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LOCAL INDONESIAN FOOD IN THE EYES OF DOMESTIC TOURISTS: CULINARY AND DESTINATION EXPERIENCES ON BEHAVIOURAL INTENTIONS

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Abstract: Food is an essential element of tourism. Tourists visit tourism destinations in search for the destination experience as well as the culinary experience. Indonesia which is rich of various kinds of local traditional food in each of the tourist destination place has become an attraction for the domestic tourists to visit different tourist destination places to enjoy both the destination experience and the local food. There have been many previous studies discussing the concept of experience quality and tourist satisfaction in the context of culinary tourism; however, these variables have not been linked to destination experience. The aim of this study was to investigate the effect of culinary experience quality on destination experience satisfaction in Indonesia, with culinary experience satisfaction as a mediating variable. The respondents of this study include 401 domestic tourists who travelled to one of the four gastronomy destinations of Denpasar, Solo, Bandung and Yogyakarta participated in the survey. The findings showed that the positive culinary experience of domestic tourists in Indonesia significantly influenced overall destination experience satisfaction, which in turn, led to positive behavioural intentions. Moreover, the finding also showed that food is the most influential factor in creating the culinary experience of the domestic tourists.

Keywords: Culinary experience quality, culinary experience satisfaction, destination experience satisfaction, behavioural intentions, Indonesia, domestic tourists

1 Introduction

Culinary Tourism has gain a lot of attention, because it is related with the food as a basic need for human. Local and yet authentic food can be used to promote the destination and acted as tools to differentiate one destination to another, therefore it can become such a unique attraction not only for foreigner but also for domestic tourists, to visit a destination (Mak, *et al.*, 2012). The destinations can use culinary as a representative of cultural experience, status, cultural identity. (Roozbech and Boo, 2013). Further, Ab Karim and Chi (2010) also said that food can show a unique and pleasurable experience for tourists. In particular, food can fully add to the tourist experience and become the most memorable part of the trip. Therefore, previous studies such as Björk and Kauppinen-Räsänen (2014), and Kivela and Crofts (2006), emphasized the importance of understanding the relationship between food and tourism. Tourist's experience in consuming local food of the visited destinations influences their overall travel experience. When enjoying the local food, a tourist will show a reaction of the culinary experience they have. The satisfaction shown by tourist can be an assessment to know how tourist feel after the consumption (Babolian Hendijani, 2016). An impressive and unforgettable culinary experience can also trigger the branding of the destination and most importantly, tourist behavioural intentions to revisit or recommend to other (Peštek, and Činjurević, 2014).

Indonesia has thousands of islands stretching across 34 provinces, therefore Indonesian people themselves are not quite sure about the exact amount of culinary in Indonesia. There are a lot of variety in cultural cultures that are reflected on the food in each region. Research from senior culinary expert, Gardjito proves that the number of culinary variety in Indonesia has been reached thousands. (Lestari, 2019). That massive number of local food variety in Indonesia create attention to the Indonesian people to experiencing culinary tourism within their own country, it is called domestic tourist. The ministry of tourism and creative economy of Indonesia stated that within last 5 years, from 2013 to 2018, the domestic tourist's number of visits increased by more than 21%. (Zuriyah, 2019).

Moreover, there is still limited research on domestic tourist, in terms of the relationship between culinary experience quality, the culinary experience satisfaction, the destination experience satisfaction, and the behavioural intention. Therefore, this research is aimed to analyze the culinary experience quality of domestic tourists in Denpasar, Yogyakarta, Bandung and Solo, as the major gastronomic destinations. In addition, the result will show its effect on their behavioural intention and satisfaction as the mediating variable. This will benefit to the local government in order to develop local culinary in Denpasar, Yogyakarta, Bandung and Solo that will enhance domestic tourist's culinary experience.

2 Literature review

2.1 Culinary Experience Quality and Tourist Satisfaction

Björk and Kauppinen-Räsänen (2014) explains that the culinary experience refers to the process in which each experience occurs in various stages, ie before experience (eg, restaurant search or food search), during experience (eg, eating experience in a place) and after the experience of eating (eg, the purchase of local food as souvenirs). It should also be noted that the culinary experience is something subjective, meaning the culinary experience is influenced by the individual's own experience

Babolian Hendijani (2016) suggested that by consuming local foods, tourist can understand the identities and ethnicities of people of a given destination. In terms of cultural point of view, food experience portrays the images of cultural experience, status and cultural identity. Such cultural aspect is usually developed from the unique aspects of food experiences that can only be found in that particular destination. Therefore, food is something that is deeply rooted in the culture and traditions of a region. Experiencing local foods on vacation is a type of pleasurable sensory experience (Kivela and Crofts, 2006). Foods also provide sensory experiences that enhance the pleasure of a vacation and attract tourists to a destination

Previous studies have shown that customers are tend to search for new experiences (Wang, 2016). While on vacation, tourist will look after new experiences which are never achieved before, including enjoying traditional, authentic, unique and new food (Björk and Kauppinen-Räsänen, 2016). A variety of food-related characteristics such as preparation, cooking style, presentation, dining customs, food culture and food consumption can be included to construct experiences that tourist have with food at the destination. However, culinary experience is not only influenced by traditional food only, but also can be influenced by social aspect, external environment, and services₅₈₈ provides in particular destination (Björk and Kauppinen-Räsänen, 2016). Thus, each of these aspects can make a trip memorable for

tourists. While, the sensory aspects of food enable tourists to experience the culture of a particular country on a deeper level (Babolian Hendijani, 2016). Further, review of the literature has shown that there are three major dimensions to measure the culinary experience quality with traditional 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 (Roozbech and Boo, 2013; Peštek and Činjurević, 2014; Wijaya, King, Morrison, & Nguyen, 2016).

Food experience at destination can represent an important source of satisfaction for tourists. Babolian Hendijani (2016) found that food has a significant result on tourists' overall satisfaction with the trip. Thus, suggested that a new food experience brings excitement to people's life, and this experience is considered a means of improving oneself when expectation and satisfaction combine. Kivela and Crotts (2006) mentioned that food can add value to the tourist experience and is associated with quality tourism for tourists in search of new experiences that yield a high level of satisfaction. In general, it seems that food significantly contributes to tourists' overall satisfaction.

Before going on vacation to a particular destination, tourist will have an expectation or image about the particular destination that has been chosen, which can be influenced by their own minds, beliefs, and opinions. Thus, if the experience achieved meets the expectations, then tourist will feel fulfilled which conducted in satisfaction forms. Satisfaction born as a result of tourist' assessment based on experiences they've been through (Sukiman, *et al.*, 2013). Sanchez-Cañizares and Castillo-Canalejo (2015) identified satisfaction as tourist' feeling after the consumption of products or services by comparing the performance of products / services received with the expectations. Satisfaction is also defined as the consumer's judgment on whether the product / service provides satisfaction-related levels of consumption.

The provision and quality of elements such as attractions, public and private facilities, accessibility, human resources, image and character, also price can influence in shaping the experience, satisfaction, and also the decision of tourists to travel (World Tourism Organization, 2007). Sukiman, *et al.* (2013) also said that tourist satisfaction can be influenced by the quality of the products (presentation, taste, smell) and the quality of service (place, easy access, friendly staff), which then need tourist emotional reaction as an assessment. The satisfaction of a group of tourist and service facilities in a location is the benchmark for the satisfaction of tourist destinations (Wang, 2016).

The results of Roozbech and Boo (2013) suggests that food is an important and interesting thing to add to the attraction of a tourist destination. Furthermore, in the study of Roozbech and Boo (2013), a positive perception of the food experience among first-time travelers and repeat visitors of a tourist destination suggests that satisfaction from local food can be used to emerge tourist satisfaction and trigger repeated travel intentions for future ahead.

Hence the hypothesis appears as follows:

H1. Culinary experience quality will bring positive and significant impact on culinary experience satisfaction for domestic tourists.

H2. Culinary experience satisfaction will bring positive and significant impact on the destination experience satisfaction for domestic tourists.

H3. Culinary experience quality will bring positive and significant impact on destination experience satisfaction for domestic tourists.

2.2 Tourist Satisfaction and Tourist Behavioural Intention

Individuals behavioural intentions sometimes can be seen by the willingness to use again something that has been used before, to go back to a place where has been visited before, to feel again the services that has been enjoyed before, or willingness to share positive informations about a place or a thing to families or acquaintances. This is the result of overall tourist satisfaction (Amoah, *et al.*, 2016). Rajaratnam *et al.* (2015) also said that culinary experience demands such emotional response from tourist which will affect tourist behavioural intentions in the future ahead. Prayag *et al.* (2013), then concluded that there is a significant relation between tourist satisfaction and behavioural intentions.

Behavioural intentions often stem from structured decision making which gone through the processes in selecting, delivering, and using products, services, experiences, or ideas in satisfying needs and desires (Roozbech and Boo, 2013). Consumer behaviour is also related

to the social and economic impacts that emerge in purchasing and consumption behaviour. Altintzoglou *et al.*, (2016) said that a satisfied tourist will tend to have the urge to tell their acquaintances or relatives about the experienced they have just enjoyed in demand for their acquaintances and relatives being want to have the exact same experience. Sometimes, a positive emotion from tourist leave a positive memories toward a particular destination which then lead the tourist to want to revisit the place to have the same feeling once again.

Many studies have examined the relationship between variables that affect consumer behavioural intentions. Tourist behaviour has now focused on tourist satisfaction, as tourist satisfaction influences the decision of tourists to return (Rajaratnam *et al.*, 2015). One of the triggers of tourist behaviour is the satisfaction towards the destinations and culinary (Peštek and Činjurević, 2014; Rajaratnam *et al.*, 2015). Based on those explanation, the following hypothesis are created:

H4a: Culinary experience satisfaction will bring positive and significant impact on behavioural intention of domestic tourists.

H4b: Destination experience satisfaction will bring positive and significant impact on the behavioural intention of domestic tourists.

According to the explanation above, the research model is shown in figure 1 below

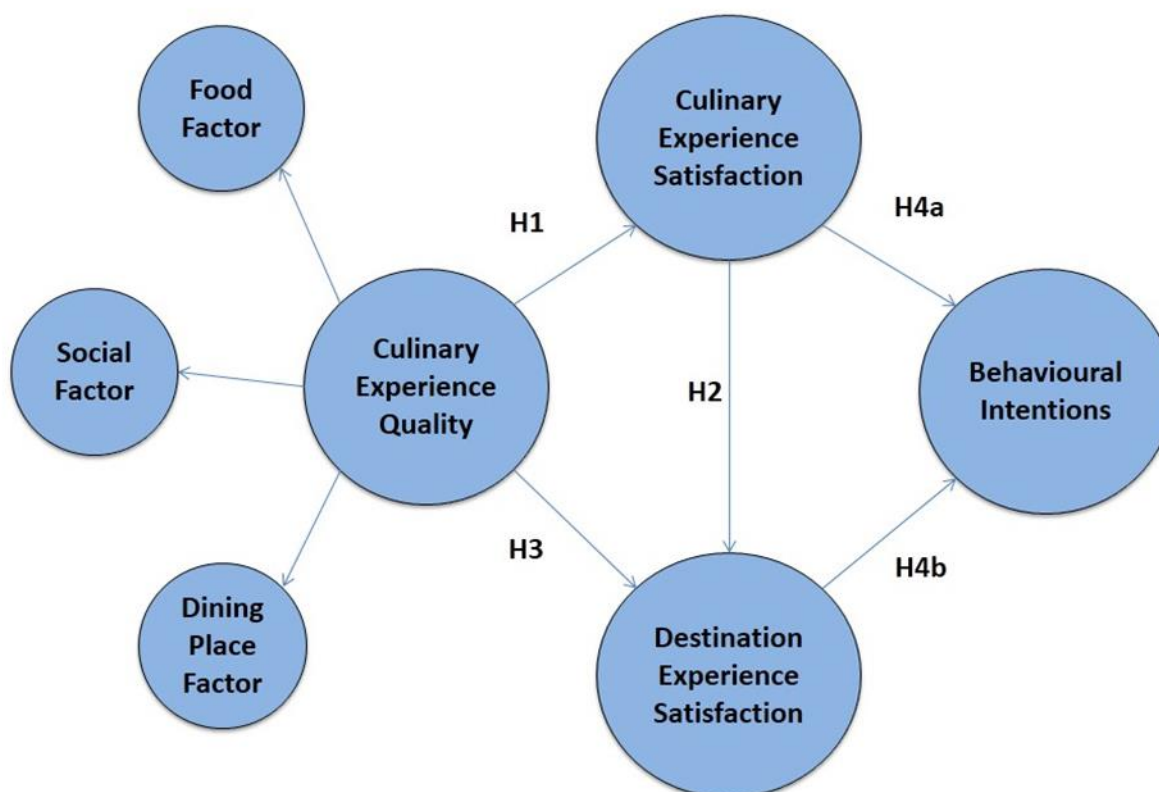


Figure 1. Research model

3 Methodology

The survey was conducted on-site at tourist attraction of four gastronomy destinations namely Denpasar, Solo, Bandung and Yogyakarta. Potential respondents were approached and three screening questions were used to help determine whether participants met the selection criteria: domestic tourist who have travelled to one of the four gastronomy destinations, aged at least 21 years, and have enjoyed traditional food during their visit. A total of 401 domestic tourists from those 4 cities.

The questionnaire was divided into five sections, (1) the profile of the respondent, (2) tourist's opinion about their experience in consuming the traditional food, (3) tourist satisfaction towards the culinary experience, (4) tourist satisfaction towards the destinations, (5) tourist

behavioural intention towards the traditional food and the destination. Measurements were made based on the approval level of respondents using the seven Likert scale method, with anchors “strongly disagree” as 1 to “strongly agree” as 7. In addition, Partial Least Square, path analysis was used to examine the research model.

4 Result and Discussion

401 domestic tourists were participated in the survey in Denpasar, Solo, Bandung and Yogyakarta. The profiles are shown in the table 1.

Table 1. Respondent profiles

Variables	Description	Frequency	%
Gender	Male	203	51%
	Female	198	49%
Age	21-30 years old	233	58%
	31-40 years old	108	27%
	41-50 years old	45	11%
	Above 50 years old	15	4%
Occupation	Student	153	38%
	House wife	37	9%
	Employee	69	17%
	Unemployed	4	1%
	Entrepreneurs/self employed	90	22%
	Professional	20	5%
	Retired	1	0%
	Civil servant	20	5%
Travel Purpose	Others	7	2%
	leisure	193	48%
	business	52	13%
	visiting family/relatives	90	22%
Travel companions	Others	54	13%
	friends	137	34%
	family	178	44%
	business partner	27	7%
Frequency of Visit	solo traveler	59	15%
	First Time	78	19%
	Second time	91	23%
	Third time	47	12%
Length of Stay	More than three times	185	46%
	Less than 1 week	158	39%
	1-2 weeks	82	20%
	More than 2 weeks – 1 month	32	8%
Place of Resident	More than 1 month	64	16%
	Jakarta	76	19%
	Surabaya	87	22%
	Jogjakarta	17	4%
	Others	221	55%

Table 1 showed that the ratio of respondents is quite balanced between men (51%) and women (49%). Of the characteristics of age, the majority of respondents aged 21-30 years who mostly work as students (38%). Leisure is the main purpose to visit the destination. They mostly travelled with family and friends and stay for less than 1 week (39%). Majority of the respondent are repeater visitors (81%) and mostly come from Surabaya and Jakarta.

The result of the discriminant validity, convergent validity, and the construct reliability testing indicated that all the indicators and variables were valid and reliable. Testing for convergent validity (Table 2) shows that the requirement for discriminant validity is satisfied as factor loading exceeds 0.6. The AVE is higher than 0.5 (Hair *et al.*, 2010). Furthermore, the

loading value of each item on its construct is greater than the loading factor of other constructs. This result satisfies the requirement of discriminant validity of the construct variables. The reliability test indicates that the constructs are reliable as all the composite reliability and the Cronbach's Alpha values are over the cut-off value of 0.7 (Hair *et al.*, 2010). The result of the validity and reliability tests are presented in table 2.

Table 2. Validity and reliability of the construct

Item	Loading Factor	Composite Reliability	Cronbach's Alpha	AVE
Culinary Experience Quality		0.936	0.935	0.550
Food		0.901	0.862	0.645
Local Food Variety	0.792			
Authentic Taste and Spices	0.834			
Nutritious Ingredient	0.746			
Unique cooking method	0.827			
Unique food presentation	0.812			
Social		0.869	0.800	0.625
Interaction with local people	0.779			
Different way of service offered	0.828			
Different way of eating	0.753			
Local people's hospitality	0.801			
Destination		0.873	0.781	0.696
Servicescape	0.835			
Ambience	0.856			
Cleanliness	0.811			
Culinary Experience Satisfaction		0.900	0.834	0.751
The quality of the cuisine	0.873			
Social interaction	0.867			
The quality of the dining place	0.859			
Destination Experience Satisfaction		0.945	0.933	0.682
Tourist's attraction	0.836			
The influences of cultural values	0.820			
The quality of infrastructure	0.743			
The quality of accommodation facilities	0.858			
Information provided	0.818			
Communication skill of the local staff	0.841			
Level hospitality of the local staff	0.824			
Value for money	0.861			
Behavioural Intention		0.947	0.925	0.816
Intention to recommend to visit	0.891			
Intention to recommend to try local cuisine	0.919			
Revisit intention	0.912			
Consume local cuisine again	0.891			

The goodness of fit as calculated from the Q^2 value. The Q^2 value is calculated from the R^2 values in table 3. The value of international tourist's Q^2 : $1 - [(1 - 0.885^2) \times (1 - 0.830^2) \times (1 - 0.801^2) \times (1 - 0.681^2) \times (1 - 0.590^2)] = 0.992 = 99.2\%$. It shows that 99.2% of the change variation of behavioural intention as the independent variable can be explained by culinary experience quality, culinary experience satisfaction and as the dependent variables while 0.8% can be explained by other variables which are not analyzed in this research.

Table 3. R Square

Variables	R Square
CEQ (Culinary Experience Quality) - F	0.885

CEQ (Culinary Experience Quality) - S	0.830
CEQ (Culinary Experience Quality) - D	0.801
CES (Culinary Experience Satisfaction)	0.681
DES (Destination Experience Satisfaction)	0.590
BI (Behavioural Intention)	0.707

Turning now to the signs of the parameters representing the hypotheses incorporated in the model, the results of the test of the structural model on the domestic samples indicate that all signs of the associations between constructs in the model under analysis were in accordance with hypothesized relationships (see Table 4).

Table 4. Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)
CEQ -> CEQ-F	0.941	105.244
CEQ -> CEQ-S	0.911	66.611
CEQ -> CEQ-D	0.895	59.811
CEQ -> CES	0.825	32.712
CEQ -> DES	0.306	16.652
CES -> BI	0.209	11.304
CES -> DES	0.497	8.632
DES -> BI	0.673	17.712

Based on the second order analysis on the factors forming the culinary experience quality, it can be seen in figure 2 that food factor (CEQ-F: 0.941) is the most dominant factor reflecting the culinary experience quality where the authentic taste and spices as the main indicator (CEQ-F2: 0.834). While social factor (CEQ-S: 0.911) is the second factor reflecting the culinary experience quality where the different way of service as the main indicator (CEQ-S2:0.828). Then dining place factor (CEQ-D: 0.895) is the third factor reflecting the culinary experience quality where the dining ambience as the main indicator (CEQ-D2:0.856). Furthermore, the main indicator of culinary experience satisfaction is the quality of the cuisine (CES1: 0.873). Whereas the main indicator of destination experience satisfaction is the good value for money (DES8: 0.861). The main indicator of behavioural intention is intention to recommend to try local cuisine (BI2: 0.919)

The finding also shows that the first hypothesis regarding the quality of the culinary experience have a positive effect on satisfaction with the culinary experience (H1) is supported. It can be seen from the t statistic value is 32.712 which is higher than 1.96. The next hypothesis (H2) is also supported because the t statistic value is 8.632 which is higher than 1.96. It means that culinary experience satisfaction has a positive and significant impact on the destination experience satisfaction for domestic tourists. Rajaratnam, et al (2015) indicated that one of the factors driving the satisfaction of tourists to the destination visited is when the tourists are satisfied with the culinary experience in the visited destination. Moreover, the next hypothesis (H3) is also supported in that the t statistic value is 16.652 which is higher than 1.96. It means that the quality of local culinary experience has a positive and significant impact on the satisfaction of tourist destinations for domestic tourists. Similarly, the two last hypothesis (H4a & H4b) show that the t statistic values are both above 1.96 which are 11.304 (CES ->BI) and 17.712 (DES -> BI). It means that both culinary experience satisfaction and destination experience satisfaction have a positive and significant impact on the behavioural intention of domestic tourists. The findings of this study are in accordance with the study done by Roozbeh et al. (2012) in Malaysia that the quality of the food experience is an important and interesting

thing to add to the attraction of a tourist destination and contribute to the overall satisfaction of tourist destinations.

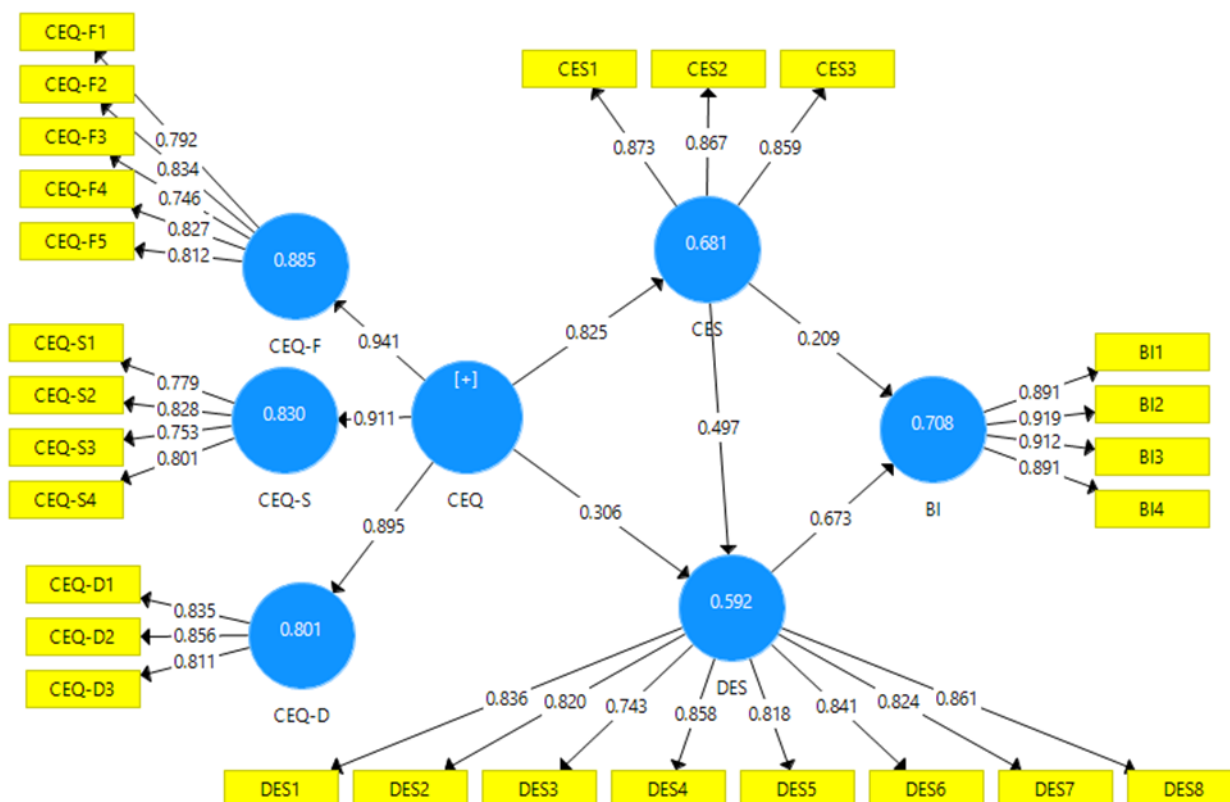


Figure 2. Path Analysis

5 Conclusion and Recommendation

Local traditional food is essential to the development of tourism industry. This positive effect of culinary experience have been discussed by several authors in the previous research (Björk and Kauppinen-Räsänen, 2014; Roozbech and Boo, 2013; Peštek and Činjurević, 2014). However some issues are as yet unexplored, such as the impact on the destination experience. This study adds to this area by dividing the tourist satisfaction into satisfaction towards the culinary and the satisfaction towards the destination. Moreover, there is little evidence that domestic tourists in Indonesia has been researched extensively. Therefore, this study contributes to the tourism in Indonesia by examining the impact of culinary experience quality on domestic tourist satisfaction towards the culinary and the destination, also its effect to their behavioural intention. The findings show that culinary experience on local food at travel destinations contributes to tourist satisfaction (the culinary dan the destination) and bring the positive effect of their behavioural intention to consume local food again, revisit and recommend.

The research revealed that food element contributes the most in creating domestic tourist satisfaction towards the cuisine and their satisfaction toward the value for money. Therefore, it is essential to keep preserving and maintaining the authenticity of traditional cuisine in each destination. Meanwhile, always enhancing the way of food being served and the dining place's ambience. Moreover, the higher culinary experience quality and tourist satisfaction, the more willingness to recommend the local cuisine to their relative and friends. Those word of mouth behaviour can be used as a marketing tool to promote the destination.

While the results of this study do have important implications, there are some limitations which present opportunities for further research. The population of this study was limited to tourists in certain tourism destinations in Indonesia. Thus, similar studies should be replicated to the other gastronomy destination in order to increase the generalizability of the result. Moreover, further study can be done by qualitative method to gain more understanding about tourist culinary experience, satisfaction and their behavioural intention.

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