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Culinary Experience of Domestic Tourists in Indonesia: A Study on Denpasar and Yogyakarta Tourist Destinations

Monika Kristanti, Regina Jokom, Deborah C. Widjaja

Hotel Management Department
Petra Christian University
Surabaya, Indonesia
mkrist@petra.ac.id, regina@petra.ac.id,
dwidjaja@petra.ac.id

Serli Wijaya

Master Program in Management
Petra Christian University
Surabaya, Indonesia
serliw@petra.ac.id

Abstract— Denpasar and Yogyakarta are two among five gastronomy destinations being promoted by the government of Indonesia to the international tourist market. This research aimed to analyze the effects of culinary experience quality towards tourists culinary experience satisfaction and destination experience satisfaction. A questionnaire involving 202 domestic tourists was completed and being analyzed using PLS path modeling. The findings indicate that culinary experience quality has a positive significant effect on the culinary experience satisfaction and destination experience satisfaction. The culinary experience quality has a higher impact on the destination experience satisfaction through culinary experience satisfaction.

Keywords—Culinary experience quality; culinary experience satisfaction; destination experience satisfaction; Indonesia

I. INTRODUCTION

The richness of natural resources and culture in each area leads to the growth of culinary tourism in Indonesia. There are 485 ethnics in Indonesia that have local food with their own characteristics or uniqueness [16]. Local and yet authentic food can be used to promote the destination and act as a differentiating tool from one destination to another, so this can create such unique attraction for domestic and international tourist, to visit a destination [7].

In 2013, the culinary sector was contributed to gross value added in the amount of IDR 208.6 billion with an average growth of 4.5 percent. The culinary sector also absorbs a workforce of 3.7 million people with an average growth of 26 percent and the business unit created from this sector is 3 million with an average growth of 0.9 percent per year [8].

In the last few years, the Indonesian government gives great support for the development of culinary tourism. In 2015, the ministry of tourism and creative economy has set five major gastronomic destinations in Indonesia. They are Bali, Yogyakarta, Bandung, Solo, and Semarang [9].

Bali and Yogyakarta become the global tourist destinations. Bali is famous for its richness of customs and traditions and its enchanting natural appearance. This is evidenced by its

worldwide reputation as Asia's best travel destination. Yogyakarta is famous for its various yet unique cultures, heritages, and culinary [12]. Yogyakarta is full of magnificent historical places and artifacts, also has an enchanting natural and hidden beaches and mountains, and countless unique and authentic local foods. This makes Yogyakarta becomes "Favourite Cities" award-winner by Indonesian Tourism Award (ITA), one of the most attractive international tourist destinations [1].

A lot of studies like Björk and Kauppinen-Räsänen [2], Kivela and Crofts [6], and many more, emphasized the importance of understanding the relationship between food and tourism. A tourist's experience of local culinary of the visited destinations influences the overall travel experience [3]. An impressive and unforgettable culinary experience can also trigger the branding of the destination and most importantly, contribute to the overall satisfaction of tourists.

According to the authors' knowledge, very few studies discussed the relationship between the culinary experience quality, the culinary experience satisfaction, and the destination experience satisfaction in Yogyakarta and Denpasar. Therefore, the authors are addressed to analyze more deeply about how the culinary experience quality of domestic tourists in Yogyakarta and Denpasar can affect the culinary experience satisfaction and destination experience satisfaction, and also how the culinary experience satisfaction becomes the mediator between the culinary experience quality and destination experience satisfaction. The result of this study was intended to give a clear understanding regarding the effect of the culinary experience quality in Yogyakarta and Denpasar towards tourist culinary experience and destination experience satisfaction. This will be very much beneficial for the local government to develop local culinary in Yogyakarta and Denpasar that will give culinary experience and destination experience satisfaction for the domestic tourists.

II. LITERATURE REVIEW

Karim and Chi [5] said that food and destinations are inseparable, and food can influence the tourist's destination

decision. Food is also regarded as a cultural identifier of a destination [10]. In addition, research by Hendijani et al. [3] also confirmed that in Malaysia, food plays an important and interesting role in enhancing destination experience. A positive culinary experience quality perceived by tourists specifically the first-time travelers indicating culinary satisfaction, which in turn, can be used to trigger revisit intention. World Tourism Organization [15] stated that the culinary experience is one of the attraction factors, which is able to encourage the satisfaction of tourists to a destination. Based on the above discussion, the following hypothesis was proposed:

Hypotheses 1: Culinary experience quality has a positive and significant impact on the destination experience satisfaction

Culinary is one component of tourism products which plays an important role in creating an impressive tourist experience [10]. The tourist who has strong desire to consume traditional foods, will also look for impressive new culinary experiences [2]. In addition, Peštek and Činjurević [10] explained that the culinary experience is a combination of tourist's opinions, the attributes of food, and the response of tourists that involves their feelings. The response is an evaluation of the whole culinary experience, that will assess whether it is good or not. Based on the above explanation, the culinary experience is a phenomenon that not only involving food as a whole but also including emotions from tourists. Based on the earlier study, the following hypothesis was deducted

Hypotheses 2: Culinary experience quality has a positive and significant impact on culinary satisfaction

In addition, Previous research revealed that culinary experience is one of the key factors in choosing tourism destination and also contribute to the tourists' overall satisfaction [6]; [2]. Destination management organizations (DMOs) could use culinary as a representative of cultural experience, status, cultural identity, as well as how to communicate the tourist destinations [4]. Further, [11] noted that food could show a unique and most memorable experience for the whole trip. Therefore, [3] showed that food could give additional attraction to the destination. Hence the hypothesis appears as follows:

Hypotheses 3: Culinary experience quality has a positive and significant impact on the destination experience satisfaction with culinary experience satisfaction as a mediating variable.

Based on the literature review, the research model is presented in figure 1

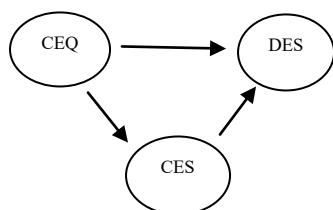


Fig 1. Research Model

III. RESEARCH METHOD

The data were collected through self-administered questionnaire-based survey to domestic tourists who have visited Yogyakarta and Denpasar. The sampling process used judgemental sampling that the respondents should be at least 21 years, and have enjoyed local food during their visit in Denpasar and Yogyakarta.

The questionnaire was divided into several parts. Part 1 sought information about participant demographics such as gender, age, occupation, the purpose of visit and the length of staying. Part 2 contained questions related to the culinary experience quality of domestic tourists in Denpasar and Yogyakarta. In Part 3, the participants were requested to give opinions regarding culinary experience satisfaction in Denpasar and Yogyakarta. Part 4 sought participants' opinion regarding their visited destination experience satisfaction.

The culinary experience quality was measured by using food, social, and place, adapted from Björk dan Kauppinen-Räsänen [2]. The culinary experience satisfaction was measured by overall satisfaction to food, social interaction and quality of place, adapted from Kivela and Crotts [6]; and the destination experience satisfaction was measured by the attraction, the public and private facilities, the human resources, and the price, adapted from Wang [13]. The level of agreement with given statements was assessed by using a seven-point Likert-type scale, with anchors "strongly disagree" as 1 and "strongly agree" as 7.

A total of 202 questionnaires were used for further data analysis. The study employed descriptive statistics to describe the participants' profiles, meanwhile Partial Least Square (PLS) path modeling was applied to test the proposed research hypotheses.

IV. RESULTS AND DISCUSSION

A. Profile of Participants

Of all the respondents, 52% were female and 48% were male. The majority of the participants were between 21 and 30 years old (57%) and mostly from Jakarta and Surabaya (41%). Two major occupations are students and employees which at about 55% of total participants. In terms of the participants' traveling behavior, the majority of participants already visited the destination more than 3 times (43%), together with family or friends (81%), and stayed for less than a week (49%).

B. Result

PLS path analysis was employed to assess the research model and test the proposed hypotheses. Figure 2 showed that the validity and reliability levels of the observable variables were good, which had loading factors above 0.50. This means all the empirical indicators were a valid reflector of the examined latent variables, respectively.

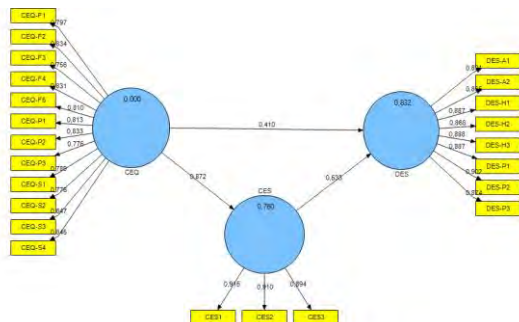


Fig. 2. Path diagram of the research model

In addition, table 1 exhibits the *composite reliability* of three latent variables. It shows that all had the score above the cut-off value of 0.70 (reliable).

Table I. Composite reliability of latent variables.

CEQ (Culinary Experience Quality)	0.9532
CES (Culinary Experience Satisfaction)	0.8912
DES (Destination Experience Satisfaction)	0.9594

The result of R-square Model is presented in Table 2. The *goodness of fit* in PLS can be seen from the Q^2 value. The value of Q^2 has the same meaning with the determination coefficient (*R-square* / R^2) in regression analysis. The higher the R^2 , the more fit the model with the data. From the R^2 values, the Q value can be calculated as follow: $Q^2 = 1 - [(1 - 0.7600^2) \times (1 - 0.8317^2)] = 86.97\%$.

Table II. The R Square result

CEQ (Culinary Experience Quality)	-
CES (Culinary Experience Satisfaction)	0.7600
DES (Destination Experience Satisfaction)	0.8317

Moreover, the subsequent path analysis revealed the result of the *inner weights*. Table 3 shows that the relationship among the variables was positive (original sample estimate). From the result of the t-statistics, it revealed that all the relationships are significant, therefore the hypotheses are accepted. In addition, the direct effect of culinary experience quality (CEQ) toward destination experience satisfaction (DES) score is 0.4096 which is less than score of the indirect effect ($0.8718 \times 0.5325 = 0.4648$). It showed that culinary experience satisfaction (CES) could strengthen the effect of culinary experience quality (CEQ) toward destination experience satisfaction (DES).

Table III. Inner weight result.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T-Statistic (O/STERR)
CEQ -> CES	0.8718	0.8692	0.0319	0.0319	27.3642
CEQ -> DES	0.4096	0.3976	0.0952	0.0952	4.3030
CES -> DES	0.5325	0.5416	0.0931	0.0931	5.7223

C. Discussion

The result of this research gives insight that the culinary experience quality of the domestic tourist in Denpasar and Yogyakarta appeared to be positively influenced towards destination experience satisfaction through culinary experience satisfaction. This means, the better the quality of culinary experience, the higher the satisfaction of destination experience. Therefore, satisfaction to the culinary experience will enhance satisfaction to the destination experience. Hendijani et al. [3] proved 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. Afterward, when tourists are satisfied with the local food, tourists will begin to satisfy with the destination.

The three main concern of culinary experience quality is the hospitality of the local people (CEQ-S4), the authenticity of the food's taste and spices (CEQ-F2) and the ambience of the dining place reflected the local culture (CEQ-P2). In line with the previous study, Wijaya, et. al [14] found that staff quality, sensory appeal, and food uniqueness are the top three factors that affect participant dining expectations with local Indonesian food. Moreover, Denpasar and Yogyakarta are two cities in Indonesia which are well known for its friendly local people. Moreover, they have remarkable local cuisines with a strong taste of spiciness in Denpasar and sweetness in Yogyakarta. In addition, the cities are characterized by many cultural attributes such as Pura, Balinese carving in Bali and batik in Yogyakarta.

The main reflector of culinary satisfaction is the quality of the food. Similar was reported by Peštek and Činjurević [10], who suggested that a good image of food quality and price is the most important determinant of tourist satisfaction. Hence, accommodation is the best reflector for destination experience satisfaction, followed by tourism attractions, value for money, and the communication skill of the local staff. Since Denpasar and Yogyakarta are the most well known as touristic places, therefore the accommodations are already provided in a professional manner.

V. CONCLUSION

This study has assessed the effect of culinary experience quality on destination experience satisfaction through culinary experience satisfaction. The findings showed that culinary

experience quality influences culinary experience satisfaction and destination experience satisfaction. However, the culinary experience quality has a higher impact on destination experience satisfaction through culinary experience satisfaction.

Understanding this model will help the local government to increase the satisfaction of domestic tourist toward local culinary and the destination. Moreover, the government should pay attention to the tourists' experience while having local food in Denpasar and Yogyakarta.

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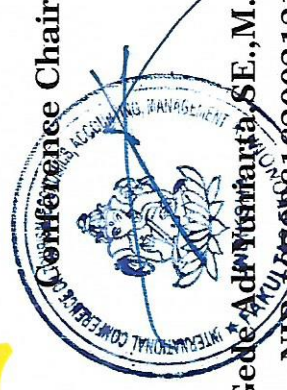
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