

MEASUREMENT CUSTOMER SATISFACTION TOWARD KEUKEN #5 - THE CITY HALL FAIRGROUND CULINARY EVENT USING IMPORTANCE – PERFORMANCE ANALYSIS (IPA)

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Abstract – *The main theme of this research is Marketing and focus on measuring satisfaction level from Keuken #5 culinary event that organized by House The House based on Importance Performance Analysis (IPA). The IPA model which showed graphical representation of the data, whereby event organizations can see areas of strength and weakness from event attributes is divided into four quadrants, with importance on the y-axis and performance on the x-axis, according to Martilla and James the resources should be allocate to improve attributes that reside in quadrant I. The result of the analysis showed the overall visitor satisfaction level for Keuken was scored 3.7 which reported between "Ok" and "Satisfied". Convenient parking, food/beverages prices, and shopping attributes item are attributes which reside in quadrant I and considered as main priority for improvement. Local food, come and go, clean site, attractive environment, event guide, and opening/closing time, are attributes lay in quadrant II which considered as attributes that should be maintained. Entertainment and good local restaurant attributes lay in quadrant IV which are considered as attributes that possibly overkill. Celebrity chef demos, festival souvenir, and cooking demonstration attributes lay in quadrant III which considered as last priority.*

Keywords: *Keuken, culinary event, customer satisfaction, Importance-Performance Analysis*

Introduction

Research Background

Keuken is an annual culinary event in Bandung which is initiated by the House The House as event organizer since 2011. Keuken is a one-day food festival addressing the issues of city public spaces utilizations in Bandung. The event which has the tagline 'Reclaim The Street, Eat!' is the manifestation of an effort to encourage more urban communities to go to open public space and socializing with others. Food is chosen as the element of the event, because food is considered as the most ideal approach which covers all elements and social status in urban communities. Along with the burgeoning notions, Keuken also enhance the festivity with lists of professional cooks and chefs, music performers and DJs, and engaged communities which it gladly invites for collaboration (Keuken, n.d.).

Keuken has been visited by 56000 visitors, involving 117 tenants, and attended by about 75 artists performing. When referring to the definition from J. Howkins, Keuken culinary event is including in one of the creative economy sector in the field of design which create and develop of concepts and specification that optimize the function, value and appearance of culinary products and system for the mutual benefit of user and manufactures. But all of the numbers didn't tell the organizers much thing about the event satisfaction, except maybe the numbers of visitor have met the event goal. Responding to the very dynamic trend, certainly with the number of thousands visitors, and with major investments from event organizers and sponsors, an evaluation process is considered an essential element of successful event planning and execution. Keuken's event organizer should

evaluate the event by knowing customer satisfactions level and attributes that is considered importance by visitor.

Research Question

1. How high is the costumer satisfaction of Keuken #5 The City Hall Fairground Culinary Event Services.
2. What attributes that is considered importance for the Keuken #5 The City Hall Fairground Culinary Event.

Literature Review

Culinary Event

Culinary event becoming part of culinary tourism that defined as *"visitations to primary and secondary food producers, food festivals, restaurants, and special locations for which food tasting and/or experiencing the attributes of specialist food production as the primary motivation for travel"* (Hall & Mitchell, 2005: 20). The term culinary tourism is the way to articulate the concept of *"experiencing local cultures through food and activities surrounding food"* (Long, 1998: 181). Consequently, culinary travel is not only *"exploration and adventure"* (Kivela & Crotts, 2009: 164) but also a *"cultural encounter"* (Kivela & Crotts, 2009: 181) as culinary tourists look for new restaurants, local tastes, and unique food experiences. Besides that, culinary tourism also can be defined as the effort to *"promote visitor attractions with unique and memorable food and drink experiences"* (Smith & Costello, 2009: 99).

Culinary tourism is not specifically related to fine dining and expensive food and wines (International Culinary Tourism Association, n.d.). Thus, in this study, culinary events defined as culinary tourism where an opportunity for memorable food and drink experiences contributes significantly to travel motivation and behavior. Some of attributes in culinary event that will lead visitor satisfaction are good highways, local friendly people, Clean facilities, Good restaurants, and food and beverage prices (Saleh and Ryan, 1993). From Smith and Castello research (2009) in utilizing Importance-Performance Analysis in ulinary event, there are some attributes that had been distributed to an independent panel of experts who represented academicians with expertise in travel consumer behavior. The attributes are Food tasting, Convenient parking, Food/bev. Prices, Come/go, Outdoor activities, Recipes, Celebrity chef demos, Equipment demos, Knowledgeable personnel, Expert advice, Cooking techniques, Local foods, Entertainment, Festival souvenirs, Cooking demonstrations, Clean site, Cultural attractions, Attractive environment, Shopping, Friendly service, Good highways, Event guide, Opening/closing times, Food knowledge, Pleasant smells, Good local restaurants, and Nightlife

Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a firm meet or surpass customer expectation. In other words, customer satisfaction can be defined as a collective outcome of perception, psychological reactions, and evaluation to the consumption expectation with a product or service. The overall satisfaction might has strong positive effect on customer loyalty intentions across a wide range of product and service categories. *"Customer satisfaction are key building blocks for developing and managing customer relationship"* (Kotler & Armstrong, 2012: 31). Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

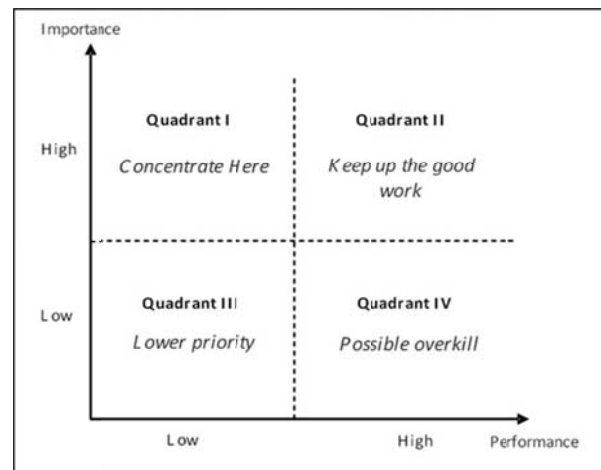


Figure 1 IPA Grid

Importance-Performance Analysis (IPA)

Martilla and James first proposed Importance-Performance Analysis in 1977 as a useful tool to provide management insights to identify company strengths and weaknesses for improving company performance. *"Importance-performance analysis (IPA) is a simple yet useful method for simultaneously considering the strengths and weaknesses of a business when evaluating or defining a strategy. IPA provides management with a useful focus for developing marketing strategies for expectations related to importance and performance"* (Martilla & James, 1977: 77-79). The IPA model is divided into four quadrants, with importance on the y-axis and performance on the x-axis. The four-quadrant IPA matrix is shown in Figure 1, Quadrant II is labeled "Keep Up the Good Work," with high importance/high performance, which indicates that the firm has been performing well to gain competitive advantage. Quadrant I is labeled "Concentrate Here," with high importance/low performance, which indicates that the firm has been performing poorly and requires improvement to be a top priority. Quadrant III is labeled "Low Priority," with low importance/low performance. Any attributes falling into this quadrant are non-important and pose no threat to organizations. Employees do not perceive this feature as important. Quadrant IV is labeled "Possible Overkill," with low importance/high performance, indicating that visitors are satisfied with the performance, but the specific attribute is relatively non-important. *"In this situation, the leader should allocate more resources to manage attributes that reside in Quadrant I"* (Martilla & James, 1977; Shieh & Wu, 2009; Wong et al., 2011).

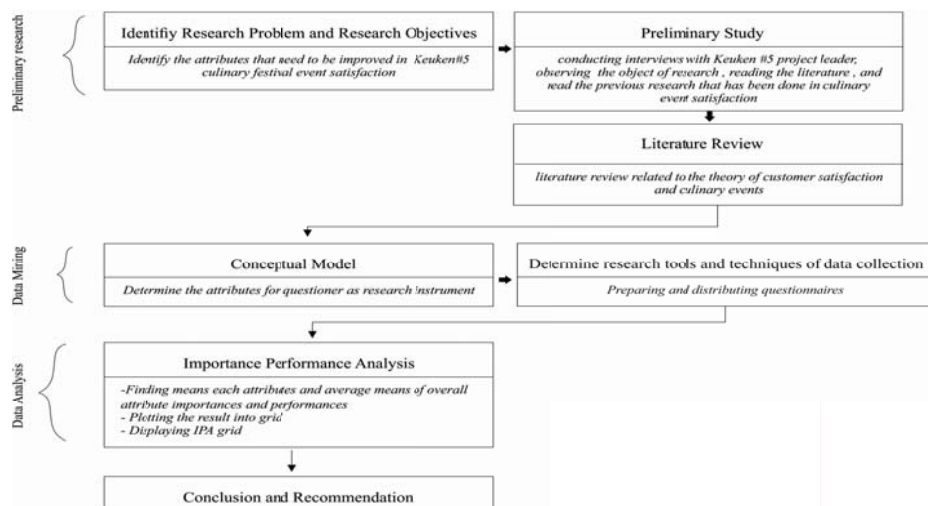


Figure 2 Research Process

Methodology

Conceptual Model

In this step, the researcher looks for literatures that would be used in the process of doing the final project. The literatures are taken from online journals and prior research of culinary event that fit in researcher needs. Literature review helped to understand the subject and how it should progress so that the right approach to the problem can be made. Figure 3 illustrates the proposed conceptual framework which is attributes that were used to evaluate Keuken event culinary satisfaction. The initial attribute items were from Saleh and Ryan's (1993) research determining factors that attract tourists to festival events. Additional attribute items were generated from prior research that conducted by Smith and Castello (2009) about the satisfaction with a culinary event utilizing importance- performance grid analysis. Based on the interview with Yanuar Pratama Firdaus, Keuken's project leader, there were only 14 attributes that relevant with the event.

Saleh and Ryan, 1993	Smith and Costello, 2009	Keuken Evaluation Attribute
Quality of Programme	Food tasting	Convinient parking
Distance to and from site	Convinient parking	Food/beverage prices
Admission price(s)	Food/beverage prices	Come/Go
High-quality product	Come/Go	Celebrity Chef Demo
Food and Beverage Prices	Outdoor Activites	Cooking techniques
Enter/exit free time	Recipes	Local Foods
Good food variety	Celebrity Chef Demo	Entertainment
Product demonstration/performance	Knowledgeable personnel	Festival Souvenir
Start/end daily times	Expert Advice	Clean site
Duration of festival	Cooking techniques	Attractive Environment
Size crowds	Local Foods	Shopping
Clean Facilities	Entertainment	Event guide
Alcoholic beverages	Festival Souvenir	Opening/closing time
Medical Service	Cooking Demonstration	Good local restaurant
Reduced Package price	Clean site	
800 phone number	Cultural Attraction	
Inclusion in guide	Attractive Environment	
Good highway to area	Shopping	
Friendly residents	Friendly Service	
Good local Restaurant	Good highway	
Recreation facilities	Event guide	
Quality hotels	Opening/closing time	
Cultural attractions	Food knowledge	
Visit family/ friends	Pleasant smell	
Close regional parks	Good local restaurant	
Closefishing lakes	Night life	
Present time weather		

Figure 3 Conceptual Framework

Data Collection (Questionnaire)

Sample design is the step of taking data from sample which would be done by using Non probability Sampling. The population of this research is 17.000 visitor at KEUKEN № 05 - The City Hall which was held 19 October in Bandung. The researcher approached the respondent purposively at venue, and also approaching respondents from social media which seem had experienced Keukeun. This research margin error is 10%, with 90% confidence level, but there were 150 sample for this research which excess the sample that required. Researcher collecting contacts from visitor (15 years or older) who attending KEUKEN #5 - The City Hall Faiground, 19 October 2014, and then deliver the questionnaire concerning importance and performance event attributes after the event held using a self-administered questionnaires or online surveys in order to collect the most complete data which distribute through online social medias.

The questionnaires design illustrates in Table 1. To encourage respondents to complete the survey, Keuken official merchandise were offered to selected respondents as incentives to increase response rate. Importance's of attribute items were measured on a five-point rating scale of 1 (not at

all important) to 5 (very important), indicating the extent to which respondents agreed or disagreed on the importance of each item. Performance of attribute items were measured on a five point rating scale (1 = poor, 2 = fair, 3 = good, 4 = very good, and 5 = excellent) indicating the extent to which culinary attendees rated the actual performance of event attributes. Three interval questions were utilized to evaluate overall satisfaction. Participants were asked: 'how satisfied were you with the KEUKEN #05 - The City Hall Fairground experience/event?' 'How satisfied were you with the food and beverages?' 'How satisfied were you with the entertainments?' These items were measured on a five-point rating scale 1 (not at all satisfied) to 5 (very satisfied) to indicate the extent of overall satisfaction with the total event experience.

Table 1 Questionnaire Design

Attributes	Keyword	Question No.
Good local Restaurant <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Well known restaurant, Arouse the curiosity or interest</i>	1,2
Local Foods <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Bandung Local Cuisine</i>	3,4
Food/beverage prices <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Affordable Price</i>	5,6
Convenient Parking <i>Smith & Castello (2009)</i>	<i>Parking Capacity, Parking Cofiguration</i>	7,8
Come/ Go <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Accessible location, Public Transportation</i>	9,10
Celebrity Chef Demos <i>Smith & Castello (2009)</i>	<i>Famous Celebrity</i>	11,12
Cooking Demonstration <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Cooking Techniques, Chef Tips</i>	13,14
Entertainment <i>Smith & Castello (2009)</i>	<i>Guestar, Live Music Entertainm</i>	15,16
Festival Souvenirs <i>Smith & Castello (2009)</i>	<i>Authenticity, Memorable</i>	17,18
Clean Site <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Clean-up Volunteers</i>	19,20
Attractive Environment <i>Smith & Castello (2009)</i>	<i>Environmental Awareness, Layout Space Activity</i>	21,22
Shopping <i>Smith & Castello (2009)</i>	<i>Buying process</i>	23,24
Opening/Closing Times <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Convenient hours</i>	25,26
Event Guide <i>Smith & Castello (2009), Saleh & Ryan (1993)</i>	<i>Readable venue map, Information event rundown</i>	27,28
Overall Entertainment Satisfaction		29
Overall Food/Beverage Satisfaction		30
Overall Event Satisfaction		31

Importance-Performance Analysis

The Importance Performance Analysis grid is needed to see the attributes in more practical way. The attributes that include in *concentrate here* quadrant means that the attributes perceived high importance but the performance was not very satisfying and later considered as attribute that need to be improved.

Conclusion And Recommendations

Conclusion is the explanation of the result of this final project, where inside of it there would be recommendations for the company to improve the current event. In this case, there would be recommendations for House The House as event organizer of KEUKEN #5 - The City Hall Fairground to identified attributes that need improvement and requires immediate action.

Table 2 Attribute Importance

<i>Pull attribute</i>	<i>Rank</i>	<i>Mean Importance</i>
Clean Site	1	4.76
Come/Go	2	4.62
Attractive Environment	3	4.6
Convenient Parking	4	4.547
Food/beverage Prices	5	4.407
Shopping	6	4.333
Event Guide	7	4.307
Opening/Closing Time	8	4.173
Good Local Restaurant	9	4.14
Local Foods	10	4.127
Entertainment	11	3.993
Cooking Demonstration	12	3.38
Celebrity Chef Demos	13	3.153
Festival Souvenir	14	2.98
ΣAverage		4.109

Result and Discussion

Attribute Importance and Performance

Table 2 shows the mean scores of the ratings on importance given by the respondents on each attribute. The relative rank is included to show which attributes the users find most and least important. Table 2 shows that users perceive Clean Site, Come/Go, Attractive Environment, Convenient Parking, Food/Beverage Prices, Event Guide, Opening/Closing Time, Good Local Restaurant, and Local Foods be the most important attributes of Keuken's #5 Culinary event. The attribute items were also highlighted considered as attributes which have mean scored above average means. The ranking shows that the festival souvenir attributes are perceived as least important.

Table 3 Attribute Performance

<i>Pull attribute</i>	<i>Rank</i>	<i>Performance</i>
Come/Go	1	3.92
Good Local Restaurant	2	3.76
Opening/Closing Time	3	3.66
Clean Site	4	3.647
Local Foods	5	3.573
Attractive Environment	6	3.533
Event Guide	7	3.447
Entertainment	8	3.367
Shopping	9	3.3
Cooking Demonstration	10	3.12
Food/beverage Prices	11	3.053
Festival Souvenir	12	2.987
Celebrity Chef Demos	13	2.98
Convenient Parking	14	2.633
ΣAverage		3.359

Table 3 shows the mean scores of the ratings of performance given by the respondents on each attribute. Table 3 shows quite a different ranking from Table 4, with Entertainment scoring quite high above overall means of performance (which were at importance table, the attribute perceived less important and present at the bottom of the importance ratings), and Shopping, Convenient Parking, and Food/Beverage Prices (the top-seven in terms of importance) exhibiting the lowest scores (below overall performance means) in terms of performance.

The exception of 'Festival Souvenir' attribute, the performance rated higher than its importance, even though its importance and performance considered below the overall means of importance and overall performance. The festival souvenir at Keuken was for sale and some of it also became the quizzes present that conducted by organizer and its partner. Based upon these result, it is hard to determine what House The House as event organizer should concentrate on to improve overall satisfaction. These results are too broad and may create an overwhelming negative perception. Therefore the next step in this research was to determine if IPA would yield more practical results.

Importance – Performance Analysis

After obtaining the overall means of importance and overall means of performance, those number were used for the placement of axis on the grid. The importance represents *y-axis* and performance represents *x-axis*, the overall means of importance is 4.109 and the overall means is 3.359, these numbers then plotted into grid (see figure 4) and divide the matrix into four quadrants. The means of performance and importance measures are commonly utilized in practice to divide the matrix into four quadrants (Deng, 2007).

Consentrate Here Quadrant

The 'Concentrate Here' quadrant captured three items: *Convenient Parking, Shopping, and food and beverage prices*. These attributes perceived as the most important attributes by visitor but the actual performance were less than visitor expected. This attribute certainly need improvement, House The House as event organizer should focus and concentrate on improving these areas.

Keuken Event should have convenient parking

Convenient parking means that organizer should provide adequate parking space which easy configuration for visitor. Up to the fifth execution of Keuken, the event always conducted at public place which visited by a lot of visitors who come into venue at once. Although the venue was easily accessible by public transport, but there were many visitors who came with family, friends, and their relatives using a private vehicle, either car or motorcycle.

✓ ***Keuken should have convenient shopping system***

Shopping attributes, means that shopping process include the process of ordering and receiving food/beverages that bought at venue is considered by visitors as something very important but the performance was dissatisfied. During the event, visitors can directly order and make payment at booth tenants. There are several series of processes that occur before food can be enjoyed by visitors; they have to wait in line, place an order, make payments, and wait for the food ready to be served. With a very large number of visitors at one time, the series of process has become a very long process. There only thirty eight food tenants available during the event, it makes the speed cooking cannot be matched to the number of orders need to be served at the same time. This makes the visitor must be stand on a long queue, and when they done with reservations, they still have to wait for their food has finished processing. Visitors who have made reservations and just waiting for their food, often stand closely in front of the booth, so it is also disturb visitors who want to make reservation. Certainly, the organizer need to think of effective ways to trim several stages of booking process, so that shopping process could become faster and easier.

✓ ***The food and beverages prices must be affordable***

Perceived price is very subjective matter. The author thinks that it is very hard to consider and make judgment about the food and beverages served at Keuken were overprice and unaffordable or the price was actually affordable due the large range of visitors economic background. "*Perceived price can be described as the customer's judgment about a services average price in comparison to its competitors*" (Chen, Gupta, & Rom, 1994: 25). So, the assumption we can made is that the tenants will not perceived as overpricing as long as they can deliver their excellent services and successfully valued better than their direct competitors. Even though food and beverages price is not direct responsibility of the organizer but the tenants itself, as to enhance the satisfaction of customer in this attribute, the organizer can do tenants curating by performance and price to ensure that the food tenants in Keuken #5 are tenants that have excellent service among its competitor and the prices not very different with its direct competitors as implication the visitor will not feel that the tenants overpricing their products.

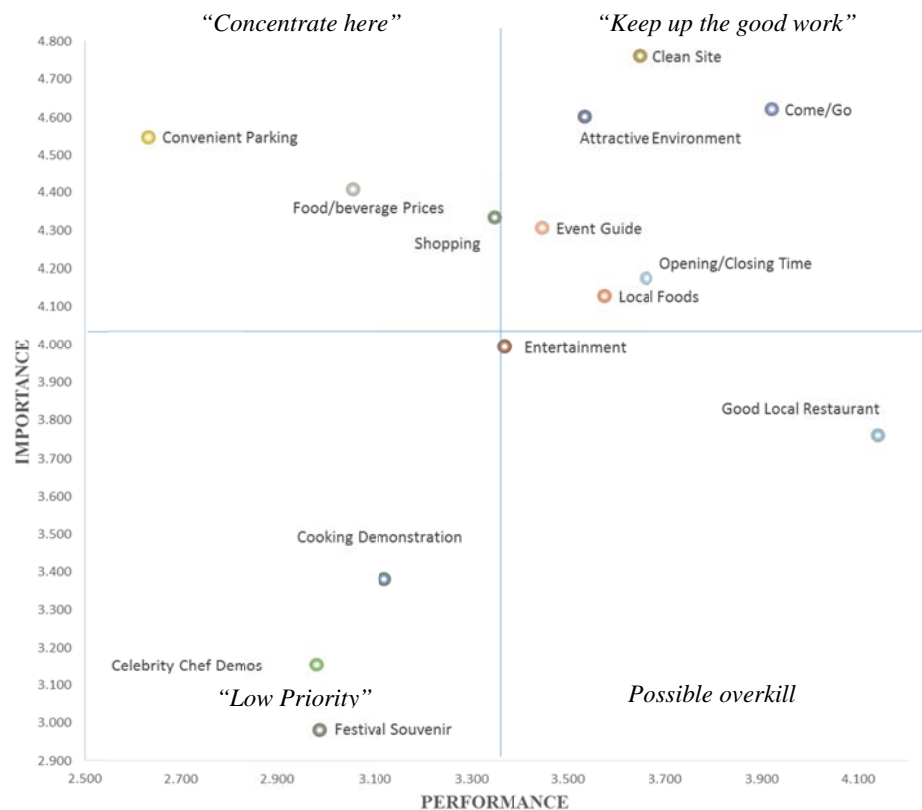


Figure 4 Ipa Grid

Keep Up The Good Work Quadrant

The attributes that appear in this quadrant basically perceived as very important and House the House as Keuken's event organizer could deliver the service just like visitor expected and desired. These attributes are Keuken's superiority point which must be maintained very well for next event. The attribute items represent what Kotler et al. (2005) termed '*supporting products*.' Supporting product items are extra products that add value to the core of product, in this case food, and they differentiate one event or destination from its competition. The attributes that categorized in this quadrant are;

✓ Local food availability

Local food is cultural attraction that adds uniqueness to this event compared with others. In Keuken #5, visitor still able to find the typical Bandung snacks such as; batagor, cireng, siamay, and also risoles wrapped in beautiful packaging.

✓ Clean site

Clean site considers as something important with high level performance. During the Keuken #5 event, the organizer team up with Bandung Cleanaction volunteers about 100 people to maintain the event site clean. The volunteers were in charge to remind visitors to not dispose the trash directly into ground, but into garbage can available at the site, and picking up trash at the site.

✓ **Attractive Environment**

To build an attractive environment, Keuken #5 culinary festival brought concept of night market, by the organizer the concept also initiated with #GoodFestival movements. Food tenants are prohibited from using materials polystyrene, such as Styrofoam. Food containers must be ecofriendly, such as plates and cups made of ceramic or paper. Visitors can dispose of waste food containers made of paper into the trash or trade them to a special tent in order to receive the prize. In addition, tenants also give a discount of 5-10 % for the visitors whom bring their own tumbler or lunchbox.

✓ **Readable event guide**

The event guide was designed with a very attractive and very easy to understand in piece of paper attach all information about food tenants, a rundown of the event, venue layout and attractive promotions. This event guide can be obtained free of charge at the venue. Visitor also can download Keuken apps in iOS platform to check scheduled performances, take photo and send it straight to social medias, and also get information about promo in selected booths.

✓ **Ease to come and go**

Come and Go is an attribute that describes the ease of access for the selection of the Keuken #5's location in Bandung city hall which was very easily accessible by public transport. There are fourteen public transportation service with different routes that operates every day and crossing the site (Jalan Merdeka or Jalan Wastu Kencana) where Keuken #5 took place.

✓ **Convenient opening/closing hours**

Keuken #5 event's was open at 11 am and closed at 10 pm, this opening and closing hours perceived as convenient hours by visitor. Most of the visitors think that the availability of Keuken #5 which was 11 hours is adequate for them to explore and enjoy the event.

Clean site, attractive environment, event guide, come and go, and opening/closing hours attributes represented the delivery of the service. The attributes above if delivered professionally, it will enhance the experience for the visitor; however, if delivery is less than adequate it can cause more harm than good. Clearly, this implies that efforts must be made to maintain quality services in these key areas.

Possible Overkill Quadrant

Attributes that go into this quadrant mean average of these attributes are considered not so important but House The House as Keuken's event organizer has given good service for customers. A number of attributes which are in this quadrant indicates excessive investment on the performance or the performance of Keuken #5 was indeed really good. To overcome this problem, there are two alternatives actions that can be performed.

First, do a reduction in the level of investment on the performance associated with a attributes which are considered inefficient services with the aim to save resources and operational costs. It would be more efficient if the manager can allocate the excess investment for a number of attributes that still need improvement and enhancement.

Second, House The House as Keuken's event organizer can still focus on maintaining the performance of a number of attributes that perceived less important but have high performance, arguing that the level of importance in these attributes of service quality can be shifted / increase in the future in accordance with the development of a critical attitude of consumers. The point in this case Keuken's organizer must be smart in negotiating the shifted importance level of visitor.

There are two attribute items that loaded in 'Possible Overkill' quadrant, which were:

✓ **Entertainment**

As entertainment, Keuken #5 organizer presented indie band like Akarsana&Suara, Bedchamber, The Triangle, L'Alphalpha, Dried Cassava, Vincent Vega, and also Spring Summer. The bands were playing various genres such as folk country, ballads, pop, rock, and experimental music. According to visitor who come, the band line up which were presented by Keuken showing very good performance. But this attributes was not really important compared to others attributes.

✓ **Good local restaurant.**

The good local restaurants attributes means that Keuken #5 organizer were able to present good local restaurant or food tenants in the event. This was proved by many well-known food and beverages product and reputable restaurant in Bandung or nearby which attended the event. Although, IPA marketing efforts may suggest allocating fewer resources in these areas, hospitality marketers may view this is an opportunity to exceed the visitor's expectations.

Low Priority Quadrant

Attributes that go into this quadrant mean average of these attributes are considered less influential and less important for visitor and Keuken #5 service for these attributes was not so special. Although the improvement of service quality attributes in this quadrant in theory will not give a large impact on visitor satisfaction, but it is important to remember about visitor perceptions might change at a later date. Attributes that are in this quadrant can be carefully selected to be fixed and improved. There are three items that loaded in the 'Low Priority' quadrant, which are;

✓ **Cooking and celebrity chef demonstration**

Keuken #5 presents some professional chefs and also celebrity chefs who will share their experience in cooking in a stage (special area) that visitors can observe the cooking process very close. However, these attributes as perceived by visitors are considered not so important when compared with other of Keuken #5 services, and the performance of these attributes in execution of cooking and celebrity chef demonstration were also considered not so good, because the celebrity was presented by Keuken #5's organizer were not really popular and the variety of food that demonstrated were not too attractive.

✓ **Festival souvenir**

This attribute item was not considered to be as important as others and the performance level was relatively low. Although many visitors who agree that the souvenir is provided by Keuken exceed their expectations because the souvenirs were very authentic, but according to the visitors, buying souvenirs is not their priorities and their motives to come to the Keuken #5's event.

Although there is clearly room for improvement in the attributes above, they are not immediate priorities. Potentially, these items may be used by the event management to reinvigorate the product life cycle as the culinary event continues to grow.

Conclusion And Recommendations

Conclusion

1. The overall visitor satisfaction for Keuken #5 - The City Hall Fairground Culinary Event reported between "Ok" and "Satisfied". (M = 3.7)
2. Importance Performance Analysis (IPA) allows for a graphical representation of the data and provides organizers a practical tool to assess areas in need of attention. Convenient parking, food/beverages prices, and shopping attributes item that considered as main priority for improvement. Local food, come and go, clean site, attractive environment, event guide, and opening/closing time, are attributes that should be maintained. Entertainment and good local restaurant attributes were performed above mean score but considered not so important, so the organizer can minimize effort toward these attributes. Celebrity chef demos, festival souvenir, and cooking demonstration attributes are considered less influential so can be last priorities for improvement.

Recommendations

Recommendation for house the house as event organizer

1. Shopping process during the event. The presence of big number of visitors at one time cannot be match with required cooking speed time of each food tenants, this condition makes long line queuing unavoidable. The condition also made visitors uncomfortable in ordering food/drinks in booth tenants. This is exacerbated by unmanaged flow of queuing, made many users were confused in booking process. Certainly, the organizer need to think of effective ways to manage booking flow and cut several stages of booking process, so that shopping process could become faster and easier. As an idea, the organizer of Keuken can start thinking to use e-

- money card as a payment tool that will allow users to top up the existing balance on the card, so that visitor can do the payment process only swiping the card in the card reader, it will save time because the tenants no longer have to give money changes. Or maybe before get in the venue, visitors allow to purchase their food online, and pick the order at tenant's booth during the event. It also will help the tenants to estimate their selling products and anticipate the certain products run out of supply.
2. Convenient parking. To address the issue of *convenient parking*, which may prove difficult for most large events, organizers could provide adequate space for parking. If the only solution is to park away from the venue, organizer could provide free city shuttle buses to accommodate visitors parking a distance and walking. It will also minimize the probability of traffic jam that caused by visitor who parked their vehicle in side road.
 3. Perceived price is very subjective matter. It is very hard to consider and make judgment about the food and beverages served at Keuken were overprice and unaffordable or the price was actually affordable due the large range of visitors economic background. The assumption we can made is that the tenants will not perceived as overpricing as long as they can deliver their excellent services and successfully valued better than their direct competitors. Even though food and beverages price is not direct responsibility of the organizer but the tenants itself, as to enhance the satisfaction of customer in this attribute, the organizer can do tenants curating by its performance and its product selling price to ensure that the food tenants in Keuken are tenants that have excellent service among its competitor and the prices margin not very different with its direct competitors, as implication the visitor will not feel that the tenants overpricing their products.

Recommendation for Further Research

1. Applying multiple regression to measure the predictable effect of performances event attributes toward Keuken's overall satisfaction
2. Using another method of Event Services Satisfaction Analysis, to asses Keuken's event satisfaction from other perspectives
3. This research doesn't cover the correlation between visitor satisfaction and visitor intention to come to next Keuken event. It will be better if further research also measuring visitor intention to come to next event to see the relationship between visitor satisfaction and visitor loyalty.

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