

## Food Servicing Characteristics Of The Accommodation Products As Deal-Breakers Of Consumer Purchasing Behaviors

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### *Abstract*

Customers' perceptions of value have a direct impact on their overall experience and behavioral intentions of purchasing a product. Analyzing customers' intentions and motivations behind their food service experiences can shed light on the factors that influence their decision to visit specific establishments, their likelihood of revisiting, and their willingness to recommend the place to others. The purpose of this study was to explore the characteristics of food servicing and how it could influence customers to purchase accommodation. This study employed qualitative analysis to explore the experiences of customers in availing an accommodation. Customers (n=32) were interviewed about their experiences seeking information on which characteristics served as purchasing deal-breakers for them. The findings reveal that customers prioritize high-quality and appealing food products and menu offerings (healthy, local food), service quality (attitudes and behavior of the service crew), area (overall atmosphere, furniture), and pricing (discounts, low price points). These characteristics could influence their purchasing intention for an accommodation highlighting the need to meet the expectations and individual needs of the customers. These priority food servicing characteristics highlight the potential of food tourism within accommodation establishments. Understanding and addressing these factors can significantly

impact consumer purchase behavior and attract more customers to the accommodation industry.

Keywords: accommodation, food servicing, perceived value, purchase intention, service quality.

## Introduction

Tourism is a crucial driver of economic growth and development, with countries investing significant resources to sustain and enhance their tourism sectors (Moral-Cuadra et al., 2020; Payandeh et al., 2022). The connection between food and tourism extends to shaping the image and perception of a destination, with user-generated content playing a role in sharing food experiences (Lin et al., 2022; Mariné-Roig et al., 2019). The goal of this study was to determine the characteristics of food servicing in accommodation and understand how customers value these characteristics. This study investigated the mechanisms of these characteristics as deal-breakers that influence their purchase intentions.

Given the need to qualitatively analyze how customer perceived the food servicing characteristics of accommodation, this study explored some concepts that shed light on various components of purchase intentions. This study enabled an analysis on what aspects do customers observed and prioritize when availing food services in an accommodation.

The interplay between food, tourism, and local cuisines plays a vital role in attracting both local and international tourists (Agyeiwaah et al., 2019; Ingrassia et al., 2022; Scheyvens & Laeis, 2022). Local food consumption not only enhances destination satisfaction but also acts as a motivational message to inspire other tourists to explore the local food scene (Santa-Cruz & López-Guzmán, 2020; Ullah et al., 2021). Literature establishes the significance of food tourism and the interconnection between food and tourism in shaping the image and perception of a destination or accommodation. Understanding the narratives of customers about the characteristics of food servicing in accommodation can provide valuable insights into enhancing food tourism experiences.

The concept of service value is critical in the food service industry as it impacts profitability, customer satisfaction, and loyalty (Tabaeeian et al., 2022). Perceived value is a significant driver of customers' behavioral intentions, which influence their decisions and actions in the service encounter (Ng et al., 2022).

The concept of information quality pertains to the subjective assessment made by consumers regarding the information they deal with. This assessment is based on three key factors: precision, which relates to the level of accuracy and exactness of the information; informativeness, which refers to the extent to which the information can provide honest and reliable insights; and relevance or utility, which denotes the practical value and usefulness of the information that is made accessible through the website (Cao et al., 2005; Nitchhote & Nuangjamnong, 2022). Theoretically, it can be described that customers mainly rely on how information given represents the actual product or service. This is essential in this study because perceived value and purchase intentions require such mechanism to be successful.

The value of restaurant service can be understood as collection of various factors, including the search of benefits, the expectation of benefits, and the actual experience of benefits (Mendoza, 2023; Yrjölä et al., 2019). In relation to service value, Petrick (2012) has presented a comprehensive framework that elucidates the factors influencing service values and subsequent repurchase intentions. Emotional responses encompass a range of physiological, cognitive, intense, brief, and mental reactions that individuals experience in response to various situations and behaviors exhibited by others (Low et al., 2022). The phenomenon of behavioral price and monetary price covers the interaction between customers and the prices associated with services. It delves into the multifaceted nature of customer responses, considering their individual experiences, needs, and perceived value of the service (Kalyanaram & Wine, 2022).

In the study of Aguirre et al. (2023), customers of accommodation give value to customer service because they want their crew to be 'helpful' and 'responsive' to them while others considered price points and amenities to be part of their decision making. This study, in contrast, employed similar process they used but in the context of food servicing in accommodation. This study extended the understanding on how customers valued food servicing in relation to purchasing accommodation.

Literature demonstrates the vital role of food tourism, service value, and behavioral intentions in the context of food servicing. Understanding customers' narratives about the characteristics of food servicing can yield valuable implications for enhancing food tourism experiences, fostering destination loyalty, and improving overall customer satisfaction and loyalty. By

exploring the interconnection between food, tourism, and local cuisines, the study can provide insights into leveraging local food as a potent attraction for tourists.

Analyzing customers' perceived value of food servicing and its impact on behavioral intentions can guide managers in enhancing profitability and customer satisfaction. The qualitative analysis approach employed in the study addresses the literature's identified gap and contributes to a more comprehensive understanding of the subject matter. This study has the potential to contribute significantly to the field of food tourism and accommodation services.

### **Research Objectives**

Essentially, this study aimed to explore the food servicing characteristics of accommodation. The narratives collected in this study enabled the researchers to determine what aspects of dining and food services that could influence the purchase intentions of the tourism customers. Below are the specific objectives of this study.

1. Determine the food servicing characteristics of accommodation products among tourism consumers.
2. Determine the food servicing characteristics of accommodation products which led to the purchase of the products among tourism consumers.

### **Literature Review**

Tourism is widely acknowledged by nearly all nations as a significant catalyst for fostering economic growth, enhancing the national image, and facilitating the development and modernization of the tourism sector. Many countries allocate substantial resources towards the cultivation and sustenance of the tourism sector (Moral-Cuadra et al., 2020; Payandeh et al., 2022; Zada et al., 2021; Zada et al., 2022). Food tourism, a pertinent segment within the broader tourism industry, holds significant value (Ellis et al., 2018; Fusté-Forné, 2020; Michael & Fusté-Forné, 2022; Okumus et al., 2021). The interconnection between food and tourism has been widely recognized as a means for tourists to delve into the complexity of a given culture by means of its culinary offerings (Michael & Fusté-Forné, 2022). Food shapes the image and perception of a place by its visitors (Chen & Peng, 2018; Hsu & Scott, 2020) and is shared on some user-generated contents (Lin et al., 2022; Mariné-Roig et al., 2019).

The phenomenon of luxury experiences can be attributed to the strategic construction of narratives surrounding the products being advertised (Freire, 2014) that provokes positive emotional reactions from the customers (Kiatkawsin & Han, 2019). Fine dining establishments and luxury restaurants are part of the development and enhancement of meaningful food tourism experiences (Batat, 2020) and comprehending the underlying factors that drive customers' enjoyment to dining experiences (Cervellon, 2013; Chen & Peng, 2018). Prior studies have also examined the extent to which restaurants and their culinary offerings can effectively represent not only the fundamental characteristics of a specific cuisine, but also the broader cultural and hospitable aspects associated with it (Baldwin, 2017).

Tourism exhibits a profound interconnection with the presence of natural landscapes and the availability of appealing local cuisines (Agyeiwaah et al., 2019; Hernandez-Rojas et al., 2021; Zada et al., 2019). The relationship between behavior, motivation, satisfaction, and destination loyalty is contingent upon the influence of local foods and destination satisfaction. The evaluation of regional food items is conducted based on their sensory attributes, including taste, quality, and local consumption patterns (Lai et al., 2019; Yang et al., 2020). The consumption of local foods has been observed to have a significant impact on attracting both local and international tourists that generates motivational messages that inspire other tourists to explore the local food scene (Santa-Cruz & López-Guzmán, 2020; Ullah et al., 2021). Studies acknowledged and articulated the significance of local food as a potent instrument and determinant in the realm of tourist attractions and the fostering of destination loyalty (Carvache-Franco et al., 2020; Su et al., 2020; Wondirad et al., 2021).

In case of food service, the service value represents the primary objective of managers in assisting restaurants in attaining profitability, customers' satisfaction, and the loyalty (Heung & Gu, 2012). The behavioral intentions of customers can be attributed to their perceived value which involves assessment made by customers regarding the services provided and received in a particular transaction (Ibrahim, 2022; Yrjölä et al., 2019). From this perspective, it can be understood that the perception of customers towards the service value is a comprehensive and interconnected concept that has a significant impact on the overall customer experience.

Additionally, the concept of service value offers customers a framework to assess their overall restaurant experience (Heung & Gu, 2012). The concept of service value encompasses the dynamic exchange that occurs between customers and service providers that gives rise to a range of evaluative and multisensory outcomes, which are influenced by various contextual factors (Doeim et al., 2022). These factors include elements such as time, place, employees, and atmosphere, all of which contribute to the overall perception of value in an encounter with service (Gallarza-Granizo et al., 2020).

Behavioral intentions are widely recognized as an effective and influential factor in the decision-making process (Kim et al., 2022). The concept of intention refers to the cognitive state that motivates individuals to engage in certain actions or respond to stimuli, such as events or services. It encompasses the underlying attitude or mindset that drives individuals to initiate or participate in specific behaviors (Wang & Li, 2022).

Literature in the field of tourism and hospitality provides substantial evidence supporting the notion that intentions among tourists and customers play a dual role. Specifically, these intentions can serve as both antecedents to subsequent decisions and as outcomes resulting from various stimuli (Kim et al., 2022). Intention, as a psychological construct, has been identified as a potential antecedent to various consumer behaviors, such as revisiting locations or repurchasing services. This might be caused by positive and memorable experiences encountered during service interactions, and the infrastructure and superstructures of service quality (Khajehshahkoobi et al., 2022), and the impact of customers' reviews (Rasoolimanesh et al., 2021).

Although previous studies identified strong support for formative idea as value, their study is limited since the list of service value characteristics they studied may not be inclusive (Doeim et al., 2022). Situations with relational benefits, such as social connections and preferential treatment, can carry substantial importance in addition to the element of trust and confidence (Doeim et al., 2022; Jin et al., 2022). Following the philosophy of value established by Doeim et al., (2022), this study specifically explored the characteristics of food services in accommodation using qualitative analysis which is an essential approach because of broad ideas to be assessed.

## **Methods**

This study explored the deal-breakers of customers in food servicing characteristics of the accommodation. This study explored the narratives of the customers in search for potential deal-breakers that could encourage the consumers to purchase the accommodation. This study aimed to expand the understanding on the concept of marketing a dining experience to customers. Narratives provide in-depth concepts about how customers perceived the value of dining and food servicing in accommodation.

#### Research Design

This study employed a qualitative research design, specifically exploratory design, to explore the deal-breakers of customers regarding food servicing characteristics of accommodation products. Qualitative research is effective for gaining in-depth insights into participants' perspectives and understanding their narratives. The narratives were used to contextualize customer preference in accommodation and how dining could influence their decision. This is significant because previous literature mainly focused on major factors such as customer service, digitalization, location, and price.

Qualitative research is a useful design in analyzing the narratives of people. The primary objective of qualitative research is to explore and comprehend the specific aspects of one's experiences and the social environments (Fossey et al., 2002). This approach is driven by a desire to delve into the profound meaning and experiential dimensions that shape individuals' lives and their interactions within society (Pathak et al., 2013). At the core of effective qualitative research lies the critical examination of the subjective meanings, actions, and social contexts of research participants, as perceived and comprehended by the participants themselves (Merriam, 2002).

#### Participants and Sampling Technique

The participants in this study were tourism consumers (n=32) who experienced booking for accommodation with food servicing. Purposive sampling was used to select participants deliberately and purposefully based on specific criteria (Calaro et al. 2023), such as having recent experiences with accommodation products and food services. This technique ensures that participants are relevant to the research objectives (Campbell et al., 2020; Etikan et al., 2016). In selecting the participants, the researchers initially

surveyed small number of people who had experience booking an accommodation in the past one year and had travelled three times. This study used purposive sampling because it could help extracting information from participants that share characteristics (Duhaylungsod & Chavez, 2023).

#### Research Instrument

This study developed an interview guide ledger that was provided to the participants prior to the interview. This ledger provided the questions to be asked in the interview. To facilitate the exploration of individuals' experiences, researchers are tasked with designing a conducive environment that not only encourages individuals to share their narratives but also highlights their unique perspectives in interpreting these experiences (Magnusson & Marecek, 2015). In essence, the interview guide should provide a systematic process that enable the participants to share their experiences. The aim of interview guide was to collect life stories to study various aspects of the human experiences (Jacob & Furgerson, 2012; Welch & Piekkari, 2006).

The research instrument for this study was semi-structured interview guides. The interview questions were carefully developed to elicit detailed responses from the participants about their experiences with food servicing characteristics of accommodation products. The guide questions were designed to cover both the general food servicing characteristics and the specific aspects that led to their purchase decisions. Below are the guide questions of the interview.

**Table 2.0** Interview Guide Questions

Objectives	Interview Questions	n
1. Determine the food servicing characteristics of accommodation products among tourism consumers.	a. Are food servicing characteristics of accommodation products important to you? b. What kind of food servicing characteristics do you expect from accommodation products?	32
2. Determine the priority food servicing characteristics of accommodation products which led to the purchase of the	a. Among the many accommodation products, what characteristics of this product will set them from their competitors in terms of food servicing?	32



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products among tourism consumers.

b. In terms of food servicing characteristics, what discourages you in purchasing the accommodation products?

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#### Data Gathering Procedure

Participants in this study received an approval letter that outlined the purpose and significance of the research, emphasizing the confidentiality of their responses and the voluntary nature of their participation. After providing informed consent by acknowledging and accepting the terms, a schedule of the interview was discussed. The interviews were structured to focus on gathering data aligned with the research objectives, delving into participants' experiences, ideas, and perspectives regarding the dining in an accommodation, and how it could influence their purchasing intentions.

It is important to note that this study adhered to the telephone interview guidelines proposed by Block & Erskine (2022), ensuring a standardized approach to data collection, and maintaining consistency throughout the process. By following established guidelines, the research aimed to maintain rigor and enhance the credibility of the findings.

The data collection phase extended over a period of five months, from November 2022 to March 2023.

#### Data Analysis

The primary data in this study was the narratives for tourism customers. This study used thematic analysis to describe and analyze the narrative data from one-on-one interview. This study adopted the data analysis process described by Nicolas (2021) which involves understanding the data, developing initial codes, making themes, reviewing the themes, defining the themes, and reporting the data.

The researchers read through the transcripts to identify recurring themes, concepts, and patterns related to food servicing characteristics and deal-breakers in accommodation products. These themes were systematically coded for further analysis.

Thematic analysis was employed to organize and categorize the data into meaningful themes. The researchers should immerse themselves in the data to ensure comprehensive exploration of the narratives (Clarke et al., 2015). The researchers interpret the findings, connecting the themes to the research objectives and addressing the two study questions. The aim was to

understand the food servicing characteristics that consumers value and those that influence their purchase decisions.

## Results

Objective 1: Determine the food servicing characteristics of accommodation products among tourism consumers.

### Theme 1: Quality Products and Menu

Customers (n=32) perceived food servicing as “important” and “significant” because it would make the customers enjoy their stay in an accommodation. It is necessary to have high quality of products and well-planned choice of food. Some customers were also considering those accommodations that offer healthy foods while some want local cuisines to be served. It is also important to note that customers consider accommodation that provides specific information about the ingredients of what they serve, most especially for those with allergies.

“Food servicing is important because customers ought to enjoy the food because it needs to be of high quality and have a pleasing texture.” [Participant 23]

“We value quality and the product's attributes reflect the final product's appearance.” [Participant 2]

“Every consumer, including me, should have the choice to order foods that include no fats or oil because I'm on a diet.” [Participant 14]

“I do have higher expectations for the food they provide because some menus are still a work in progress, therefore I want a range of items to be available.” [Participant 8]

“It should be tasty and feature a range of foods from our hometown.” [Participant 7]

“Food allergies should be taken into consideration, as some people may react negatively to certain foods.”

### Theme 2: Servicing

Customers (n=30) also valued customer service in accommodation. They were particular on how the crew serve their food and their knowledge about the services and the needs of their customers. Customers thought of servicing as an important aspect of accommodation because they want the crew to manifest their skills in accommodating people, even serving their food. They also expect the crew to be responsive in explaining the menu to them.

“One thing also is the attitudes, respect for the customer, and behavior of the crew when serving the customer are all essential elements of the crew service that is why it is very necessary to perform these things.” [Participant 26]

“The crew should also be knowledgeable about the services they provide and the needs of the customers.”

### Theme 3: Design and Set Up

Some customers (n=18) observed the quality of the surroundings and the ambience it offers to them. Cleanliness was the major component for this aspect, but some also considered furniture, woodworks, and paintings as additional amenities in food servicing. They want the food servicing to be presentable to them. “Number three is the setup or location, which should have paintings and be very food-focused with a sense of calm so that you can fully appreciate the service they provide and the cleanliness of the space.” [Participant 13].

“The surroundings, which should be spacious with ample space between tables as well as proper etiquette.”

Objective 2: Determine the priority food servicing characteristics of accommodation products which led to the purchase of the products among tourism consumers.

### Theme 1: Product Offerings

Customers (n=25) prioritize food quality and the menu as their top reason of purchasing the accommodation. Some of them rely on the reviews of the individual restaurants serving in a hotel to understand their quality. Some also reflected on the presentation of the food in a menu, probably online copies, and comparing it to what they receive after availing the accommodation. They want the menu to fit on their needs as customers which could lead them to purchase the accommodation.

“It's the variety of foods they offer.” [Participant 9]

“The food's quality comes first.” [Participant 27]

“The taste of the food since food is one of the factors for the accommodation of the hotel.”

“The second option is the healthy menu option because it fits my personal profile. If the customer has other needs or wants, they should address those as well.” [Participant 17]

“I believe that when you order from the menu and then receive it, it does not look exactly how it does on the menu. Since it's unfair,

they need to provide excellent services, such as those specified on the menu.”

“I believe that the cuisine has a poor quality since occasionally they offer foods that have no taste.”

“They should provide clear instructions for the pantry items so that the customers can adhere to the rules. This is because different consumers have different needs and dietary preferences.”  
[Participant 32]

## Theme 2: Service and Work Etiquette

Customers (n=21) reflected on the service and work etiquette of the service crew. They prioritize this because it is important for them to feel satisfied about the stay in an accommodation. It has been stressed out that it may be the food tastes good, but the service feels bad. Oftentimes, this led the customers to be disappointed or not return to the accommodation. This context can be related to viewing online reviews from other customers before purchasing the accommodation. Although some of them reflected on their experiences, this can also influence others to feel the same way as they do when they saw online reviews about it.

“The service also should be included since this is the top priority to be able to purchase something about it.” [Participant 10]

“First, food preparation should be done quickly without affecting quality. They could respond to my queries if I ask them.”

“It is meaningless if the food selection is excellent, but the service is bad, thus both should be given priority.” [Participant 21]

“The service should be provided to the consumer in a proper manner. I experienced it, if I had to rank it on a scale of 1 to 10, I would give it an 8 since I'm disappointed with the service they provided, but I won't return in that particular property if the service is poor.”

“Customers should be entertained by the service, and sanitation should take priority because cleanliness is essential.”

“For me, the slow service is when they don't let me know what's going on and then when they say it will take 30 minutes to serve the food, but I've already waited for about an hour. This type of information should be shared with the customer so that they are aware of it. They shouldn't make time commitments, and for me, that makes me extremely unlikely to eat there again.”

## Theme 3: Pricing

Some customers (n=14) look onto the price of the food available in a food service. It helped them to decide if the accommodation fits their budget along with the expenses they might have when availing the food service. Pricing was the most obvious factor that could influence customers' purchase intentions. Unlike other two top priorities, pricing essentially do not rely on other people's experience, thereby they make and independent decisions about whether to buy or not.

"Its cost, which will help consumers to think the prices are affordable. Whether it is expensive or not, if the foods are good."

[Participant 11]

"But even if the food isn't tasty, I'll still buy it if the price is right because that's my top priority."

#### Theme 4: Internet Access

There were some customers (n=10) who suggested that internet access could be one of their priorities in availing an accommodation. One customer explained that they want to take advantage of the internet access to connect online to share photos about their stay and post pictures about food. This makes an accommodation remarkable to some customers because the accommodation value how people interact with others on the internet.

"They should do is provide Wi-Fi for their customers so that they can readily access their social media accounts to post images and other content. This is important to take into account since it will really set them apart from other businesses."

### Discussion

Objective 1: Determine the food servicing characteristics of accommodation products among tourism consumers.

The narratives indicated that most of the customers would consider quality products and menu as one of the most significant characteristics of accommodation. Others also observed the quality of servicing, and some considered the location and designs present in the dining place. These characteristics were relevant on marketing and management of food servicing in accommodation mainly because "customers ought to enjoy the food because it needs to be of high quality and have a pleasing texture" [Participant 23].

Other concepts related to accommodation were "product attributes", "crew service", "spacious", and "location". These were

some important aspects to be considered because customers were observant on these aspects. Consequently, these concepts, as well as those major themes, could potentially influence how customers would purchase an accommodation or would re-purchase.

It is not new that customers give importance to the menu and the quality of products. Prior researchers have carried out several studies on menu layouts to boost restaurant sales. These studies analyzed how restaurant menu descriptions affect diners' behavioral intentions (Fakih et al., 2016; McCall & Lynn, 2008), how menu designs influence perceptions (Magnini & Kim, 2016), how descriptive menu labels affect the sales (Wansink et al., 2001), and how customers evaluate menu based on pictures and food names (Hou et al., 2017). These aspects that previous studies evaluated were relevant to the customers because they "do have higher expectations for the food [accommodations] provide" [Participant 8].

The primary objective of menu design within the context of the restaurant industry is to effectively capture the attention of customers and direct their focus towards the most financially advantageous dishes offered by the establishment (Brewer & Sebbby, 2021; Kochilas, 1991). The aesthetically pleasing menu not only serves as a source of information for patrons, but also serves as a strategic tool for food establishments to enhance their revenue generation (Dayan & Bar-Hillel, 2021). This explains why customers "value quality and the product's attributes reflect the final product's appearance" [Participant 2] and that they "should have the choice to order foods that include no fats or oil" [Participant 14]. In contrast, customers that belong to ethnicities and cultural groups exhibited distinct inclinations towards the selection of food items on restaurant menus (Brewer & Sebbby, 2021). As one customer expressed, he also suggested that food servicing in accommodation "feature a range of foods from our hometown" [Participant 7].

Some customers give value on the servicing aspects of dining in an accommodation. Service quality is an essential subject for discussion because it has a critical role in ensuring the success of businesses (Cronin & Taylor, 1992; Namin, 2017). The concept of service quality relates to the capacity of a business to meet the expectations of customers (Sumaedi & Yarmen, 2015; Tumaliuan, 2022). As one customer explained, "the attitudes, respect for the customer, and behavior of the crew when serving the customer are all essential elements of the crew service that is why it is very

necessary to perform these things” [Participant 26]. Customers will feel more satisfied with a service if they maintain loyal to it (Kim & Lough, 2007). Consequently, a higher chance of purchase among individuals, as indicated by their behavioral intentions (DeCarlo et al., 2007). Additionally, this will facilitate the use of word-of-mouth marketing, leveraging the positive experiences and recommendations of its contented customer base (Konuk, 2019; Namin, 2017).

As dining experience is important to tourism customers in accommodation, they also value the physical characteristics of the location and its aesthetics. One customer thought that the location “should have paintings and be very food-focused with a sense of calm so that you can fully appreciate the service they provide and the cleanliness of the space” [Participant 13]. Similarly, previous studies indicated that interior design, experience, sense of escape, traditional aesthetics, and visually appealing atmosphere were also important for customers in dining and restaurants (Hasan 2022; Mannopova & Kamolkhodjaeva, 2021; Zhang et al., 2022).

This study indicated that most customers valued the food quality, appearance, and attributes, while some also considered the service as an important aspect of food service in accommodation. Some customers perceived value on the aesthetics and pleasing atmosphere of the area. These qualities might be represented in different information sharing media e.g., online reviews, online posts, conversations, which were the mode of which the customers could share their experiences to other, thereby could also influence other people’s intentions to buy.

**Objective 2:** Determine the priority food servicing characteristics of accommodation products which led to the purchase of the products among tourism consumers.

Customers prioritized some food servicing characteristics which led them to purchase the accommodation. These characteristics represented the perceived value of the benefits in relation to what they expect from the food service. In essence, these characteristics served as the deal-breakers which set an accommodation apart from others. For instance, one customer stressed that “the service also should be included since this is the top priority to be able to purchase something about it” [Participant 10] indicating his priority on how service treat and serve their customers.

As a major factor in the food service of accommodation, food offerings (n=25) represented how customers valued the food an accommodation could provide to them. Upon careful examination of these determinants, it becomes evident that there exists a discernible pattern of specific feedback. The interplay between the supply and demand sectors has been noted to have a significant impact on consumer preferences (Pilis et al., 2022). Conversely, consumers, through their evolving needs, exert influence on industry offerings (Zhang et al., 2019). As one customer explained, “if the customer has other needs or wants, they should address those as well” [Participant 17]. Specifically, the nutritional qualities associated with culture, religion, or health will likely start to be considered in tourism nutrition, which could lead to a rise in tourist traffic (Fountain, 2022; Pilis et al., 2022; Savelli, 2022) and that, purchasing intentions can be influence by food services that offer them “variety of foods” [Participant 9], “food's quality” [Participant 27], while “different consumers have different needs and dietary preferences” [participant 32].

Customers also view service as another factor for their purchase. The ability of the provider to provide adaptable behavior or services is required, and they should strive to meet tourists' dietary requirements, individual food management habits, and values related to food intake (Bettencourt & Gwinner, 1996; Park & Widyanta, 2022). Employees who display commitment towards their organizations tend to exhibit a psychological attachment to their workplace (Chen et al., 2007; He et al., 2011). These individuals willingly dedicate themselves to providing high-quality service for their organizations (He et al., 201). One customer thought that “it is meaningless if the food selection is excellent, but the service is bad, thus both should be given priority” [Participant 21]. Perceived service quality can influence the purchase intentions of customers in most industries (Ali et al., 2022; Al Togar, 2022).

Pricing of food services in accommodation can be influential to purchase of customers. The perceived price is individual's subjective interpretation of the monetary value associated with a particular product, considering whether the product is inexpensive or costly (Diallo, 2012; Santo & Marques, 2022; Suhud et al., 2022; Xu et al., 2022). The examination of customers' behavioral responses to pricing policies implemented by service providers is crucial in order to accurately forecast customer intentions regarding the use or purchase of said services (Doeim et al., 2022). In this study, pricing “help consumers to think the prices are



affordable... whether it is expensive or not” [Participant 11]. In fact, some customers thought that “even if the food isn't tasty, I'll still buy it if the price is right because that's my top priority” [Participant 1].

In some instances, because customers were also immersed into internet and communication, they also access their social media to share information about their stay in an accommodation. Internet access in food services in accommodation enables the customers to “readily access their social media accounts to post images and other content” [Participant 22]. Similarly, purchasing behaviors of customers because customers are encouraged in purchasing a product when the establishment offers a strong internet connection (Chaney, 2021). In the 2017 Norton Wi-Fi Risk Report by Symantec, it was determined that 46% of customers ask for the Wi-Fi passwords after arriving at a friend's place, café, hotel, or other location within just few minutes.

There were several food servicing characteristics that influenced the purchasing intentions of the customers in accommodation. These aspects were important because if manifest their willingness to avail an accommodation in relation to the food servicing. This also represented the potential of food tourism within the context of accommodation. Such perspective needs further analysis to link these variables in a consumer purchase behavior model.

### **Conclusion**

The findings of this study shed light on the significant characteristics that tourism consumers value in food servicing within accommodation establishments. The narratives of customers indicated that the quality of products and menu offerings was significant, with participants emphasizing the importance of high-quality and appealing quality in the food provided. Additionally, service quality emerged as a crucial factor, with customers valuing the attitudes, respect, and behavior of the service crew when serving them. Some customers also highlighted the significance of location and aesthetics in creating a pleasing dining experience for customers. Participants expressed the desire for dining areas with paintings, a food-focused ambiance, and a sense of calm to fully appreciate the service and cleanliness of the space.

The identified characteristics align with prior research in the restaurant industry, where menu design and descriptions have

been studied extensively to influence diners' behavioral intentions. Similarly, the importance of service quality in meeting customer expectations has been recognized, leading to higher satisfaction levels and increased purchase intentions. The quality and variety of food offerings emerged as a major factor influencing customers' purchase intentions. Customers value the nutritional qualities of the food, considering cultural, religious, and health-related factors. Food services that cater to diverse dietary preferences are likely to attract more tourist traffic and positively impact purchasing intentions.

Accommodation providers must be adaptable and strive to meet tourists' dietary requirements and individual food management habits. Employees displaying commitment and providing high-quality service contribute to positive purchasing intentions among customers. Although this study vastly relied on narratives from customers, the narrative interpretations provided context-specific insights that widely explained purchase intentions of customers towards accommodation.

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