

Food Safety Assurance: Effect of Hygiene Sanitation practices on Quality Service and Tourist Satisfaction in Culinary Tourism Area of Kampung Ujung, Labuan Bajo

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Abstract

The principle of Sanitation Hygiene is an important factor in the operation of food and drink services to ensure service quality from the perspective of hygiene and food safety. Culiner managers not only understand the principles of sanitary hygiene but also its application in its services. This study focused on two things, namely analyzing the effect of Sanitation and hygiene on Service Quality and Visitor Satisfaction in Kampung Ujung Culinary Tour, Labuan Bajo. This research is quantitative research with 100 tourists/visitors to Kampung Ujung Labuan Bajo culinary tourism, as research respondents. Data testing (Outer and Inner Model) using SEM PLS software version 4.0. The results of data processing research show that sanitation has a positive (path coefficient, 0.769) and significant (P-value 0.00) effect on service quality. Hygiene has a positive effect (path coefficient, 0.183) but is not significant (P-value 0.052) on service quality. Service quality has a positive (path coefficient, 0.860) and significant (P-value 0.00) effect on satisfaction. Sanitation has a positive (path coefficient, 0.661) and significant (P-value 0.00) effect on satisfaction through service quality. Hygiene has a positive effect (path coefficient 0.158) but not significant (P-value 0.048) on satisfaction through service quality. Based on the results of the study, cleanliness, especially sanitation of culinary areas, needs to be improved. The higher or better the sanitation of Kampung Ujung Culinary Tourism, the higher the quality of service shown and affects the level of satisfaction of tourists who visit and vice versa.

Keywords: Food Safety, Quality Service, Culinary

1. Introduction

The tourism industry has various forms of tourism, such as natural tourism, cultural tourism to culinary tourism. The development of culinary tourism has now become one of the attractions in a destination. The development and development of street culinary tourism or street food is now used as a government mechanism in tourism development. The existence of street food helps local people to form Micro, Small, and Medium Enterprises and helps tourists enjoy local dishes from the destinations visited. This will sustainably help increase the economic value of local communities. The development of culinary tourism also supports the central government's strategy for tourism development, especially in priority tourist destinations, such as Labuan Bajo.

Labuan Bajo as a super-priority destination has culinary centers built by the West Manggarai district government as supporting facilities for tourism and the development of the local culinary sector. The local culinary center in Labuan Bajo is the Kampung Ujung Culinary Tourism Area located in the city center. The culinary tourism area of Ujung Village is a culinary tour that is famous as a seafood tourism center.

This area has become one of the main destinations in Labuan Bajo which has a culinary tradition of snacks with diverse preparations and rich in flavor. Although this area is the only seafood culinary center with a variety of preparations, different levels of hygiene and sanitation practices can affect the quality and safety of the food served in these places. Like culinary businesses in general, the challenge faced by Ujung Kampung Culinary tourism is the level of food hygiene and sanitation of the surrounding environment. Waste processing and room arrangement that has not been managed properly in this culinary tour are some of

the reasons for the emergence of challenges related to cleanliness and sanitation faced by Ujung Village culinary tourism.

Lack of hygiene and sanitation can be a source of potential health risks for consumers and can affect the image of street food in the eyes of tourists. Street culinary areas certainly have limitations in their operations such as locations near highways so that the potential for high vehicle smoke pollution, open food base ingredients, and adjacent and even uncovered food waste can attract the attention of flies, rats, and other bacteria-spreading animals. The cleanliness of the dining area is also a question of the level of cleanliness, where the use of shared dining tables and high visitation rates can affect the cleaning process where the cleaning process is carried out without using disinfectants and bacteria (cleaning chemicals). These problems can threaten the health of visitors and sellers themselves. Research results of Ferrari et al., (2021). Evaluation of good handling practices and microbial quality of street food reveals that street food is a source of health risks for consumers and public health concerns.

This study aims to evaluate the application of hygiene and sanitation in measuring the level of cleanliness in the street culinary sector. This evaluation is relevant because of the increase in public awareness of health and sanitation in eating food, especially in the context of street food which tends to be less controlled than formally licensed restaurants. After the COVID-19 pandemic, a tourist destination must be able to ensure the importance of cleanliness and sanitation in the street culinary sector is increasingly emphasized and monitored for operations.

This research is important to know the perspective of tourists or visitors to Kampung Ujung Culinary on aspects related to the application of hygiene and sanitation in street culinary, to provide deeper insight into the level of cleanliness in the context of street food. Through this evaluation, it is hoped that recommendations will be found based on tourists' opinions on the level of cleanliness so that they can be a reference for stakeholders in the process of monitoring and evaluating the behavior of street food vendors to improve hygiene and sanitation practices in this sector and make street food a safe and high-quality culinary experience.

The problems in this study are

1. How does sanitation affect the quality of service, in Kampung Ujung Culinary tourism?
2. How does hygiene affect the quality of Kampung Ujung Culinary tourism services?
3. How does the quality of service affect tourist satisfaction on the Kampung Ujung Culinary tour?
4. How does sanitation affect tourist satisfaction through the quality of service in Kampung Ujung Culinary Tours?
5. How does hygiene affect tourist satisfaction through the quality of service in Kampung Ujung Culinary Tours?

The issue of cleanliness and food safety in street food is a topic that is often discussed in research. At least this is revealed by Bouafou, et., al (2021) that research related to street food has been studied extensively over the past three decades and continues to be studied, considering the many scientific publications devoted to it from the 1990s (FAO, 1990; Delisle, 1991; Bricas, 1993; Canet, 1997) to 2020 (Albuquerque et al., 2020; Kouame et al., 2020; Meva'a, 2020; Soula et al., 2020; Ferrari et al., 2021; Koffi, 2021). The Food and Agriculture Organization of the United Nations (FAO, 1997) cited in Alfero, S. et al., (2019) describes street food as "ready-to-consume food and drink, prepared and/or sold by professionals or traders, especially on public roads and other similar places".

Food poisoning due to bacteria that arise due to lack of cleanliness of the food area is also found in the results of research by the Ministry of Food and Agriculture and the World Bank (2007) that there is a positive relationship between consuming food sold on the street with food poisoning. This can be interpreted as a lack of hygiene level that can result in poisoning. Street food, especially food consisting of meat or poultry and salads, prepared and sold through street vendors, has been recognized as a potential vehicle of foodborne

pathogens (International Food Safety Authorities Network (INFOSAN). 2010) cited in Skubina., et. al, (2018).

This lack of cleanliness often occurs when many big cities, as well as small towns and villages, provide roadside food for locals and tourists (Mamun., S. et al, 2020). Therefore, food safety is a major problem topic because of the poor level of food hygiene and handling methods (Hanshiro., et al, 2005). The quality of raw materials, food handling, and storage activities are major factors affecting street food safety (Eliku, 2016). The same indicator was also revealed by Vadeshery (2018) The most identified risk factors in street food in serving safe food are microbial contamination, the process of mixing and cooking unhealthy food.

The results of previous research show that food safety in street culinary centers is something that must be considered by every manager in serving food because street food can also be seen as a means to attract tourists Alfero, et al., (2019). The difference between previous research that is used as research reference material with the research to be carried out is in the variables used, previous studies did not use and measure the influence of food safety variables on sanitation which continued to the satisfaction variable in one research concept. This study combines all variables used to see the correlation of each variable used and its impact on satisfaction. Another difference is in the location of the study. Previous research was conducted outside NTT province, while this research will be conducted in Kampung Ujung Culinary Tourism, Labuan Bajo, West Manggarai, NTT. The research equation is the research variable, namely, sanitary hygiene; and the focus of the research conducted, namely on culinary tourism on the roadside (street food).

The theoretical basis used in this study is the presentation of experts related to food safety, sanitation, hygiene, food quality, and satisfaction in food and drink business operations. The theory of this research is as follows:

1. Food Safety

Food Safety is a condition where the food served (sold) is food that is suitable (healthy) for consumption. Food production in such outlets is associated with poor or incomplete hygiene of food production and distribution, which poses a danger to consumer health (Wiatrowski, et., al., 2021). Understanding food safety is key in anticipating contamination from the preparation process to serving. Many of them (traders) do not have adequate food safety attitudes, knowledge, and practices due to a lack of food hygiene training. Werkneh et al (2023), Determining the level of food safety knowledge and practices is the starting point for increasing this level among any group through educational programs (Islam, et., al. 2022). The focus of this research includes three things, namely, food safety knowledge, food safety attitude, and food safety practice (Putri and Usanna, 2021).

a. Food safety knowledge

Food safety at street food vendors depends largely on the knowledge and experience of the vendors. Many aspects must be considered when analyzing the risks of street food, from initial contamination by pathogenic bacteria in raw food to further contamination by food makers during preparation; Food safety, risk management, and food control are the three components of our risk analysis (Verma, et., al. 2022). Food Safety knowledge describes the understanding of research respondents related to personal hygiene, time and temperature control, foodborne disease, and cross-contamination.

b. Food Safety attitude

Food safety attitude is the attitude and behavior of workers (traders) when operating by paying attention to the food safety process. In this indicator, the focus of evaluation includes specifications/types of ingredients and food, placement/placement of foodstuffs, and employee personal hygiene (Ma., L. et al. 2019). Street food vendors should strive to minimize risks to meet consumer needs (such as environmental hygiene, storage facilities, water supply and storage facilities, and the process of cooking food in hygienic conditions) so that street food businesses can change existing expectations that street food is unsafe (Seo, K., H & Lee, J., H. 2021). The health risks of street vendors can be reduced by monitoring behavior and vigilance of hygiene and self-care needs in the provision of street food (Othman, A., S., H & Dawood, S., R)

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2. Sanitation dan Hygiene

Sanitation and hygiene are two interrelated and different aspects. The definition of sanitation according to Bartono (2008 in Lumanauw, 2019) is a description of processes that contain efforts to clean locations or areas or environments through cleaning, structuring, sterilization, and spraying pests. Understanding sanitation means that sanitation focuses on efforts to maintain environmental cleanliness. According to Rejeki (2015: 2), sanitation is all disease prevention efforts that emphasize its activities to the efforts of the health of the human environment.

Regulation of the Minister of Health of the Republic of Indonesia Number 942 / health ministry / REG/ VII / 2003 concerning Guidelines for Sanitary Hygiene Requirements for Hawker Food, states that sanitary hygiene is an effort to control risk factors for contamination of food, people, places and equipment that can or may cause disease or health problems. Chandra (2006) stated the objectives of food sanitation efforts, namely:

1. Ensure food safety and hygiene.
2. Prevents the transmission of disease outbreaks.
3. Prevent the circulation of food products that harm the community
4. Reduce the rate of damage or spoilage to food

Based on this exposure, sanitation is an effort made by a person or trader in maintaining and improving and improving environmental cleanliness.

Hygiene comes from the Greek word "hugicine" which means healthy and clean, and if we translate it more broadly it can be concluded that we can be healthy because we are clean. (Sihite 2011: 17). According to Tarwoto and Wartonah (2010: 78), Personal hygiene has several things that must be considered, namely:

1. Hair Hygiene
2. Nail Hygiene
3. Uniform hygiene
4. Hand Hygiene
5. Nasal Hygiene
6. Ear Hygiene

While Brownel (in Purnawijayanti, 2015: 2) defines Hygiene as a process of improving and maintaining health. In maintaining food hygiene, things that must be considered according to Purawidjaja (2011: 42) are:

1. Selection of groceries
2. Grocery Storage
3. Grocery processing
4. Food serving

Based on the explanation related to hygiene, it can be concluded that hygiene is an effort to maintain personal and food hygiene by maintaining and ensuring the body to the equipment used is clean and sterile to produce clean and quality food. Because the body and equipment that are kept clean will greatly impact the quality of hygiene and health of the processed food. The higher the level of hygiene, the more quality food is produced. This theory will be used to measure the level of hygiene of traders in the Kampung Ujung Culinary

Tour. Based on this theory, sanitation is an effort made to protect the environment where food is sold. Sanitation is important because it can prevent the spread of disease and keep avoiding germs and bacteria, to provide healthy food to consumers. Keeping the environment clean will help maintain the quality of food because even though the food has been processed properly if the environment is not clean it will still be contaminated. This theory will help measure the level of sanitation in Kampung Ujung culinary tourism.

3. Service Quality

Kotler and Muhtosim (in Indrasari, 2019) define service quality as the characteristics and nature of a product, human service, process, and environment that contains efforts in meeting, achieving, or exceeding consumer expectations, feelings towards this condition usually change or are dynamic. While services are all actions or activities, in the form of oral, written, and deeds offered from one party to another to help consumers or visitors (Hendro and Syamswana, 2017). If combined, the definition of service quality can be described as the entirety of a product, service, human resources, as well as special, characteristic, and dynamic processes and environments that at least meet or even exceed consumer expectations to achieve satisfaction (Tjiptono, 2011 & Kotler and Armstrong, 2012). Parasuraman, et al., (1998, in Kasanah, et al; 2003) proposed several forms of dimensions or indicators of service quality which are divided into 5 (five) dimensions, including:

- a. Tangibles
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Empathy
- f. Satisfaction

According to Sunarto's (2003) view, customer satisfaction is a feeling of pleasure or disappointment after comparing performance/perception expectations/impressions. If the performance meets your expectations, your customers are happy. Visitor satisfaction is an important aspect that every company or business aims for. Satisfaction is a form of success of a product in achieving consumer expectations. In Tjiptono (1994) it is explained that creating customer satisfaction has many benefits, including a harmonious relationship between the company and customers, providing a good foundation for repeat purchases, creating customer loyalty, and forming useful reviews for the company. Further in his research in 2009, he explained three indicators of satisfaction, namely

- a. Conformity of expectations,
- b. Repurchase interest,
- c. Willingness to recommend.

Based on the explanation above, it can be concluded that satisfaction is the conformity of expectations and what consumers get or feel after experiencing the product or food sold. The theory will be used to measure the level of consumer satisfaction who enjoy culinary tourism in Ujung Village. Based on related theories, the main problem in the street culinary business is the lack of knowledge of traders about food and personal hygiene, sanitation of the surrounding area, and employee attitudes in implementing food and drink services that pay attention to food safety. The difference that makes this study unique is the integration of food safety indicators, sanitation, hygiene, food quality and visitor satisfaction with the food contained in Ujung Village culinary tourism.

Based on the foundation and theoretical studies above, researchers determine the focus of research from the evaluation of food safety in the culinary tourism area of Ujung Labuan Bajo Village on aspects of food safety knowledge, food safety attitude, sanitation, hygiene, service quality and tourist satisfaction in Kampung Ujung Culinary Tour. The conceptual framework based on the theory used can be seen in Figure 1 below.



Figure 1 Conceptual framework
 Source: Research Team, 2023

Based on Figure 1 above, it can be concluded that this study will use food safety theory, sanitation theory, hygiene, food quality theory, and satisfaction theory which will help measure the influence of each research variable. The research variables will consist of six variables, namely food safety knowledge variables, food safety attitude variables, sanitation variables, hygiene variables, service quality variables, and satisfaction variables. The concept of this research will then be poured into the research hypothesis.

2. Method

This research was conducted to determine the level of guest satisfaction with the quality of service of the Kampung Ujung Culinary Tourism Area. The service quality indicator used is Food Safety which includes Sanitation and Hygiene in its application. As a Culinary Tourism Area in Labuan Bajo, it is important to implement food safety in operations so as not to adversely affect (sick) morning traders and buyers. The design of this study is as shown in figure 2 below.

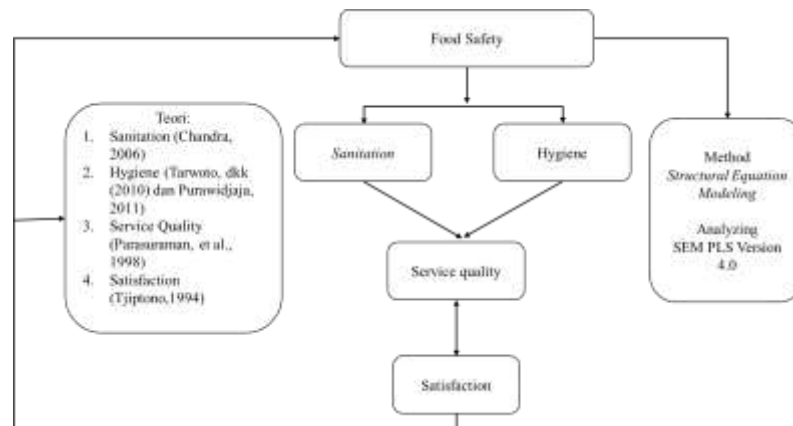


Figure 2 Research Design
 Source: Research Team, 2023

This study used a quantitative approach. Data collection was carried out by distributing questionnaires to 100 respondents using the Random sampling method for visitors/tourists around Kampung Ujung culinary tourism and purposive sampling for traders. Research data analysis is carried out by the Structural Equation Modeling (SEM) analysis method with the Partial Least Square (PLS) technique which is also called prediction-oriented technique which is an analysis method that is specifically useful for predicting dependent variables by involving many independent variables. SEM-PLS can explain the presence or absence of relationships between latent variables making it suitable for investigating complex cause-

and-effect relationships (Goh, 2023). Smart PLS-SEM makes it possible to examine direct and indirect effects among latent variables and can handle multiple dependent variables (Pantas, et al, 2023). SmartPLS 4.0 was used as a tool in this study with the population of visitors to culinary tourism kampung Ujung, Labuan Bajo, and traders around the culinary tourism area. Sampling was carried out using a technique of 100 respondents. The type of data in this study is quantitative and data analysis includes evaluation of measurement models (outer model), evaluation of structural models (inner model), and hypothesis tests. Meanwhile, reliability measurements are carried out in the Composite Reliability and Cronbach alpha value models. The key criteria for assessing structural models in PLS-SEM are model fit, R2, Path Coefficient (PLS Algorithm), T-statistics, Q2, and Path Coefficient (Bootstrapping) of the model under study (Garson, 2016).

3. Result and Discussion Characteristics of Respondents

The respondents in this study were tourists in the Kampung Ujung Culinary Tourism Area. Tourists who became respondents were domestic tourists and foreign tourists who had enjoyed culinary tourism in Ujung Village. Respondents who filled out the research questionnaire were tourists aged ≥ 17 years. This is because this age is an age that shows emotional maturity, responsibility, and self-identity, so it will provide a more stable response under real conditions (Law number 22 of 2009 article 8 paragraph 2). The characteristics consist of several characteristics including the respondent's age, gender, origin, and occupation. Details related to the characteristics of respondents to this study can be seen in Table 1 below.

Table 1 Data Respondent

Tourist		
Age	17-25 Years Old	39
	26-40 Years Old	35
	41-59 Years Old	24
	>60 Years Old	2
Gender	Male	70
	Female	30
Occupation	Students/Army /Police	17
	Private Officers	28
	Entrepreneurial	17
	Housewife	4
	Others	34

Source: Data, 2023

Based on the data in Table 1, tourists visiting the Kampung Ujung Culinary Tourism Area are dominated by male tourists with an age range of 17-26 years. The dominant job is Private Employees.

Validity Test

The validity value of an instrument is tested convergently by looking at the Outer loading value and the Average Variance Extracted (AVE) value. The standard outer loading value for an instrument to be said to be valid convergently is if the OL value is more than or equal to 0.6 (Ghozali, 2006). The convergent validity of an instrument also needs to be tested by looking at the AVE value with a standard greater than or equal to 0.5. The value of Outer Loading in research is a research instrument aimed at tourists/visitors. The outer loading value of the tourist data indicator can be seen in the following table:

Table 2. The AVE Value of Traveller Data

	<i>Average variance extracted (AVE)</i>
<i>Hygiene</i>	0.688
<i>Sanitasi</i>	0.695
<i>Satisfaction</i>	0.906
<i>Service Quality</i>	0.819

Source: Data Processing

Based on the data above, it can be seen that all AVE values of each variable have good validity in convergent measurements. All values are more than the measurement standard, which is 0.5. This means that all variables in the traveler data are converging to be valid.

Reliability Test

Composite Reliability Testing is performed to evaluate the consistency of the metrics used in the study. The reliability value of the composite must be greater than 0.7, according to the composite reliability testing standard (Nunnally and Bernstein, 1994). The results of good composite reliability testing from tourist data can be seen in Table 3 below:

Table 3. Composite Reliability Value Traveller Data

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Hygiene	0.884	0.895	0.916
Sanitasi	0.945	0.949	0.953
Satisfaction	0.948	0.949	0.967
Service Quality	0.955	0.958	0.964

Source: Data Processing

The table above shows that the research indicators have composite consistency and are feasible in consistency. The composite value for each variable (hygiene, sanitation,

service quality, and satisfaction) on the Construct Reliability test is greater than 0.7 and greater than Cronbach's Alpha value. Therefore, the indicator can be considered reliable and worthy of testing at a later stage.

Model Fit

The relationships found in this study were tested with fit models. The Normal Fit Index (NFI) value is the standard of measurement of fit models, according to See Hu Bentler (1999), which stipulates that a good model must have a value between 0 and 1. The relationship of variables that measure the response of tourists is measured in this study, while the relationship is measured to see the value of the fit model of the variable relationship owned. The variables measured are sanitation variables, hygiene variables, service quality variables, and tourist satisfaction variables who have visited Kampung Ujung Culinary Tour. The NFI values of this model can be seen in Figure 2. the following:

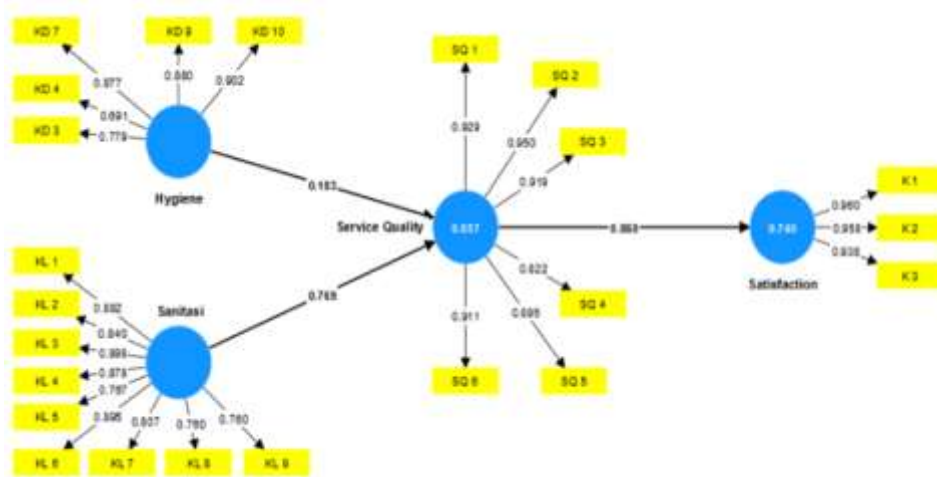


Figure 3. SEM Model Effect of Sanitation, Hygiene, and Service Quality on the satisfaction of tourists visiting Ujung Village Culinary tours
Source: Data, 2023

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R Square

The values shown in this analysis show how much influence the exogenous variable (or independent variable) has on the dependent variable (or endogenous variable). The coefficient of determining the variables of service quality and tourist satisfaction in the Kampung Ujung Culinary Tourism Area is above 0.67. This indicates that both variables can be considered significant or strong values. The service quality variable has an R2 value of 0.857, which shows that two independent variables, namely sanitation, and hygiene, have a significant influence of 85.7% on the variable. Meanwhile, the satisfaction variable has a significant value with an R2 value of 0.740, which shows that the two independent variables affect the satisfaction variable by 74%. In other words, the value of the independent variable

(sanitation or hygiene) is positively correlated with the value of the dependent variable (quality of service and satisfaction).

Table 4. R Square Value Traveller Data

	R-square
Satisfaction	0.740
Service Quality	0.857

Source: Data, 2023

Path Coefficient

The relationship between hygiene (KD) and Service Quality (SQ) influences 18.3%, the relationship between sanitation (KL) and Service Quality (SQ) influences 76.9%, the relationship between service quality (SQ) and satisfaction (STF) influences 86%. Thus, it can be said that all direct relationships have a positive relationship value because they are on a scale of more than 0 (>0).

Table 5. Path Coefficient (PLS Algorithm) Values of Traveller Data

	Hygiene	Sanitize	Satisfaction	Service Quality
Hygiene				0.183
Sanitasi				0.769
Satisfaction				
Service Quality			0.860	

Source: Data, 2023

Application of Personal Hygiene Traders

Knowledge and positive attitude of traders are assessed by visitors. Visitors are end users of culinary products offered at Kampung Ujung Culinary. All respondents used in this study were tourists from outside Labuan Bajo both domestic and foreign. This stage is a hypothetical research test where knowledge and attitudes about good food safety will create quality food and drink services seen from personal hygiene and cleanliness of the surrounding area. However, the results of visitor assessments show the opposite result. The average visitor does not see the application of good personal hygiene from traders when carrying out their activities. This is evidenced by an average score of 2,473 which means not good. This is interpreted as traders have not implemented good personal hygiene according to visitors (tourists). The highest indicator with an average of 2,690 (KD5 and KD8) is a visitor's assessment of the use of occupational health and safety equipment such as masks, gloves, aprons, and head coverings rarely applied by traders. The potential for cross-contamination of germs and bacteria in the food served will increase. Hand hygiene by washing hands frequently using soap is one way to stop the spread of germs and bacteria, but it is still rare for traders to apply it. The lack of application of personal hygiene can be caused by several factors in the field, such as:

1. The intensity of visitors is high so the main focus is on food and drink ordering services.
2. The work area is limited so that air circulation is disturbed by smoke. (Most vendors have a grilled seafood menu).

3. A limited amount of manpower. In addition to these factors, there may be other factors that cause the lack of application of personal hygiene that can be explored further.

Application of environmental sanitation

The same thing also happens in the aspect of assessing the level of cleanliness of the surrounding environment. The culinary area of Kampung Ujung as a melting point for tourists to enjoy dinner dishes has certainly very potential to be a source of disease spread. This is certainly an important assessment for tourists of environmental cleaning services.

The results of visitor ratings show an average value of 2,433 which means that visitors rate the level of environmental cleanliness as not good. The culinary area of kampung Ujung is considered less clean both in the dining area and outlets or merchant stands. The trader's stand area becomes an important assessment point (KL4). Assessment of the process of cleaning equipment and areas using soap (chemical) to kill germs and bacteria is not done by most traders. The process of processing, and storing clean and dirty materials and equipment in one area does not maintain the level of cleanliness. Equipment that is not stored properly and openly can be a source of medium for introducing germs and bacteria. Dirty areas can be a source of disease spread. Garbage and processed food waste are still open, so they become a source of flies and other insects.

Environmental cleanliness that is poorly maintained can be caused by several factors in the field such as:

1. High visitor intensity so the main focus is on food and drink ordering services.
2. Table cleaning uses water without chemicals (not according to procedures) to speed up serving (some do not have time to be cleaned because the next guest comes).
3. Limited amount of manpower between kitchen team and service team (combined)
4. The dining area of visitors is shared between merchants.
5. The trash can and leftover food are open.
6. The work area is limited between clean and dirt areas.
7. Roadside location, potential vehicle smoke contamination to exposed foodstuffs.
8. Supporting facilities for tourist areas such as water, hand washing stations, and soap are limited.

In addition to these factors, there may be other factors that cause the lack of application of personal hygiene that can be explored further.

The Effect of Hygiene, Sanitation, and Service Quality on Satisfaction

The results of research on the effect of hygiene on service quality in Kampung Ujung Culinary Tourism show that the measurement value from the initial sample shows a positive but not significant relationship direction. Although the relationship is not significant, the measurement of the path coefficient in the running PLS algorithm shows a value of 0.183 (positive), which shows that the hygiene variable has an influence of 18.3% on the service quality variable. This means that an increase or decrease in the value of hygiene assessment does not affect the quality of service in the Kampung Ujung Culinary Tourism Area. This can be caused by the tendency of tourists who see the condition of the surrounding environment compared to the gatherers or traders themselves, for example, the design or architecture of outlets or the location of the Kampung Ujung Culinary Tour. This opinion is supported by the design and architecture that has been built by the government to improve and support Labuan Bajo as DPSP. This is also supported by the results of research on sanitation relationships that affect the quality of services in the Kampung Ujung Culinary Tourism Area.

The results of the hypothesis test show that there is sanitation that affects the quality of service of tourists who visit Kampung Ujung Culinary attractions. Such results are based on the value of the measurement coefficient on the PLS algorithm, which shows positive and significant values. Therefore, it can be concluded that sanitation in the Kampung Ujung Culinary Tourism Area has a positive and significant impact on service quality.

The results of the hypothesis test also show that there are service quality factors that affect the level of satisfaction of tourists who visit the Kampung Ujung Culinary Tourism Area. The results are based on the value of measuring the path coefficient on the running PLS algorithm, which shows a positive and significant value between tourist satisfaction and service quality. Therefore, it can be concluded that Kampung Ujung Culinary Tourism services have a positive and significant impact on visitor satisfaction. This shows that the level of tourist satisfaction is directly proportional to the quality of service. This means that the better the quality of services provided, the higher the satisfaction of tourists, and vice versa the worse the quality provided, the lower the level of satisfaction obtained. In addition, the results of the analysis of the positive and significant influence between service quality and satisfaction were supported by the average value of the service quality variable description score (2,498) and satisfaction (2,500), which showed that travelers did not agree with statements about service quality and did not agree with satisfaction. The results of this study are in line with research conducted by Afthanorhan et al. (2019), Purnami and Suryawardani (2018), and An et al. (2019).

The results of the hypothesis test show that sanitation affects tourist satisfaction through the quality of service in the Kampung Ujung Culinary Tourism Area. The result is based on the measurement value of the initial sample, which shows a value of 0.661 which is a positive value. In addition, the T-statistic values (7.719) and P-value (0.000) were taken into account, which showed the relationship of sanitation to satisfaction through significant service quality. This means that the sanitation of the Kampung Ujung Culinary Tourism Area shown through good service quality will increase tourist satisfaction and vice versa. The average value of the Environmental Hygiene or Sanitation variable showed a response with a disagree category (2,443) to all instruments, this is in line with the response given to the variables of service quality (2,498) and tourist satisfaction (2500). Thus, the influence exerted by service quality on sanitary relations on tourist satisfaction is partial. This means that with or without mediation, the variable quality of sanitation services can still affect the satisfaction of tourists visiting the Kampung Ujung Culinary Tour.

The results of the hypothesis test show that hygiene does not affect tourist satisfaction in the Kampung Ujung Culinary Tourism Area through service quality. The results are based on the measurement value of the initial sample, which shows a value of 0.158 which is a positive relationship direction value. In addition, the T-statistic value (1.977) and P-value (0.048) showed a relationship between hygiene and satisfaction through insignificant service quality. This means that the cleanliness of the Kampung Ujung Culinary Tourism Area shown through good service quality does not provide a significant increase in tourist satisfaction and vice versa. The average value of the personal hygiene variable showed a response with a disagree category (2,473) to all instruments, this is in line with the response given to the variables of service quality (2,498) and tourist satisfaction (2,500). The increase in the value shown does not show a significant change. Thus, the service quality variable does not have a significant mediating influence on the relationship between hygiene variables and tourist satisfaction visiting the Kampung Ujung Culinary Tourism Area.

4. Conclusion and Suggestion

Based on the research, the following can be concluded:

a. Application of Personal Hygiene of Traders

Knowledge and attitude of traders are positive, visitors underestimate the application of personal hygiene traders. This is because the use of health equipment such as masks, gloves, aprons, and head coverings is rarely applied, and hand hygiene is not optimal.

b. Application of environmental sanitation

The cleanliness of the environment around Kampung Ujung Culinary Tourism is rated low by visitors. Cleaning equipment and areas using soap is not done well, and dirty areas can be a source of disease spread. Limited clean and dirty areas as well as trash cans and food scraps in the open state are the greatest potential for cross contamination.

c. The effect of Hygiene and Sanitation on service quality and satisfaction.

Hygiene has a positive but not significant influence on service quality, while sanitation has a positive and significant effect. Service quality has a positive and significant effect on visitor satisfaction, and sanitation has a partial effect on satisfaction, although hygiene does not have a significant effect on satisfaction. Thus, improvements in the application of personal hygiene, environmental sanitation, and understanding of food safety can improve service quality and visitor satisfaction at the Kampung Ujung Culinary Tour. Factors such as visitor intensity, limited work areas, and the number of workers also need to be considered in this improvement effort.

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