

The Effect of Food Quality and Brand Equity on Tourist Experience Mediated by Satisfaction at Local Restaurants in Banda Aceh City

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Abstract

This study aims to analyze the effects of food quality and brand equity on tourist experience, with satisfaction as a mediating factor, at local restaurants in Banda Aceh City. The population for this study comprises all consumers of local restaurants in Banda Aceh City. A non-probability sampling technique was employed, specifically purposive sampling, which involves selecting samples based on specific criteria such as tourists' experiences at local restaurants. The sample size was determined to be 10 times the number of research indicators. Since this study used 20 indicators, the minimum required sample size was 200 respondents ($10 \times 20 = 200$). Partial Least Squares (PLS) was used as the analysis method. The results indicate that food quality has a positive effect on satisfaction; brand equity has a positive effect on satisfaction; food quality positively influences tourist experience; brand equity positively influences tourist experience; and satisfaction positively affects tourist experience. Furthermore, mediation analysis revealed that satisfaction partially mediates the effects of food quality and brand equity on tourist experience at local restaurants in Banda Aceh City.

Keywords: Food Quality, Brand Equity, Satisfaction, Tourist Experience

1. Introduction

Halal tourism is a travel concept that adheres to Sharia principles, aiming to provide comfort and peace of mind for Muslim travelers. A crucial element supporting halal tourism is the availability of restaurants serving halal food and beverages. Restaurants play a vital role because food consumption is a basic necessity for every traveler. Without guaranteed halal food, Muslim travelers may feel less safe and comfortable, which can diminish their satisfaction and reduce their likelihood of returning to a destination. Therefore, a halal restaurant is evaluated not only based on the ingredients used but also on the preparation process, cleanliness, and official halal certification from relevant authorities.

Furthermore, halal restaurants play a significant role in enhancing the appeal of halal tourism destinations. Muslim tourists, both domestic and international, tend to choose destinations that offer comprehensive halal infrastructure, including culinary options. Restaurants serving halal versions of local specialties add value by not only meeting religious requirements but also providing authentic cultural experiences. Thus, halal restaurants are a vital component of the halal tourism ecosystem, integrated with sharia-compliant accommodations, prayer facilities, and Muslim-friendly tourist attractions. In this context, the presence of halal restaurants contributes to the sustainable growth of the halal tourism industry and supports the broader development of the sharia economy.

The number of restaurants and eateries in Indonesia experienced significant growth between 2020 and 2023. In 2020, the food and beverage sector recorded a decline but began to recover in 2021. By 2023, the

number of restaurant businesses in Indonesia reached 1.069 million, an increase of approximately 2% compared to 1.063 million in 2020. This development indicates that the restaurant and eatery sector in Indonesia is experiencing notable growth.

The number of restaurants and eateries in Aceh Province showed a positive growth trend between 2020 and 2023, aligning with the post-pandemic economic recovery and rising tourist interest in local cuisine. In 2020, there were 4,500 restaurants and eateries in Aceh. This number increased to 4,700 in 2021, rose further to 4,900 in 2022, and reached 5,100 in 2023, reflecting significant annual growth in the province's culinary sector.

The Aceh Provincial Government supports this development by simplifying business licensing and promoting digital marketing for culinary businesses. Furthermore, the culinary sector plays a crucial role in supporting regional tourism, with many restaurants offering authentic Acehese culinary experiences to tourists. The growth of restaurants and eateries not only contributes to the local economy but also enriches the culinary diversity available to both local residents and visitors from outside the region.

Tourists are key stakeholders. According to Article 6 of Qanun No. 3 of 2022, halal tourism must be supported by adequate worship facilities at tourist sites, with priority given to meeting worship needs. This aligns with the conditions in Aceh, a predominantly Muslim province, making the implementation of halal tourism highly appropriate.

In 2023, Banda Aceh received a total of 328,169 tourists, comprising 327,458 domestic visitors and 711 international tourists (DPKB Aceh, 2022). This is a significant number of visits, especially considering Aceh's reputation for its strong Islamic culture. However, this does not preclude the possibility that people from all levels of society can participate in and enjoy tourism in Banda Aceh.

The number of tourists visiting Banda Aceh City from 2020 to 2023 shows a positive trend, reflecting the recovery and growth of the tourism sector following the COVID-19 pandemic. In 2020, tourist visits declined significantly due to the pandemic but began to recover in 2021, with 251,836 tourists recorded. In 2022, the number of tourists increased to 328,169, and in 2023, 382,029 tourists were recorded, including 26,778 international tourists and 355,251 domestic tourists an increase of 16.41% compared to the previous year

Although Banda Aceh is renowned for its rich culinary specialties, such as Acehese noodles, chicken catch, and beulangong soup, some tourists have expressed concerns about the cleanliness and food quality at local restaurants. Amiruddin, the Head of the Aceh Culture and Tourism Office, acknowledged that many restaurants and cafes in Banda Aceh have yet to obtain halal certification and still fall short of the expected hygiene standards. This issue is a significant concern for foreign tourists, particularly those from Muslim countries, who expect guaranteed cleanliness and halal food during their visits (waspadaaceh.com, accessed May 28, 2025).

Furthermore, South Korean tourists emphasized the importance of using organic ingredients and maintaining cleanliness in dining areas as key factors when choosing a restaurant. They tend to avoid oily foods and prefer fresh, clean dishes (ajnn.net, accessed May 28, 2025). These observations indicate that food quality, including hygiene and presentation, plays a significant role in shaping tourists' experiences in Banda Aceh. Therefore, improving hygiene standards and food quality in local restaurants is essential for enhancing tourist satisfaction and fostering positive experiences.

Customer experience refers to the overall impression consumers have when purchasing a service, which often involves a series of intangible activities. In contrast, when consumers buy an experience, such as travelers investing in memorable opportunities, they pay to engage in unique moments that can steer a business in a new and innovative direction.

Based on the results of a pre-survey conducted with 30 respondents, the average tourist experience score in Banda Aceh City was 3.79. This score exceeds the threshold of 3.41, indicating that the overall tourist experience is considered good. However, a more detailed analysis reveals weaknesses in certain

areas. The indicator with the lowest average score relates to the extent to which tourists gained new knowledge and insights during their visit. Thirteen respondents (43%) disagreed that they acquired educational experiences or new insights during their visit. This finding suggests that, while services were generally rated positively, the educational and informative aspects of the tourist experience require improvement. Enhancing the presentation of historical, cultural, and local values at tourist destinations and local restaurants is essential. Such improvements are crucial for creating a meaningful and immersive experience for tourists, which can foster long-term satisfaction and loyalty.

One of the key factors influencing the tourist experience is satisfaction. Tourist satisfaction plays a crucial role in creating a memorable and high-quality travel experience. When tourists are satisfied with various aspects of their trip, the overall experience tends to be more positive and meaningful. Satisfaction motivates tourists to engage more actively in activities during their journey. Additionally, satisfied tourists are more likely to appreciate every element of the trip, including attractions, interactions with local residents, and cultural exploration. Moreover, satisfaction helps tourists feel comfortable in their surroundings, reduces stress and anxiety, and enables them to enjoy the experience more fully.

Satisfied travelers tend to have more positive and lasting memories of their travel experiences. These enduring memories foster a strong emotional connection with the destination. Enjoyable travel experiences, such as friendly service or a pleasant atmosphere, create memorable moments that enhance the overall journey.

Tourist satisfaction significantly impacts the travel experience. High levels of satisfaction create memorable experiences, strengthen the tourist's connection to the destination, and enhance the destination's reputation among other travelers. Research by (Abigail et al., 2024) found that satisfaction influences the overall experience. Additionally, (Eliyana et al., 2019) demonstrated that satisfaction affects performance.

A pre-survey of 30 respondents revealed that the average tourist satisfaction with services and experiences in Banda Aceh City was 3.59. This score exceeds the threshold of 3.41, indicating that overall tourist satisfaction is considered good. However, further analysis showed that several indicators still had low average values. One notable concern is tourists' perception of Banda Aceh City as the best destination they have ever visited. Eleven respondents (36.7%) disagreed with this statement, suggesting that despite general satisfaction, there is dissatisfaction regarding the destination's attractiveness or competitive advantage. This finding highlights the need to enhance the unique value and competitiveness of the tourist destination to create a stronger impression and foster tourist loyalty.

Food quality is a crucial factor influencing a tourist's experience during a visit to a destination. A positive culinary experience can enhance a trip and leave a lasting impression. Local cuisine often reflects a region's culture, traditions, and history, offering tourists an authentic and immersive experience. High-quality food provides cultural insights that enrich a tourist's journey, as many travelers actively seek out the local flavors of their destination.

A satisfying culinary experience can extend the length of a tourist's stay at a destination. For example, tourists may spend more time exploring diverse dining options or savoring local specialties at multiple restaurants. This can also enhance the destination's economic impact, as tourists are likely to allocate more funds toward enjoying high-quality cuisine.

Food quality significantly impacts the tourist experience. Tourists who are satisfied with the quality of food tend to have more positive experiences, as food is a core element of travel that shapes impressions, memories, and perceptions of the destination. Research by (Hien et al., 2022) confirms that food quality influences the overall tourist experience.

Based on the initial survey results presented in Table 1.3, tourists' perceptions of food quality at local restaurants in Banda Aceh were generally positive, with an average score of 3.75, well above the threshold of 3.41. This indicates that most respondents considered the food served to be satisfactory in terms of taste, presentation, and hygiene. However, the survey also revealed weaknesses in certain areas. One indicator that

received a low rating was the nutritional content of the food, with 13 respondents (43%) disagreeing that local restaurants in Banda Aceh provide nutritious meals. This finding underscores the need for local culinary businesses to focus on the nutritional value and balance of the dishes offered, especially given the current trend of tourists prioritizing healthy food as part of a comprehensive and satisfying culinary experience.

The next factor influencing the tourist experience is brand equity. A destination's brand equity plays a crucial role in shaping the overall experience of tourists. Strong brand equity includes elements such as a positive image, perceived value, and trust in the destination. It sets high expectations for the experiences travelers will have. Destinations with a strong reputation, such as Paris or Bali, often evoke expectations of a high-quality experience. When a destination's brand equity is well-established, tourists tend to have a positive pre-visit perception, which can increase their enthusiasm and openness to new experiences.

Strong brand equity is often linked to a high perceived value. Travelers tend to perceive greater value when visiting a destination with a strong reputation, which enhances their overall perception of a quality travel experience. When travelers feel they are receiving equal or greater value for their money, it fosters satisfaction and a positive experience.

Brand equity significantly impacts the traveler experience. Destinations with strong brand equity tend to be more attractive, create lasting impressions, and satisfy travelers, ultimately increasing loyalty and the likelihood of return visits and recommendations to others. Research by (Syahputra & Kurniawati, 2023) confirms that brand equity influences the traveler experience.

Based on the initial survey results presented in Table 1.4, respondents' perceptions of Banda Aceh's brand equity as a tourist destination were generally positive, with an average score of 3.67, exceeding the threshold of 3.41. This indicates that tourists hold a favorable view of the destination's brand image and reputation, particularly regarding local restaurants, which are a key component of the city's culinary tourism experience. Positive perceptions of brand equity are important because they can influence tourist loyalty, satisfaction, and repeat visits.

However, one indicator within the brand equity variable yielded less than satisfactory results. Sixteen respondents (53%) disagreed with the statement that they could recall the name of a local restaurant without seeing an advertisement or logo. This suggests that brand recall for local restaurants in Banda Aceh is not yet firmly established in tourists' minds. Low brand recall can hinder the development of brand loyalty and reduce tourists' likelihood of recommending or revisiting these establishments. Therefore, a more intensive strategy is necessary to enhance brand awareness and improve recall among consumers.

This study identifies several gaps in previous research concerning the influence of food quality and brand equity on tourist experiences, mediated by satisfaction at local restaurants in Banda Aceh City. First, many prior studies have examined the impact of food quality on customer loyalty or satisfaction within the culinary sector. For instance, (Hati et al., 2023) demonstrated that food and service quality significantly affect customer loyalty in the tourism and business sectors. However, their study primarily focused on customer loyalty in general, rather than specifically addressing the tourist experience. Moreover, the research context did not concentrate on local restaurants in Banda Aceh, thereby failing to provide a comprehensive understanding of how food quality influences the tourist experience in this region.

Second, numerous studies on brand equity have been conducted, particularly in the context of consumer loyalty and customer satisfaction. For example, research by (Rianto & Yunus, 2019) examined the effect of brand equity on consumer loyalty in supermarkets in Banda Aceh. However, this study did not specifically address how local restaurant brand equity impacts tourist experiences. Furthermore, it did not consider satisfaction as a mediating variable between brand equity and tourist experience, which could offer deeper insights into the relationship among these variables.

Third, although some studies have explored tourist experiences in a culinary context, few have simultaneously integrated the variables of food quality, brand equity, satisfaction, and tourist experience

within a single research model, particularly in the context of local restaurants in Banda Aceh. For example, (Mahrizal & Maisur, 2021) investigated the influence of the marketing mix on consumer satisfaction and loyalty regarding culinary tourism products in Banda Aceh City but did not explicitly consider tourist experience as a dependent variable. Therefore, this study aims to address this gap by comprehensively examining the influence of food quality and brand equity on tourist experience, with satisfaction serving as a mediating factor, specifically at local restaurants in Banda Aceh City.

2. Theoretical Study

2.1. Tourist Experience

Consumer experiences with a product or service are closely connected to the concept of experiential marketing. This strategy aims to create a deeply emotional experience for consumers, where products are marketed not only based on their functionality but also in a manner that appeals to consumers' emotions and feelings (Zarantonello & Schmitt, 2013).

Meanwhile, (Shaw & Hamilton, 2016) define experience as an individual's perception of various forms of interaction with an organization, whether rational, physical, emotional, subconscious, or psychological. These perceptions shape customer behavior and create memories that play a crucial role in building loyalty. Ultimately, these experiences directly impact the economic value received by the organization.

2.2. Satisfaction

(Tjiptono, 2015) states that satisfaction is an emotional response that arises after consumers evaluate their experience with a product or service. This satisfaction reflects consumers' assessment of various actions or behaviors associated with using the product or service. Similarly, (Kotler et al., 2022) defines satisfaction as the level of feeling a person experiences after comparing the actual results with their initial expectations. If the results meet or exceed these expectations, the individual will feel satisfied.

In general, consumer satisfaction can be defined as an evaluation of a product or service perceived to deliver enjoyment in line with expectations (Wilujeng et al., 2019). When consumers perceive satisfactory value from a product or service, they are more likely to continue using it and become loyal customers. (Nu'man et al., 2020) further explain that satisfaction is an emotional state, either happiness or disappointment, that arises from comparing the actual performance received with consumers' initial expectations

2.3 Food Quality

Food quality refers to the characteristics of food products that meet or exceed consumer expectations across various attributes, including taste, aroma, texture, appearance, hygiene, and nutritional value. According to (Komala et al., 2019), food quality can be assessed using indicators such as taste, portion size, menu variety, distinctive flavors, and hygiene. These factors reflect the degree to which the food served aligns with consumer standards and contributes to customer satisfaction. Additionally, food quality encompasses food safety, ensuring that food is free from contamination and safe for consumption. By maintaining high food quality, restaurants can enhance customer loyalty, strengthen brand reputation, and improve competitiveness within the culinary industry.

2.4. Brand Equity

(Kotler & Keller, 2018) explain that brand equity is the added value inherent in a product or service from a particular company, arising from the strength of the brand itself. Similarly, (Aaker, 2012) defines brand equity as a combination of brand awareness, consumer loyalty, and brand associations that collectively increase or decrease the value of a product or service in the eyes of consumers.

According to (Algustin, 2019), brand equity is a crucial element of marketing strategy because it encompasses the values and liabilities associated with a brand name, symbol, or identity. This factor plays a significant role in shaping consumer perceptions of a product, potentially increasing or decreasing its market value.

(Juniantari & Sulistyawati, 2019) stated that brand equity represents the added value a product or service gains from the brand's presence. Brand equity also reflects the degree to which consumers trust a specific brand more than its competitors, ultimately resulting in increased loyalty and a greater willingness to pay a premium for that brand..

3. Research Methods

This research was conducted at local restaurants in Banda Aceh. The population for this study comprised all consumers of local restaurants in Banda Aceh City. Based on the characteristics of the business, which is open and does not maintain a fixed customer record, the population falls into the infinite population category. According to (Sugiyono, 2019) and (Sekaran & Bougie, 2019), an infinite population is one whose number of members cannot be determined with certainty because it constantly changes over time. Therefore, this study employed a non-probability sampling technique using purposive sampling, which selects samples based on specific criteria, such as shopping experience at the store.

The sample size for this study was determined using the approach proposed by (Sugiyono, 2019), which recommends a minimum sample size of 5 to 10 times the number of research indicators. Since this study employs 20 indicators, the minimum required sample size is 200 respondents ($10 \times 20 = 200$)

4. Research Results and Discussion

The results of data processing for the complete analysis of the PLS model are shown in Figure 1

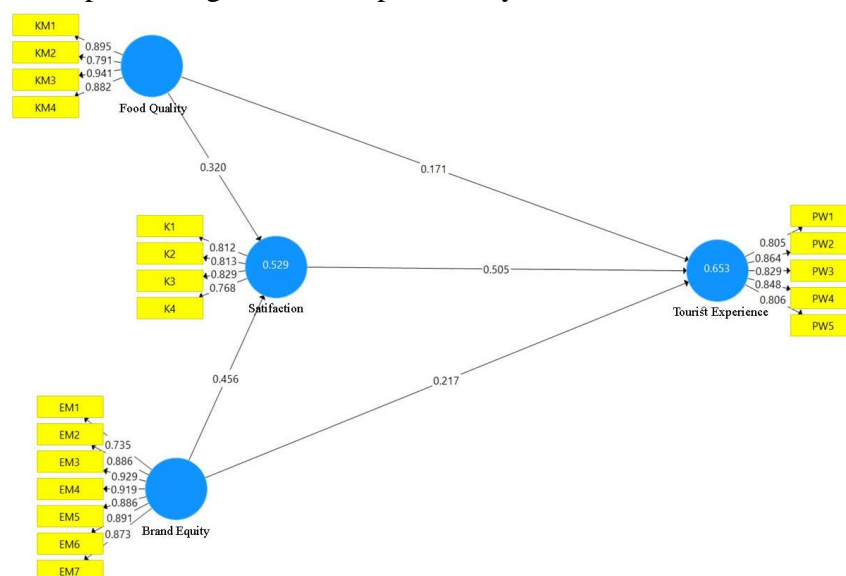


Figure 1. Full Model

To evaluate the significance of the prediction model in structural model testing, refer to the t-statistic values between the independent and dependent variables in the Path Coefficient table from the SmartPLS output below:

Table 1. Path Coefficient

Variables	Original Sample	Standard Deviation	T- statistics	P-values
Food Quality→Satisfaction	0.320	0.073	4,403	0.000
Brand Equity→Satisfaction	0.456	0.090	5,060	0.000
Satisfaction→Traveler Experience	0.505	0.096	5,238	0.000

Food Quality→Traveler Experience	0.171	0.077	2,224	0.027
Brand Equity→ Traveler Experience	0.217	0.090	2,223	0.027

Source: Data processing with PLS, 2025

Direct Hypothesis

Based on the analysis results presented in Table 1, all relationship paths between variables in this research model demonstrate a statistically significant influence, with p-values below 0.05.

1. The statistical findings confirm that food quality has a positive and significant influence on customer satisfaction, with an original sample value of 0.320, a T-statistic of 4.403, and a p-value of 0.000. This indicates that the higher the quality of food perceived by consumers, the greater their level of satisfaction when visiting local restaurants. Food quality, encompassing aspects such as taste, freshness, presentation, and portion size, serves as a central component of perceived value creation in the restaurant industry.

From an economic and business perspective, maintaining consistent food quality is essential for ensuring customer loyalty and encouraging repeat purchases. Consumers often associate food quality with value for money, which reduces their likelihood of switching brands and increases their willingness to pay premium prices. In the context of service management, high-quality food serves as a key differentiator in competitive markets, contributing not only to immediate customer satisfaction but also to long-term profitability through customer retention and positive word-of-mouth promotion.

2. The results indicate that brand equity significantly and positively influences satisfaction, with a coefficient of 0.456, a t-statistic of 5.060, and a p-value of 0.000. This suggests that strong brand perceptions, such as ease of recognition, trust in product quality, and willingness to recommend, substantially enhance customer satisfaction. In the restaurant industry, brand equity reduces uncertainty by signaling consistent service standards, thereby increasing consumer confidence in purchasing decisions.

From the perspectives of management and marketing, brand equity is a strategic intangible asset that cultivates emotional attachment, customer loyalty, and long-term market competitiveness. A strong brand enhances the dining experience by providing consumers with psychological assurance that their expectations will be met or exceeded. Consequently, investments in building and maintaining brand equity directly improve satisfaction, which in turn drives repeat patronage, customer advocacy, and sustainable business growth.

3. The analysis also demonstrates that satisfaction significantly influences the tourist experience, with an original sample value of 0.505, a T-statistic of 5.238, and a p-value of 0.000. This finding suggests that a satisfying culinary experience positively contributes to the overall perception of a tourist's visit, both emotionally (e.g., enjoyment, happiness) and cognitively (e.g., perceived value, service quality). Economically, satisfaction acts as a mediating factor that transforms consumption into broader experiential value, thereby increasing tourists' willingness to spend and revisit.

From a management perspective, customer satisfaction is a crucial driver of destination image and competitiveness within the tourism industry. Satisfied visitors are more likely to engage in positive word-of-mouth, recommend the destination to others, and return for future visits. This underscores the importance of service quality and customer relationship management as strategic levers to enhance the overall tourist experience, thereby ensuring sustainable growth for businesses and local economies that depend heavily on tourism.

4. The findings further reveal that food quality directly influences the tourist experience, with a coefficient of 0.171, a t-statistic of 2.224, and a p-value of 0.027. This indicates that well-prepared, delicious, and aesthetically presented food significantly enhances the tourist experience during restaurant visits.

Economically, this direct relationship underscores how culinary quality contributes to destination attractiveness, ultimately stimulating increased spending and revisit intentions among tourists.

In business and management contexts, food quality serves a dual purpose: fulfilling functional requirements while simultaneously creating memorable experiential value. Culinary experiences often act as cultural representations of a destination, thereby shaping tourists' overall perceptions. Restaurants that prioritize consistent food quality strengthen their market positioning, enhance tourist satisfaction, and contribute to the broader branding of the destination. This underscores the strategic importance of food quality management in enhancing tourism competitiveness

5. Finally, the analysis confirms that brand equity has a positive and significant effect on the tourist experience, with a coefficient of 0.217, a t-statistic of 2.223, and a p-value of 0.027. A strong brand identity and image enhance tourists' positive impressions, making their dining experiences more memorable and enjoyable. From an economic perspective, brand equity reduces search costs and uncertainty, providing assurance that tourists will receive consistent quality even in unfamiliar destinations.

From a management and business perspective, brand equity contributes to long-term destination competitiveness by strengthening emotional connections and encouraging repeat visits. A strong brand not only increases tourists' likelihood of returning but also enhances reputation through positive reviews and recommendations. Therefore, investing in branding strategies is essential for restaurants seeking to capture tourist loyalty, sustain growth, and establish themselves as integral components of the tourism and hospitality ecosystem.

Indirect Hypothesis

Testing the mediating effect of the Food Quality variable on Stress can be explained as follows:

Table 2. Bootstrapping Test Results

Variables	Original Sample	Standard Deviation	T- statistics	P-values
Food Quality→ Satisfaction→ Traveler Experience	0.162	0.046	3,538	0.000
Brand Equity→ Satisfaction→ Traveler Experience	0.231	0.066	3,484	0.000

Source: Data processing with PLS, 2025

Based on Table 2, the mediation test results indicate that customer satisfaction significantly mediates the relationship between food quality and brand equity on tourist experience. In the mediation pathway from food quality to tourist experience through satisfaction, the original sample estimate was 0.162, with a T-statistic of 3.538 and a p-value of 0.000. These findings demonstrate that satisfaction plays a crucial intermediary role, linking the influence of food quality to tourist experience. Specifically, higher perceived food quality leads to greater customer satisfaction, which subsequently enhances the overall visit experience.

Similarly, in the mediation path between brand equity and the tourist experience, the original sample yielded a coefficient of 0.231, with a T-statistic of 3.484 and a p-value of 0.000. This indicates that positive perceptions of brand equity lead to higher levels of satisfaction, which ultimately enhances the tourist experience during visits to local restaurants. Both results underscore the strategic role of satisfaction as an effective mediating variable that strengthens the influence of quality and brand equity on the formation of meaningful customer experiences

5. Conclusion

Conclusion

1. There is an influence of Food Quality on Satisfaction at Local Restaurants in Banda Aceh.
2. There is an influence of Brand Equity on Satisfaction at Local Restaurants in Banda Aceh.
3. There is an influence of Food Quality on Tourist Experience at Local Restaurants in Banda Aceh.
4. There is an influence of Brand Equity on Tourist Experience at Local Restaurants in Banda Aceh.
5. There is an influence of Satisfaction on Tourist Experience at Local Restaurants in Banda Aceh.
6. There is an influence of Food Quality on Tourist Experience through Satisfaction at Local Restaurants in Banda Aceh.
7. There is an influence of Brand Equity on Tourist Experience through Satisfaction at Local Restaurants in Banda Aceh.

Suggestions

1. The lowest average score on the indicator suggests that diners have not fully experienced a deep emotional connection while in the restaurant. Therefore, restaurants should create an atmosphere that better engages diners' emotions, such as a warm interior, personalized service, or stories behind each menu item related to local culture, thereby enhancing the consumers' emotional experience.
2. The repurchase intention indicator scored the lowest within the satisfaction variable, indicating that although consumers were satisfied, they lacked a strong incentive to return. This issue can be addressed through customer retention strategies such as loyalty programs, discounts on subsequent visits, or offering unique experiences that are not easily found elsewhere.
3. A low score on the strong flavor indicator suggests that the menu does not fully convey a deep or distinctive flavor. Restaurants are advised to reevaluate the spices, cooking techniques, and ingredients used to enhance the unique flavor. Incorporating more authentic recipe innovations and bold flavor explorations can increase the food's appeal.
4. A low score on the willingness-to-pay-a-higher-price indicator suggests that consumers do not fully recognize the brand's added value compared to competitors. To enhance perceived value, restaurants should strengthen their brand image through storytelling, consistent branding, and tangible evidence of service quality and product uniqueness. Additionally, creating inherent emotional value can be an effective strategy for building premium consumer loyalty.
5. To enhance the overall tourist experience, local restaurants are encouraged to incorporate Aceh's rich culinary heritage into their menus. By emphasizing local cultural identity through the flavors, presentation, and storytelling of the food, restaurants can create a more authentic and memorable experience for tourists.
6. Brand equity can be strengthened by developing brand storytelling that highlights the restaurant's history, uniqueness, or philosophy. These stories can be communicated through social media, menu design, and direct interactions with staff, bringing the brand to life and creating emotional value for customers.
7. Tourist satisfaction can be enhanced by expanding technology-based services, such as online reservation systems, QR code-based digital ordering, and loyalty apps that offer special incentives to repeat customers. These innovations increase convenience and improve service efficiency.
8. To create a memorable tourist experience, restaurants are encouraged to offer live events such as traditional music performances, cooking demonstrations, or interactive sessions on the history of Acehnese cuisine. These activities not only enhance entertainment value but also deepen customer engagement.
9. To maintain consistent food quality, restaurants should implement strict operational standards and provide regular training for kitchen and service staff. Consistency in taste and service fosters positive guest perceptions and strengthens brand loyalty.

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