

Bandung Solo

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Culinary and Destination Experiences of International Tourists in Bandung and Solo: The Effect on Behavioral Intentions

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Abstract—Culinary tourism allows tourists to be exposed to new cultures by enjoying the local food as well as the local people hospitality. Previous studies have confirmed the linkages among experience quality, tourist satisfaction, destination experience and behavioral intentions in the context of culinary tourism. Hence, there has been lack of studies on the linkages among the variables specifically on the local Indonesian food. This study was intended to investigate the effect of culinary experience quality on behavioral intentions with culinary experience satisfaction and destination experience satisfaction as the mediating variables. There were 194 international tourists participating in the survey both in Bandung and Solo. The result showed that culinary experience quality positively and significantly influenced both culinary experience satisfaction and destination experience satisfaction. Moreover, it was also found that culinary experience satisfaction had a positive and significant effect on destination experience satisfaction. Further, it was also confirmed that destination experience satisfaction had a positive and significant effect on behavioral intentions. However, culinary experience satisfaction did not have a significant effect on behavioral intentions.

Keywords—culinary experience quality; culinary experience satisfaction; destination experience satisfaction; behavioral intentions

I. INTRODUCTION

Tourism sector in Indonesia has become one of the main contributors of Indonesia's gross domestic product (GDP). It accounts for approximately four percent of the total economy. The government of Indonesia wants to have doubled the contribution to eight percent of GDP by 2019 [1]. In 2017, there were roughly 14.04 million international tourists visiting Indonesia. This figure showed a growth rate of 21.88% above the figure for 2016 [2]. Interestingly, out of the total international tourists visiting Indonesia, around 29.47% of them took part in culinary tourism activities [3].

Culinary tourism is one of the seven types of special interest tourism which is potential for the development of tourism sector in Indonesia. The Ministry of Tourism and

Creative Economy of Indonesia officially launched 30 signature traditional dishes of Indonesia in order to promote and build awareness of the international market on Indonesian traditional culinary diversity [4]. In addition to it, the Ministry of Tourism and Creative Economy also designated five cities as Indonesia's gastronomy destinations, namely: Bandung, Solo, Yogyakarta, Denpasar and Semarang [5]. In this case, the study was focused on the two gastronomy destinations, Bandung and Solo.

II. LITERATURE REVIEW

A. Culinary Tourism

Although there has not been a firm definition about what culinary tourism is, the terms of culinary tourism, food tourism, and gastronomy tourism have been used interchangeably in the literature, referring to the same understanding, that is, the involvement of tourists in various degrees related to food exploration of the host destination [6,7]. Culinary tourism as a trip during which the consumption or experience of local food and beverages is expressed in various food-related activities, regardless of whether experiencing local food is or is not a primary purpose for travel [8].

B. Culinary Experience Quality

Each tourist needs food when traveling since it is a basic sustenance that must be fulfilled. Regardless of whether culinary activity becomes the main goal or just as a satisfying need during the trip, a person's culinary experience would shape the image of the culinary enjoyed. One's culinary experience could affect the overall experience of the visited destinations [6].

To understand international visitor dining experiences with local food, a conceptual framework has been developed to examine the experiences in the course of the pre-, during, and post-dining stages [9]. The pre-dining stage refers to how international visitors foresee their engagement with the

various aspects that may concern dining with local food, as well as the prospect of associated experiential outcomes. The during-dining stage relates to actual encounters with local food within the destination, as reflected in visitor perceptions of the dining experience. Lastly, the post-dining stage refers to visitor satisfaction and behavioral intentions that emerge after the dining experience has been concluded. It is important to note that culinary experience is subjective, meaning the culinary experience is influenced by the individual's own experience [10].

Many Destination Management Organizations (DMOs) have utilized culinary as a representative of cultural experience, status, cultural identity, as well as how to communicate about the destinations to the potential market [11]. Food could show a unique and most memorable experience for the whole trip [12].

Culinary experience is multi-dimensional, that is, the measurement of the quality of the culinary experience cannot be seen only from one dimension of the food, but there are other dimensions especially in the context of a tourist experience with a culinary region that is never consumed previous [13]. Literature has shown that there are three major dimensions to measure the quality of culinary experience with local food at a destination. These dimensions are: 1) food dimension that relates to attributes of taste, food authenticity and food uniqueness; 2) social dimension that includes the extent of which tourists could interact with the locals and experience the hospitality and distinct culture of the host; and 3) place and time dimension that refers to the physical place where the eating experience with local food take place, as well as when the eating experience occurs [8,14,15].

C. Culinary Experience Satisfaction

Satisfaction is commonly viewed as an indicator of experience quality [16]. Ryan further asserts that a satisfactory experience encompasses congruence between expectations and performance, whereas dissatisfaction is reflective of a gap between expectations and the perceived quality of the tourism consumption experience. In other words, satisfaction is generated when consumers compare their initial expectations with perception [14]. Satisfaction is not just about the joy of travel experience but also an evaluation that makes the experience as good as it should be.

In line with the culinary experience dimensions as described earlier, a study has been conducted to confirm that tourist satisfaction towards culinary experience could be measured based on three aspects of: 1) what food or local cuisine being served; where the food is served; and how the food is served [17].

Extensive research has been devoted to investigating the linkage between culinary experience and tourist behavior constructs such as satisfaction, behavioral intention, and loyalty. A study in Portugal has been accomplished to identify the determinants of international visitor satisfaction with Portugal's gastronomy tourism. It revealed three significant factors: local gastronomy; atmosphere; and food quality and price as the most important determinants of visitors'

satisfaction [14]. Another empirical study was also conducted in Malaysia confirming that food plays an important and interesting role in enhancing destination experience. A positive culinary experience quality perceived by tourists specifically the first-time travellers indicating culinary satisfaction, which in turn, it can be used to trigger revisit intention [15].

D. Destination Experience Satisfaction

Destinations can be viewed as a set of complementary tourism products and services to form travel experience in an area visited by tourists. Tourist perception on the quality of destination experience is determined by service infrastructure and destination environment. Service infrastructure consists of a set of products and services that offer a direct experience for travellers when they are in a destination, which includes travel agency services, food service businesses, accommodation and transport services. Destination environment is a component supporting the provision of experience for tourists encompassing: the natural environment, political conditions, availability of technology, economic conditions, and socio-cultural factors of a destination [18].

The experience of tourists with local culinary would affect tourist perception of their overall experience with the visited destination [7]. Moreover, the perception of tourists towards the experience of destination will have a positive effect on satisfaction, which in turn, could give a positive impact on the intention to revisit the destination and the intention give referrals to others [19].

E. Behavioral Intentions

Tourist behavioral intentions would lead to his loyalty toward particular destination or tourism-related activity. There are two widely common indicators used to measure behavioral intentions [20]. First is recommendation intention, occurring when tourists are eager to talk about their tourism experiences (word of mouth) to their relatives or friends. Second is revisit intention, meaning that tourists whose tourism experiences are positive would have the tendency travel again to enjoy the destination or to do the same tourism activities as previously he had [17]. Based on the above discussion, the following hypotheses were proposed:

Hypothesis 1: culinary experience quality has a positive significant influence on culinary experience satisfaction.

Hypothesis 2: culinary experience quality has a positive significant influence on destination experience satisfaction.

Hypothesis 3: culinary experience satisfaction has a positive significant influence on behavioral intentions.

Hypothesis 4: culinary experience satisfaction has a positive significant influence on destination experience satisfaction.

Hypothesis 5: destination experience satisfaction has a positive significant influence on behavioral intentions.

The research model is presented in fig. 1.

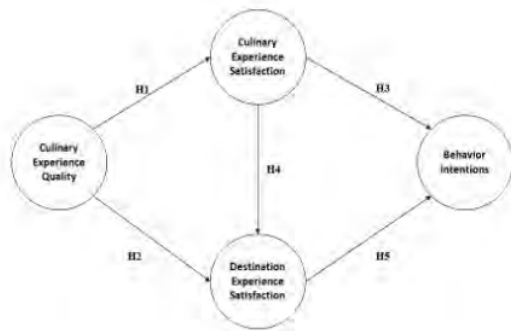


Fig 1. Research Model

III. RESEARCH METHOD

The sampling technique was convenience sampling in that the population of the international tourists visiting both Bandung and Solo was indefinite. The total number of samples of this study were 200 respondents. A hundred participants were selected from both Bandung and Solo 8 respectively which made 200 participants altogether. They were asked to complete the questionnaires using a seven-point Likert scale, comprising several items related to the demographics and travel characteristics, perceived quality of culinary experience, culinary experience satisfaction, destination experience satisfaction and behavioral intentions. The questionnaire items were developed from the previous studies and review of related literature. Before the data gathering, pilot testing was done to the questionnaire to check the reliability of the questionnaire items. The result of the reliability test was all good and very good where the Cronbach's Alpha was all above 0.7. The Cronbach's alpha of culinary experience quality was 0.816, culinary experience satisfaction (0.776), destination experience satisfaction (0.795) and behavioral intentions (0.847).

At the end of the survey, 200 questionnaires were gathered. However, there were six questionnaires which were incomplete so that they were dropped, leaving a total of 194 usable questionnaires for further data analysis. The study applied descriptive statistics to describe the participants' profiles and Partial Least Square (PLS) path modeling was applied to test the research hypotheses.

IV. FINDINGS AND DISCUSSIONS

The data gathering was done by distributing the questionnaires to the international tourists who were visiting the tourist spots and traditional food restaurants both in Bandung and in Solo.

A. Participant Profiles

The participants of this study comprised of 59.8% males and 40.2% females. The age group of the participants were distributed proportionally. 23.7% was coming from the age group between 21-30 years old. 29.9% was coming from the age group between 31-40 years old. Then 30.9% was from

between 41-50 years old and 15.5% was from the age group of over than 50 years old. Most of the participants were students (20%), housewives (19.6%), unemployed (19%) and self-employed (18%). The participants were coming from 28 countries with three major countries from French (12.9%), United States (12.9%) and Poland (11.9%). Most of the purpose of visit was for leisure (58.8%). Moreover, most of the participants travelled with their family (44.3%) or friends (41.2%). Most of the participants were first time visitors (59.8%).

B. Measurement Model

To test the research hypotheses and analyse the result, SEM-PLS was applied. Firstly, the construct validity was checked. The result of the construct validity testing showed that there was one loading factor of culinary experience quality (CEQ) which was below the cut-off value of 0.50. The loading factor was cleanliness of the dining place (CEQ12). However, since cleanliness is an important factor composing the culinary experience quality, the loading factor was not eliminated from the construct. The result of the path analysis is showed in fig. 1.

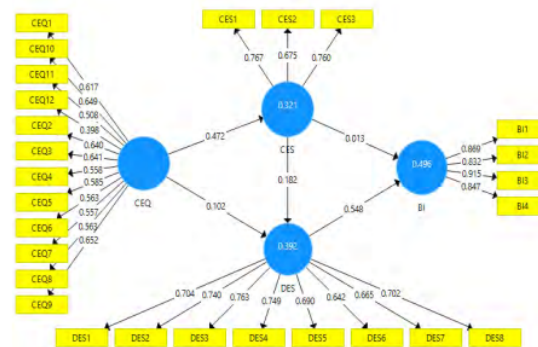


Fig. 1. Path analysis of research model

The values of the composite reliability of the four latent variables were all above the cut-off value of 0.70 which means reliable.

TABLE I. COMPOSITE RELIABILITY

Latent Variables	Composite Reliability
CEQ (Culinary Experience Quality)	0.858
CES (Culinary Experience Satisfaction)	0.779
DES (Destination Experience Satisfaction)	0.889
BI (Behavioral Intentions)	0.923

The goodness of fit in PLS is determined from the Q^2 value. The Q^2 value is calculated from the R^2 values in table 2. The Q^2 value is: $Q^2 = 1 - [(1 - 0.496^2) \times (1 - 0.321^2) \times (1 - 0.392^2)] = 0.428 = 42.8\%$. It shows that 42.8% of the change variation of behavioral intentions as the independent variable can be explained by culinary experience quality, culinary experience satisfaction and destination experience satisfaction as the dependent variables whereas 57.2% can be explained by other variables which are not analysed in this research.

TABLE II. R SQUARE VALUES

Latent Variables	R Square
BI (Behavior Intentions)	0.496
CES (Culinary Experience Satisfaction)	0.321
DES (Destination Experience Satisfaction)	0.392

Based on the path coefficients, it showed that the relationships between variables were positive (original sample). From the result of the t-statistic, it indicated that the relationship between customer experience quality (CEQ) and customer experience satisfaction (CES) was positive and significant ($10.444 > 1.96$). Also the relationship between customer experience quality (CEQ) and destination experience satisfaction (DES) was positive and significant ($3.766 > 1.96$). Moreover, the relationship between customer experience satisfaction (CES) and destination experience satisfaction (DES) was positive and significant ($6.488 > 1.96$). The relationship between destination experience satisfaction (DES) and behavioral intentions (BI) was also positive and significant ($12.844 > 1.96$). In contrast, the relationship between customer experience satisfaction (CES) and behavioral intentions (BI) was positive but not significant ($1.644 < 1.96$). Therefore, all the research hypotheses were supported except for hypothesis 3 was not supported.

TABLE III. PATH COEFFICIENTS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CEQ -> CES	0.566	0.574	0.054	10.444	0.000
CEQ -> DES	0.302	0.311	0.080	3.766	0.000
CES -> BI	0.099	0.100	0.060	1.644	0.101
CES -> DES	0.404	0.406	0.062	6.488	0.000
DES -> BI	0.643	0.648	0.050	12.844	0.000

C. Discussions

The findings of this study is significant in a way that it contributes to the understanding of the variables influencing the behavioral intentions of the international tourists visiting Indonesia specifically in Bandung and Solo. Based on the hypothesis testing, it was confirmed that culinary experience quality (CEQ) positively and significantly influenced both the culinary experience satisfaction (CES) and destination experience satisfaction (DES). It shows that the higher the culinary experience quality, the higher the satisfaction both the culinary and destination experiences. Furthermore, culinary experience satisfaction (CES) had a positive and significant influence on destination experience satisfaction (DES). It means that the improvement of culinary experience satisfaction will cause the destination experience satisfaction to improve as well. In addition, destination experience satisfaction (DES) itself gave positive and significant influence on behavioral intentions (BI). That is, the higher the satisfaction of the tourists on the destination experience, the

higher the intentions of the tourists to revisit the place or to recommend it to others. Contrary to it, culinary experience satisfaction did not give a significant effect on behavioral intentions. It means that the improvement of culinary experience satisfaction will not result on international tourist intentions to revisit or to recommend the place to others.

Based on the total effect calculation, the indirect effect that gave the most effect on behavioral intentions was the one which was mediated by destination experience satisfaction. It implied that the international tourists are more likely to revisit the place or recommend the place to others if they find that the culinary experience quality is good so that they are satisfied with the destination experience. There are four main indicators composing the culinary experience quality (CEQ), namely: local people's hospitality (CEQ9), dining environment (CEQ10), nutritious ingredients (CEQ3), authentic taste (CEQ2). In this case, the finding supports the previous studies emphasizing the three major dimensions to assess culinary experience quality, they are: food dimension (food authenticity), social dimension (local people's hospitality), and place and time dimension (dining environment). This finding is also in line with the previous study measuring the culinary experience quality of international tourists in Denpasar and Yogyakarta. It was found in the study that culinary experience quality was constructed mainly by ambience of the dining place, unique food presentation and local people's hospitality [21].

Furthermore, the results of this current study also accords with the previous study. That is, food quality appeared to be the main satisfier indicator of culinary experience satisfaction (CES1) [22]. However, this finding is in contrast with the previous study done to the international tourists in Denpasar and Yogyakarta in which it was found that their satisfaction with the culinary experience was mainly determined by the dining place quality instead of the food quality [21].

In terms of destination experience satisfaction, there were three main satisfier indicators constructing the satisfaction, namely: public facility and infrastructure (DES3), accommodation facility (DES4) and cultural values of local people (DES2). It indicates that participants who were the international tourists found that they were satisfied with the public facility and infrastructure, accommodation facility and cultural values of the local people in Bandung and Solo.

Finally, in terms of behavioral intentions, the main indicator was future intention to revisit the place (BI3). It means that the participants are more likely to revisit the place (Bandung or Solo) if they find that the culinary experience quality is good and they are satisfied with the destination experience.

V. CONCLUSIONS

This study has contributed to the concept of culinary experience quality in a way that it has effects on culinary experience satisfaction and destination experience satisfaction.

The results of the study also confirmed that tourist satisfaction of destination had a positive and significant influence on their behavioral intentions. However, culinary experience satisfaction alone did not have a significant effect on behavioral intentions.

It is important to note that this study has revealed that the culinary experience satisfaction of the international tourists was mainly determined by food quality. Therefore, it is worth considering for local food service providers to pay attention to the ingredients and authenticity of the food representing the local culture as it will influence the international tourists' satisfaction while enjoying the good quality of local food served.

Finally, this study has found that the destination experience satisfaction of the international tourists was mainly derived from public facility and infrastructure, accommodation facility and cultural values of local people. As such, it is of great importance for tourism-related government bodies both at local and national levels to maintain and improve the public facility and infrastructure and promote the importance of hospitality of local people. It is also important for the accommodation industry to maintain the facility in good condition so that it will create high destination experience satisfaction of the tourists. The higher the satisfaction, the higher the intentions of the tourists to revisit the place.

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