdeshmukh et al., 2002). Moreover, it is consistent with (Ruslan et al., 2023) who found that satisfying

customer experiences are key factors in building loyalty and repurchase intentions in the service industry.

#### 2. Effect of Experience on Customer Satisfaction:

Customer experience has a highly significant influence on their satisfaction. Positive experiences substantially increase customer satisfaction, emphasizing the importance of providing good experiences to customers. This

finding is supported by Brakus et al. (2009), who showed that perceived customer experiences positively affect their satisfaction. Additionally, it is supported by who found that positive customer experiences play a crucial role in forming customer satisfaction and enhancing perceived value.

### 3. Effect of Experience on Customer Trust:

Although there is a positive influence, the results show that experience does not have a significant effect on customer trust. This suggests that customer trust may be more influenced by factors other than direct experience. This finding contrasts with previous research that found positive customer experiences could increase their trust (Choudhury, 2014). However, it aligns with (Choi & Kim, 2023) who indicated that while direct experience can affect trust, other factors like company reputation and marketing communication also play essential roles in building customer trust.

### 4. Effect of Satisfaction on Revisit Intention:

Customer satisfaction has a significant influence on revisit intention, but with a negative coefficient indicating that other factors need to be considered in driving the intention to return. This finding does not align with previous studies that showed a positive relationship between customer satisfaction and repurchase intention (Homburg et al., 2006). However, it aligns with (Kurniawan & Hanifah,

2023; Machado & Pinheiro, 2013), who found that the relationship between customer satisfaction and repurchase intention can be moderated by factors such as switching costs and available alternatives.

### 5. Effect of Satisfaction on Customer Trust:

Satisfaction has a significant influence on customer trust. High satisfaction increases customer trust in M Bloc Space, which is important for the sustainability of customer relationships. This finding is supported by previous research, which shows that customer satisfaction is an important predictor of customer trust (Chiou & Droge, 2006). Additionally, it aligns with (Ibrahim et al., 2024) who found that customer satisfaction is a crucial predictor of customer trust, especially in complex and high-risk service contexts.

### 6. Effect of Customer Trust on Revisit Intention:

Customer trust has a significant influence on the intention to revisit. Strong trust in M Bloc Space encourages customers to make return visits. This finding is consistent with previous research stating that customer trust is an important factor influencing repurchase intentions (Chiu et al., 2009). It also aligns with (Ginting et al., 2023), who found that customer trust plays a crucial role in mediating the relationship between service quality and repurchase intentions in the service industry.

## CONCLUSION

The culinary industry in Indonesia, particularly as demonstrated through M Bloc Space, is evolving rapidly from merely fulfilling basic dietary needs to becoming an integral part of the urban lifestyle. This transformation is evidenced by the continuous growth of the food and beverage sector, as recorded by both the Ministry of Industry and the Central Statistics Agency (BPS). The rising GDP contributions from this sector underline its increasing economic importance.

M Bloc Space serves as a notable case study within this context, offering a variety of international and traditional cuisines and positioning itself as a vibrant culinary tourism destination. The area's appeal is enhanced by its

rich history and strategic transformation into a creative hub, which attracts a predominantly young demographic, primarily students and young professionals.

The research conducted at M Bloc Space provides critical insights into the factors influencing customer behavior and preferences. The study revealed that:

1. Customer Experience: There is a strong, positive correlation between the quality of customer experience and their satisfaction and revisit intentions. A good experience significantly enhances customer satisfaction and the likelihood of them returning.

2. Customer Satisfaction: High satisfaction levels strongly boost customer trust, although the relationship between

satisfaction and revisit intention is complex and may be influenced by additional factors not covered in the study.

3. Customer Trust: Trust in M Bloc Space significantly motivates customers to revisit. Building and maintaining trust is therefore crucial for customer retention.

Despite the robust connections between experience, satisfaction, and revisit intentions, the direct impact of experience on trust was not statistically significant. This suggests that while experiences are crucial for immediate satisfaction and repeat visits, trust may be built

through other longer-term interactions and assurances beyond just the immediate dining Experience.

Overall, M Bloc Space's success hinges on delivering exceptional customer experiences and maintaining high satisfaction levels to foster trust and encourage repeat visits. The insights from this study underscore the importance of understanding customer dynamics and leveraging them to enhance the appeal and performance of culinary tourism destinations like M Bloc Space.

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Anggota Himpunan Lembaga Pendidikan Tinggi Pariwisata Indonesia (HILDIKTIPARI)

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