

culinary and destination to behavior intention

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Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food

ABSTRACT

Food is an essential element of tourism. Tourists visit destinations in search of the destination experience and the culinary experience. Indonesia, rich in various kinds of local traditional food in each tourist destination, has become an attraction for tourists to visit different places to enjoy both the destination experience and the local food. Many previous studies have discussed the concept of experience quality and tourist satisfaction in culinary tourism; however, these variables have not been linked to destination experience. This study aimed to investigate the effect of culinary experience quality on destination experience satisfaction in Indonesia, with culinary experience satisfaction as a mediating variable. This study's participants were 401 domestic tourists who traveled to one of the four gastronomy destinations of Denpasar, Solo, Bandung, and Yogyakarta. The findings showed that the positive culinary experience of tourists in Indonesia significantly influenced overall destination experience satisfaction, leading to positive behavioral intentions. Moreover, the finding also revealed that food quality is the most influential factor in creating tourists' culinary experience.

Keywords:

Culinary experience quality, culinary experience satisfaction, destination experience satisfaction, behavioral intentions

1. INTRODUCTION

Culinary tourism has gained much attention because it relates to food as a basic human need. Local and authentic food can be used to promote the destination and act as tools to differentiate one destination from another. As such, it can enhance the destination's competitiveness as it becomes a unique attraction for tourists to travel to a destination (Mak, Lumbers, Eves, & Chang, 2012). The destinations can use culinary to represent cultural experience, status, and cultural identity (Hendijani, Ng, & Boo, 2013). Cultural differences can be observed through the essential ingredients of the food; the ways it is preserved, prepared, and cooked; the amount and variety available at each meal; the tastes preferences; the customs and traditions in serving food; the utensils used; and techniques in serving and consumption of food (Wijaya, 2019). Those cultural aspects of food can create a unique and pleasurable experience for tourists. In particular, food can thoroughly add to the tourist experience and become the most memorable part of the whole trip (Karim & Chi, 2010).

Previous studies undertaken by Björk and Kauppinen-Räsänen (2014) and Kivela and Crotts (2006), for instance, have emphasized the importance of understanding the relationship between food and tourism. Tourists' experience in consuming local food of the visited destinations influences their overall travel experience. When enjoying the local food, a tourist will react to the culinary experience they have. The satisfaction shown by tourists can be an assessment to know how tourists feel after consuming the food (Hendijani, 2016). An impressive and unforgettable culinary experience can also trigger the destination's branding and, most importantly, tourist behavioral intentions to revisit or recommend to others (Peštek & Činjurević, 2014).

Regardless of the positive effect of culinary experience on the intention to visit in the previous research (Björk & Kauppinen-Räsänen, 2014; Hendijani et al., 2013; Karim & Chi, 2010; Peštek & Činjurević, 2014), tourists' consuming perception of gastronomic experience seemed to be lack in the combination of consumer perception, service quality, and dining environment in the destination (Su & Horng, 2012). Most of these previous studies emphasized food as the main element of the culinary experience, such as taste, ingredients, and cooking method (Mora, Solano-Sánchez, López-Guzmán, & Moral-Cuadra, 2021). In comparison, several studies showed that there were additional dimensions, such as social aspect and atmosphere, necessary to be considered in measuring culinary experience (Björk & Kauppinen-Räsänen, 2014; Vargas-Sanchez & López-Guzmán, 2022; Wijaya, Morrison, Nguyen, & King, 2016). Other studies on

tourists' local food satisfaction had considered its relationship to their behavior towards the destination. For instance, Levitt and DiPietro (2021) revealed that tourists' satisfaction positively influenced place attachment, and Mora et al. (2021) confirmed that satisfaction with the food would impact tourists' behavior towards the destination. However, there was a lack of evidence from the previous research frameworks dividing tourist satisfaction into food and destination and testing their relationships. Given its scarcity, this current study offers a more comprehensive framework to explain the relationship between culinary and destination experiences in the context of local Indonesian food. In particular, tourist satisfaction and behavior intention are deemed important to be investigated for these two variables could lead to more international tourists' visit.

The literature has shown that there has been no single set of definitions of the phrase 'local food' (Coit, 2008). The term 'local' can refer to distance parameter, that is, how far the food has to travel to get from where it was grown to the consumer. Besides this distance parameter, the term 'local' can also be defined by geographical regions, such as food grown in a particular state or region (Coit, 2008). Aligned with Coit (2008), Chang, Kivela, and Mak (2010) and Nummedal and Hall (2006) viewed local food as the indigenous food grown and produced locally, reflecting the local identity of the place or region within which the food was produced. Sims (2010) added that the term 'local' was often equated with a host of values relating to social, environmental, and quality criteria. These criteria, in fact, are the core of culinary tourism that could be offered to tourists to experience (Ignatov & Smith, 2006). In the context of culinary tourism, local food, therefore, is not only associated with the origin of the ingredients and the place of the food being produced or served but also with how the food is utilized to showcase the local culture and history, which in turn, make the food marketable representing an attractive local identity experienced by tourists (Wijaya, King, Morisson, Nguyen, 2017). Considering that the examination of culinary experience in this study took place while tourists were visiting a destination, the term local food would refer to all Indonesian food that is produced, contains local ingredients, produced, stored, cooked, and served for tourists when they travel in Indonesia, aiming to enhance the whole destination experience.

Indonesia has thousands of local foods offering a strong uniqueness and a vast diversity for portraying its signature cuisine, leading to food tourism potential (Wijaya et al., 2017). The local food of Indonesia was unique since it represented the regional culture with various kinds of spices or ingredients and various ways the dishes were consumed, served, and prepared. On the other hand, experts on Indonesian cuisine had long a discussion defining Indonesian food. However, there was no consensus since Indonesian food was a combination of many related but different styles which blend into one (Wongso, 2016). Thus, the diversity of Indonesian cuisine remains a challenge leading to difficulties when selecting particular foods to promote to the tourism market (Wijaya et al., 2017). In order to promote the local Indonesian cuisine, The Ministry of Tourism and Creative Economy of the Republic of Indonesia has selected five cities as Indonesia's gastronomy destinations: Bandung, Yogyakarta, Solo, Semarang, and Denpasar (Lisnawati, 2017). Bandung is located in the west of Java, Yogyakarta, Solo, and Semarang are in central Java, while Denpasar is in Bali. Each region has unique local foods. For example, foods are sweeter in Central Java, while many Balinese dishes are spicy (Wijaya, 2019). This local food uniqueness attracts international and domestic tourists to visit those cities. The increasing potential of culinary tourism competitiveness showed by the number of tourists, especially domestic tourists, increased by more than 21% from 2013 to 2018 (Zuriyah, 2019).

Despite the increasing growth of culinary tourism in Indonesia, empirical studies on tourist behavior related to the relationship between culinary experience quality, culinary experience satisfaction, destination experience satisfaction, and behavioral intention were still limited. Previous studies in the Indonesian context regarding tourists mainly emphasized tourist motivation in consuming local food (Yusuf, 2017) and the relationship between food experience and satisfaction (Rahayu, 2018). On this basis, the current study answered the following research questions:

- (1) Does culinary experience quality positively and significantly affect tourists' culinary experience satisfaction?
- (2) Does culinary experience satisfaction positively and significantly affect tourists' destination experience satisfaction?
- (3) Does culinary experience quality positively and significantly affect tourists' destination

- experience satisfaction?
- (4a) Does culinary experience satisfaction positively and significantly impact tourists' behavioral intention?
- (54b) Does destination experience satisfaction positively and significantly affect tourists' behavioral intention?

The results of this study were anticipated to contribute to the local government in developing local culinary tourism, which could enhance tourists' culinary experience and stimulate the growth of the local tourism industry. In addition, this research also sought to contribute to the academic literature regarding exploring the elements of culinary experience, which were divided into food, social, and dining factors. Furthermore, this study could also enhance the tourist experience framework in dividing tourist satisfaction into satisfaction toward the culinary and the destination in the research model.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

S-O-R Theory

The S-O-R theory describes how environmental stimuli affect an individual's cognitive and affective reactions, which cause response behaviors. In other words, this theory assumes that it is the stimuli (S) in an environment that leads to changes in individuals' internal or organismic states (O), which in turn drives a behavioral response (R) (Mehrabian and Russell, 1954). Şahin and Kılıçlar (2022) explained the application of S-O-R theory in the tourism context. In the S-O-R theory, the stimulus includes both physical and sensory elements. For example, physical factors such as the food and the ambiance are seen as the stimuli (S) for tourists' responses. Hence, the organism dimension can involve emotional and cognitive factors, such as food consumption emotions, and experiential value. Moreover, in most of the previous studies, the response dimension is generally examined by behavioral intention. In this study, the stimulus refers to culinary experience quality, the organism refers to tourist satisfaction and the response refers to tourist behavior intention.

Culinary Experience Quality

Björk and Kauppinen-Räsänen (2014) stated that to understand the multifarious nature of travelers' food-related experiences, it should begin to understand their daily food, eating practices, and attitudes. In addition, experiences are referred to as processes in which each experience occurred in various stages, i.e., before experience (for instance: restaurant search or food search), during the experience (for example, eating experience in a place), and after the experience of eating (for instance the purchase of local food as souvenirs). Mora et al. (2021) define culinary experience as knowing new ingredients and/or learning new ways of cooking ingredients or consuming food, in which the cuisine becomes part of the transmission of the culture of a place. Therefore, Hendijani (2016) stated that culinary experiences could be obtained when tourists visit an area that offers a different dining experience from other areas, making it unique and can only be found in that area. Moreover, Björk and Kauppinen-Räsänen (2014) also noted that the culinary experience was subjective, meaning that the individual's own experience influenced the culinary experience. Thus, culinary experiences were assumed to be multidimensional and influenced by several factors.

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

Previous studies show that customers search for new experiences (Wang, 2016). While on vacation, a tourist would look after new experiences never achieved before, including enjoying traditional, authentic, unique, and new food (Björk & Kauppinen-Räsänen, 2014). Food-related

characteristics such as preparation, cooking style, presentation, dining customs, food culture, and food consumption could be included to construct tourist experiences with food at the destination. However, the culinary experience was influenced by traditional food only and could be influenced by social aspects, external environment, and services provided in the particular destination (Björk & Kauppinen-Räsänen, 2014). In addition, Mohamad, Palan, Roslan, & Nasron, (2022) reported that the food service quality significantly influences tourist behavioral intention. Thus, each of these aspects can make a trip memorable for tourists. In addition, the sensory aspects of food enable tourists to experience a particular country's culture deeper (Hendijani, 2016).

Further, Björk and Kauppinen-Räsänen, (2014) concluded that food experiences are divided into three main dimensions: the food, the social, and the place, including the external environment, the service place, and the time dimension. The food dimension covers food-related features such as type of food, quality, food category, and various personal perceptions like novelty and authenticity. The social dimension includes personal perceptions of oneself and own behaviour and the behaviour of others. Place covers dimensions characterizing where the experience happened, such as the external place and the service place. It consists of 'macro' features related to the external place like the destination country and the physical setting of the restaurant. In addition, it also involves 'micro' features, such as the atmospherics inside the restaurant and other aspects related to the particular location of the physical setting, such as landscape. Similar to this study, Hendijani et al. (2013), Peštek & Činjurević (2014), and Wijaya et al. (2016) agreed that separated from the sensory element of the food, there are other elements related to the service and environment which are part of culinary experience.

Tourist Satisfaction

Before going on vacation to a particular destination, tourists have an expectation or image about a particular destination, influenced by their minds, beliefs, and opinions. Thus, the tourists would feel fulfilled if the experience met their expectations. Satisfaction was experienced due to tourists' assessment based on experiences they had been through (Sukiman, Omar, Muhibudin, Yussof & Mohamed, 2013). Sanchez-Cañizares and Castillo-Canalejo (2015) identified satisfaction as a tourist's feeling after consuming products or services by comparing the performance of products/services received with the expectations. In addition, Peštek & Činjurević, 2014 emphasized that tourists' satisfaction is a positive reaction resulting from a favorable appraisal of a consumption experience. Satisfaction is also defined as the consumer's judgment on whether the product/service provides satisfaction-related consumption levels.

The food experience at a destination is an important source of tourist satisfaction. Hendijani (2016) found that the food experience significantly impacted tourists' overall satisfaction with the trip. Thus, it suggested that a new food experience brings excitement to people's lives, and this experience is considered a means of improving oneself when expectation and satisfaction combine. Kivela and Crofts (2006) mentioned that food could add value to the tourist experience and is associated with quality tourism for tourists searching for new experiences that yield a high level of satisfaction. Generally, food seemed to contribute to tourists' overall satisfaction significantly.

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

Hendijani et al. (2013) in their study suggested that food is an important and exciting thing to add to a tourist destination's attraction. Furthermore, a positive perception of the food experience among first-time travelers and repeat visitors of a tourist destination suggests that local food satisfaction can emerge tourist satisfaction and trigger repeated travel intentions for the future. Based on the preceding discussion, the following hypotheses are formulated:

H₁: Culinary experience quality positively and significantly affects tourists' culinary experience satisfaction.

H₂: Culinary experience satisfaction positively and significantly affect tourists' destination

experience satisfaction.

H₃: Culinary experience quality positively and significantly affects tourists' destination experience satisfaction.

Tourist Behavioral Intention

Behavioral intention is the willingness to use something that has been used before, to go back to a place that has been visited before, and to feel the services that have been enjoyed before. Additionally, it refers to the willingness to share positive information about a place or a thing with families or acquaintances due to overall tourist satisfaction (Amoah, Radder, & van Eyk, 2016). Rajaratnam, Nair, Pahlevan Sharif, and Munikrishnan (2015) also said that the culinary experience demands such an emotional response from tourists affecting tourist behavioral intentions in the future ahead. Prayag, Hosany, and Odeh (2013) concluded a significant relationship between tourist satisfaction and behavioral intentions.

Behavioral intentions often stem from structured decision-making that selects, delivers, and uses products, services, experiences, or ideas to satisfy needs and desires (Hendijani et al., 2013). Consumer behavior is also related to the social and economic impacts on purchasing and consumption behavior. For example, Altintzoglou, Heide, and Borch (2016) stated that satisfied tourists tend to urge to tell their acquaintances or relatives about the experience they have just enjoyed in demand for their acquaintances and relatives who want to have the same experience. Leviitt, Meng, Zhang, and DiPietro (2019) also stated that food tourists anticipated positive emotions played a crucial role in their desire to consume local cuisine. Therefore, it would be essential to create the perception that dining would be a pleasurable and exciting experience. Sometimes, a positive emotion from a tourist leaves positive memories of a particular destination, leading the tourist to want to revisit the place to have the same feeling once again.

Many studies examined the relationship between variables that affect consumer behavioral intentions. Tourist behavior had now focused on tourist satisfaction, as it would positively influence place attachment (Levitt & DiPietro, 2021) and would influence tourists' decision to return (Rajaratnam et al., 2015). Furthermore, tourist behaviour triggers are satisfied with the destinations and culinary (Peštek & Činjurević, 2014; Rajaratnam et al., 2015; Galati, Testa, Schifani & Migliore, 2021). Based on the above discussion, the following hypotheses are formulated:

H_{4a}: Culinary experience satisfaction positively and significantly impact the behavioral intention of tourists.

H_{4b}: Destination experience satisfaction positively and significantly affect tourists' behavioral intention.

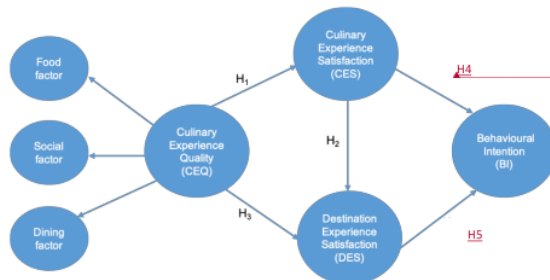


Figure 1. Research Model

3. RESEARCH METHOD

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

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 behavioral intention towards the traditional food and the destination. Moreover, the culinary experience quality measurements were adapted from Björk and Kauppinen-Räsänen (2014); Hendriani et al. (2013); Wijaya et al. (2016), which consist of three factors: food, social, and place. The culinary experience satisfaction was measured by tourist's overall satisfaction towards food, social interaction, and quality of place, which were adapted from Kivela and Crotts (2004), and the destination experience satisfaction was translated into four factors, namely attraction, public and private facilities, human resources, and price, which were adapted from Wang (2016). Finally, the indicator of behavioral intention was adapted from Karim and Chi (2010) and Rajaratnam et al. (2015), which is measured by two sub-variables: revisit intention and recommendation intention. Measurements were made based on respondents' approval level using the seven Likert scale method, with anchors 'strongly disagree' as 1 to 'strongly agree' as 7. The indicators were tested on 30 respondents and analyzed using Pearson Correlation and alpha Cronbach to confirm their validity and reliability. The results show that all the indicators are valid and reliable. Finally, Partial Least Square path analysis was used to examine the research model.

4. DATA ANALYSIS AND DISCUSSION

Four hundred and one domestic tourists have participated in the survey in Denpasar, Solo, Bandung, and Yogyakarta. The profiles are shown in Table 1.

Table 1. Respondent Profiles

Variable	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
	student	153	38
Occupation	housewife	37	9
	employee	69	17
	unemployed	4	1
	entrepreneurs/self-employed	90	22
	professional	20	5
	retired	1	0
	civil servant	20	5
	others	7	2
Travel companion	friends	137	34
	family	178	44
	business partner	27	7
	solo traveler	59	15
Frequency of visit	first time	78	19
	second time	91	23
	third time	47	12
	more than three times	185	46
Length of stay	less than one week	158	39

1-2 weeks	82	20
more than two weeks a month	32	8
more than one month	64	16

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	entrepreneurs/self-employed	90	22
	professional	20	5
	retired	1	0
	civil-servant	20	5
Travel-Purpose	leisure	193	48
	business	52	13
	visiting-family/relatives	90	22
	Others	54	13
Travel-companion	friends	137	34
	family	178	44
	business-partner	27	7
	solo-traveler	59	15
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	more-than-two-weeks-a-month	32	8
	more-than-one-month	64	16

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, Ringle, & Sarstedt, 2011). Furthermore, each item's loading value 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., 2011). 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 Alpha	AVE
Culinary Experience Quality		0.936	0.935	0.550
<i>Food</i>		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			
<i>Social</i>		0.869	0.800	0.625
Interaction with local people	0.779			
A different way of service offered	0.828			
A different way of eating	0.753			
Local people's hospitality	0.801			
<i>Dining Place</i>		0.873	0.781	0.696
Servicescape	0.835			
Ambiance	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 skills of the local staff	0.841			
Level hospitality of the local staff	0.824			
Value for money	0.861			
Behavioral Intention		0.947	0.925	0.816
Intention to recommend a visit	0.891			
Intention to recommend trying the local cuisine	0.919			
Revisit intention	0.912			
Consume local cuisine again	0.891			

3 The goodness of fit is 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 : $1 - [(1 - 0.8852) \times (1 - 0.8302) \times (1 - 0.8012) \times (1 - 0.812) \times (1 - 0.5902)] = 0.992 = 99.2\%$. It shows that 99.2% of behavioral intention variation can be explained by culinary experience quality, culinary experience satisfaction, and dependent variables. In contrast, while it is 0.80%, the dependent variables can be explained by other variables that are not analyzed in this research.

Table 3. R Square

Variables	R Square
CEQ (Culinary Experience Quality) - F	0.885
3 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 (Behavioral Intention)	0.707

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

Table 4. Path Coefficients

Hypotheses	Path	Original Sample (O) / Beta Values	T statistics (O /STDEV)	p values
	CEQ -> CEQ-F	0.941	105.244	0.000
	CEQ -> CEQ-S	0.911	66.611	0.000
	CEQ -> CEQ-D	0.895	59.811	0.000
H ₁	CEQ -> CES	0.825	32.712	0.000
H ₂	CES -> DES	0.497	8.632	0.000
H ₃	CEQ -> DES	0.306	16.652	0.000
H _{4a}	CES -> BI	0.209	11.304	0.000
H _{5ab}	DES -> BI	0.673	17.712	0.000

Based on the second-order analysis of the factors forming the culinary experience quality, it can be seen in Figure 2 that the food factor (CEQ-F = 0.941) is the most dominant factor reflecting the culinary experience quality where the authentic taste and spices as the primary indicator (CEQ-F2 = 0.834). This finding is relevant to the previous study that food authenticity is one element that makes culinary experience quality memorable for tourists. Authenticity is often defined by the personal definition of the tourist (Stone et al., 2018). When visiting a destination, tourists in Indonesia search for local food because it offers the most authentic food in terms of its taste, spices, and other ingredients. For example, *Batagor* is a local food originally from Bandung, West Java. Although it can be found in many other places around Indonesia, the most authentic ones are those sold in Bandung. Therefore, tourists always look for local food when visiting a destination to experience local food's authenticity. The result was similar to previous research where food is essential in creating destination attractiveness and shaping positive experiences towards the destination (Altintzoglou et al., 2016). The social factor (CEQ-S = 0.911) reflects the culinary experience quality where the different way of serving is the leading indicator (CEQ-S2 = 0.828). This result confirms a previous study suggesting that service could be as memorable as the food (Stone, Soulard, Migacz, & Wolf, 2018). The way food is served mainly in a different and typical local culture creates a memorable experience for the tourists. For instance: *Gudeg Yogyakarta*, as shown in Figure 2, is cooked initially and served using pottery called 'kendil.' All the plates use pottery plates with banana leaves covering the plates (Wikipedia, 2019). Such cooking and serving methods offer a more authentic experience for the tourists.



Figure 2. *Gudeg Yogyakarta*, an example of local food served on a traditional pottery plate with banana leaves covering the plate

The dining place factor (CEQ-D = 0.895) is the third factor reflecting the culinary experience quality, where the dining ambiance is the primary indicator (CEQ-D2 = 0.856). The study from Yusuf (2017) supports this finding that the essential aspects of enjoying food are physical and cultural. Whereas the dining ambiance is related to the physical decoration of the place and the background music playing, creating a particular atmosphere of the dining place (Wijaya, King, Nguyen, & Morrison, 2013). For example, Bali's dining places shown in Figure 3 are usually characterized by their typical Balinese art and decoration and traditional Balinese music as the background music. It will create a memory in the tourists' minds while enjoying the food. The Balinese decoration style is grounded in nature, using woods, bamboos, or earthy ceramics. Moreover, the quality craftsmanship of the Balinese style is strongly influenced by their spirituality, namely Buddhism, Hinduism, animism, or other ancient indigenous beliefs, a sense of spirituality from Buddhas and spiritual figures. Another Balinese element commonly placed in many hotel lobbies, gardens, and homes is the striking beaded and tasseled umbrellas called 'tedungs', which have deep roots in Bali's religious festivals and ceremonies. (Szypulski, 2017).

Furthermore, the primary indicator of culinary experience satisfaction is its quality (CES1 = 0.873), while the leading indicator of destination experience satisfaction is a good value for money (DES8 = 0.861). Finally, recommending trying local cuisine (BI2 = 0.919) appeared to be the primary reflector of the behavioral intention variable.

The finding also shows that the first hypothesis regarding the quality of the culinary experience has a positive effect on satisfaction with the culinary experience (H_1) is supported. It can be seen from the t statistic value is 32.712, which is higher than 1.96. The following hypothesis (H_2) is also supported because the t statistic value is 8.632, higher than 1.96. It means that culinary experience satisfaction positively and significantly impacts tourists' destination experience satisfaction. The results align with the previous study that culinary experience can increase tourist satisfaction (Hendijani, 2016; Peštek & Činjurević, 2014; Rahayu, 2018; Sukiman et al., 2013). Moreover, this study confirmed that one of the factors driving tourists' satisfaction with the destination visited is when the tourists are satisfied with the culinary experience in the visited destination (Rajaratnam et al., 2015; Wang, 2016).

Moreover, the following hypothesis (H_3) is also supported in that the t statistic value is 16.652, higher than 1.96. Therefore, it means that the quality of the local culinary experience has a positive and significant impact on tourists' satisfaction for tourists. Similarly, the two last hypotheses (H_{4a} and H_{4b}) show that the t statistic values are both above 1.96, which are 11.304 (CES \rightarrow BI) and 17.712 (DES \rightarrow BI). Therefore, both culinary experience satisfaction and destination experience satisfaction positively and significantly impact tourists' behavioral intentions. The findings of this study accord with Hendijani et al. (2013), confirming that the food experience quality is essential to enhance the destination's attractiveness and contribute to overall satisfaction. Therefore, the result is consistent with previous work by Widjaja, Jokom, Kristanti, and Wijaya (2020); Kivela and Crotts (2006), Karim and Chi (2010), Sukiman et al. (2013), and Rajaratnam et al. (2015), whereas the role of culinary experience quality is essential in shaping tourist behavior intention through culinary and destination experience satisfaction.

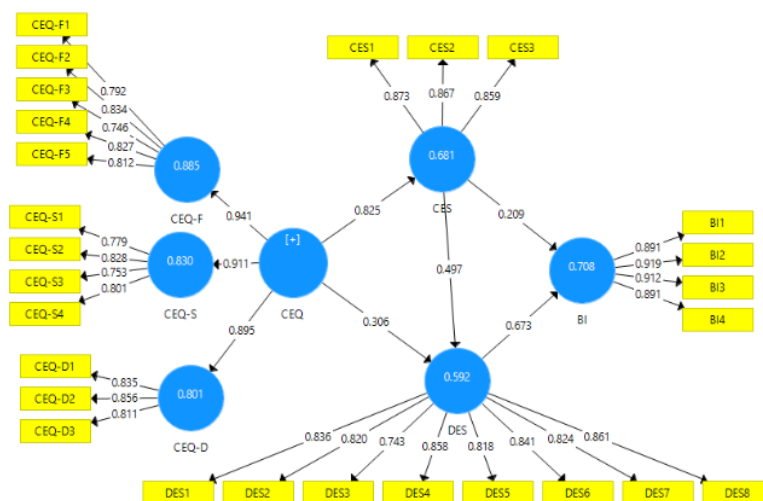


Figure 3. Path Analysis

Theoretical Implication

This study applied an extended model of culinary experience quality, which combined both culinary and destination experience satisfaction as mediating variables where prior studies did not do it. The frameworks have increased the understanding of tourist behavior regarding the relationship between their satisfaction and behavioral intentions. Since the Q^2 value is 92%, it indicated that the model has an excellent predictive relevance, and thus it demonstrated an appropriate framework for predicting tourist behavior related to local food. The extension of culinary experience quality could be shown in the three factors: food, social and dining. Moreover, the research model has given more added value by evaluating the impact of culinary experience quality on culinary satisfaction and destination satisfaction separately.

The results of this study have offered a solid practical implication to the government and the food tourism industry. First, the result showed that authentic taste became the critical element of the food. Food authenticity is of utmost importance for tourists when they decide to consume and enjoy the local food in a certain destination where they can only find it in a particular destination. Therefore, food tourism practitioners should emphasize the originality and authenticity of the spices of the local foods and provide detailed descriptions in the marketing campaign. In addition, the other important aspects that had to be pointed out in the food promotion were the unique way of serving the food and the ambiance of the dining place. Finally, the study suggested that practitioners create unique services and traditional decorations to increase the local food's competitive advantage, for example saying greetings in the local language and playing traditional music to create a local ambiance. Specifically, food tourism practitioners should ensure that food quality, service quality, and dining atmosphere are aligned with the destination's overall concept to build a strong destination image (Yi, Zhao, & Joung, 2018). Thus, the culinary experience would be formed as an antecedent of tourists' satisfaction and consequently would create positive behavior intentions, such as repeat food consumption, positive word of mouth, and preferred choice. The government could also benefit from this study by designing more effective culinary tourism promotional strategies, by participating in more international tourism exhibitions and designing culinary tourism packages, which would drive more tourist spending, not only during the visit to the destination but also when returning to their respective places.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Local traditional food is essential to the development of the tourism industry. Several authors

have discussed this positive effect of culinary experience in previous research (Björk & Kauppinen-Räsänen, 2014; Hendijani et al., 2013; Peštek & Činjurević, 2014). However, some issues are unexplored, such as the impact on the destination experience. This study adds to this area by dividing tourist satisfaction into satisfaction with the culinary and the destination. The findings showed that culinary experience on local food at travel destinations contributes to tourist satisfaction (the culinary and the destination) and positively affects their behavioral intention to consume local food again, revisit and recommend.

This study also divided culinary experience into three significant elements: food, dining, and social. The research revealed that the food element contributes the most to creating tourist satisfaction with the cuisine and their satisfaction with the value for money. Therefore, preserving and maintaining traditional cuisine's authenticity in each destination is essential while continuously enhancing the food served and the dining place's ambiance. Moreover, the higher the culinary experience quality and tourist satisfaction, the more intention to recommend the local cuisine to relatives and friends. That word-of-mouth behavior can be used as a marketing tool to promote the destination.

While this study's results have important implications, some limitations present opportunities for further research. This study was limited to the west part of Indonesia. In comparison, Indonesia has more than 30,000 authentic spices spreading over the archipelago from the west to the east of Indonesia. Therefore, further studies should also be done in the east part of Indonesia to increase the generalizability of the findings. Moreover, future research could also add more items to be evaluated, such as tourist motivation or destination branding model purposed by Kladou & Kehagias (2014), to extend the model. Qualitative research could be conducted in future studies to understand better tourist culinary experience, satisfaction, and behavioral intention.

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