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Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia

Deborah C. Widjaja , Regina Jokom , Monika Kristanti & Serli Wijaya

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Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia

Deborah C. Widjaja, Regina Jokom, Monika Kristanti and Serli Wijaya

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ABSTRACT

Drawing upon the extant literature, this study aimed to investigate tourist experience quality of culinary tourism in Indonesia by examining the relationships between the quality of culinary experience, the satisfaction of culinary experience, the satisfaction of destination experience, and behavioural intentions using a structural equation modelling approach. In total, 395 international tourists who travelled to Indonesian gastronomy destinations participated in the survey. The result showed the direct effects of the culinary experience quality on culinary experience satisfaction and destination experience satisfaction. However, it is the indirect and not direct effects of the quality of culinary experience quality that impact on behavioural intentions when mediated by culinary experience satisfaction and destination experience satisfaction.

Introduction

Culinary experience has been a prominent concept in the field of tourism industry recently. It is an inseparable aspect of the tourism industry. Tourists visit a place of attraction not only for the attraction itself but also for the local food that a place is offering. While enjoying the place, tourists enjoy the food at the same time. As such, local food is increasingly becoming one of the most essential elements that form overall destination experiences (Hendijani, 2016). While tourists engage with local cuisines in the place they visit, they would learn about the destination's culture (Björk & Kauppinen-Räisänen, 2016; Wijaya, King, Morrison, & Nguyen, 2017).

Previous studies have been undertaken to examine the relationship between culinary tourism and various consumer behaviour constructs (Agyeiwaah, Otoo, Suntikul, & Huang, 2019; Kivela & Crotts, 2006; Stone, Soulard, Migacz, & Wolf, 2018; Wijaya et al., 2017). Agyeiwaah et al. (2019), in their study, analysed the relationship between culinary experience quality and tourist loyalty with culinary experience satisfaction as the mediating variable. The study revealed that when tourists got a good quality of culinary experience, they would be satisfied with the culinary experience which in turn, would be more likely to have intentions to revisit the destination in the future. Similar to Agyeiwaah et al. (2019), Stone et al. (2018) contend that memorable local food encounters could motivate tourists to revisit the place in the future (Stone et al., 2018). Peštek and Činjarević (2014) found the relationship between culinary experience satisfaction and the destination experience satisfaction.

Once tourists had a memorable culinary experience, such an experience would contribute to their overall satisfaction. Further, study of Hendijani, Ng, and Boo (2013a) showed that satisfied tourists tend to visit the same destination and give positive word-of-mouth, two major indicators of

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behavioural intentions. Despite many research on culinary tourism and tourist behaviour as discussed above, very few empirical examination of the relationship between culinary experience quality, culinary experience satisfaction, destination experience satisfaction, and behavioural intentions have been undertaken.

Tourism is one of the fastest growing fields in Indonesia and has become one of the main contributors of Indonesia's gross domestic product (GDP). The government has aimed to double the tourism contribution to reach at 5.5% of total GDP by 2019 (Kemenpar, 2018b). In 2018, there were 15.81 million international tourists visiting Indonesia. This figure showed a growth rate of 12.58% compared to the statistics in 2017 (Kemenpar, 2018a). Food and beverage are the second biggest expenditure (around 20.40%) of the total international tourist expenditures (Badan Pusat Statistik, 2017). Recognizing its potential contribution to the national tourism industry, culinary tourism has been prioritized to be strategically promoted as one of the seven types of special interest tourism in Indonesia targeting the international market.

Culinary tourism is expected to be the main factor attaching other tourism activities, considering the fact that tourism is a multi-attribute and prospective industry functioning not only as a gate but also as the image of Indonesian tourism. The Ministry of Tourism and Creative Economy of Indonesia has designated five cities as Indonesia's gastronomy destinations, namely: Bandung, Solo, Yogyakarta, Denpasar and Semarang. The designation of five cities based on six following criteria: product and main attractions; product and event packaging; service quality; environmental factors; business feasibility; and the role of the government in developing culinary tourism (Kemenpar, 2015).

The extant literature has shown that most of the culinary tourism studies were undertaken in developed tourist destination geographical context (Agyeiwaah et al., 2019; Henderson, 2009). Indonesia, as an emerging tourism destination in Asia, have well known for its natural and cultural richness whose culinary uniqueness is worth to be explored. Current research examining Indonesian local culinary diversity in the international market is still limited. Having said this, it is timely to conduct an empirical investigation in Indonesia, to analyse more deeply about how the culinary experience quality of international tourists in the major gastronomy cities could affect the behavioural intention. This will be very much beneficial for the local governments to set up the strategies for promoting culinary tourism to the international market and offering more memorable culinary tourism experiences for the international tourists.

Specifically, the objectives of the present study were: 1) to examine the effect of culinary experience quality on culinary experience satisfaction; 2) to investigate the effect of culinary experience satisfaction on destination experience satisfaction; 3) to investigate the effect of culinary experience quality on the destination experience satisfaction; 5) to examine the effect of culinary experience satisfaction and the destination experience satisfaction on the behavioural intentions; and 6) to examine the indirect relationships between culinary experience quality, culinary experience satisfaction, destination experience satisfaction, and behavioural intentions.

Literature review

Culinary experience quality is an adapted concept from experience quality that is applied in culinary tourism context. According to Chen and Chen (2010), experience quality is the psychological outcome as a result of customer participation in tourism-related activities, including the engagement with local food of the visited destination. Food is a basic sustenance for every tourist during their travel. Each tourist needs food when travelling 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. Culinary experience is subjective, meaning the culinary experience is influenced by the individual's own experience (Sfandla & Björk, 2013).

Wijaya, King, Nguyen, and Morrison (2013) depict the tourist's local food experience as three consecutive stages of pre-, during, and post-dining. 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 behavioural intentions that emerge after the dining experience has been concluded.

While Wijaya et al. (2013) have looked culinary experience as sequential stages, Andersson and Mossberg (2004) discuss it as multi-dimensional construct. That is, the measurement of the quality of the culinary experience can not 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 previously. Review of the 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 (Hendijani et al., 2013a; Peštek & Činjarević, 2014; Wijaya et al., 2017).

Culinary tourism is viewed as a form of special interest tourism offering "real" travel. Recognized as part of cultural tourism, it provides real learning opportunities by introducing visitors to the new and exciting smells, tastes, and flavours of local cultures (Ignatov & Smith, 2006). Hendijani (2016) suggests that by consuming local foods, tourist can conceive the identities and ethnicities of people of a given destination. From the cultural viewpoint, 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 attained 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 & Crotts, 2006). Foods also provide sensory experiences that enhance the pleasure of a vacation and attract tourists to a destination.

Previous studies have shown that there is an increase in the search for new experiences for consumers (Wang, 2016). While on vacation, tourists will tend to look after new experiences which are never been achieved before, including enjoying traditional, authentic, unique and new food (Björk & Kauppinen-Räisänen, 2014). 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 tourists have with food at the destination. Culinary experience is not only influenced by traditional food but also can be influenced by social aspect, external environment, and services provided in a particular destination (Björk & Kauppinen-Räisänen, 2014). Thus, each of these aspects can make a memorable trip for tourists. The sensory aspects of food enable tourists to experience the culture of a particular country on a deeper level (Hendijani, 2016).

Culinary experience satisfaction

Satisfaction is commonly viewed as a result of lived experience quality (Ryan, 2002). 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 the context of tourism industry, satisfaction is defined as tourists' assessment based on experiences they have been through (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Literature has shown that culinary experience quality at a destination can represent an important source of satisfaction for tourists (Agyeiwaah et al., 2019; Hendijani, 2016; Kivela & Crotts, 2006). Kivela and Crotts (2006) state that food can increase value to the tourist experience and is associated with the tourism experience quality for tourists in search of new experiences that yield a high level of satisfaction.

Past studies have suggested various yet similar dimensions to measure culinary experience satisfaction. In line with the culinary experience quality dimensions as discussed earlier, Björk and Kauppinen-Räisänen (2016) in their study explain that tourist satisfaction towards culinary experience could be measured based on three aspects of 1) what food or local cuisine being served; 2) where the food is served; and 3) how the food is served. Similarly, Correia, Moital, Da Costa and Peres' (2008) study in Portugal reveals that there are three significant determinants of international visitor satisfaction towards Portugal's gastronomy tourism. They are 1) local gastronomy; 2) atmosphere; and 3) food quality and price.

Destination experience satisfaction

Destination experience satisfaction is the overall impression of a tourist regarding the overall experience after visiting a destination (Prayag, 2009; Wang, 2016). According to Murphy, Pritchard, and Smith (2000), destination can be viewed as a set of complementary tourism products and services to form the overall travel experience in an area visited by tourists. Hence, 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. Meanwhile, destination environment consists of supporting components for the provision of experience for tourists encompassing: the natural environment, political conditions, availability of technology, economic conditions, and socio-cultural factors of a destination. The provision and the quality of attractions, public and private facilities, accessibility, human resources, image and character, also price can therefore impact on shaping the experience, satisfaction, and also the decision of tourists to travel to a destination (Sukiman et al., 2013; Wang, 2016; World Tourism Organization, 2007). The overall destination experience satisfaction can be derived from numerous encounters with the taxi drivers, hoteliers, waiters, local people as well as the local attractions such as beaches, shopping malls, museums, theme parks and many others (Prayag, 2009; Wang, 2016; Zouni & Kouremenos, 2008).

With regards to the culinary experience, Ab Karim and Chi (2010) contend that tourist experience with local culinary would affect their perception of the overall experience with the visited destination. 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 (Barnes, Mattsson, & Sørensen, 2014).

Behavioural intentions

Behavioural intentions can be viewed as the antecedent of individual's decision which go through the processes of selecting, delivering, and using products, services, experiences, or ideas in satisfying needs and desires (Hendijani et al., 2013b). The central idea of the behavioural intention concept is about the evaluative responses towards a subject such as a product, service or situation and that contribution to the creation of a positive or negative feeling (Leong, Ab Karim, Awang, and Abu Bakar, 2017). In the tourism context, the concept has been extensively used to examine tourist behaviour after experiencing tourism products or services in a destination. Tourist behavioural intentions would lead to the loyalty towards particular destination or tourism-related activity.

Literature has shown that there are two widely common indicators used to measure behavioural intentions in the tourism studies (Ab Karim & Chi, 2010; Prayag, Hosany, & Odeh, 2013; Rajaratnam, Nair, Pahlevan, & Munikrishnan, 2015). First is the intention to give referrals or recommendations to other people that occurs 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 to travel again to enjoy the

destination or to do the same tourism activities as previously they had. Similarly, according to Amoah, Radder, and Van Eyk (2016), behavioural intention is a result of overall tourist satisfaction. It can be viewed 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 services that have been enjoyed before, or willingness to share positive information about a place or a thing to families or acquaintances. This is confirmed by Altintzoglou, Heide, and Borch (2016) who argue that a satisfied tourist will tend to have the eagerness to tell their acquaintances or relatives about the experience they have just enjoyed.

In relation to culinary tourism, past studies have developed two indicators for measuring behavioural intentions, namely tourist willingness to consume the local food (Phillips, Asperin, & Wolfe, 2013), and willingness to recommend the local food to others (Adongo, Anuga, & Dayour, 2015).

This study aimed to investigate the relationships of experience quality, experience satisfaction, destination satisfaction, and behavioural intentions in the context of culinary tourism in Indonesia. The relationships between the examined constructs were developed based on the Stimulus-Organism-Response (S-O-R) theory of Mehrabian and Russell (1974). *Stimulus* is described as external factors consisting of both marketing mix variables and other environmental inputs that influence individual's internal state and can be conceptualized as an effect that stimulates the individual. *Organism* refers to internal processes and structures intervening between external stimuli and the final actions, reactions, or responses demonstrated. Meanwhile, *Response* represents the final outcomes and decisions of consumers (Mehrabian & Russell, 1974). Response can be either approach behaviour (i.e. positive actions) or avoidance behaviour (i.e. negative actions). The intervening processes and structures contain perceptual, psychological, feeling, and thinking activities (Mehrabian & Russell, 1974).

As seen in the proposed research model in Figure 1, culinary experience quality that is shaped by three aspects of food, social, and dining place, is conceived as the stimulus, while culinary experience satisfaction and destination experience satisfaction are regarded as the two organisms,
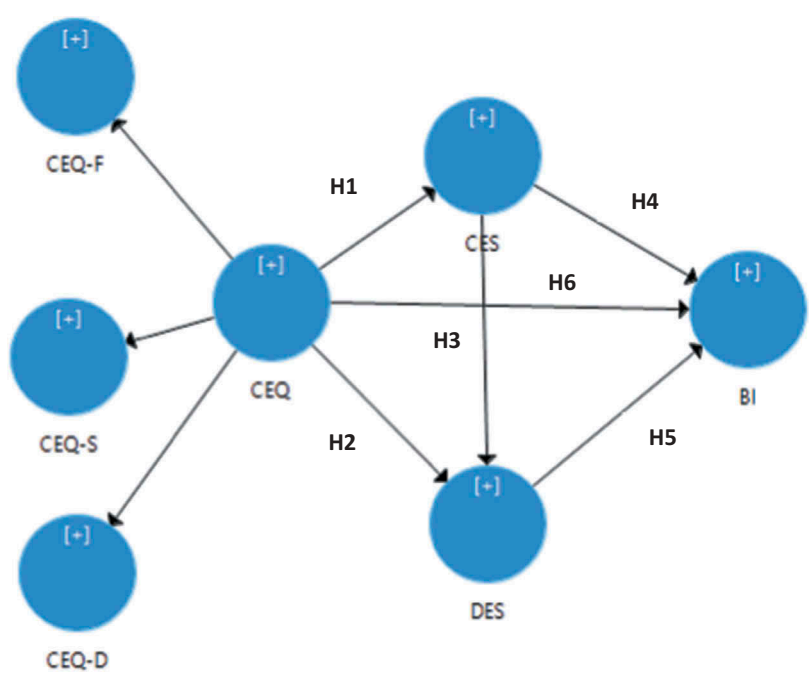

Figure 1. Proposed research model.

and behavioural intentions is the response. According to the proposed research model, the quality of culinary experience as perceived by the international visitors is expected to influence the satisfaction of both culinary and destination experiences, which in turn are expected to influence tourist behavioural intentions.

Food is an important component to tourism experience provision (Peštek & Činjarević, 2014) since food and destinations are inseparable where food can influence tourist travel decision (Ab Karim & Chi, 2010). Tourist who has a strong desire to consume traditional foods will look for novel culinary experiences (Björk & Kauppinen-Räisänen, 2014). Positive engagement in which the tourists have with local food in the destination is therefore crucial since through this, tourists would assess the quality of experience they have with the food. Such experiences have been associated with an increase in travel satisfaction and positive word of mouth (Stone et al., 2018). Peštek and Činjarević (2014) explain that the culinary experience satisfaction is a combination of tourist opinions about the food experience attributes and their emotional response or feeling towards those attributes. This response is an evaluation of the whole culinary experience whether it is good or not.

Based on the above explanation, the culinary experience is considered as a phenomenon that not only involves food dimensions but also includes the emotional evaluations from tourists. Literature has consistently shown that tourist experience with local food that is unique and memorable could affect the overall destinations experience satisfaction (Ignatov & Smith, 2006; Silkes, Cai, & Lehto, 2013). A positive culinary experience quality that is perceived by tourists would lead to culinary experience satisfaction, which in turn, it can enhance the overall destination experience satisfaction (Björk & Kauppinen-Räisänen, 2014; Hendijani, Sambasivan, Ng, & Boo, 2013b). Based on the past studies above, the direct positive relationships are hypothesized as follows:

H_1: Culinary experience quality (CEQ) has a positive and significant effect on culinary experience satisfaction (CES).

H_2: Culinary experience satisfaction (CEQ) has a positive and significant effect on destination experience satisfaction (DES).

H_3: Culinary experience quality (CES) has a positive and significant effect on destination experience satisfaction (DES).

Kim, Ritchie, and McCormick (2012) urge that destination managers and tourism businesses providers should know how to develop a memorable experience. This can be accomplished when the quality of tourism experience is seriously taken into account. A destination that could provide a memorable tourism experience will have a sustainable competitive advantage. Local cuisines of a destination therefore could be utilized by Destination Management Organizations (DMOs) as a means to offer such experiences since food is a symbol of cultural identity (Horng, Liu, Chou, & Tsai, 2012). Silkes et al. (2013) note that food could show a unique and most memorable experience of the whole trip. Hendijani et al.'s (2013b) study reveals that food could give additional attraction to the destination.

Moreover, destination satisfaction does not only trigger the repeated selection of a tourist destination but also affect the tourist behavioural intentions as a whole (Rajaratnam et al., 2015). This statement is supported by research from Huang and Hsu (2009) as quoted from Björk and Kauppinen-Räisänen (2014) portraying that travellers apply their memories regarding the travel experience they had to determine their future travel intentions (for examples, the option to revisit a tourist attraction or re-repeat an experience). Satisfied tourists will return and tell others about their experiences with a tourist destination (Prayag, 2009). Past empirical research has shown that when tourists have a memorable experience with a particular tourist destination, they are more likely to return than otherwise (Kim & Brown, 2012). Satisfaction with a tourist destination helps

generate loyalty to the destination (Antón, Camarero, & Laguna-García, 2017). Similarly, Hendijani et al. (2013b) contend that local food can be used to drive tourism products and trigger repeated travel intentions in a tourist destination. Based on the preceding review of literature, the following hypotheses are formulated as follows:

H_4: Culinary experience satisfaction (CES) has a positive and significant effect on tourist behavioural intention (BI).

H_5: Destination experience satisfaction (DES) has a positive and significant effect on tourist behavioural intention (BI).

H_6: Culinary experience quality (CEQ) has a positive and significant effect on tourist behavioural intention (BI).

The proposed research model of the study describing the relationships between the examined variables is presented in Figure 1.

Methodology

The samples were representative of the indefinite population of international tourists who travelled in four gastronomy cities in Indonesia, namely Bandung, Denpasar, Solo, and Yogyakarta. The sampling process used was purposive sampling, meaning that the respondents should be at least 21 years old, and have enjoyed local food during their visit. The survey was done in tourist attractions (such as, museums, beaches, and traditional foodservice establishments) by approaching several international tourists who were willing to participate in the survey.

The questionnaire was divided into five sections. Section 1 sought information about participant demographics such as gender, age, occupation, the purpose of visit and the length of stay. Section 2 contained questions related to the culinary experience quality of domestic tourists in four selected gastronomy cities. In section 3, the participants were requested to state opinions regarding culinary experience satisfaction in the city whereby they visited. Section 4 sought participants' opinions regarding their visited destination experience satisfaction, while the last section, section 5 contained questions related to behavioural intention of international tourists.

All items or empirical indicators for each examined construct were developed based on the literature review (see Table 1). The culinary experience quality variable is operationally defined as the total image of the eating activity as perceived by the tourists. The culinary experience quality was measured by three sub-variables, namely food, social and place. These three sub-variables and their indicator items were adapted from Björk and Kauppinen-Räisänen (2014), Hendijani et al. (2013a), Peštek and Činjarević (2014), and Wijaya et al. (2017). Food was measured by five indicators, social was measured by four indicators, and place was measured by three indicators. The culinary experience satisfaction variable is operationally defined as the overall tourist satisfaction towards food, social interaction, and the quality of place aspects. In the questionnaire, it was measured by three indicators that were adapted from Kivela and Crotts (2006), and Hendijani (2016).

The destination experience satisfaction variable is operationally defined as the overall satisfaction of tourists based on several destination aspects after engaging with local food at the visited gastronomy destination. It was measured by four sub-variables, namely attraction, public and private facilities, human resources, and price, which were adapted from Wang (2016), Zouni and Kouremenos (2008), Prayag (2009), and the published document of World Tourism Organization (2007). Attraction was measured by two indicators, public and private facilities were measured by three indicators, human resources was measured by two indicators, and price was measured by one indicator. Behavioural intention variable is operationally defined as the tourist intentions as a response after visiting and evaluating the culinary experience in a visited gastronomy destination.

Table 1. List of measurement indicators in the questionnaire.

Variable	Dimension	Measurement indicators	Sources
Culinary Experience Quality (CEQ)	Food (5 items)	Local cuisine offers a wide variety of local food and beverage Local cuisine has authentic taste and uses authentic spices Local cuisine uses nutritious ingredients Local cuisine has unique cooking methods Local cuisine has a unique food presentation	Björk and Kauppinen-Räisänen (2014), Hendijani et al. (2013a), Peštek and Činjarević (2014), & Wijaya et al. (2017)
	Social (4 items)	When consume local cuisine, enjoy the interaction with the local people When consume local cuisine, experience different way of service offered compared to what get used to receive at place of origin When consume local cuisine, experience different way of eating the food compared to what get used to do at place of origin When consume local cuisine, enjoy local people's hospitality	
	Place (3 items)	The servicescape of the dining place when eating local cuisine strongly reflected local culture The ambience of the dining place when eating local cuisine strongly reflected local culture Cleanliness is an important aspect to consider when choose a place to enjoy local cuisine	
Culinary Experience Satisfaction (CES)	Food (1 item)	Overall satisfaction to the quality of local cuisine (it includes the variety of food, the use of authentic spices, nutritious ingredients, and unique cooking methods).	Kivela and Crotts (2006), Hendijani (2016)
	Social (1 item)	Overall satisfaction to the level of social interaction with local people and staff while enjoy local cuisine.	
	Place (1 item)	Overall satisfaction to the quality of dining place while enjoy local cuisine.	
Destination Experience Satisfaction (DES)	Attraction (2 items)	Overall satisfaction to the tourist attractions visited Enjoy the local cultural values and the life of the local people	Wang (2016), Zouni and Kouremenos (2008), Prayag (2009), & World Tourism Organization (2007)
	Public & private facilities (3 items)	Overall satisfaction to the quality of tourism infrastructure in a region (local transport, telecommunication etc.) Overall satisfaction to the quality of accommodation facilities while staying in a region. Overall satisfaction to the information provided about tourist attractions and supporting facilities in a region.	
	Human resources (2 items)	Overall satisfaction to the communication skill of the local staff in a region. Overall satisfaction to the level of hospitality of the local staff when providing service in a region.	
	Price (1 item)	Compared to the travel cost spent, satisfied with the travel experience in a region.	
Behavioural Intention (BI)	Revisit intention (2 items)	The willingness to return to a region if there is an opportunity in the future The willingness to consume local cuisine again if there is an opportunity in the future.	Ab Karim and Chi (2010), Rajaratnam et al. (2015), Prayag et al. (2013), Björk and Kauppinen-Räisänen (2014), Phillips et al. (2013), & Adongo et al. (2015)
	Referral intention (2 items)	The willingness to recommend others to visit a region The willingness to recommend others to try local cuisine in a region.	

Behavioural intention was measured by two sub-variables, namely revisit intention and recommendation intention, of which were adapted from measurement scales of Ab Karim and Chi (2010), Rajaratnam et al. (2015), Prayag et al. (2013), Björk and Kauppinen-Räisänen (2014), Phillips et al. (2013); and Adongo et al. (2015). Revisit intention was measured by two indicators and referral intention was measured by two indicators.

A questionnaire-based survey incorporating a total of 400 international tourists was completed. A hundred questionnaires were distributed in each city directly to the international tourists in the tourism places, culinary area, and cultural places. Since there were several missing data and outliers, the questionnaires that could be analysed were only 395 in total. The level of agreement with given statements was assessed by using a 7-point Likert-type scale, with anchors "strongly disagree" as 1 to "strongly agree" as 7. The study applied descriptive statistics to describe the participants' profiles meanwhile Partial Least Square (PLS) path modelling was applied to test the proposed research hypotheses. Based on skewness and kurtosis, it showed that some of the responses had excess kurtosis with cases exceeding the threshold of ± 3 found in items BI1 (4.355), BI2 (4.153), BI3 (4.104), BI4 (5.572). However, this deviation is not considered severe. In addition to the consensus among PLS-based authors/researchers, the use of PLS in multivariate data analysis generally adopt a softer assumption regarding data distribution (i.e.: the data are not required to be normally distributed). As for multicollinearity test, the authors did the assessment prior to evaluating the structural PLS model.

Results

The participants of the study were 53% male and 47% female with majority aged between 21 and 30 years old (35%). Three groups of university students (27%), housewife (19%) and employees (19%) were dominating the total participants. In terms of country of origin, most participants were from Australia (17%) and France (10%). Moreover, the majority of respondents (72%) travelled to Indonesia for holiday purpose. Most participants visited Indonesia with friends (48%) and they were first-time visitors (54%). Detail information about respondent profile is illustrated in Table 2.

The result of the construct validity testing indicated that all the indicators were valid since all the indicators were above 0.50. The result of the path analysis is presented in Figure 2.

The values of the composite reliability and the Cronbach's Alpha value were above the cut-off value of 0.70 which means reliable.

The goodness of fit as calculated from the Q^2 value. The Q^2 value is calculated from the R^2 values in Table 4. The value of Q^2: $1-[(1-0.791^2) \times (1-0.690^2) \times (1-0.615^2) \times (1-0.409^2) \times (1-0.475^2)] = 0.921 = 92.1\%$. It shows that 92.1% of the change variation of destination experience satisfaction as the independent variable can be explained by culinary experience quality and culinary experience satisfaction as the dependent variables while 7.9% can be explained by other variables which are not analysed in this research.

Moreover, based on the second-order analysis on the factors forming the culinary experience quality, it can be seen in Figure 2 that food (CEQ-F: 0.889) is the most dominant factor reflecting the culinary experience quality where the uniqueness of the food presentation as the main reflector. While social factor (CEQ-S: 0.830) is another factor reflecting the culinary experience quality where the different way of service as the main reflector. Then, dining place factor (CEQ-D: 0.784) is the third factor reflecting the culinary experience quality where the dining ambience reflecting the local culture as the main reflector. Furthermore, the main reflector of culinary experience satisfaction is the quality of the dining place (CES3: 0.816). Whereas the main reflector of destination experience satisfaction is the good value for money (DES8: 0.759). The main reflector of behavioural intention is revisiting the place in the future (BI3: 0.885).

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

Table 2. Respondent Profile.

Variable	Description	Frequency	%
Gender	Male	211	53
	Female	184	47
Age	21–30 years old	140	35
	31–40 years old	115	29
	41–50 years old	96	24
	Above 50 years old	44	11
Occupation	Student	104	27
	Housewife	77	19
	Employee	76	19
	Unemployed	40	10
	Entrepreneurs/self-employed	42	11
	Professional	35	9
	Retired	7	2
	Civil servant	5	1
	Others	0	0
Travel purpose	Leisure	284	72
	Business	50	13
	Visiting family/relatives	45	11
	Others	9	2
Travel companions	Friends	190	48
	Family	153	39
	Business partner	21	5
	Solo traveller	31	8
Frequency of visit	First time	211	54
	Second time	88	22
	Third time	38	10
	More than three times	58	15
Place of resident	Australia	67	17
	France	38	10
	USA	32	8
	Others	258	65

Figure 2. Path analysis of the research model.
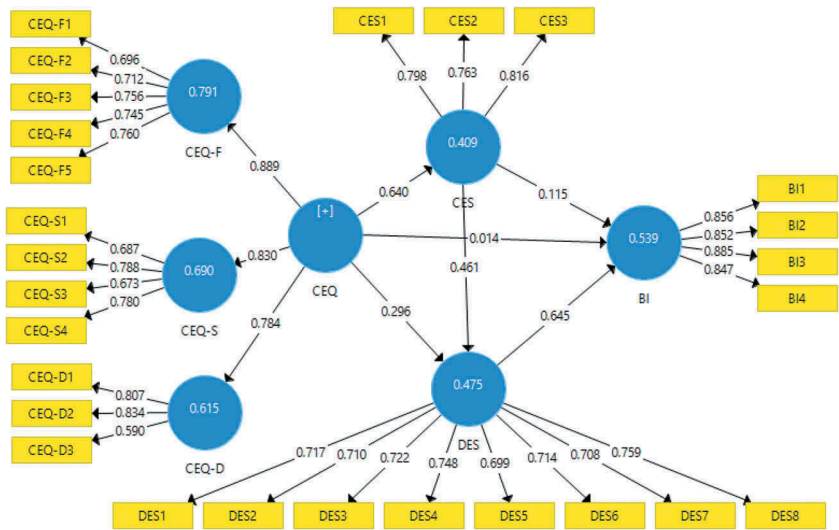
significant (11.284 > 1.96). Also, the relationship between customer experience quality (CEQ) and destination experience satisfaction (DES) was positive and significant (4.950 > 1.96). Moreover, the relationship between customer experience satisfaction (CES) and destination experience satisfaction (DES) was positive and significant (9.338 > 1.96). The relationship between destination

Table 3. Validity and reliability of the constructs.

Item	Loading	Composite reliability	Cronbach alpha	AVE
Culinary Experience Quality (CEQ)		0.874	0.854	0.698
Food		0.854	0.786	0.539
Local food variety	0.696			
Authentic taste and spices	0.712			
Nutritious ingredient	0.756			
Unique cooking method	0.745			
Unique food presentation	0.760			
Social		0.823	0.713	0.539
Interaction with local people	0.687			
Different way of service offered	0.788			
Different way of eating	0.673			
Local people's hospitality	0.780			
Dining place		0.792	0.607	0.565
Servicescape	0.807			
Ambience	0.834			
Cleanliness	0.590			
Culinary Experience Satisfaction (CES)		0.835	0.704	0.628
The quality of the cuisine	0.798			
Social interaction	0.763			
The quality of the dining place	0.816			
Destination Experience Satisfaction (DES)		0.897	0.869	0.522
Tourist's attraction	0.717			
The influences of cultural values	0.710			
The quality of infrastructure	0.722			
The quality of accommodation facilities	0.748			
Information provided	0.699			
Communication skill of the local staff	0.714			
Level hospitality of the local staff	0.708			
Value for money	0.759			
Behaviour Intention(BI)		0.919	0.883	0.740
Intention to recommend to visit	0.856			
Intention to recommend traditional cuisine	0.852			
Revisit intention	0.885			
Eat traditional cuisine again	0.847			

Table 4. R Square.

Variable	R square
BI (Behavioural Intention)	0.539
CEQ (Culinary Experience Quality) – Food	0.791
CEQ (Culinary Experience Quality) – Social	0.690
CEQ (Culinary Experience Quality) – Dining	0.615
CES (Culinary Experience Satisfaction)	0.409
DES (Destination Experience Satisfaction)	0.475

experience satisfaction (DES) and behavioural intentions (BI) was also positive and significant (15.104 > 1.96). Similarly, the relationship between customer experience satisfaction (CES) and behavioural intentions (BI) was positive and significant (2.227 > 1.96). However, the relationship between culinary experience quality (CEQ) and behavioural intentions (BI) was positive but insignificant. (0.287 < 1.96). Therefore, all the research hypotheses were supported except for H_6 was not supported.

The relationship between CEQ and BI was not significant because the relationship was mediated by CES and DES as mediators (see Table 5). In this case, the mediating effect is most effective through the joint mediation of CES and DES or through DES as a sole mediator. It can be seen from the original sample of CEQ > DES > BI is 0.191; while for CEQ > CES > DES > BI is 0.190. For international tourists to want to revisit the tourist destination, they need to have a good culinary experience quality which will drive the satisfaction with the culinary experience as well as the

Table 5. Path coefficients.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CEQ -> BI	0.014	0.011	0.049	0.287	0.774
CEQ -> CEQ-D	0.784	0.782	0.035	22.872	0.000
CEQ -> CEQ-F	0.889	0.889	0.018	49.819	0.000
CEQ -> CEQ-S	0.830	0.829	0.028	29.557	0.000
CEQ -> CES	0.640	0.636	0.057	11.284	0.000
CEQ -> DES	0.296	0.292	0.060	4.950	0.000
CES -> BI	0.115	0.114	0.052	2.227	0.026
CES -> DES	0.461	0.463	0.049	9.338	0.000
DES -> BI	0.645	0.647	0.043	15.104	0.000
CEQ -> CES -> BI	0.074	0.073	0.035	2.124	0.034
CEQ -> DES -> BI	0.191	0.190	0.043	4.489	0.000
CEQ -> CES -> DES -> BI	0.190	0.192	0.034	5.563	0.000
CEQ -> CES -> DES	0.295	0.295	0.046	6.439	0.000

destination experience. Besides, the tourists will be more likely to revisit the destination when they are satisfied with the destination experience which is caused by good culinary experience quality.

Discussion

The findings of this study are significant in a way that it contributes to the understanding of the variables influencing the behavioural intentions of the international tourists visiting Indonesia specifically in Denpasar, Solo, Bandung and Yogyakarta. 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. When tourists visit the tourist destinations in Indonesia and they find that the culinary experience is favourable, they will be more likely to be contended with both the culinary experience as well as the destination experience. This is relevant with the previous studies which discover that culinary has a significant role in creating the high-quality travelling experience and making the high satisfaction of the tourists with the tourist destination (Kivela & Crotts, 2006; Tsai, 2016; Widjaja, Wijaya, Jokom, & Kristanti, 2018).

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 behavioural 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. Furthermore, culinary experience satisfaction also gave a significant effect on behavioural intentions. It means that the improvement of culinary experience satisfaction will result on international tourist intentions to revisit or to recommend the place to others. When tourists enjoy the culinary experience, they will be more likely to be satisfied with the tourist destination and the possibility for them to return to the place is higher as well as the intention to recommend the destination to others. This is relevant with the previous study findings that when tourists enjoy local cuisines, they will have unforgettable tourism experiences which will create strong attachment to the tourist destination and they will be more likely to return to the destination or recommend it to others (Kivela & Crotts, 2006; Kristanti, Jokom, Wijaya, & Widjaja, 2018; Tsai, 2016).

Based on the total effect calculation, the indirect effect that gave the most effect on behavioural intentions was the one which was mediated by culinary experience satisfaction and destination experience satisfaction. It implies 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 and they will

be satisfied with the culinary experience. As a result, they will also be satisfied with the destination experience which finally will lead to their intention to revisit the place in the future. There are three factors composing the culinary experience quality (CEQ), namely: food factor (uniqueness of the food presentation), social factor (different way of service) and dining place (dining ambience reflecting the local culture). Among the three factors, food factor is the most influential factor reflecting the customer experience quality. 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). It was found in the study that culinary experience quality was constructed mainly by unique food presentation in food dimension, different style of service in social dimension and ambience of the dining place in dining place dimension (Tsai & Lu, 2012; Widjaja et al., 2018).

Furthermore, the result of this current study is in contrast with the previous study. The previous study findings revealed food quality was the main satisfier indicator of culinary experience satisfaction (Peštek & Činjarević, 2014). While this study found that the quality of the dining place appeared to be the main satisfier indicator of culinary experience satisfaction (CES). In terms of destination experience satisfaction, there were three main satisfier indicators constructing the satisfaction, namely: good value for money (DES8), accommodation facility (DES4) and infrastructure (DES3). It indicates that participants who were international tourists found that they were satisfied with the good value for money, accommodation facility and the infrastructure when visiting Denpasar, Solo, Bandung and Yogyakarta.

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

Conclusion and implications

This study revealed how culinary experience quality contributes to the foreign tourists' behavioural intention through culinary experience satisfaction and destination experience satisfaction. It means that the higher the culinary experience quality, the higher the satisfaction both the culinary and destination experiences. The higher the satisfaction of the tourists on the destination experience and culinary experience, the higher the intentions of the tourists to revisit the place or to recommend it to others. Moreover, this study also emphasized on the importance of the mediating effect of tourist satisfaction towards the culinary and destination in shaping international tourist behaviour intention. The result also highlights the significant role of local food unique presentation on improving tourists' culinary experience quality towards the food. In line with the previous studies (Björk & Kauppinen-Räisänen, 2014; Kivela & Crotts, 2006), these findings confirmed that travellers' positive experience of local food will lead to their satisfaction of the local culinary and the destination, furthermore will increase their intention to recommend and revisit the destination.

Despite the agreement between previous studies regarding the influence of food towards tourist behavioural intention (e.g. Ab Karim & Chi, 2010; Rajaratnam et al., 2015), only limited research has analysed the experiential perspective on the food and tourism (e.g. Björk & Kauppinen-Räisänen, 2014; Kivela & Crotts, 2006). The present study enriched the literature on the use of tourist experience of the local food by assessing the dimensions of culinary experience on the local food (food, social and dining) from the international tourist perspective in the context of gastronomy destination in Indonesia, in relation to their satisfaction and behaviour intention. By examining those three dimensions give comprehensive measurement towards tourist culinary experience quality.

Moreover, this research divided the tourist satisfaction into two variables (towards the culinary and the destination), whereas could make a significant conceptual contribution towards the framework of a tourist culinary experience and their behavioural intention. The result showed that tourist culinary

experience quality plays a major contributing role in creating high culinary satisfaction and destination satisfaction, which it will trigger to their high intention to revisit, consume the local food again in the next travel, and recommend the local food and the destination. Thus, this study filled a gap in the literature regarding the limited research on the culinary experience, culinary satisfaction, destination satisfaction and behavioural intention model and its implication to the gastronomic destinations. Results from this study also confirm findings from previous studies suggesting that tourist experience within a culinary is a salient factor in shaping tourist satisfaction and behaviour intention.

The literature has consistently shown that tourists culinary experience is the main aspect to be considered in gastronomy destination that will lead to the positive behaviour. Uniqueness of the food presentation is critical element in creating experience quality towards the food. In Summary, this study also provides valuable information for the government and Food and beverage business in terms of enhancing tourist culinary experience in gastronomy destinations. The whole aspects of culinary experience, namely food, social, and dining are the critical factors in making tourists satisfied. Meaning, in spite of the quality of local food itself, interaction with the locals and the quality of dining places also become essential in developing gastronomy tourism marketing strategy. Understanding this model will aid government to identify the way to preserve local food and develop it in facing globalization era. In addition, the model will help the government to increase the satisfaction of foreign tourist towards local culinary and the destination, in order to attract them to revisit Indonesia. Moreover, the government should enhance the promotion of local food unique presentation particularly to the foreign tourists. This model also can be tested in other countries or cities in order to understand tourist behaviour.

This study has some shortcomings that need to be highlighted. First, with reference to research model, the contribution of food, social, and place, the dimensions of culinary experience quality, to culinary experience satisfaction and destination experience satisfaction, could not be known; It can only be seen the contribution of food, social, and place to culinary experience quality. Second, this study only focusses to the four cities that designated as Indonesia's gastronomy destinations. It would be very useful to replicate this research in other regions and cities across the country as known that Indonesia has lots of regions that have own food uniqueness. The replicate study would provide a more comprehensive picture of tourist behavioural intention towards Indonesia's culinary destinations.

Finally, there are several suggestions for future research. First, it is suggested to do research with different research model that could measure the contribution of culinary experience quality's dimensions (food, social, place) to culinary and destination experience satisfaction. Second, to expand the geographic area of research which is not only four cities in Indonesia. Last, in order to get more valuable insight of tourist behavioural intention towards Indonesia's culinary, it is suggested to conduct a study adopting a qualitative research approach.

Disclosure statement

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Data availability statement

The data described in this article are openly available in the Open Science Framework at DOI:10.17605/OSF.IO/TPA6U.

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