

The Influence of Food Production on Guest Satisfaction at Panorama Restaurant, Dili Timor Leste

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Abstract - This study aims to investigate and analyze the influence of food production on guest satisfaction at Panorama Restaurant, Dili Timor Leste. This study used Quantitative correlation method to analyze the relationship between variables. The population in this study is 150 people and the sampling method used to take samples is purposive sampling with a total of samples is 60 people. Data collected through observation, questionnaire, and literature study. Data analysis is using SPSS applications. The results show that the coefficients are determinant or R-Square with a value of 0.447. This means that variable food production has a moderate influence on guest satisfaction variable. The t-count value for the food production variable is 6.851, which is greater than the t-table value of 1.67, with a significance value of < 0.05 , this indicating that there is an influence of Food Production on the Guest Satisfaction variable at Panorama Timor Plaza Restaurant.

Keywords - Food Production, Guest Satisfaction.

I. INTRODUCTION

The vital role of the tourism industry in Timor-Leste's economy is evident through its contributions to tax revenue, income generation, and job creation. As tourist numbers rise each year, local businesses, particularly hotels and resorts, expand and upgrade their facilities to cater to diverse travel needs. Hotels act as essential accommodation providers, allowing tourists to enjoy their stay while discovering local attractions, and often partner with local enterprises to offer packages that enhance visitors' experiences. These collaborations promote a mutually beneficial relationship, strengthening both the tourism sector and the community's economy. Furthermore, the concept of alternative tourism, rooted in sustainable practices, is vital for preserving culture, nature, religion, and environmental resources. Sustainable tourism enriches the visitor experience while promoting responsible travel that respects local traditions and ecosystems. Prioritizing sustainability not only benefits current visitors and communities but also ensures that future generations can enjoy these resources, aligning with the principles of responsible tourism (Hakim et al., 2022).

The rapid growth of business development emphasizes the need for openness, transparency, and responsiveness to consumer needs. Among the evolving service industries, hotel services stand out as particularly prominent in society. In the context of globalization, Timor-Leste faces significant competition within its hospitality sector, which is a key driver of the country's economic growth. The revenues generated from hotel and tourism-related services play a crucial role in shaping Timor-Leste's state income, particularly through foreign exchange earnings. This underscores the importance of a competitive and well-managed hospitality industry for the nation's economic stability and development.

Timor-Leste's significant potential as a tourism destination within the Asia Pacific region, given its rich natural, cultural, historical, religious, and artificial attractions. Developing tourism is crucial for boosting the country's economy, as it can lead to increased income and economic growth. To realize this potential, Timor-Leste needs to enhance facilities and infrastructure at the grassroots level, including tourist attractions, accommodation, food and beverage services, and high-quality customer service. Hotels are identified as essential

accommodations for tourists, offering services such as lodging, food, and beverages. According to Sulastiyono (cited in Widyanti, 2022), hotels are commercial establishments providing services for guests, while the American Hotel and Motel Association (AHMA), as cited in Soerwano, et.al, (2021), describes hotels as places that rent out accommodations, food, beverages, and additional services for guests seeking temporary stay.

Tourism products encompass all the services that tourists experience while leaving their place of residence for their chosen destination and upon returning home. Tourists often seek to try traditional cuisine that differs from the food of their own country. According to Syahnita (2021), culinary tourism pertains to the provision of food and beverages. The current trend among tourists is to visit destinations in search of regional dishes. Changes in lifestyles have led people to eat not just to satisfy hunger, but also to enjoy the atmosphere and service accompanying their meals. Culinary refers to the activities involved in preparing, cooking, and serving food (Trianto, 2017). Culinary tourism focuses not only on these activities but also on the ambiance and impressions created during the culinary experience. Today, culinary tourism has become a popular choice for individuals looking to escape their hectic daily routines and unwind. Additionally, culinary tourism aims to allow tourists to savor the culinary offerings at various destinations. Tourists are not only interested in eating but also in learning about the history, preparation methods, ingredients, and presentation of the food.

Therefore, the Government of Timor-Leste, through the Ministry of Tourism, has identified traditional food in 13 municipalities, but not extensively enough to fully characterize the gastronomy of Timor-Leste. From the identification conducted by the Ministry of Tourism in these 13 municipalities, 32 traditional foods were recognized. Traditional foods are represented by municipalities such as Akar Kadaka, Hakmik, Etu Tukir ho Na'an, Fahi Matak Budun, Sedok, Rotok, Tuku Belar, and Metci. Traditional food is identified in many dishes that are frequently prepared or offered at ceremonies and festivals, are consistently used during culinary competitions, and are also sold in various restaurants according to the specific recipes they prepare. According to Tiley (2023), food production and its related operations are integral components of hospitality management, hotel management, and the restaurant business. This requires skilled staff to create a variety of high-quality dishes. Quality food not only enhances the dining experience but also plays a vital role in attracting and retaining customers. As culinary trends evolve, continuous training and innovation in food preparation become essential for maintaining a competitive edge in the hospitality industry. Additionally, culinary staff in hotels or restaurants must produce food in sufficient quantities. Restaurants engaged in business activities need to prepare high-quality food to enhance guest satisfaction.

According to Moha & London (2016), guest satisfaction refers to the feelings of happiness or disappointment that arise when individuals compare the performance of a product (or result) with their expectations regarding the actions taken by the guest. This sense of happiness or dissatisfaction is shaped by the quality of the product, its price, and the environment they experience. According to Gunawan, et.al (2023), guest satisfaction is defined as "satisfaction reflecting one's judgment of a product's perceived performance against expectations. If the performance falls short of expectations, the guest will feel disengaged. Visitors are pleased with their customer experience if it meets their expectations. Based on the author's observations made directly at Panorama Restaurant Timor Plaza, the establishment focuses on the food ordered by guests; often, some dishes arrive late while others arrive quickly. Some guests have consistently complained about their orders, which inspired the author to choose the title, "Influence of Food Production on Guest Satisfaction at Panorama Restaurant Timor Plaza." The main objective of this research is to analyze and discover the influence of food production on customer satisfaction at Panorama Restaurant Timor Plaza.

II. LITERATURE REVIEW

A. Food Production

Food production serves as a menu list that prepares food and drinks according to their price and quantity available, which in turn attracts and facilitates what customers want. According to (Chandra, 2020), the menu signifies the food and drinks offered at the hotel, including food and drinks sold with their prices based on what customers choose. According to Alkalah, (2016) states that food production is a special responsibility that must

be carried out optimally to maintain the quality of restaurants and hotels to achieve customer satisfaction. The responsibility for food and beverage products includes:

1. The food processing, which involves the procedures to prepare food from ingredients so that customers can experience good taste and consume it safely.
2. Paying attention to and maintaining food safety standards, including design; it is also necessary to consider the healthiness of the food, and the prepared dishes must comply with established health standards.
3. Creating unique culinary characteristics; besides focusing on good and healthy food, it is also important to pay attention to the characteristics of the food. These characteristics include texture and preparation, so customers can easily recognize the food that belongs to the respective restaurant/hotel.

B. Guest Satisfaction

According to Rewa (2019), the level of satisfaction is typically derived from guests who compare their experiences with similar products and services. Mariska and Shihab (2016) state that guest satisfaction is the primary indicator of business success. Therefore, companies must closely attend to the needs of guests to foster loyalty. Satisfied guests are more likely to purchase products, and they become central to determining guest loyalty. According to Wati (2020), guest satisfaction reflects the comfort guests feel when they receive higher-quality results from better-selected products compared to inferior-quality or poorly chosen options.

Guest satisfaction arises when outcomes meet or exceed expectations; guests are very satisfied if performance surpasses what they anticipated. Husen (2020) defines guest satisfaction as a measure or indicator of how pleased guests or users are with the products or services they receive.

It represents a comparison between expectations and the perceived (felt/received) experience. Baetie (2015) noted that guest satisfaction reflects a person's feelings after comparing perceived performance or results against expectations. Ruslim & Rahardjo (2016) identified three main components of guest satisfaction:

1. Type of response (both emotional/affective and cognitive) and intensity of response (ranging from strong to weak, often expressed through terms like "very satisfied," "neutral," "very happy," "frustrated," etc.)
2. Response focus, encompassing product, consumption, purchase decision, vendor, store, and more
3. Response time, which includes after consumption, post-purchase decision, based on cumulative experience, and so forth.

Based on the above theory, the researcher concluded that guest satisfaction is the primary factor or indicator of guests because guests determine and compare the service and food available.

II. RESEARCH METHODOLOGY

The research method used by the author is a correlational quantitative research method that aims to find a relationship between independent variables and dependent variables. The total sample in this research is 60 people. The method of data collection is through observation, questionnaire, and literature study. The data analysis technique uses simple random sampling to determine the influence of food production variables on guest satisfaction.

III. RESULT AND DISCUSSION

A. Characteristic of Respondent

At the beginning of the data analysis process for this research, the researcher analyzed the characteristics of the respondents chosen as the sample, based on sex, age, level of education, current profession, and nationality. Data elaboration, based on data obtained from respondents' answers to questionnaires distributed by the researcher at the research site.

a. Characteristics Based on Gender

Distribution of respondents based on sex of respondents in Panorama Restaurant, Timor Plaza.

Table 1. Gender Distribution of Respondents at Panorama Restaurant, Timor Plaza

No	Gender	Frequency	Percentage (%)
1	Male	29	48%
2	Female	31	52%
Total		60	100%

Based on table 1 above it shows that the total number of respondents in this research is sixty (60). Male respondents consisted of 29 people (48%) and female respondents with a total of 31 people (52%). The data shows that most respondents in this survey are female (52%).

b. Characteristics based on Ages

Distribution of respondents based on age of respondents in Panorama Restaurant Timor Plaza.

Table 2. Age Distribution of Respondents at Panorama Restaurant, Timor Plaza

No	Ages	Frequency	Percentage (%)
1	< 25 years	9	15%
2	26 – 35 years	26	43.3%
3	36 – 45 years	18	30%
4	46 – 55 years	5	8.3%
5	>56 years	2	3.3%
Total		60	100%

Based on table 2 above, it shows that the respondents with aged < 25 years consisted of nine people (15%), and respondents aged 26–35 years comprised 26 peoples (43.3%). Respondents aged 36–45 years comprised 18 people (30%), and respondents aged 46 – 55 years comprised a total of 5 people (8.3%), and respondents aged > 56 years were composed of two people 2 or (3.3%). The data shows that most respondents in this research are aged between 26-35 (43.3%).

c. Characteristics Based on Level of Education

Distribution of respondents based on level of education of respondents in Panorama Restaurant, Timor Plaza.

Table 3. Educational Level of Respondents at Panorama Restaurant, Timor Plaza

No	Level of Education	Frequency	Percentage (%)
1	Secondary	8	13%
2	Diploma III	30	50%
3	Licenciate	22	37%
Total		60	100%

Based on table 3 above shows that most of the education levels are Diploma III with a total of 30 people (50%), bachelor's degree 22 people (37%), and secondary high school with a total of 8 people (13%).

B. Simple Regression Linear

According to Sugiyono (2024), simple regression analysis is used to know about the influence or linear relationship between one independent variables with the dependent variable. Based on the results of the analysis obtained from the questionnaire with the support of SPSS application (Statistical Package of Social Science) version 26. The results of the regression analysis can be seen in the following table:

Table 4. Simple Linear Regression Results of Food Production on Guest Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.815	2.083		2.792	.007
	Food Production	.683	.100	.669	6.851	.000

a. Dependent Variable: Guest Satisfaction (Y)

Based on the table above, the simple regression equation in this research is as follows: $Y = 5.815 + 0.683X$. This equation will be applied as follows: the constant value (a) totals 5.815. This indicates that when the Food Production variable is zero (0) or none, then Guest Satisfaction (Y) has a total value of 5.815. Conversely, the regression coefficient of the food production variable is a positive 0.683. This result means that when the Food Production variable increases by one (1) point, Guest Satisfaction will also rise by 0.683.

On the other hand, according to the table above, the t-count value for the food production variable is 6.851, which is greater than the t-table value of 1.67, with a significance value of < 0.05 . From these results, the researcher concluded that the hypothesis H_a was accepted, and H_o was rejected, indicating that there is an influence of Food Production on the Guest Satisfaction variable at Panorama Timor Plaza Restaurant. Enhancing Food Production aspects likely leads to better guest experience and higher satisfaction ratings. Management should therefore focus on improving Food Production quality and effectiveness as a strategy to increase overall guest satisfaction.

C. Coefficient Determinant

Based on the analysis of the coefficient of determination can be seen in the following table:

Table 5. Model Summary and Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.447	.438	1.565
a. Predictors: (Constant), <i>Food Production</i>				
b. Dependent Variable: Guest Satisfaction				

The R-squared value of 0.447 indicates that food production explains 44.7% of the variance in guest satisfaction at Panorama Restaurant Timor Plaza. This suggests a moderate influence, where improvements in food production can enhance guest satisfaction, though other factors account for the remaining 55.3% of the variance. Further analysis could explore these additional factors to provide a more comprehensive understanding. These may include service quality, ambiance, pricing, or even external factors like location and accessibility.

Investigating these variables through surveys or observational studies, and incorporating them into a multiple regression model, could offer a more complete picture of the drivers of guest satisfaction at Panorama Restaurant Timor Plaza. Understanding the relative importance of each factor would allow for targeted improvements, maximizing the impact on guest satisfaction.

IV. CONCLUSION

Based on the research findings concerning Panorama Timor Plaza Restaurant, the following recommendations can be made:

1. **Improve Food Production Quality:** Since the research shows a positive and significant influence of Food Production on Guest Satisfaction, enhancing the quality, consistency, and variety of food offerings can directly increase guest satisfaction scores. By focusing on superior food production, the restaurant can better meet guest expectations and increase repeat visits.
2. **Maintain and Enhance Service Quality:** Service quality is a key factor for customer satisfaction in hospitality, as supported by multiple studies indicating the importance of staff attitude and service empathy. Panorama Timor Plaza should ensure staff training and motivation to provide excellent, reliable service that builds guest trust and confidence in the restaurant.
3. **Create a Fair and Efficient Food Ordering System:** Implementing an ordering system that is transparent, user-friendly, and fair will improve the guest experience by minimizing errors, reducing waiting times, and ensuring accurate orders. Such a system also supports operational efficiency and can increase overall customer satisfaction by meeting guests' specific food preferences promptly.

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