

The Venue Attributes on Customer Satisfaction of Balinese Dinner in Bali Case Study: Megibung Event at The One Legian Hotel

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ABSTRACT

Keywords:

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Background: The tourism industry plays a crucial role in contributing significantly to the economy, particularly through increased tourism activity, increased cash flow, and the potential for increased local income. This study aims to analyze the influence of venue attributes on customer satisfaction at a traditional Balinese dinner (megibung) at The One Legian Hotel.

Method: This study was conducted over three months at the research location, One Legian Hotel, which conducted a two-part study. First, a descriptive research approach was used to determine respondents' perceptions of venue attributes. Second, a correlational research approach was used to analyze the influence of venue attributes on guest satisfaction during the Megibung event.

Results: The results showed that guests rated the service as very satisfactory, the decor very beautiful, the price very reasonable, the food very delicious, the ambiance very good, and the facilities very complete. Meanwhile, guests had a high overall satisfaction score of 3.62 (very satisfied). Of the six place attribute variables, there is a significant positive impact ($p < 0.05$) on satisfaction: price (X3) with 1 price indicator in relation to dinner quality, atmosphere (X5) with 1 place atmosphere indicator, and food (X4) with 2 indicators: appearance and color.

Conclusion: High customer satisfaction leads to increased loyalty and repeat visits, ultimately contributing to the growth of the events industry and increased revenue for businesses and the surrounding community. Therefore, events like megibung not only provide a quality tourism experience but also improve the economic well-being of the community through job opportunities and increased income.

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INTRODUCTION

The Indonesian tourism industry has consistently increased national revenue over the years. In 2015, it contributed USD 12.225 million, compared to USD 13.5 million in 2016, as reported by Heri (2018). This statement is supported by Arif Yahya (2017), the Minister of Tourism of the Republic of Indonesia, indicating that the foreign exchange earnings from tourism exceeded the established target of Rp. 202.13 trillion or achieved a foreign exchange achievement of 111.06% of the target of Rp. 182 trillion. The tourism industry, including the event industry, is certainly encompassed in this.

Bali is a promising destination for events, as evidenced by the high number of hotels available. There are 55 three-star hotels, 91 four-star hotels, and 67 five-star hotels according to the Bali Provincial Tourism Board (2018) in (Sinaga, 2020). The star rating of hotels correlates with the number of restaurants and event venues available, providing a range of facilities for event planners. It is important to note that hotels serve as venues for events.

The services and amenities provided by upscale hotels conform to international standards and incorporate cutting-edge technology, while still remaining flexible to meet guest preferences and needs. Traditional food and beverage preparation can be offered upon request, customized to reflect local cultural preferences.

A venue and its facilities can enhance an event according to the desired theme of the guests or organizers, resulting in their satisfaction. This statement is corroborated by (Bandara WMAH and Gangananda AMNM, 2021) who identify venue attributes such as service, price, food and beverage, and venue environment. Entertainment facilities and decoration are the main drivers of customer satisfaction in wedding banquet sector in the Kolombo district. It is recommended that hotel management clearly consider venue features in enhancing satisfaction.

Based on the activity, events can be divided into two categories: leisure events and business events. 1) Leisure events are activities where visitors seek for personal interests and entertainment, which have hedonic appeal and are usually available to the public. 2) Business events encompass activities that are sought for the purpose of value proposition or administrative need (Getz, 2008); (Berners, 2019); (Ulla Lehtinen et al, 2012) and guests are usually limited to private members, invitees, or registered industry members. The statement can be explained in the following diagram:

LEISURE EVENT		BUSINESS EVENT
<p>CULTURAL, CELEBRATIONS</p> <ul style="list-style-type: none"> - Festivals Carnivals - Carnivals - Commemorations - Religious Events <p>POLITICAL/STATE</p> <ul style="list-style-type: none"> - Summits - Royal Occasions - Political Events - VIP Visits <p>ART/ENTERTAINMENT</p> <ul style="list-style-type: none"> - Concerts - Award Ceremonies 	<p>SPORT COMPETITIONS</p> <ul style="list-style-type: none"> - Amateur/Professional - Spectator/ Participant <p>RECREATIONAL</p> <ul style="list-style-type: none"> - Sport or Games for fun 	<p>BUSINESS AND TRADE</p> <ul style="list-style-type: none"> - Meeting & Conventions - Consumer & Trade Shows - Fairs, Markets <p>EDUCATIONAL & SCIENTIFIC</p> <ul style="list-style-type: none"> - Conferences - Seminar - Clinic <p>PRIVATE EVENTS</p> <ul style="list-style-type: none"> - Weddings - Parties - Socials

Figure 1.Type of Event

Leisure events, as defined by (Rosenbaum, 2010) research, are public gatherings aimed at providing the general public with entertainment experiences and piquing their interest in various activities. Visitors who partake in leisure events are looking for fun activities to engage in. The events are open to attendees free of cost or require payment for admission.

Business events, on the other hand, are private gatherings focused on sales, meetings, and networking, per the same research. These events can be either small-scale or large-scale, typically

designed to promote or trade products or services. Attendees of these events are typically corporate professionals who are sponsored by their respective companies.

Hosting an event certainly requires a suitable venue with facilities that meet national and international standards. Venue refers to the location where an event is held. According to Getz et al (Getz, 2007), the types of venues include historical houses, galleries, museums, theaters, universities and libraries, hotels, resorts, convention and exhibition centers, sports and fitness centers, sports stadiums, performing arts centers, heritage sites, theme parks, shopping centers, and markets. Venue selection is a crucial aspect for meeting planners when choosing a location for various meetings and conferences. Considerations include prestige, luxuriousness, popularity, and attractiveness. Then the criteria for a stand-alone MICE venue : (1) it should have a minimum capacity and complete facilities/rooms, (2) standard space specifications are facilities that support the operational activities of a stand-alone MICE (Meetings, Incentives, Conferences, and Exhibitions) venue and make it easier for organizers and participants to conduct events, (3) convention room equipment includes facilities and equipment that support the operational activities of a stand-alone MICE venue and make it easier for organizers and participants to conduct events (4) special exhibition areas, (5) the exhibition facilities are capable of supporting operational activities for stand-alone MICE venues and facilitating activities for event organizers and participants, (6) venue management involves the operation of stand-alone MICE venues, while operational standards encompass the facilities and infrastructure that support activities and facilitate events, (7) sales and marketing are the processes and transactional activities undertaken to run the operations of a stand-alone MICE venue, while (8) city support infrastructure refers to the infrastructure located within the city where the stand-alone MICE venue is situated, which can support the venue's operational activities and facilitate the activities of event organizers and participants. Wedding venue attributes include service quality, employee attitude, location, cleanliness, venue ceremonies, image requirements, food quality, food price, accommodations, setting, lighting, sound system equipment, venue design, decoration, availability, venue rental, building design, venue size, and others, (Bandara WMAH and Gangananda AMNM, 2021)

When conducting an event, it is necessary to evaluate feedback from participants to ascertain their satisfaction levels objectively. Therefore, event planners and organizers must prioritize guest feedback to ensure their loyalty and future use of our facilities. The satisfaction of attendees or organizers themselves allows them to revisit the same venue, and that is referred to as loyalty. Loyalty is a result of participant satisfaction, which leads to questions such as whether to give a positive evaluation of the event, whether to recommend it, and whether to attend the event or use the venue again, (Yuruk, 2017). This study is strongly supported by Huseyin Gokce and Elif Bozyigit's (Huseyin Gokce & Elif Bozyigit, 2020) research on different events, such as sports events, with variables such as information, program, and facilities. The research findings indicate that men are more satisfied than women when it comes to sports events. This event is considered more valuable, and if it is to be held again, their satisfaction level in the event is significantly higher than that of women. This study aligns with findings (Yoon Y. S. et al, 2010) that quality dimensions (program, souvenirs, food, and facilities) significantly influence loyalty through satisfaction rather than festival value, which, in turn, affects loyalty. According to Tsung Hung Lee & Fen-Hauh Jan (Tsung Hung Lee & Fen-Hauh Jan, 2022), guest satisfaction leads to exceptional experiences, and the experiences felt by guests are an essential factor in creating loyal customers. During an exhibition event, it was found that servicescapes play a significant role. Therefore, it is crucial to ensure that guests have a positive experience to foster loyalty. Factors such as ambient, layout, signage, and equipment are crucial in creating a positive experience for exhibition attendees. The experience plays a significant role in fostering loyalty among those who participate in exhibition activities in Taiwan.

Satisfaction is the level of contentment a person feels after comparing their perceived performance/results with their expectations. And if performance exceeds their expectations, customers are highly satisfied. Satisfaction level thus constitutes a function of the difference between perceived performance and expectations. If performance falls short of expectations, customers become dissatisfied. If performance meets their expectations, customers are satisfied. Customer expectations can be influenced by past experiences, comments from acquaintances, and promises and information given by marketers and competitors (Tamas Ivanyi & Szilvia B r -Szigeti, 2019); (Oliver, 1980). This statement is strongly supported by the opinion of Lovelock et. al (2004:88) that satisfaction is the evaluation of the consumer buyer from the entire service experience obtained, the state of reaction in which the needs, desires, and expectations of the consumer during the service experience have been met. If Ambience

and staff courtesy, Food and beverage product, Staff presentation and knowledge, Reservation service, and Overall are satisfied, the participant will be satisfied, (Alireza Rousta & Dariyoush Jamshidi, 2020)

METHOD

This is a correlational research study. Correlational research seeks to determine and understand the degree to which variations in one factor are related to variations in one or more other factors based on correlation coefficients (Das, Keya Rani., & Uddin, 2021)

Sample Study: The study sample consisted of 61 respondents selected through accidental sampling, which involved individuals who were attending the Megibung event at One Legian Hotel.

This study comprises six independent variables based on venue attributes and indicators, specifically the independent variables of service (X1) with eight indicators, decor (X2) with five indicators, price (X3) with four indicators, food (X4) with six indicators, ambiance (X5) with six indicators, and amenities (X6) with four indicators. The dependent variable is satisfaction (Y), which consists of four indicators. Therefore, the questionnaire consists of a total of 37 indicators.

The instrument used in this study is a questionnaire distributed through Google Forms, designed to collect data based on variables and indicators. The analysis of data employs multiple linear regression analysis using classic assumption tests including normality, autocorrelation, linearity, multicollinearity, and heteroscedasticity.

In this study, data analysis employed SPSS release 26 to assess the research instrument, specifically the Validity and Reliability Test, Multiple Linear Regression test, and classical assumption test. Prior to analysis, the Likert scale questionnaire data was transformed to an interval/ratio scale using the MSI (Measure Successive Interval) STAT97. Technical terms will be explained upon their first usage. The XLA program was followed by the execution of the Multiple Linear Regression Test and Classical Assumption Test. These tests were deemed essential since the data required for multiple linear regression analysis must be either interval or ratio (Das, Keya Rani., & Uddin, 2021). Prior to distributing the questionnaire, it is imperative to perform both validity and reliability testing. The validity test assesses whether the statements on a questionnaire are capable of indicating something that the questionnaire measures. Meanwhile, the reliability test is a research tool employed to gather data on whether research variables are dependable or not.

This study also assesses the validity of measuring instruments in terms of their accuracy and precision. Additionally, validity is a measure that indicates that the variables being measured are indeed the ones being examined by researchers (Jaksla Kivela et al, 1999); (Khawaja Khalid et al, 2012). Posits that a questionnaire is considered valid if its questions have the ability to reveal what the questionnaire is measuring. The questionnaire utilized in this research has been previously used and its validity has been tested. However, a validity test will still be conducted due to differences in time and conditions between the current study and the previous one. Testing was conducted by searching for the correlation between questionnaire items and total questionnaire items in the same indicator/dimension. If the correlation significance (α) between the score item and the total score on the same indicator/dimension is ≤ 0.05 , then the item is declared valid (Das, Keya Rani., & Uddin, 2021). Validate the questionnaire based on the responses of 61 participants and present the results in the table below.

Table 1. Questionnaire Validation Test

Variable	Indicator	Corelation coefficient	Sign	description
X1 (Service)	X1.1	0.904	0.000	Valid
	X1.2	0.864	0.000	Valid
	X1.3	0.928	0.000	Valid
	X1.4	0.970	0.000	Valid
	X1.5	0.955	0.000	Valid
	X1.6	0.945	0.000	Valid
	X1.7	0.952	0.000	Valid
	X1.8	0.838	0.000	Valid
X2 (decoration)	X2.1	0.956	0.000	Valid
	X2.2	0.944	0.000	Valid

	X2.3	0.919	0.000	Valid
	X2.4	0.921	0.000	Valid
	X2.5	0.893	0.000	Valid
X3(price)	X3.1	0.912	0.000	Valid
	X3.2	0.940	0.000	Valid
	X3.3	0.964	0.000	Valid
	X3.4	0.941	0.000	Valid
X4(Food)	X4.1	0.942	0.000	Valid
	X4.2	0.927	0.000	Valid
	X4.3	0.878	0.000	Valid
	X4.4	0.924	0.000	Valid
	X4.5	0.879	0.000	Valid
	X4.6	0.811	0.000	Valid
X5(Ambience)	X5.1	0.770	0.000	Valid
	X5.2	0.784	0.000	Valid
	X5.3	0.900	0.000	Valid
	X5.4	0.748	0.000	Valid
	X5.5	0.845	0.000	Valid
	X5.6	0.871	0.000	Valid
X6 (Facilities)	X6.1	0.973	0.000	Valid
	X6.2	0.953	0.000	Valid
	X6.3	0.938	0.000	Valid
	X6.4	0.863	0.000	Valid
Y(Satisfaction)	Y1.1	0.944	0.000	Valid
	Y1.2	0.882	0.000	Valid
	Y1.3	0.942	0.000	Valid
	Y1.4	0.947	0.000	Valid

In the validity testing table above, all indicators on the questionnaire were found to be valid. Next, a reliability test will be conducted. According to (Das, Keya Rani., & Uddin, 2021) reliability refers to a series of measurements or tools that have consistency when the measurement is repeated using the same tool. Test reliability refers to the level of consistency of a test, indicating how much the test can be trusted to produce consistent scores, regardless of the conditions under which it is administered. The decision-making criteria used for test reliability testing are as follows:

1. If the Cronbach alpha value is less than 0.60, the data is considered unreliable.
2. If the Cronbach alpha value is greater than 0.60, the data is considered reliable.

Similar to the validity test, only the valid items are tested in the reliability test by measuring the reliability between items in the same dimension or indicator. The reliability test of this research instrument is presented in the table below.

Table 2. Reliability Test

Variable	Indicator	Alpha Cronbach	Cut point	Description
X1 (Service)	X1.1	0.972	0.60	Reliable
	X1.2			
	X1.3			
	X1.4			
	X1.5			
	X1.6			
	X1.7			
	X1.8			
X2 (decoration)	X2.1	0.958		reliable
	X2.2			
	X2.3			
	X2.4			
	X2.5			
X3(price)	X3.1	0.955		Reliable

	X3.2			
	X3.3			
	X3.4			
X4(Food)	X4.1	0.949		Reliable
	X4.2			
	X4.3			
	X4.4			
	X4.5			
	X4.6			
X5(Ambience)	X5.1	0.893		Reliable
	X5.2			
	X5.3			
	X5.4			
	X5.5			
	X5.6			
X6 (Facilities)	X6.1	0.949		Reliable
	X6.2			
	X6.3			
	X6.4			
Y(Satisfaction)	Y1.1	0.937		Reliable
	Y1.2			
	Y1.3			
	Y1.4			

From the reliability table above, all indicators on the questionnaire appear to be valid and reliable. Next, a multiple linear regression analysis was performed with classic assumption tests including 1) Normality Test, 2) Autocorrelation Test, 3) Multicollinearity Test, 4) Linearity Test using the LMT (Lagrange Multiplier Test) method, and 5) Heteroskedasticity Test using the Glejser test. Subsequently, we conducted a descriptive analysis of the data to determine the perceptions of the respondents/guests regarding venue attributes. service, decoration, pricing, cuisine, ambience, facilities, and satisfaction were evaluated through average scores, which were then categorized qualitatively. Multiple linear regression analysis was used to determine the impact of venue attributes on customer satisfaction, alongside classical assumption testing.

RESULTS AND DISCUSSION

Perceptions of Respondents on Venue Attributes and Satisfaction.

A Likert scale questionnaire was used, ranging from 1 to 4, classified into 4 intervals (k) resulting in a range (r) of $4-1 = 3$. This yields a class width (i) of $r/k = 3/4 = 0.75$. Following this calculation, the data could be classified as follows:

Tabel 3. Assessment Classification

No	Interval Class	Criteria
1	1 - 1,75	Very unsatisfactory / Very less good / very less good / very less beautiful / very less suitable / very less complete
2	1,75 - <2,50	Less Satisfactory / less good / less beautiful / less suitable / less complete
3	2,50 - <3,25	Satisfactory/good/appropriate/complete
4	3,25 – 4	Very satisfactory/very beautiful/very good/very appropriate/very complete

Overall perception of 61 respondents based on the average score of venue attributes, including Service (X1), Decoration (X2), Price (X3), Food (X4), Ambience (X5), Facilities (X6), and Satisfaction (Y) can be found in the table below.

Table 4. Perceptions of respondents based on Venue Attributes and Satisfaction

No	Venue Attributes and Satisfaction	Average score	Criteria
1	Service (X1)	3,70	Very Satisfactory
2	Decoration(X2)	3,72	Very beautiful
3	Prices (X3)	3,61	Very appropriate
4	Food (X4)	3,60	Very Delicious
5	Ambience (X5)	3,70	Very good
6	Facilities (X6)	3.71	Very complete
7	Satisfactory (Y)	3,62	Very Satisfactory

Impact of Venue Attributes on Satisfaction

To determine the impact of Venue attributes, which consist of independent variables such as service (X1), decoration (X2), price (X3), food (X4), ambience (X5), facilities (X6), on Satisfaction (Y) utilizing SPSS release 26 and the Stepwise method, refer to the table below:

Table 5. Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Harga (X3)	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Ambience (X5)	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Food (X4)	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent variable: Satisfactory

In the foregoing Stepwise regression analysis, showcasing six independent variables, only three were found to have a discernible impact on customer satisfaction. Firstly, in model 1, it was the price variable (X3) that was found to be statistically significant. Subsequently, in model 2, the variable Ambience (X5) was found to have a significant effect. Finally, in model 3, the variable Food (X4) was found to have a significant effect on customer satisfaction in a multiple linear regression equation. For the next step, Model 3 is utilized which indicates that the independent variables Harga (X3), Ambience (X5), and Food (X4) have an effect on Satisfaction (Y), in the form of a multiple linear regression equation; $Y = b_0 + b_3X_3 + b_5X_5 + b_4X_4 + e$ or Satisfaction = $b_0 + b_3$ Price + b_5 Ambience + b_4 Food + e.

Table 6. Anova Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
3	Regression	306.241	3	102.080	82.517	.000 ^d
	Residual	70.513	57	1.237		
	Total	376.754	60			

a. Dependent Variable: Satisfactory

b. Predictors: (Constant), Harga, Ambience, Food

From the ANOVA table above, the computed F value is 82.517 with a significance level of 0.000, which is less than 0.05. This indicates that X3 (Price), X5 (Ambience), and X4 (Food) jointly influence satisfaction. The ANOVA table also shows that the linear regression involved is indeed linear.

Table 7. Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
3	.902 ^c	.813	.803	1.11224	2.108

a. Predictors: (Constant), Prices (X3), Ambience (X5), Food (X4)

b. Dependent Variable: Satisfactory (Y)

In the table, the correlation coefficients of X3, X5, and X4 with Y are $R_{y.x_1x_2x_3} = 0.902$ and the index of determination is $I = (R_{y.x_1x_2x_3})^2 = (0.902)^2 = 0.813$, which indicates that Price, Ambience, and Food simultaneously affect Satisfaction by 81.3%. The remaining 18.7% is influenced by other unexamined variables.

Table 8. Coefficient Table

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
3	(Constant)	-2.347	1.229		-1.909	.061		
	Prices (X3)	.433	.134	.392	3.231	.002	.223	4.485
	Ambience (X5)	.278	.089	.290	3.134	.003	.383	2.613
	Food (X4)	.200	.078	.288	2.564	.013	.259	3.856

a. Dependent Variable: Satisfactory

In the above table, the coefficients are visible: $b_0 = \text{constant} = -2.347$, regression coefficient for price (X3) = $b_3 = 0.433$ with a t-value of 3.231 and significance level of $0.002 < 0.05$, indicating significance. The regression coefficient for ambience (X5) = $b_5 = 0.278$ with a t-value of 3.134 and significance level of $0.003 < 0.05$, also indicating significance. Coefficient of regression for Food (X4) = $b_4 = 0.200$, t-value = 2.564 with significance level of $0.015 < 0.05 \rightarrow$ significant.

Satisfaction = $-2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$, where Price (X3), Ambience (X5), and Food (X4) were the independent variables. To determine the variables that affect respondent satisfaction, the following multiple linear regression equation was used, thus, the table below shows the indicators for each variable:

Table 9. Indicator Variables that affect Satisfaction

No	Variable	Indicator	Unstandardized Coeff		Standardized Coeff. Beta	t	Sign
			B	Coeff. Std. Error			
1	Prices (X3)	Price according to Dinner quality	3,553	0,220	0,903	16,119	0,000
2	Ambience (X5)	Venue ambience	3,832	0,418	0,767	9,170	0,000
3	Food (X4)	Appearance	1,856	0,500	0,496	3,715	0,000
		Colour	1,611	0,523	0,411	3,080	0,003

a. Dependent variable: Satisfactory

According to the table of Indicators that Affect Satisfaction, all of the indicators from the variables that affect satisfaction are known, and each of the indicators from these variables have a regression coefficient with a t-value significance of < 0.05 , meaning that they are significant. Therefore, only indicators with significant significance values influence satisfaction (see table of Indicators that Affect Satisfaction for more information). In terms of the factors influencing satisfaction, only the Price indicator within the X3 variable (Price) is significant, provided that the quality of the diner is taken into account. However, the other three indicators do not affect satisfaction. As for the Ambience variable (X5), which comprises six indicators, only one indicator, i.e., the atmosphere of the place, affects satisfaction. Finally, within the X4 variable (Food), which consists of six indicators, only two indicators, namely appearance and colour, affect satisfaction. Excluded variables from the multiple linear regression equation can be viewed in the excluded variable table below:

Table 10. Excluded Variables

		Beta In	t	Sig.
3	Facilities (X6)	.017 ^d	.190	.850
	Decoration (X2)	.097 ^d	.857	.395
	Service (X1)	.198 ^d	1.804	.077

a. Dependent Variable: Satisfactory

d. Predictors in the Model: (Constant), Prices, Ambience, Food

The facility (X6), decor (X2), and service (X1) variables have been excluded from the multiple linear regression equation due to the coefficient regression of X6 (Facility) being $b_6 = 0.017$ with a t value of 0.190 and significance level of $0.190 > 0.05$, making it non-significant. Furthermore, the coefficient regression of X2 (Decor) is $b_2 = 0.097$ with a t value of 0.857 and significance level of $0.395 > 0.05$, making it non-significant. Finally, the coefficient regression of X1 (Service) is $b_1 = 0.198$ with a t value of 1.804 and significance level of $0.077 > 0.05$, which is also non-significant.

The normality of the regression equation test $Y = -2.347 + 0.433 X_3 + 0.278 X_5 + 0.200 X_4$, or Satisfaction = $-2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$, was conducted using the Kolmogorov-Smirnov (KS) normality test from a one-sample test

Tabel 11. Kolmogorov-Smirnov (KS) normality test from a one-sample test

		Standardized Residual
N		61
Normal Parameters	Mean	.0000000
	Std. Deviation	.97467943
Most Extreme Differences	Absolute	.144
	Positive	.088
	Negative	-.144
Kolmogorov-Smirnov Z		.438
Asymp. Sig. (2-tailed)		.135 ^c

- a. Test distribution is Normal
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the given text, there is no context provided and it already adheres to the principles. At the table uji normalities one-sample Kolmogorov-Smirnov Test. Therefore, the improved version is: The KS statistic value is 0.438 with a significance level of $0.138 > 0.05$, making it non-significant. Consequently, the regression equation is $Y = -2.347 + 0.433 X_3 + 0.278 X_5 + 0.200 X_4$ or Satisfaction = $-2.347 + 0.433 \text{ Prices} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$, which follows a normal distribution.

To test for autocorrelation in multiple linear regression, Durbin-Watson (DW) values must fall between 2.35 and 1.65 (Das, Keya Rani., & Uddin, 2021). In this study, the calculated DW value is 2.108, which falls between the range, indicating no autocorrelation. Thus, the regression equation is $Y = -2.347 + 0.433X_3 + 0.278X_5 + 0.200X_4$, or Satisfaction = $-2.347 + 0.433\text{Price} + 0.278\text{Ambience} + 0.200\text{Food}$ without any autocorrelation. Further testing for multicollinearity occurs when there is a correlation between independent variables, and multiple linear regression equations do not exhibit multicollinearity when the VIF (Variance Inflation Factor) value is <10 (Das, Keya Rani., & Uddin, 2021).

In the Coefficient table, the VIF value for variable X3 (Price) is 4.485, whereas for X5 (Ambience) and X4 (Food), it is 2.613 and 3.856, respectively. Since all VIF values for the independent variables in the regression equation are less than 10, it can be concluded that there is no multicollinearity. Thus, the regression equation for Satisfaction is $Y = -2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$

The linearity test in this study employed the Lagrange Multiplier Test (LMT) method (Suliyanto, 2011). This was achieved by comparing the calculated Chi square (X2) value to the corresponding value in the regression equation $U = b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n$. The independent variables were squared in the previous multiple regression equation. If the calculated X2 value is less than the X2 table value, then the multiple linear regression equation is deemed properly linear. Uji linieritas persamaan regresi linier $Y = -2.347 + 0.433 X_3 + 0.278 X_5 + 0.200 X_4$ or Satisfaction = $-2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$ using the Lagrange Multiplier Test (LMT).

Tabel 12. Model Summary Linearity Test LMT

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.025 ^a	.001	-.052	1.11187817

- a. Dependent Variable: Unstandardized Residual
- b. Predictors: (Constant), X3sqr, X5sqr, X4sqr

$X^2 \text{ hitung} = n \times R^2 = 61 \times 0,001 = 0,61$, sedangkan $X^2 \text{ tabel} (df, 0,05) = X^2 (60,0,05) = 79,082$. Karena nilai $X^2 \text{ hitung} = 0,61 < X^2 \text{ tabel} = 79,082 \rightarrow$ non sign. maka persamaan regresi linier = $-2,347 + 0,433 X_3 + 0,278 X_5 + 0,200 X_4$ atau Kepuasan = $-2,347 + 0,433 \text{ Harga} + 0,278 \text{ Ambience} + 0,200 \text{ Food} \rightarrow$ **Linier**

In this study, the Glejser test was used to test for heteroscedasticity in the multiple linear regression equation (Das, Keya Rani., & Uddin, 2021). The test determines the significance of the regression

coefficient of the independent variable on the dependent variable, specifically the absolute residual. If the coefficient's significance is significant, it indicates heteroscedasticity. If the regression coefficient of the independent variable on the absolute residue (ABSRESID) is greater than 0.05 or insignificant, then the multiple regression equation exhibits homoscedasticity but not heteroscedasticity. Please refer to the table below for the heteroscedasticity test using the Glejser method.

Table 13. Coefficient for heteroscedasticity test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.548	.900		3.944	.000
	Ambience (X5)	-.007	.065	-.019	-.103	.919
	Food (X4)	-.087	.057	-.343	-1.527	.132
	Prices (X3)	-.065	.098	-.162	-.667	.508

Dependent variable. ABSRESID

From the table of coefficients: Regression coefficient X5 for Ambience was -0.007 with t-value of -0.103, and the significance level at $0.919 > 0.05$ indicated it was non-significant. The regression coefficient X4 for Food was -0.087, with a corresponding t-value of -1.527, and significance level of $0.132 > 0.05$, indicating non-significance. For Price, the coefficient was -0.065 with a t-value of -0.667, and significance level of $0.508 > 0.05$, again indicating non-significance. Based on (Das, Keya Rani., & Uddin, 2021) provisions, if the significance of each independent variable on the absolute residue or $|e| > 0.05$, then the regression model is free from heteroscedasticity. In other words, the multiple linear regression equation for satisfaction is $Y = -2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$. Thus, homoscedasticity occurs.

Based on the classical assumption tests, it can be concluded that the multiple linear regression equation $Y = -2.347 + 0.433 X3 + 0.278 X5 + 0.200 X4$ or Satisfaction = $-2.347 + 0.433 \text{ Price} + 0.278 \text{ Ambience} + 0.200 \text{ Food}$ meets all classical assumption criteria.

According to the findings of this study, the respondents' perception of venue attributes based on the average score, including variables such as Service (X1) with a score of 3.70 indicating high satisfaction, Decoration (X2) with a score of 3.72 indicating beauty, Price (X3) with a score of 3.61 indicating suitability, Food (X4) with a score of 3.60 indicating deliciousness, Ambience (X5) with a score of 3.70 indicating excellence, and Facilities (X6) with a score of 3.71 indicating completeness, led to high Satisfaction (Y) with a score of 3.62. This indicates that the banquet event held at One Legian Hotel met the MICE venue criteria. This finding is further supported by (Alireza Roustafard & Dariyoush Jamshidi, 2020) and (Xiangping Li & Liangwei Qiu, 2023), who discovered that pricing affects guests' behaviour in returning or dining again, particularly for local cuisine. Just as (Fernando, 2017) and (Ramaraj, 2017) stated, food that is provided according to nutritional needs or customer preferences is considered safe and satisfying for guests. The exterior of Food Street Restaurant significantly affects guest satisfaction, according to (Faroog, 2019). It is apparent that both street vending and in-building or out-of-building hotel food and drink sales, as well as interior and exterior design, positively impact guest satisfaction. A valuable and comfortable dining experience strongly influences guest satisfaction and promotes loyalty, according to (Maris Agung Triandewo & Nada Ra'idah, 2020). This statement aligns (Jaksla Kivela et al, 1999) with findings that good restaurant attributes such as food quality, service, atmosphere, comfort, and overall experience can be used to make decisions, resulting in all guests feeling satisfied when utilizing the restaurant attribute concept.

Event attributes for wedding venues include service quality, employee attitudes, location, cleanliness, venue ceremonies, image requirements, food quality, food prices, accommodations, setting, lighting, sound system equipment, venue design, decoration, availability, venue rental, building design, venue size, and more (Bandara WMAH and Gangananda AMNM, 2021). In their study on event satisfaction, (Lee T. H, 2019), found significant positive effects of price (X3), ambience (X5), and food (X4) on overall satisfaction (Y). This aligns with our own findings and suggests that servicescapes, including ambient factors, layout, signs, and equipment, play an important role in event satisfaction. The experience of a trade show participant is a crucial factor in fostering loyalty in Taiwan. Therefore, the participant's experience must be objective and free of subjective evaluations, expressed in clear and

concise language with a logical flow and causal connections between statements. Technical term abbreviations must be explained upon first use, and a common academic structure and formatting must be followed. The language should be clear, value-neutral, and free of bias, figurative language, and ornamental expressions. The use of contractions, colloquial words, informal expressions, and unnecessary jargon should be avoided. The text must adhere to correct grammar, spelling, and punctuation and employ precise word choice with consistent technical terms. This statement is supported by Almaz Sandybayev (Almaz Sandybayev, 2018) who asserts that the Food Festival is a gastronomic event held in Abu Dhabi that serves as a basis for tourism development in the United Arab Emirates. Additionally, research shows that visitors are satisfied with this culinary event. This is also supported by Audinna Sri Ningtias et al (Audinna Sri Ningtias et al, 2022) research on different attributes of tourist destinations, which found that the tourism village in Pangandara district provides excellent service, and the attractions/experiences receive the highest ratings. The impact of each activity/event and destination experience will have positive or negative outcomes based on each visitor's individual experience. This is also supported by (Almaz Sandybayev, 2018) in the food festival that the food and rituals of its adoption are the most important elements of the material culture of any nation and the new trend of tourism is a culinary tourism that has taken a shape recently and emerged into a phenomenon of gastronomic tourism. Similarly, Zurinawati Mohi et al (Al, 2013) suggest that food festivals greatly contribute to the success of the Macau Food Festival (MFF) and the tourism industry in Macau.

The findings of this study that the respondents' perception of venue attributes also supported by (Bernhard Fabian Bichler, 2020) that atmosphere on revisit intention and highlight the mediating role of food quality. The selection criteria of an event venue may also with regards to the facilities that may affect the ambience of the event. Some venues may not be suitable to organize the event because of the level of difficulties in adding attributes to create the ambience. Moreover, the sound in the site area should also be managed to create a good ambience on the event, (Edvi Gracia Ardani, 2017) but compare to findings this study that the venue attributes at the One Legian Hotel were satisfied. Than the consistent from the previous research the physical environment, it is important for restaurateurs to differentiate the restaurant business through restaurant's physical environment to establish a memorable experience with a casual and relaxed atmosphere, (Ivyanno U. Canny, 2014)

CONCLUSION

Based on the research findings, it can be concluded that the traditional Balinese dinner (megibung) at The One Legian Hotel significantly impacted not only customer satisfaction but also the broader economic well-being of the community. The analysis showed that customer satisfaction was very high, with an average score of 3.62. This satisfaction was significantly influenced by three main variables: price, ambience, and food quality, which together contributed 81.3% to customer satisfaction. This high level of customer satisfaction has direct implications for consumer behavior, particularly loyalty and repeat visit intentions. Customer loyalty is a crucial factor in maintaining the sustainability of tourism events. When customers are satisfied, they are more likely to recommend the experience to others and return to similar events in the future. This creates a ripple effect that consistently increases tourist visits. From an economic perspective, increasing tourist visits through events like megibung significantly contributes to the local economy. Event activities involve not only hotels as the primary organizers, but also various other economic actors such as local food suppliers, laborers, MSMEs, and other supporting sectors. Thus, these activities can create jobs, both directly and indirectly, and increase incomes for communities surrounding the event location. Furthermore, the success of events in providing quality experiences also encourages the development of a creative economy sector based on local culture. The megibung tradition, as part of Balinese local wisdom, is a unique attraction with high selling value in the tourism industry. This demonstrates that integrating local culture and tourism activities can be an effective strategy for increasing destination competitiveness while strengthening the local economy. Overall, this study confirms that the success of tourism events is measured not only by customer satisfaction but also by their impact on improving community welfare. Therefore, event managers and stakeholders need to continuously improve the quality of venue attributes, particularly price, ambience, and food quality, to maintain customer satisfaction and encourage sustainable economic growth for local communities.

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