Original Research Article

The Role of Menus in Promoting Tourism and Hospitality Products in Libya

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Abstract

The tourism and hospitality industry plays a vital role in the global economy, and service quality is a key factor in the success of this sector. A menu is a carefully designed list of food and beverage offerings provided by a restaurant or hotel, serving as both a functional guide for customers and a powerful marketing tool. This study examines the role of menus as a marketing tool for promoting tourism and hotel products in Libya, with objectives aiming to investigate the impact of various menu elements on consumer attitudes toward restaurants and their subsequent behavioural intentions. A quantitative approach is adopted for this descriptive research, with a sample size of 300 consumers with SEM PLS as data analysis technique. This study contributes to the understanding of the significance of menu design and content in shaping consumer perceptions and behaviour within the hospitality industry he conclusion of this study based on the research results state both of Design, Attractiveness, and Professionalism positively influences Customer experience. Design, and Professionalism are not positively influencing Satisfaction, Attractiveness positively influences Satisfaction. Design, attractiveness, professionalism not positively influences loyalty intention with customer experience as a mediating variable and Design, attractiveness, professionalism not positively influences loyalty intention with satisfaction as a mediating variable. The implication of this study underscores the need for appealing, culturally authentic menus to enhance customer experience and satisfaction in Libya's hospitality industry. While menu elements influence perceptions, additional strategies are needed to build loyalty. The findings offer practical and strategic insights for improving marketing and customer engagement.

Keywords: Attractiveness, Customer experience, Design, Hotel Marketing, Professionalism.

1. INTRODUCTION

The tourism and hospitality industry plays a vital role in the global economy, and service quality is a key factor in the success of this sector. Service quality encompasses not only the physical and tangible aspects of the service provided, such as room facilities or restaurants, but also the more subtle aspects such as how the service is delivered, how the customer experience is shaped, and how the product is presented to customer. The menu is one crucial component that is sometimes disregarded yet significantly affects marketing performance in the hotel sector. A menu is more than simply a list of the foods and drinks that are served at a restaurant or hotel; it is a clever marketing tool that may shape customer choices, represent the caliber of the service, and improve the perception of a hotel or tourist attraction [1].

As Libya attempts to grow and promote its tourist industry following decades of political unrest, service quality is becoming more and more significant in the context of travel and hospitality in the nation. Like in many other nations, tourism in Libya is strongly correlated with the introduction of local culture, the improvement of tourist sites, and initiatives to market the nation as a desirable travel destination. The menu serve as a conduit for connecting visitors with genuine local experiences and serve as an indicator of the caliber of service provided by lodging facilities and dining establishments [2].

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300

In addition to being lists of available food and drinks, menus can represent the brand identity, attitude, and value proposition of a hotel or restaurant. In Libya's tourist and hospitality industry, menus have a significant impact on how guests perceive and interact. Menus may provide glimpses into the many culinary and hospitality traditions of Libya by exhibiting regional ingredients and cultural influences, as well as local culinary delicacies. Although menus have great potential as marketing tools, little study has been done on the practices and methods used in Libya's hotels and restaurants at the moment. Recognizing possibilities for innovation and development requires an understanding of how these businesses already use menus for marketing [3].

The goal is to look into how tourism businesses use digital marketing tools, how satisfied they are with their use overall, and what effects the COVID-19 pandemic has had on digital marketing. After that, they want to show off all the unique features that set their business apart from the competition and develop a marketing plan that will bring in more business and bring in new clients. An empirical survey was carried out in tourist firms with the aim of answering research questions in order to achieve this goal [4].

Building on the social roots of destinations, this paper conceptualizes destinations as a diverse area of flows and suggests further study on tourism supply and demand, resilience and sustainability, institutions, and technology advancements. The marketing and management of destinations in relation to a destination ontology based on flows can be advanced by focusing on processes and action, stewardship and collaboration, resilient destinations, transient and permanent residents, new instrumental technologies, and augmented experiences, as suggested by six broader streams of conversations [5].

Trust has little bearing on Internet use; however, price and social impact are the two most important factors linked to online hotel reservations. In terms of practical applications, the study's findings give hotel managers valuable insights into the characteristics of online bookers and the variables that affect their online behavior. This enhances their understanding of digital platforms in the consumer market and, as a result, advances the hospitality industry [6]. There was little use of tourist product development tactics by travel agencies. The study's primary conclusion is that travel agencies need to create new client profiles or segment their clientele based on criteria like age, gender, and economic level [7].

Marketing for tourism and hotels entails strategically promoting and pitching travel locations, experiences, and lodging to prospective customers. In order to draw guests and make their stay more enjoyable, it includes a variety of activities that are planned out in advance [8]. Understanding target markets, making the most of digital channels, and producing engaging content that emphasizes special qualities and advantages are important elements. Digital marketing has taken center stage in recent years, with online travel agencies (OTAs), social media, and search engine optimization (SEO) all playing major roles. Data analytics-driven personalized marketing helps travel agencies and hotels cater to individual tastes, increasing client happiness and loyalty [9].

The creation of distinctive dining experiences that draw and keep customers is the main goal of food marketing tactics in resort hotels and restaurants. Putting a focus on regional food and genuine flavors appeals to travelers who want to fully experience a different culture [8]. To appeal to eco-aware tourists, many facilities stress farm-to-table and sustainable sourcing methods. Reaching a worldwide audience and presenting culinary goods through aesthetically pleasing content are made possible in large part by digital marketing, which includes influencer collaborations and social media campaigns [10]. Another important tactic is personalization, where meals are created based on dietary requirements and current trends to increase customer satisfaction. Customers are also drawn in and generated buzz by special events, themed dinners, and chef collaborations [11].

Repeat business is generated by providing a great customer experience, particularly when the emphasis is on offering food alternatives, which consumers frequently identify with a better way of life. Customers are more likely to become brand loyal when they have a positive experience, and this loyalty is mostly fueled by their happiness. A meal's aesthetic appeal, the level of expertise in the service, and the entire eating experience all contribute to a customer's satisfaction. Customers are more inclined to stick with a brand when they are happy. This contentment eventually strengthens the customer's decision to stick around by confirming the favorable impressions created by the competent service and the attractive menu design [12].

The success of the travel and hospitality sectors is largely dependent on the quality of their services. This industry has a lot of room to develop in Libya, especially if creative marketing strategies like menus are used. A well-crafted menu not only conveys the caliber of the services provided, but it can also be used as a powerful marketing tool to highlight regional culture and improve the hotel's reputation with travelers. By taking a more calculated approach to menu design and content, Libyan hotels and restaurants may improve visitor satisfaction, bolster their brand, and eventually help the nation's tourism industry grow. As a result, this study emphasizes how crucial the menu is to marketing plans and raising standards of service in the hotel sector in Libya.

2. LITERATURE REVIEW

2.1. Theory of Planned Behaviour

Theory of Planned Behavior is a theory that predicts considerations in human behavior. Psychologically, the nature of human behavior can be considered and planned. The Theory of Planned Behavior has advantages compared to other behavioral theories [13]. The theory of planned behavior is a psychological theory that links beliefs with behavior or actions. The theory of planned behavior holds that an individual's behavioral intentions are formed by three fundamental elements: attitudes, subjective norms, and perceived behavioral control. The theory of reasoned action does not address behavioral control.

At the very least, the behavioral control that the theory of planned conduct explains may provide an answer to the shortcomings of the idea of reasoned action. The theory of planned behavior seeks to explain the factors that lead to particular behaviors [14]. The primary component of the planned behavior hypothesis is the individual's purpose to engage in a certain behavior. Intentions are thought to help identify the driving forces behind actions. Accordingly, the performance that results is higher the stronger the purpose [15].

2.2. Menu

Menus play a crucial role in the tourism and hotel industries, greatly influencing the experiences and contentment of visitors. They act as an important point of contact, showcasing regional culinary customs and representing the establishment's corporate identity, which can increase tourists' understanding of local culture. A well-designed menu impacts eating choices and boosts sales by emphasizing seasonal delicacies and high-margin items. Recent research emphasizes how menus influence visitors' opinions and increase sales of food and drink.

The interactive and digital menus can greatly increase patron involvement and pleasure. Additionally, highlighting regional cuisine through well-thought-out menu design enhances visitor satisfaction and promotes environmentally friendly travel strategies [16]. Libyan menus are effective marketing tools for travel and hotel goods because they highlight the country's rich culinary legacy and use regional ingredients to draw travelers looking for genuine experiences [17].

2.3. Menu Design

Design significantly influences customer experience by shaping perceptions, emotions, and interactions within a physical or digital environment. Research underscores that well-executed design elements enhance customer satisfaction, loyalty, and overall brand perception [18]. Aesthetic appeal plays a crucial role. A visually pleasing environment can evoke positive emotions and create a memorable impression on customers. Elements such as layout, colors, lighting, and decor influence mood and comfort levels, impacting how customers perceive their experience [19]. Experiential design focuses on creating immersive and engaging environments that stimulate multiple senses.

This approach can enhance emotional connections with customers, leading to deeper engagement and loyalty [20]. Effective design not only improves customer experience but also contributes to competitive advantage and financial performance. Organizations that prioritize design excellence are more likely to differentiate themselves in crowded markets and attract and retain loyal customers [21].

H1: Design positively influences Customer experience

2.4. Menu Attractiveness

Sensory attractiveness involves stimulating multiple senses to create a memorable and immersive experience. This approach goes beyond visual aesthetics to include elements such as music, scent, texture, and taste, which can enhance emotional connections and engagement with customers [22]. Moreover, perceived attractiveness relates to the overall quality and desirability of a product or service. Customers often associate attractiveness with attributes such as innovation, uniqueness, and exclusivity, which can influence their willingness to pay a premium and their likelihood of recommending the brand to others [23].

Emotional attractiveness focuses on eliciting positive emotions and feelings through interactions. Brands that evoke happiness, excitement, or trust through their products or experiences can build stronger emotional bonds with customers, leading to increased satisfaction and loyalty [24]. Strategically enhancing attractiveness in various dimensions can contribute to competitive advantage and business success. By understanding and leveraging these aspects effectively, organizations can create compelling customer experiences that differentiate their offerings, foster customer loyalty, and drive long-term growth.

H2: Attractiveness positively influences Customer experience

2.5. Professionalism

Operational professionalism refers to the efficiency and reliability of business processes and procedures. Organizations that uphold high standards of operational professionalism deliver consistent and error-free services, ensuring that customer expectations are met or exceeded [25]. Brand professionalism pertains to the overall image and reputation of the organization. Brands perceived as professional are viewed as credible, reliable, and committed to delivering quality products or services. This perception influences customer trust and loyalty, as customers prefer to engage with brands they perceive as ethical and dependable [26].

Communication professionalism involves clear and effective communication practices. Professional communication ensures that messages are conveyed accurately and respectfully, reducing misunderstandings and enhancing customer satisfaction [27]. By prioritizing professionalism across these dimensions, organizations can cultivate a customer-centric culture that promotes trust, satisfaction, and loyalty. Research underscores that professionalism contributes to positive customer perceptions, repeat business, and advocacy, thereby driving business growth and competitive advantage in the marketplace [28].

H3: Professionalism positively influences Customer experience

2.6. Attraction

Design influences emotional responses and perceptions of quality. Aesthetically pleasing designs convey professionalism, attention to detail, and brand value, influencing consumer perceptions of product or service excellence [21]. Additionally, functional aspects of design, such as ergonomic product features or intuitive website navigation, contribute to user satisfaction and ease of interaction, thereby enhancing attraction and preference [29]. Effective design strategies that balance aesthetic appeal with functional utility can create memorable and positive consumer experiences, driving attraction and fostering brand loyalty [19].

Attractiveness can encompass various dimensions, including visual appeal, sensory stimulation, and perceived quality, all of which play crucial roles in attracting consumers to products, services, or environments [30]. Visual appeal is particularly influential, as consumers are often drawn to aesthetically pleasing designs, packaging, or presentations. Research indicates that attractive visuals can capture attention, evoke positive emotions, and create a favorable first impression, ultimately enhancing attraction and engagement [31].

Professionalism significantly influences attraction by shaping perceptions of competence, trustworthiness, and overall service quality within customer interactions. Research indicates that professionalism plays a pivotal role in establishing positive initial impressions and fostering long-term relationships with customers [32]. Professionalism in customer service involves behaviors such as courtesy, attentiveness, and effective communication. When employees demonstrate professionalism, customers feel valued and respected, leading to increased satisfaction and a higher likelihood of repeat business [33].

H4: Design positively influences Satisfaction of the customers.

H5: Attractiveness positively influences Satisfaction of the customers.

H6: Professionalism positively influences Satisfaction of the customers.

2.7. Loyalty Intention

Loyalty iintention is repeat purchases generated by providing an exceptional customer experience, particularly when the emphasis is on offering food alternatives, which consumers often perceive as a better way of life. Customers are more likely to become brand loyal when they have a positive experience, and this loyalty is mostly fueled by their happiness. A meal's aesthetic appeal, the level of expertise in the service, and the entire eating experience all contribute to a customer's satisfaction. Customers are more inclined to stick with a brand when they are happy. This contentment eventually strengthens the customer's decision to stick around by confirming the favorable impressions created by the competent service and the attractive menu design [34].

The relation between design, attractiveness, professionalism, and loyalty intention is significantly influenced by customer satisfaction in addition to the latter. The degree of happiness a consumer experiences following their interaction with a brand or use of its products is referred to as customer satisfaction. Client happiness is directly impacted by design, attractiveness, and professionalism as they guarantee that the demands and preferences of the client are satisfied [35].

A happy client is more likely to have a favorable opinion of the brand and be more inclined to stay loyal. Customers who are happy with a brand are more likely to return and refer others to it because they have an emotional connection and sense of trust towards it. The favorable impacts of professionalism, design, and beauty are strengthened by satisfaction, which increases their impact on motivating loyalty intention [36].

H7: Design, attractiveness, professionalism positively influences loyalty intention with customer experience as a mediating variable.

H8: Design, attractiveness, professionalism positively influences loyalty intention with satisfaction as a mediating variable

2.8. Conceptual Framework

Design, attractiveness, and professionalism significantly influence customer experience and Satisfaction. A well-designed and attractive environment enhances aesthetic appeal and engages customers positively, influencing their perception of the brand and their overall experience. Professionalism further reinforces trust and credibility, affecting customer satisfaction and loyalty. Studies indicate that environments perceived as visually appealing and professionally managed contribute to a favorable customer experience, leading to increased attraction and likelihood of repeat business [37].
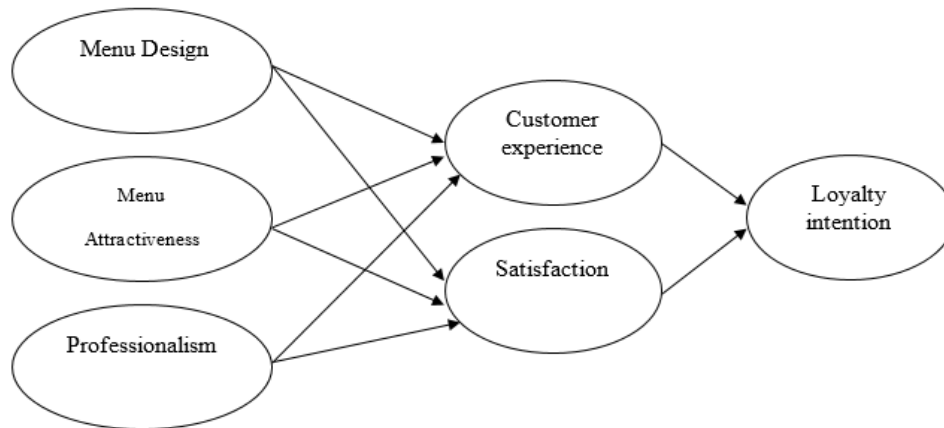
Figure 1: The Menu as A Tool for Marketing Tourism and Hotel Product in Libya
Source: Homburg *et al*., [37]

3. METHODS
3.1. Research Methods and Data Collection Methods
This study will use a quantitative research type with a descriptive type of research to test hypotheses and answer the formulation of the problem in this study. Researchers use Google Forms as a data collection medium that is disseminated or distributed to respondents online.

Data collection will be carried out using Google Forms, a widely accessible and user-friendly online platform. The survey is distributed digitally, allowing respondents to participate conveniently from any location. This approach ensures a broad reach, facilitating the inclusion of diverse respondents while maintaining efficiency in data collection. The use of an online medium also supports timely responses and streamlined processing, providing a comprehensive dataset for analysis and hypothesis testing.

3.2. Population and Sample
In this study, the researcher determined that the target population were restaurants and hotels in Libya. The criteria used in this research are restaurants and hotels that successfully use menus as a marketing tool via Facebook pages. In this research, it was determined that 300 respondents as the research sample were successful restaurants and hotels use menus as a marketing tool. The participants were individuals who followed Facebook pages, such as restaurants inside the hotel and outside the restaurant and the participants had already tried the restaurant, such as: Corinthia Hotel Tripoli, Radisson Blu Al Mahary Hotel, Rixos Al Nasr, Tripoli.

3.3. Data Analysis
Data analysis in this study uses the Partial Least Square (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) equation model. Partial Least Square (PLS) is a causal model that explains the influence between variables on construct variables [38], PLS-SEM analysis usually consists of two sub-models, namely the measurement model or often

called the outer model and the structural model or often called the inner model. The measurement model shows how the manifest variable or the observed variable represents the latent variable to be measured. Meanwhile, the structural model shows the strength of estimation between latent and construct variables [39].

4. FINDINGS AND DISCUSSION
The coefficient of determination (R Square) is a method to measure the extent to which endogenous variables can be explained by exogenous variables. The following is a table of determination coefficient tests:

Table 1: R-Square (R2) Value

Variables	R^2
Customer Experience	0.849
Satisfaction	0.118
Loyalty Intention	0.026

Source: SmartPLS Data Processing Results (2024)

Based on the data from Table 1, it can be seen that the Customer Experience variable is influenced by 84.9% by the Attractiveness, Design and Professionalism variables, while the Satisfaction variable is influenced by 11.8% by the Attractiveness, Design and Professionalism variables and Loyalty Intention variable is influenced by 2.6% by the Customer Experience and Satisfaction variables, with the remaining influence coming from other variables not tested in this study.

The model that illustrates the relationship between latent variables and indicators consists of exogenous and endogenous variables. Exogenous variables refer to factors that may be influenced by variables that are outside the scope of the research model, while endogenous variables refer to factors that may be influenced by other variables that are also part of the research model, both endogenous and exogenous. To further assess the model, the researcher will use the critical value direction coefficient, and the p-value shown in Table 2.

Table 2: Structural Model Results (Path Coefficient)

H	Hypothesis	Path Coefficient	t-statistics	P-Value	Result
H$_1$	Menu Design positively influences Customer experience	0,600	6,141	0,000	Supported
H$_2$	Menu Attractiveness positively influences Customer experience	0,807	4,822	0,000	Supported
H$_3$	Professionalism positively influences Customer experience	0,489	2,717	0,007	Supported
H$_4$	Menu Design positively influences Satisfaction	0,204	0,586	0,558	Not Supported
H$_5$	Menu Attractiveness positively influences Satisfaction	0,814	2,165	0,030	Supported
H$_6$	Professionalism positively influences Satisfaction.	0,370	0,987	0,324	Not Supported
H$_7$	Design, attractiveness, professionalism positively influences loyalty intention with customer experience as a mediating variable.	0.082	0.789	0.425	Not Supported
H$_8$	Design, attractiveness, professionalism positively influences loyalty intention with satisfaction as a mediating variable	0.025	0.327	0.744	Not Supported

Source: Primary Data Processed (2024)

Hypothesis Test 1. Menu Design Positively Influences Customer Experience

Hypothesis 1 which states that Design positively influences Customer experience with a path coefficient of 0.599, t-statistics of 6.098, and a p value of 0.000 is supported. Attractive and informative packaging and display design makes it easier for consumers to understand the benefits of the product and enhances their perception of its quality [40]. The use of colors, shapes, and relevant information in product design provides visual appeal and helps consumers make quick and informed decisions [41]. In addition, a design that is consistent with the brand's values can increase consumer trust and loyalty to the brand [42]. This implies that effective design can strengthen consumers' experiences [43].

Hypothesis Test 2. Menu Attractiveness Positively Influences Customer Experience

Hypothesis 2 which states that Attractiveness positively influences Customer experience with a path coefficient of 0.809, t-statistics of 4.837, and a p value of 0.000 is supported. Brands with attractive visual appearance and strong image appeal are able to attract consumers' attention and build trust, thereby strengthening their shopping experience [44]. High visual appeal in food products can convey the impression of high quality, which is important in attracting conscious consumers [45]. Attractive design, both in packaging and brand presentation, plays an important role in enhancing positive impressions that make consumers feel more satisfied [46].

Hypothesis Test 3. Professionalism Positively Influences Customer Experience

Hypothesis 3 states that Professionalism positively influences Customer experience with a path coefficient of 0.490, t-statistics of 2.727 and a value of 0.006. Therefore, it can be concluded that H3 is supported. Professionalism includes staff expertise, friendly attitude, and clear and responsive communication, which increase customer comfort and trust in the brand. Thus, customers feel appreciated and motivated to choose the product again, and spread positive recommendations. Studies show that positive experiences with service professionalism can increase loyalty and form a reliable brand image in the product category [47-49].

Hypothesis Test 4. Menu Design Positively Influences Satisfaction

Hypothesis 4 states that Design positively influences Satisfaction with a path coefficient of 0.201, t-statistics of 0.569 and a p value of 0.569. Therefore, it can be concluded that H4 is not supported. Product or packaging design for foods does not always have a positive effect on consumer satisfaction, although attractive designs can attract initial attention [50]. Consumers prioritize functional aspects over aesthetics, especially when they are looking for clear benefits [51]. In fact, excessive design can sometimes give the impression of an unnatural product, which can reduce purchasing interest [44]. Consumer preferences for foods tend to be based on authenticity and benefit claims, not just packaging [52].

Hypothesis Test 5. Menu Attractiveness Positively Influences Satisfaction

Hypothesis 5 states that Attractiveness positively influences Satisfaction with a path coefficient of 0.816, a t-statistics value of 2.150 and a p-value of 0.032. Therefore, it can be concluded that H5 is supported. Consumers are more likely to feel satisfied with a product that visually appeals to their tastes and aligns with their conscious values. Studies highlight that aesthetically pleasing and informative packaging fosters positive consumer perceptions, reinforcing brand loyalty and satisfaction [53]. Moreover, when consumers perceive brands as both attractive and trustworthy, their satisfaction levels and likelihood of repurchase increase significantly [54]. Consequently, brands focusing on

visual appeal often see improved consumer engagement and loyalty [55].

Hypothesis Test 6. Professionalism Positively Influences Satisfaction

Hypothesis 6 states that Professionalism positively influences Satisfaction with a path coefficient of 0.375, a t-statistics value of 0.992 and a p-value of 0.321. Therefore, it can be concluded that H6 is not supported. Professionalism in food products does not always have a positive effect on consumer satisfaction because other factors, such as taste, price, and accessibility, play an important role. Although products with high professional standards may provide good quality, consumers often value more directly perceived benefits, such as deliciousness and convenience [56]. Studies have shown that perceptions of product professionalism often lose out to consumers' personal preferences and emotional expectations in the context of food. Furthermore, consumers' trust in products they perceive as "natural" is often stronger than their emphasis on professionalism [55].

Hypothesis Test 7. Design, Attractiveness, Professionalism Positively Influences Loyalty Intention with Customer Experience as A Mediating Variable

Hypothesis 7 states that Design, attractiveness, professionalism positively influences loyalty intention with customer experience as a mediating variable with a path coefficient of 0.082, a t-statistics value of 0.789 and a p-value of 0.425. Therefore, it can be concluded that H6 is not supported. Design, attractiveness, and professionalism of content do not always contribute directly to customer loyalty intentions for food products, especially when customer experience as a mediating variable is not optimal. Studies show that although a brand's design and attractiveness can attract attention, loyalty still depends more on positive consumer experiences. Content that is not only attractive but also consistently delivers values and benefits is key to increasing loyalty [56]. Consumers tend to be loyal to brands that provide positive and relevant consumption experiences rather than being attracted by visual appearance and professionalism alone [57].

Hypothesis Test 8. Design, Attractiveness, Professionalism Positively Influences Loyalty Intention with Satisfaction as A Mediating Variable

Hypothesis 8 states that Design, attractiveness, professionalism positively influences loyalty intention with satisfaction as a mediating variable with a path coefficient of 0.025, a t-statistics value of 0.327 and a p-value of 0.744. Therefore, it can be concluded that H6 is not supported. Design, attractiveness, and professionalism in food branding play a significant role in shaping consumer perceptions, but their direct influence on loyalty intention is not always positive, particularly when satisfaction mediates this relationship. While attractive design and professional branding can attract initial attention, it is customer satisfaction that ultimately drives loyalty. If the product quality does not meet expectations, design and attractiveness lose their impact on fostering long-term loyalty. According to research, satisfaction influences consumer trust and repeat behavior more than the superficial appeal of the product [58-60].

5. CONCLUSION

The study aimed to explore the role of menu design, attractiveness, and professionalism in influencing customer experience, satisfaction, and loyalty intentions within Libya's hospitality industry. The findings indicate that design, attractiveness, and professionalism significantly enhance customer experience, achieving the objective of understanding how menu elements shape consumer perceptions. However, the study reveals that design and professionalism do not significantly impact customer satisfaction, while attractiveness does. Furthermore, none of the menu elements directly or indirectly influence loyalty intentions through customer experience or satisfaction as mediating variables, suggesting that other factors may play a role in fostering customer loyalty. These results underscore the importance of visually appealing and well-designed menus in creating positive customer experiences and highlight the need for additional strategies, such as personalized services or loyalty programs, to enhance satisfaction and loyalty. The study successfully addresses its objectives by identifying the strengths and limitations of menu elements as marketing tools in the hospitality sector.

Design positively influences customer experience, attractiveness positively influences customer experience, professionalism positively influences customer experience, design not positively influences satisfaction, attractiveness positively influences satisfaction, professionalism not positively influences satisfaction, design, attractiveness, professionalism not positively influences loyalty intention with customer experience as a mediating variable dan design, attractiveness, professionalism not positively influences loyalty intention with satisfaction as a mediating variable. Based on the research findings, suggestions for interpreting the results are visually appealing and thoughtfully designed products or environments can enhance the overall customer experience, aesthetically pleasing packaging, branding, and presentation can significantly enhance the perception of food products and knowledgeable and courteous service, along with a professional brand image, can enhance customer perceptions and experiences.

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