

The Influence of Gastronomic Experience on Consumer Loyalty Through the Mediation of Satisfaction and Image of Tradisional Restaurant in Singkawang City, West Kalimantan.

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Abstract: The primary objective of this research is to analyze the direct and indirect effects of gastronomic experiences on consumer loyalty through restaurant image and consumer satisfaction. The research method employed is quantitative, with data collected through a questionnaire distributed to 270 respondents selected using a purposive sampling technique. The data were then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method, processed with SmartPLS software. The results of the analysis show that gastronomic experience significantly and positively influences restaurant image, with a t-statistic of 20.045 (> 1.96) and a p-value of 0.000 (< 0.05). Gastronomic experience also has a significant and positive effect on consumer satisfaction, with a t-statistic of 19.864 (> 1.96) and a p-value of 0.000 (< 0.05). Restaurant image has a significant and positive effect on consumer loyalty, with a t-statistic of 3.581 (> 1.96) and a p-value of 0.000 (< 0.05). Consumer satisfaction was also found to have a significant and positive effect on consumer loyalty, with a t-statistic of 13.135 (> 1.96) and a p-value of 0.000 (< 0.05). Furthermore, mediation analysis revealed that restaurant image significantly mediates the effect of gastronomic experience on consumer loyalty, with a t-statistic of 3.55 (> 1.96) and a p-value of 0.000 (< 0.05). Consumer satisfaction also significantly mediates the effect of gastronomic experience on consumer loyalty, with a t-statistic of 11.08 (> 1.96) and a p-value of 0.000 (< 0.05), indicating complementary (partial) mediation.

Keywords: Gastronomic Experience, Restaurant Image, Consumer Satisfaction, Consumer Loyalty, Singkawang City

Received: May, 28 2025

Revised: June, 01 2025

Accepted: June, 18 2025

Published: June, 24 2025

Curr. Ver.: June, 24 2025

1. INTRODUCTION

Tourism is one of the fastest-growing sectors in the era of globalization (Srinonil et al., 2020). In addition to creating employment opportunities and promoting cultural exchange, this sector has undergone changes marked by the increasing role of food in tourism activities. Food is now regarded not merely as a basic necessity, but also as a powerful element that enriches the overall tourism experience (Okumus et al., 2018). This is supported by the fact that the majority of tourism travel budgets are allocated to consumption-related needs (Naruethradhol & Gebsoombut, 2020).

The phenomenon of eating out has become an integral part of modern lifestyles. Scholars have adopted a scientific approach through gastronomy to preserve local culinary heritage (Okumus et al., 2018) while simultaneously attracting tourists (Richards, 2021; Rašan & Ažić, 2023). Gastronomic tourism offers a unique experience that combines culinary arts with local wisdom (Dutta & Naumov, 2020; Purnami & Setyawan, 2024), creating valuable opportunities to promote destinations (Mora et al., 2021; Sio et al., 2021) and reflecting the cultural identity of a society (Jonson & Masa, 2023).

Gastronomic experience is a multisensory journey that goes beyond mere consumption, inviting visitors to delve deeper into the essence of culinary culture through the use of local ingredients, traditional processes, and direct participation in cooking activities to provides a deeper understanding of local culture (Quan & Wang,

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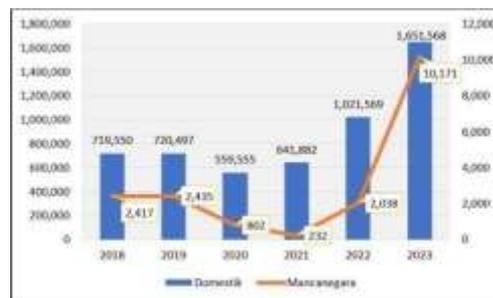
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2004; Smith & Xiao, 2008 in Ademoğlu, 2022). Such experiences are enriched by three main dimensions main food quality, service, and the physical environment which play a crucial role in creating an atmosphere that fosters visitors' emotional engagement (Cankül et al., 2024).

Indonesia, renowned for its rich traditional culinary heritage, holds substantial potential for the advancement of gastronomic tourism. In this context, the consumption of local food and beverages plays a significant role in shaping tourist satisfaction and loyalty (Suntikul et al., 2020). Each region offers unique culinary characteristics that can attract both domestic and international travelers. However, in terms of gastronomic tourism development, this potential remains underutilized in many regions. Although some cities such as Bali and Yogyakarta have begun to develop their gastronomic potential, many other regions have culinary heritages that remain largely unexplored.

Singkawang City is one of the areas in West Kalimantan that has great potential to develop its gastronomic tourism, making it one of the main tourist destinations in the region. According to the Singkawang City Statistics Agency (BPS, 2025), there are at least 49 tourist attractions available to visitors. These destinations each have distinctive features, ranging from beaches, parks, and horticultural sites to restaurants, fishing spots, hills, and rivers. Several destinations are already equipped with accommodation facilities and restaurants.

Singkawang, often referred to as the City of a Thousand Pagodas, is known for its ethnic and cultural diversity, particularly influenced by Chinese culture. This cultural uniqueness is reflected in the traditional culinary offerings provided by local traditional restaurants. Gastronomic tourism is closely linked to these traditional restaurants in Singkawang City, which serve local dishes and create a distinctive attraction for tourists seeking an authentic culinary experience. The number of tourist visits to Singkawang City can be seen in the figure below:



Gambar 1.1 Jumlah Kunjungan Wisatawan di Kota Singkawang.
Sumber: BPS Kota Singkawang (2024).

Overall, in the period 2018 to 2023, the number of domestic travelers increased by 129.51%, while international tourists grew by 320.87%. This indicates that Singkawang City is becoming increasingly popular among both domestic and international tourists as an attractive travel destination. Along with the rising number of tourist visits, which drives the growth of the culinary industry, expectations for this sector have also risen, compelling restaurants to continually innovate. As emphasized by Cankül et al. (2024), consumers now seek more than just food; they desire a comprehensive dining experience that includes high-quality cuisine, a comfortable atmosphere, and excellent service. To meet these expectations, restaurants are competing to offer healthier menu options as well as more comfortable and visually appealing environments (Tillotson in Cankül et al., 2024). These developments demonstrate that the restaurant sector is one of the most responsive industries to changing consumer needs.

Table 1. Number of Restaurants or Eateries by District in Singkawang City

District	2018	2019	2020	2021	2024
South Singkawang	181	51	51	52	27
East Singkawang	29	8	8	6	5
North Singkawang	200	7	7	7	0
West Singkawang	162	100	100	98	104
Central Singkawang	324	44	44	41	34
Total	806	210	210	204	170

Source: Singkawang City Statistics Agency (BPS) (2025).

Based on restaurant data in Singkawang City, there was a drastic decline of 74.69% in the number of restaurants during the period 2018 to 2021, from 806 to 204 establishments, as a consequence of the COVID-19 pandemic and its impact on consumer loyalty. The decrease in the number of restaurants in Singkawang indicates a problem with consumer loyalty due to unmet expectations, leading consumers to switch their choices. In such a highly competitive environment, the remaining restaurants must enhance quality and foster innovation to maintain customer loyalty, as the ability to provide a positive and satisfying experience is crucial for business sustainability and for attracting visitors.

Restaurants or eateries in Singkawang City serve a variety of distinctive dishes that reflect the richness of local culinary heritage. Some of these include Bubur Gunting, Choi Pan, Rujak Thai Phui Ji, Kwetiau, salty noodles or noodles long age long noodles symbolizing the hope for a long life. In addition, there are also non-halal dishes such as pork porridge and traditional drinks like tea liang, nam mong, and sarsi. Local dishes served in traditional restaurants are an important part of the gastronomic experience and a key attraction in gastrotourism (Athena et al., 2017 in Hernandez-Rojas et al., 2021). Traditional and authentic food has the potential to attract travelers while showcasing the richness of local culture (Grubor et al., 2022).

However on the other hand, after visiting traditional restaurants in Singkawang City, some tourists have expressed complaints, criticisms, and suggestions through Google reviews. The majority of these complaints are related to dissatisfaction with services and facilities, including the physical environment. Such complaints indicate that inadequacies in service and facilities can affect visitors' satisfaction levels, which, in turn, may impact their loyalty to the restaurant.

Loyalty is a positive behavior exhibited by consumers that includes purchasing or using specific products and services, as well as making repeat purchases (Dick & Basu, 1994; Sari et al., 2024). Loyal consumers not only return to visit but also recommend restaurants, which contributes to increasing the restaurant's long-term profitability. This loyalty is influenced by several factors, including image, perceived product quality, service quality, consumer expectations, perceived value for price, and satisfaction (Anderson & Fornell in Nguyen, 2020).

Gastronomic experience is a key factor in building consumer loyalty in restaurants. This is supported by previous research conducted by Jonson and Masa (2023), which shows that a memorable tourism experience has a significant impact on consumer decision-making, with consumers tending to return to places that provide positive memories. Research by Cankül et al. (2024) reveals that a satisfying gastronomic experience depends not only on the taste of the food, but also on how it is presented, how consumers are welcomed, and how the atmosphere and service create a deep impression, which in turn influences their perceptions and loyalty. In addition, restaurant image also plays an important role in fostering loyalty.

Restaurant image is the representation of consumers' perceptions of a restaurant, formed through consumption experiences, brand communication, as well as the attributes of the products offered (Wardhana, 2024). A positive and strong image is believed to be capable of increasing consumers' purchase intentions, as it provides confidence in making the decision to choose a restaurant (Ryu et al., 2008). In Singkawang City, traditional restaurants that highlight uniqueness and the authenticity of local culture have the potential to form a strong image, which can ultimately serve as an effective strategy for attracting and retaining consumers.

Consumer satisfaction is a feeling that arises when the consumer's hopes or expectations are fulfilled after experiencing the performance of the services provided (Kotler & Armstrong, 2020). If the consumer's expectations are met or even exceeded, they will feel satisfied. On the other hand, if expectations are not met, they will feel disappointed, which may lead to dissatisfaction and reduce the likelihood of

future repurchases. A restaurant capable of providing a pleasant experience will find it easier to achieve consumer satisfaction, which in turn will increase loyalty.

Previous studies show differences in focus and research results (research gap) in examining the relationship between gastronomic experience and loyalty. Most studies, such as those by Polat (2023), Rodrigues et al. (2023), and Maulidia (2021), focus only on the direct influence of gastronomic experience on satisfaction or revisit intention (loyalty) without involving mediating variables. Lin et al. (2022) examined the direct influence of gastronomic experience on destination image, while Moral-Cuadra et al. (2023) and Rodríguez-López et al. (2020) included mediating variables such as satisfaction, but their focus remained limited to only one mediating variable. Even the study by Cankül et al. (2024), although similar in examining variables such as gastronomic experience, restaurant image, satisfaction, and loyalty, only tested the direct influence among variables without considering indirect effects.

There are differences in research results on similar topics. Regarding the influence of gastronomic experience on loyalty, several researchers such as Moral-Cuadra et al. (2023), Ullah et al. (2022), Maulidia (2021), and Masa (2021) found significant positive results, whereas studies by Tagmanov et al. (2024) and Yiğit (2022) reported insignificant results. In the case of the influence of gastronomic experience on satisfaction, researchers including Tagmanov et al. (2024), Polat (2023), Hossain et al. (2023), Yiğit (2022), Mora (2021), Ullah et al. (2022), and Lin et al. (2022) found significant positive results, while Kodaş & Özel (2023) reported insignificant results. For the influence of satisfaction on loyalty, studies by Yiğit (2022) and Rodríguez-López et al. (2020) show significant positive results, whereas Mohamed et al. (2020) found insignificant results. Thus, this topic remains highly interesting to explore in depth.

Based on the identified gap, this research addresses it by introducing two intervening variables—restaurant image and consumer satisfaction—to test both the direct and indirect effects of gastronomic experience on consumer loyalty, using confirmatory expectations theory as the theoretical foundation. Therefore, the study adopts the title “The Influence of Gastronomic Experience on Consumer Loyalty Through the Mediation of Satisfaction and Image of Traditional Restaurants in Singkawang City, West Kalimantan.” This research is expected to contribute to the academic literature as well as provide practical insights for traditional restaurant owners in Singkawang City.

2. LITERATURE REVIEW

2.1. Consumer Loyalty

Loyalty refers to positive consumer behavior, which includes actions such as purchasing or using certain products or services, including making repeat purchases (Dick & Basu, 1994; Sari et al., 2024:1). According to Kotler et al. (2021) in Wardhana (2024:318), consumer loyalty is a consistent commitment of consumers to a service, leading them to continue purchasing products repeatedly in the future, even when there are situational factors and marketing efforts that may influence their decision to switch.

Orel and Kara (2014), as cited in Srisulilawati et al. (2023:152), stated that there are four indicators of consumer loyalty:

- a. Consumers' desire to make repeat purchases.
- b. Consumers' willingness to recommend the restaurant to others.
- c. Considering the restaurant as the main choice.
- d. Consumers' willingness to express only positive things about the restaurant to others.

2.2. Gastronomic Experience

Gastronomic experience is a multisensory encounter involving food consumption along with elements of service, cuisine, and the physical environment (Cankül et al., 2024). Beyond merely fulfilling physical needs, this experience serves as a means of preserving culinary culture and the identity of a destination (Şahin & Kılıçlar, 2023; Kodaş & Özel, 2023). Authentic recipes, local ingredients, and traditional cooking techniques create an authentic experience that distinguishes each destination. Therefore, gastronomic experience plays a key role in destination

marketing and serves as a driver of the local economy (Okumus, 2021; Baysal & Bilici, 2024; Roy & Roy, 2024).

Gastronomic experience comprises three main dimensions: food quality, service quality, and the physical environment (Cankül et al., 2024). Food quality encompasses both visual aspects (size, shape, color) and sensory attributes (texture, taste), which are critical in the restaurant industry (Potter & Hotchkiss, 2012). Indicators include color, appearance, portion size, shape, temperature, texture, aroma, degree of doneness, and taste (West et al., 2006). Service quality refers to the evaluation of the gap between consumer expectations and the reality of services received, which includes reliability, tangibles, assurance, empathy, and responsiveness (Parasuraman et al., 1988). The physical environment, or servicescape, refers to the man-made atmosphere that influences consumer comfort and behavior. It consists of environmental conditions (lighting, temperature, noise), spatial layout and functionality, as well as décor and symbolic elements (Bitner, 1992).

2.3. Restaurant Image

Image is defined as the perception or impression formed in a person's mind about a product, brand, or company (Kotler & Keller, 2016). In line with this, Baloglu and Brinberg (1997, p. 11) in Ryu et al. (2008) describe image as a collection of beliefs, ideas, and impressions that an individual holds about a place or destination. Furthermore, Oxenfeldt (1974) in Rattanasilpkalchorn (2016) views image as a comprehensive impression that combines both emotional and factual aspects of an object. The image of a restaurant refers to the factual and emotional perceptions, ideas, or attitudes that customers associate with the restaurant's symbols (Ryu et al., 2012). According to Ryu et al. (2008), the indicators of a restaurant's image include its location, food waiting time, cleanliness, price, menu variety, and atmosphere.

2.4. Consumer Satisfaction

According to Kotler and Armstrong (2020), consumer satisfaction is a feeling that arises when the consumer's hopes or expectations are fulfilled after experiencing the performance of the services provided. If the consumer's expectations are met or even exceeded, they will feel satisfied. On the other hand, if expectations are not met, they will feel disappointed, which may lead to dissatisfaction and reduce the likelihood of future repurchases. A restaurant capable of providing a pleasant experience will more easily achieve consumer satisfaction, which in turn can increase loyalty. According to Tjiptono (2011, p. 453), the indicators of consumer satisfaction include expectation confirmation, overall satisfaction, and comparison with ideals.

3. METHODS

This research adopts a quantitative approach with a sample size of 270 respondents, selected using a purposive sampling technique. The sampling criteria required respondents to be over 17 years old and to have purchased and consumed typical Singkawang cuisine in restaurants or eateries located in Singkawang City. Primary data were collected through a questionnaire utilizing a 5-point Likert scale to measure respondents' perceptions of gastronomic experience, restaurant image, consumer satisfaction, and consumer loyalty, with each variable operationally defined by specific indicators.

Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS-SEM) via the SmartPLS software, employing the embedded two-stage approach. The analysis process comprised two main stages: (1) testing the measurement model (outer model) and (2) testing the structural model (inner model). The outer model assessment included convergent validity testing (factor loading > 0.7 , AVE > 0.5), discriminant validity testing (HTMT criterion < 0.9), and composite reliability assessment (CR and Cronbach's Alpha > 0.7) (Hair et al., 2022). The inner model assessment involved evaluating path coefficients (t-statistic > 1.96 or p-value < 0.05 for significance), R^2 and f^2 analyses to explain variance and effect size between variables, Q^2 testing (> 0) for predictive relevance (Hair et al., 2022), and mediation analysis using the Sobel test to determine the significance of indirect effects.

4. RESULTS

4.1. Measurement Model Phase 1 (First Order Construct)

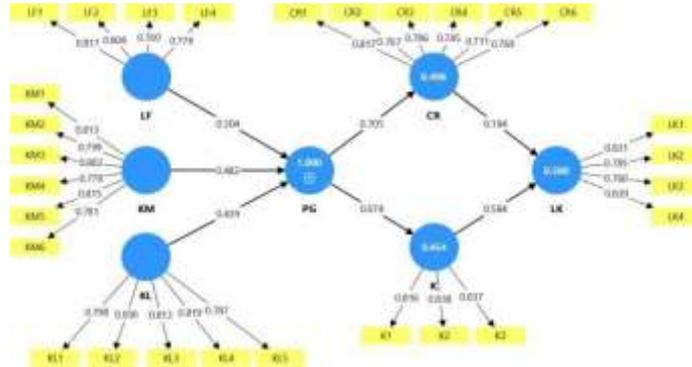


Figure 1. Stage 1 Model

Source: SmartPLS 4 Output (2025)

Table 1. Convergent Validity Test (First Order Construct).

Construct	Indicator	Outer loadings (>0.70)	AVE (>0.50)	Result
Physical environmental quality (LF)	LF1	0.817	0.626	Valid
	LF2	0.808		
	LF3	0.760		
	LF4	0.778		
Food quality (KM)	KM1	0.813	0.637	Valid
	KM2	0.799		
	KM3	0.802		
	KM4	0.778		
	KM5	0.815		
	KM6	0.781		
Quality service (KL)	KL1	0.798	0.657	Valid
	KL2	0.836		
	KL3	0.813		
	KL4	0.819		
	KL5	0.787		

Source: SmartPLS 4 Output (2025)

Based on the results of the convergent validity test shown in the table, it can be observed that all constructs in this study namely physical environment quality (LF), food quality (KM), and service quality (KL) have met the criteria for convergent validity. This is indicated by the outer loading values of each indicator, all of which exceed the threshold of 0.70, and by the AVE values of the three constructs, all of which are greater than 0.50. This means that more than 50% of the variance of the indicators is successfully explained by their respective constructs.

Table 2. Reliability Test

Construct	Cronbach's alpha	Rho A	Composite reliability	Result
Physical environmental quality (LF)	0.801	0.803	0.870	Reliable
Food quality (KM)	0.886	0.886	0.913	Reliable
Quality service (KL)	0.869	0.870	0.905	Reliable

Source: SmartPLS 4 Output (2025)

Based on the results of the reliability test shown in the table, all first-order constructs in this study, namely physical environment quality (LF), food quality (KM), and service quality (KL) are proven to be reliable. This is indicated by the values of Cronbach's alpha, rho_A, and composite reliability, all of which are above 0.70.

Table 3. Discriminant Validity Test (HTMT Values)

	KL	KM
KM	0.549	
LF	0.576	0.603

Source: SmartPLS 4 Output (2025)

Based on the table above, it can be seen that all constructs have HTMT values below 0.90, indicating that discriminant validity is accepted.

4.2. Measurement Model Phase 2

1. Second Order Formative Measurement Model (Stage 2)

Table 4. Outer Weights

	Original sample (O)	Sample mean (M)	T statistics ((O/STDEV))	P values
Scores LF -> PG	0.357	0.356	5.086	0.000
Scores KM -> PG	0.297	0.299	3.946	0.000
Scores KL -> PG	0.565	0.563	8.627	0.000

Source: SmartPLS 4 Output (2025)

Based on the results of the outer weights analysis, it can be seen that the three dimensions contribute significantly (p -value < 0.05) to the second-order construct.

Table 5. Collinearity Test between Indicators

	VIF (< 5)
Scores LF	1.499
Scores KM	1.500
Scores KL	1.445

Source: SmartPLS 4 Output (2025)

The table above shows that all dimensions of the formative construct for the second-order gastronomic experience (PG) have outer VIF values well below the maximum threshold of 5, indicating the absence of multicollinearity problems in the model.

2. Reflective Measurement Model Stage 2

Table 6. Convergent Validity Test

Variable	Indicator	Outer loadings (>0.70)	AVE (>0.50)	Result
Restaurant image (CR)	CR1	0.817	0.588	Valid
	CR2	0.768		
	CR3	0.786		
	CR4	0.746		
	CR5	0.710		
	CR6	0.768		
Consumer satisfaction (K)	K1	0.814	0.689	Valid
	K2	0.837		
	K3	0.839		
Consumer loyalty (LK)	LK1	0.831	0.647	Valid
	LK2	0.785		
	LK3	0.760		
	LK4	0.839		

Source: SmartPLS 4 Output (2025)

Based on the table above, it can be seen that all variables in this study (restaurant image, consumer satisfaction, and consumer loyalty) have outer loadings greater than 0.70 and AVE values greater than 0.50, indicating that each indicator is valid in measuring its respective variable. Therefore, it can be concluded that all indicators and variables meet the criteria for convergent validity.

Table 7. Reliability Test

Variable	Cronbach's alpha	Rho A	Composite reliability	Result
CR	0.860	0.866	0.895	Reliable
K	0.775	0.778	0.869	Reliable
LK	0.819	0.826	0.880	Reliable

Source: SmartPLS 4 Output (2025)

All variables in the table (restaurant image (CR), consumer satisfaction (K), and consumer loyalty (LK)) have Cronbach's alpha, rho_A, and composite

reliability values greater than 0.70, indicating that the indicators of each variable possess good and reliable internal consistency.

Table 8. Discriminant Validity Test (HTMT Values)

	CR	K
K	0.716	
LK	0.609	0.856

Source: SmartPLS 4 Output (2025)

Based on the table above, it can be seen that all constructs have HTMT values below 0.90, that discriminant validity is acceptable.

4.3. Structural Model Evaluation (Inner Model)

1. Collinearity Test between Variables.

	VIF
PG → CR	1.000
PG → K	1.000
CR → LK	1.521
K → LK	1.521

Source: SmartPLS 4 Output (2025)

From the table, it can be seen that all inner VIF values for the relationships between constructs in this research model are well below the critical threshold of 5, indicating the absence of multicollinearity problems.

2. F-Square (f^2) and Upsilon (V) Test.

	f-square	Result
PG → CR	1.022	Large effect size.
PG → K	0.882	Large effect size.
CR → LK	0.045	Small effect size.
K → LK	0.449	Large effect size.

Source: SmartPLS 4 Output (2025)

Based on the table above, the effect size (f^2) analysis shows the strength of the direct influence between constructs in the research model. Gastronomic experience (PG) exerts a large influence on the second-order endogenous variables, with f^2 values of 1.022 for restaurant image (CR) and 0.882 for consumer satisfaction (K). Meanwhile, the direct effect on consumer loyalty (LK) shows a different pattern. Restaurant image (CR) only has a small effect ($f^2 = 0.045$) on LK, whereas consumer satisfaction (K) has a large effect ($f^2 = 0.449$) on LK.

According to Lachowicz et al. (2018), to measure mediation effects in particular, an alternative metric called Upsilon (V) is used. It is calculated as the square of the path coefficient between the independent variable (X) and the mediating variable (M) multiplied by the square of the path coefficient between the mediating variable (M) and the dependent variable (Y). Interpretation of Upsilon (V) values follows Cohen's guidelines as cited in Ogbeibu et al. (2021): 0.01 indicates a small mediation effect, 0.075 a medium effect, and 0.175 a large effect.

	Upsilon V	Result
PG → CR → LK	0.017	Small Mediation Effect
PG → K → LK	0.160	Moderate Mediation Effect

Source: SmartPLS 4 Output (2025)

Based on the calculation results, the Upsilon (V) value for the mediation path $PG \rightarrow CR \rightarrow LK$ is 0.017, indicating a small mediation effect. Meanwhile, the Upsilon (V) value for the $PG \rightarrow K \rightarrow LK$ path is 0.160, indicating a moderate mediation effect.

3. R-Square Test

Variable	R-square (R ²)	R-square adjusted
CR	0.505	0.504
K	0.469	0.467
LK	0.500	0.497

Source: SmartPLS 4 Output (2025)

The analysis results of the coefficient of determination (R²) in the table show a sufficient predictive power of the model in explaining the endogenous variables. The R² value for restaurant image (CR) is 0.505, indicating that 50.5% of the variation in CR can be explained by the predictor variables in the model, while the remaining variation is influenced by factors outside the model. Consumer satisfaction (K) has an R² of 0.469, indicating that 46.9% of the variance in K can be predicted by the model. Consumer loyalty (LK) has an R² of 0.500, meaning that 50% of the variation in LK is explained by the predictor constructs. Based on the evaluation criteria of Hair et al. (2021), all three R² values fall into the category of moderate effect, with CR showing the highest value.

4. SRMR

	Saturated model	Estimated model
SRMR	0.064	0.076

Source: SmartPLS 4 Output (2025)

The SRMR value recommended by Hair et al. (2021) is below 0.08. In this study, the SRMR value is 0.076 < 0.08, indicating that the research model demonstrates an adequate level of goodness of fit.

5. Q-Square Predict (Q²) Test.

Variable	Q ² predict
CR	0.489
K	0.457
LK	0.453

Source: SmartPLS 4 Output (2025)

Based on the table above, the highest Q² predictive values are observed for restaurant image (CR) at 0.489, consumer satisfaction (K) at 0.457, and consumer loyalty (LK) at 0.453. Since all Q² values are positive and greater than zero, it can be concluded that the estimated model has good predictive relevance and is capable of predicting variations in the endogenous variables.

6. PLS Predict

Indicator	PLS-SEM RMSE	PLS-SEM MAE	LM RMSE	LM MAE
CR1	0.611	0.500	0.615	0.504
CR2	0.585	0.492	0.589	0.494
CR3	0.602	0.506	0.605	0.507
CR4	0.624	0.514	0.627	0.516
CR5	0.728	0.593	0.734	0.599
CR6	0.572	0.471	0.575	0.475
K1	0.577	0.486	0.579	0.487
K2	0.576	0.466	0.579	0.468
K3	0.556	0.447	0.555	0.452
LK1	0.523	0.422	0.511	0.417
LK2	0.579	0.476	0.578	0.475
LK3	0.558	0.449	0.554	0.454
LK4	0.547	0.442	0.537	0.424

Source: SmartPLS 4 Output (2025)

The results show that most of the indicators (CR1, CR2, CR3, CR4, CR5,

CR6, K1, and K2) have lower RMSE values compared to the LM model. Additionally, the indicators (CR1, CR2, CR3, CR4, CR5, CR6, K1, K2, K3, and LK3) have lower MAE values than those of the LM model. Overall, for 18 out of 26 measurements, the PLS-SEM model exhibits lower RMSE and MAE values compared to the LM model.

Based on the guidelines proposed by Shmueli et al. (2019) in Hair et al. (2022), if the majority of indicators show lower RMSE or MAE values compared to the LM model, the model is considered to have moderate predictive power. Therefore, it can be concluded that the PLS-SEM model in this study demonstrates moderate predictive capability and is able to predict new data reasonably well.

4.4. Analysis Hypothesis

1. Direct Influence

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values	95% Confidence Interval Path Coefficient	
				Lower Bound	Upper Bound
PG → CR	0.711	20.045	0.000	0.641	0.781
PG → K	0.685	19.864	0.000	0.616	0.750
CR → LK	0.184	3.581	0.000	0.085	0.287
K → LK	0.584	13.135	0.000	0.495	0.669

Source: SmartPLS 4 Output (2025)

Based on the results of the hypothesis test conducted through PLS-SEM analysis, it was found that gastronomic experience (PG) has a significant influence on restaurant image (CR), with a path coefficient of 0.711. The t-statistic of 20.045 (> 1.96) and p-value of 0.000 (< 0.05) indicate that this influence is statistically significant. The 95% confidence interval for the effect ranges from 0.641 to 0.781. Furthermore, gastronomic experience (PG) also has a significant influence on consumer satisfaction (K), with a path coefficient of 0.685, a t-statistic of 19.864 (> 1.96), and a p-value of 0.000 (< 0.05).

In addition, the analysis results show that restaurant image (CR) significantly influences consumer loyalty (LK), with a path coefficient of 0.184, a t-statistic of 3.581 (> 1.96), and a p-value of 0.000 (< 0.05). Finally, consumer satisfaction (K) also significantly affects consumer loyalty (LK), with a path coefficient of 0.584, a t-statistic of 13.135 (> 1.96), and a p-value of 0.000 (< 0.05). Therefore, all direct influence hypotheses in this study are accepted, as they meet the required significance criteria, namely t-statistics greater than 1.96 or p-values less than 0.05.

2. Indirect Influence

In this study, the indirect effects were analyzed using the Sobel test developed by Sobel. The mediation roles of restaurant image and consumer satisfaction in the relationship between gastronomic experience and consumer loyalty were assessed using the Sobel test, with the assistance of an online calculator available at <http://quantpsy.org/sobel/sobel.htm>. The test results are presented as follows:

Input:	Test statistics:	Std. Error:	p-value:
a: 0.711	Sobel test: 3.55275508	0.03682844	0.00038194
b: 0.184	Aroian test: 3.54809004	0.03687167	0.00038804
s _{ab} : 0.035	Goodman test: 3.55643483	0.03678515	0.00037582
s _b : 0.051	Reset all	Calculate	

Gambar IV.10 Analisis Sobel Test Hipotesis 5
Sumber : Data diolah (2025).

Based on the Sobel test results, the t-statistic value of 3.55 (> 1.96) and p-value of 0.000 (< 0.05) indicate that gastronomic experience (PG) has a significant indirect effect on consumer loyalty (LK) through restaurant image (CR) (H5 is accepted). In other words, restaurant image serves as a significant mediating variable in the relationship between gastronomic experience and consumer loyalty. Considering that both the direct and indirect effects are significant, positive, and in the same direction, the mediation role is classified as complementary (partial mediation).

Input:		Test statistic:	Std. Error:	p-value:
a	0.685	Sobel test: 11.08369305	0.03609266	0
b	0.584	Amman test: 11.07418436	0.03612365	0
c ₁	0.034	Goodman test: 11.09322627	0.03606165	0
c ₂	0.044	Reset all	Calculate	

Gambar IV.11 Analisis Sobel Test Hipotesis 6.
Sumber : Data diolah (2025).

Based on the Sobel test results, the t-statistic value of 11.08 (> 1.96) and p-value of 0.000 (< 0.05) indicate that gastronomic experience (PG) has a significant indirect effect on consumer loyalty (LK) through consumer satisfaction (K) (H6 is accepted). In other words, consumer satisfaction serves as a significant mediating variable in the relationship between gastronomic experience and consumer loyalty. Considering that both the direct and indirect effects are significant, positive, and in the same direction, the mediation role is classified as complementary (partial mediation).

5. CONCLUSION

Based on the results and discussion, several conclusions can be drawn as follows: Gastronomic experience has a positive and significant influence on the image of traditional restaurants in Singkawang City (H1 accepted), with a large effect size. Gastronomic experience has a positive and significant influence on consumer satisfaction in traditional restaurants in Singkawang City (H2 accepted), with a large effect size. Restaurant image has a positive and significant influence on consumer loyalty in traditional restaurants in Singkawang City (H3 accepted), with a small effect size. Consumer satisfaction has a positive and significant influence on consumer loyalty in traditional restaurants in Singkawang City (H4 accepted), with a large effect size. Gastronomic experience has a positive and significant indirect influence on consumer loyalty through the mediation of the image of traditional restaurants in Singkawang City (H5 accepted), with a small mediation effect size and a complementary (partial) mediation role. Gastronomic experience has a positive and significant indirect influence on consumer loyalty through the mediation of consumer satisfaction in traditional restaurants in Singkawang City (H6 accepted), with a medium mediation effect size and a complementary (partial) mediation role.

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