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Wed, Jul 7, 2021 at 10:44 AM



Dear Regina Jokom,

Thank you for your submission.

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210416354 (Journal of Foodservice Business Research) A revise decision has been made on your submission

Robin DiPietro <em@editorialmanager.com>
Reply-To: Robin DiPietro <rdipietr@mailbox.sc.edu>
To: Regina Jokom <regina@petra.ac.id>

Thu, Oct 7, 2021 at 8:32 PM

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Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food
Journal of Foodservice Business Research

Dear Regina Jokom,

Your manuscript entitled "Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food", which you submitted to Journal of Foodservice Business Research, has been reviewed. The reviewer comments are included at the bottom of this letter.

The reviewers would like to see some revisions made to your manuscript before publication. I invite you to respond to the reviewers' comments and revise your manuscript.

Because we are trying to facilitate timely publication of manuscripts submitted to Journal of Foodservice Business Research, your revised manuscript should be uploaded by 01/05/2022. If it is not possible for you to submit your revision by this date, we may have to consider your paper as a new submission.

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Once again, thank you for submitting your manuscript to Journal of Foodservice Business Research and I look forward to receiving your revision.

Best regards,

Robin DiPietro
Editor-in-Chief
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Comments from the Editors and Reviewers:

Reviewer #1: This is an interesting study, but there are some things that need to be addressed relating to the research objectives, data reporting, and implications.

I would highly encourage you to get a proofreader for this. There are a lot of areas where the grammar needs to be cleaned up.

INTRODUCTION

- There are two major drawbacks to your introduction: First, you mention the following gap "Those previous research regarding tourists' consuming perception of gastronomic experience seems to be lack in the combination of consumer perception, service quality and the characteristics of culinary tourism, such as the dining environment and the destination. (Su & Horng, 2012)", but it is not totally clear that this gap is addressed in your study. Second, you indicate that this study is unique because you are focusing on Indonesia. Yet, you do not explain why that would be unique or different compared to other countries.

- I am a little bit confused in your introduction if local food refers to local cuisine or any food prepared at a destination.

- There are definitely other studies looking at behavior relating to food tourism and local cuisine. EG Levitt, J. A., Meng, F., Zhang, P., & DiPietro, R. B. (2019). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality research*, 19(3), 337-350.

- I am not totally sure that destination satisfaction is a unique variable for food tourism research. For example, check: Levitt, J. A., &

DiPietro, R. B. (2021). Authentic restaurants and food tourism: Food tourists versus general tourists. *Journal of Gastronomy and Tourism*.

-I would encourage you to include clear research questions in your introduction.

THEORETICAL FRAMEWORK AND HYPOTHESES

Culinary Experience Quality and Tourist Satisfaction

- You don't really include the Björk and Kauppinen-Räsänen (2014) definition for culinary experience. I see supplemental information, but not a succinct definition.

Tourist Satisfaction and Tourist Behavioral Intention

-Is it possible that CEQ directly influences BI?

RESEARCH METHOD

- It looks like your independent variable came from Björk and Kauppinen-Räsänen (2014), but in your literature review, you cited Hendijani & Boo, 2013; Peštek & Činjurević, 2014; Wijaya et al., 2016 to define this variable.

DATA ANALYSIS AND DISCUSSION

- For your paths, I think you need to report your beta values and p values. Even with Smart PLS 2.0 (if that is what you used) you need to be able to get the p value.

- What are the implications for your findings. How will they be used by practitioners? (I see you have a little bit of this in your conclusion but there needs to be more)

-What are your theoretical findings and implications. This seems to be missing.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

- Is focusing on Indonesia part of your research objective, or a limitation? I don't think it can be both.

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jfbr/login.asp?a=r>). Please contact the publication office if you have any questions.



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1K

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

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A B S T R A C T

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 tourist destination 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 is related to food as a basic human need. Local and yet authentic food can be used to promote the destination and act as tools to differentiate one destination from another; therefore, it can become such a unique attraction for tourists to visit a destination (Mak, Lumbers, Eves, & Chang, 2012). The destinations can use culinary to represent cultural experience, status, 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 trip (Karim & Chi, 2010). Previous studies were undertaken by Björk and Kauppinen-Räsänen (2014), and Kivela and Crofts (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). Whereas, several studies showed that there were additional dimensions such as social aspect and atmosphere necessary to be considered on measuring culinary experience (Björk & Kauppinen-Räsänen, 2014; Vargas-Sanchez & López-Guzmán, 2020; 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 relationship. Given its scarcity, this current study offered a more comprehensive framework to explain the relationship between culinary and destination experiences in the context of local food.

With regard to the definition of local food, the literature showed that the terms local food and local cuisine were used interchangeably. However, Coit (2008) noted that there had been no precise definition for these two terms until recently. The term 'local' referred to certain geographic places, such as food grown within a particular state or region (Coit, 2008). Meanwhile, Sims (2010) argued that assigning a single set definition became more challenging since the term "local" was often equated with a host of values relating to social, environmental, and quality criteria. Besides distance parameters, other scholars emphasized the role of produce in enhancing the identity of the place or region within which such foods were produced. Chang, Kivela, and Mak (2010) and Nummedal and Hall (2006) viewed local food as the indigenous food and beverage grown and produced locally, reflecting the local identity. Considering that the examination of culinary experience took place while tourists visit a destination, the term local food was considered more relevant to be adopted in this study.

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, King, Morrison, & Nguyen, 2017). The local food of Indonesia was unique since it represented the regional culture with various kinds of spices or ingredients and various ways of how the dishes were consumed, served and prepared. On the other hand, experts on Indonesian cuisine had long discussed defining Indonesian food, yet 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 for promoting 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 located 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 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?
- (4b) 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 experiences 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 factors, social factors, 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

Culinary Experience Quality and Tourist Satisfaction

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). It should also be noted that the culinary experience was subjective, meaning that the individual's own experience influenced the culinary experience. Thus, culinary experiences were assumed multidimensional, 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. In terms of 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 showed 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). Various 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). 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, a literature review has shown three major dimensions to measure the culinary experience quality with traditional food at a destination. These dimensions are: 1) food dimension that relates to attributes of taste, food authenticity, and food uniqueness; 2) social dimension that includes the extent to 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 takes place, as well as when the eating experience occurs (Björk & Kauppinen-Räsänen, 2014; Hendijani et al., 2013; Peštek & Činjurević, 2014; Wijaya et al., 2016). The food experience at a destination represented an important source of satisfaction for tourists. Hendijani (2016) found that food had a significant result on 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. In general, it seemed that food significantly contributed to tourists' overall satisfaction.

Before going on vacation to a particular destination, tourists had 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 the 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. Satisfaction is also defined as the consumer's judgment on whether the product/service provides satisfaction-related consumption levels.

The provision and quality of elements such as attractions, public and private facilities, accessibility, human resources, image, and character, also 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 reaction 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).

The study of Hendijani et al. (2013) suggested that food is an important and exciting thing to add to a tourist destination's attraction. Furthermore, as revealed in Hendijani et al. (2013), 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. Therefore, 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 Satisfaction and Tourist Behavioral Intention

Behavioral intention is the willingness to use again something that has been used before, to go back to a place where has been visited before, to feel again the services that 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 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 in 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. Levitt, 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 toward 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 satisfaction towards the destinations and culinary (Peštek & Činjurević, 2014; Rajaratnam et al., 2015). 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.

According to the explanation above, the research model is shown in Figure 1.

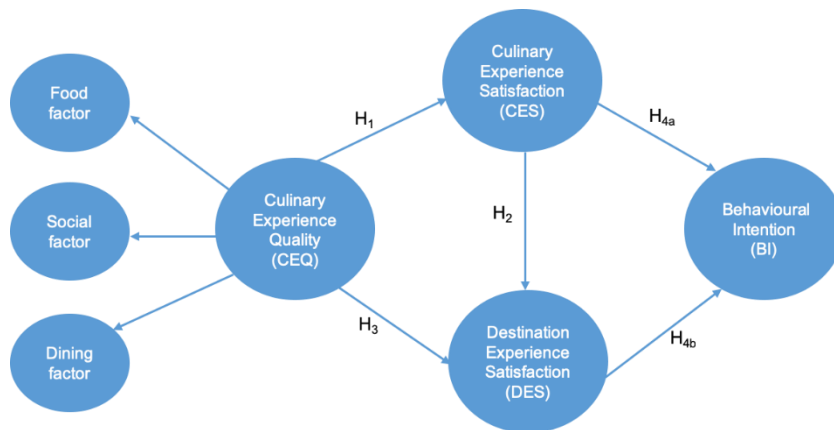


Figure 1. Research Model

3. RESEARCH METHOD

The survey was conducted on-site at the tourist attraction of four gastronomy destinations, 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. A total of 401 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); Hendijani et al. (2013); Wijaya et al. (2016), which consists 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 Crofts (2006); 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, namely 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 tourist have participated in the survey in Denpasar, Solo, Bandung, and Yogyakarta. The profiles are shown in table 1.

Table 1. Respondent Profiles

Variables	Description	Frequency	%
Gender	male	203	51%
	female	198	49%
Age	21-30 years old	233	58%
	31-40 years old	108	27%
	41-50 years old	45	11%
	Above 50 years old	15	4%
Occupation	student	153	38%
	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 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%
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 – 1	32	8%
	month	64	16%
	more than one month		

Table 1 shows that the respondents' ratio is reasonably balanced between males (51%) and females (49%). Of the characteristics of age, most respondents aged 21-30 years old and mostly work as students (38%). Leisure was the primary purpose of visiting the destination. They mostly traveled with family and friends and stayed for less than one week (39%). The majority of the respondent were repeated visitors (81%).

The result of the discriminant validity, convergent validity, and 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			
Ambience	0.856			
Cleanliness	0.811			
Culinary Experience Satisfaction		0.900	0.834	0.751
The quality of the cuisine	0.873			
Social interaction	0.867			
The quality of the dining place	0.859			

Destination Experience Satisfaction		0.945	0.933	0.682
Tourist's attraction	0.836			
The influences of cultural values	0.820			
The quality of infrastructure	0.743			
The quality of accommodation facilities	0.858			
Information provided	0.818			
Communication 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 to visit	0.891			
Intention to recommend to try the local cuisine	0.919			
Revisit intention	0.912			
Consume local cuisine again	0.891			

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 : $1 - [(1 - 0.8852) \times (1 - 0.8302) \times (1 - 0.8012) \times (1 - 0.6812) \times (1 - 0.5902)] = 0.992 = 99.2\%$. It shows that 99.2% of behavioral intention variation as the independent variable 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^2 Square

Variables	R^2 Square
CEQ (Culinary Experience Quality) - F	0.885
CEQ (Culinary Experience Quality) - S	0.830
CEQ (Culinary Experience Quality) - D	0.801
CES (Culinary Experience Satisfaction)	0.681
DES (Destination Experience Satisfaction)	0.590
BI (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

Hyphotheses	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
H1	CEQ -> CES	0.825	32.712	0.000
H2	CES -> DES	0.497	8.632	0.000
H3	CEQ -> DES	0.306	16.652	0.000
H4a	CES -> BI	0.209	11.304	0.000
H4b	DES -> BI	0.673	17.712	0.000

Based on the second-order analysis on 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. 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 the essential element 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 previous study suggesting that service could be as memorable as the food itself (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. Example: Gudeg Yogyakarta is cooked initially and served using pottery called "kendil,". All the plates use pottery plates with banana leaves covering the plates. It gives a different experience for the tourists.



Figure 2. *Gudeg* is a traditional Javanese cuisine from Yogyakarta and Central Java. *Gudeg* can be considered vegetarian food since it only consists of unripe jackfruit and coconut milk. However, *gudeg* is commonly served with steamed rice, egg, chicken, and *sambal goreng krechek*, a stew made of crisp beef skins. *Gudeg* can be packed into a *besek* (box made from bamboo) or *kendil* (clay jar) (retrieved from <https://en.wikipedia.org/wiki/Gudeg>)

The dining place factor (CEQ-D = 0.895) is the third factor reflecting the culinary experience quality where the dining ambience is the primary indicator (CEQ-D2 = 0.856). The study from Yusuf (2017) supports this finding that the essential aspects in enjoying food are physical and cultural. Whereas, the dining ambience 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 are usually characterized by their typical Balinese art and decoration and traditional Balinese music as the background music. It all will create a memory in the mind of the tourists while enjoying the food.



Figure 3. 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 tasselled umbrellas called *tedungs*, which have deep roots in Bali's religious festivals and ceremonies. (retrieved from <https://www.travelandleisure.com/style/decorate-bali-style>)

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 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 has a positive and significant impact on 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, which is higher than 1.96. Therefore, it means that the quality of the local culinary experience has a positive and significant impact on tourist destinations' 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's quality is essential to enhance the destination's attractiveness and contribute to the overall satisfaction. Therefore, the result is consistent with previous work by Widjaja, Jokom, Kristanti, and Wijaya (2020); Kivela and Crofts (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.

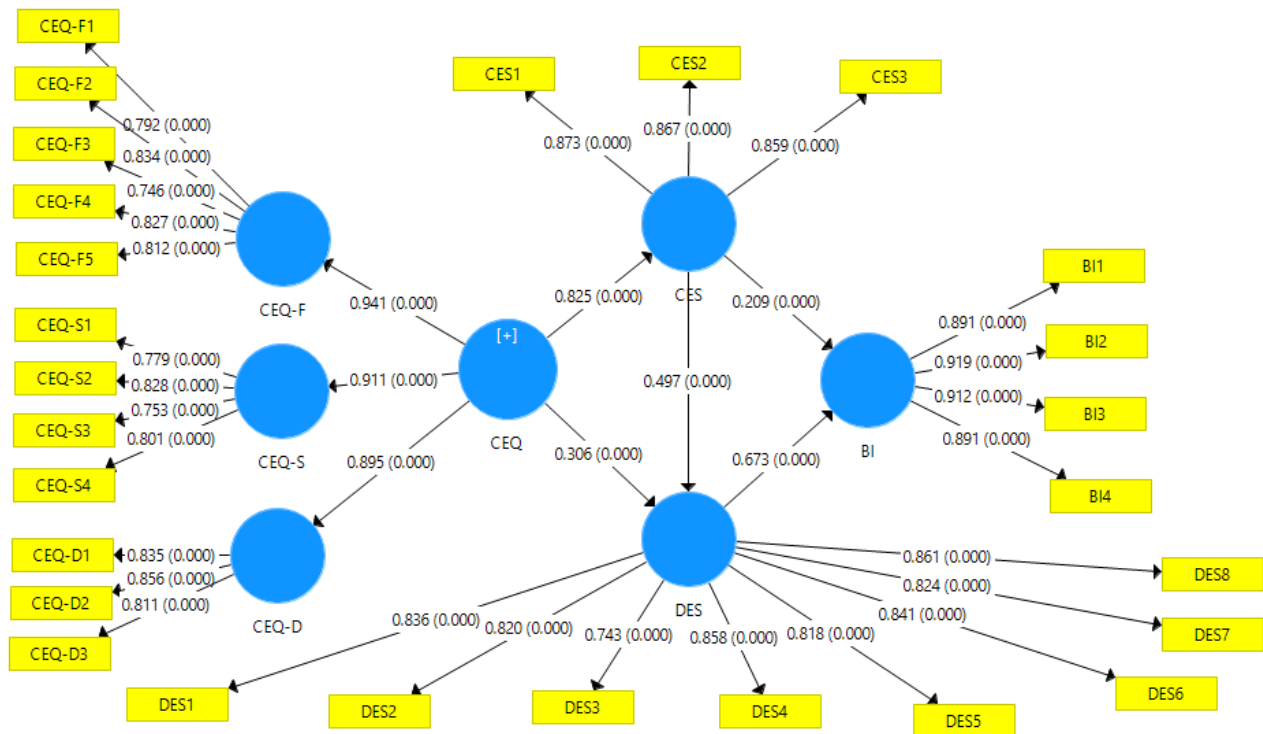


Figure 4. Path Analysis

Theoretical Implication

This study has contributed to utilizing an extended model of culinary experience quality. 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.

Practical Implication

The results of this study have offered a solid practical implication to the government and the food tourism industry. First, the result showed that taste became the critical element of the food. Therefore, the food tourism practitioners should emphasize 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 in the food promotion were the unique way of serving the food and the ambience of the dining place. Finally, the study suggested that practitioners create a unique service and traditional decoration to increase the local food competitive advantage. 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, 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 the 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 in creating tourist satisfaction towards the cuisine and their satisfaction toward the value for money. Therefore, preserving and maintaining traditional cuisine's authenticity in each destination is essential while continuously enhancing the food being served and the dining place's ambience. 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. Future studies in different countries or destinations would increase the generalizability of the findings. Moreover, future research could also add more items to be evaluated, such as tourist motivation, to extend the model. Qualitative research could be conducted in future studies to understand better tourist culinary experience, satisfaction, and behavioral intention.

Funding

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Conflicts of interest/Competing interests

The authors declare that they have no conflict of interest.

Data availability statement

Due to the nature of this research, participants of this study did not agree for their data to be shared publicly, so supporting data is not available.

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Reviewer #1: This is an interesting study, but there are some things that need to be addressed relating to the research objectives, data reporting, and implications.

Response: Thank you for your compliment and feedback. A significant revision work has been completed to address all reviewers' comments and feedback. We really hope that the our revised work is adequate and improve the quality of our paper.

I would highly encourage you to get a proofreader for this. There are a lot of areas where the grammar needs to be cleaned up.

Answer: Proofread has been done as advised.

INTRODUCTION

-There are two major drawbacks to your introduction: First, you mention the following gap "Those previous research regarding tourists' consuming perception of gastronomic experience seems to be lack in the combination of consumer perception, service quality and the characteristics of culinary tourism, such as the dining environment and the destination. (Su & Horng, 2012)", but it is not totally clear that this gap is addressed in your study.

Answer: The gap has been explained more clearly in the second paragraph of the introduction section.

Second, you indicate that this study is unique because you are focusing on Indonesia. Yet, you do not explain why that would be unique or different compared to other countries.

Answer: Additional information about Indonesian food uniqueness has been added in the fourth paragraph of the introduction section.

- I am a little bit confused in your introduction if local food refers to local cuisine or any food prepared at a destination.

Answer: Our study adopts local food instead of local cuisine. Local food definition has been added in the third paragraph of the introduction section.

- There are definitely other studies looking at behavior relating to food tourism and local cuisine. EG Levitt, J. A., Meng, F., Zhang, P., & DiPietro, R. B. (2019). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality research*, 19(3), 337-350.

Answer: some studies about tourist behavior and local cuisine have been acknowledged and added. In addition to this, we also explained the originality of this research compared to the others (it can be seen in the second paragraph of the introduction section).

- I am not totally sure that destination satisfaction is a unique variable for food tourism research. For example, check: Levitt, J. A., & DiPietro, R. B. (2021). Authentic restaurants and food tourism: Food tourists versus general tourists. *Journal of Gastronomy and Tourism*.

Answer: Levitt & Dipietro (2021) has been used, as suggested, to strengthen the evidence that there is a relationship between tourist satisfaction and the destination (it could be read in the introduction and the literature review sections).

-I would encourage you to include clear research questions in your introduction.

Answer: the research questions have been added in the last paragraph of the introduction section as suggested.

THEORETICAL FRAMEWORK AND HYPOTHESES

Culinary Experience Quality and Tourist Satisfaction

- You don't really include the Björk and Kauppinen-Räsänen (2014) definition for culinary experience. I see supplemental information, but not a succinct definition.

Answer: The definition of Björk and Kauppinen-Räsänen (2014) has been provided in the literature review section. According to them, culinary experience is a complex process. Thus, they suggested to measure it not only by the food but also the other aspect such as social aspect and the place. Detail explanation on this has been added in the literature review section.

Tourist Satisfaction and Tourist Behavioral Intention

-Is it possible that CEQ directly influences BI?

Answer: To the authors' knowledge, CEQ cannot directly influence BI. There has to be a certain attitudinal process mediating these two variables. Several previous studies demonstrated satisfaction as a predecessor variable of behavioural intentions, and the studies showed that there was no direct effect from culinary experience on behaviour intention (Mora, Solano-Sánchez, López-Guzmán, & Moral-Cuadra, 2021; Chen & Chen, 2010; Piramanayagam, Sud, & Seal, 2020).

RESEARCH METHOD

- It looks like your independent variable came from Björk and Kauppinen-Räsänen (2014), but in your literature review, you cited Hendijani & Boo, 2013; Peštek & Činjurević, 2014; Wijaya et al., 2016 to define this variable.

Answer: The indicators were a combination from Björk and Kauppinen-Räsänen (2014); Hendijani et al. (2013); Wijaya et al., (2016). The revision has been done.

DATA ANALYSIS AND DISCUSSION

- For your paths, I think you need to report your beta values and p values. Even with Smart PLS 2.0 (if that is what you used) you need to be able to get the p value.

Answer: Beta values and p values have been added in Table 4 and Figure 4.

- What are the implications for your findings. How will they be used by practitioners? (I see you have a little bit of this in your conclusion but there needs to be more)

Answer: the practical implications have been added in page 11 as suggested.

-What are your theoretical findings and implications. This seems to be missing.

Answer: theoretical findings and implications have been added in page 11

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

- Is focusing on Indonesia part of your research objective, or a limitation? I don't think it can be both.

Answer: It is a limitation. We have acknowledged this as a limitation of our study. The research objective and limitation have been revised.



Submission Id: 210416354

Regina Jokom <regina@petra.ac.id>

Tue, Jan 4, 2022 at 5:14 PM

To: "WFBR-peerreview@journals.tandf.co.uk" <WFBR-peerreview@journals.tandf.co.uk>

Cc: Robin DiPietro <rdipietr@mailbox.sc.edu>

Dear Editor Journal of Foodservice Business Research,

Responding to the revised decision made, I have submitted the revision of a manuscript entitled "Culinary and Destination Experiences on Behavioral Intentions: An insight into Local Indonesian Food", the submission ID is 210416354. I sent the revised manuscript through the author dashboard, and it was stated that the 'revision incomplete', but after it, it was mentioned that the 'revised manuscript submitted'. Therefore, I want to make sure whether the revision has been well received by the editor. Herewith I also attach the documents needed for revision, just in case the uploaded process was failed. There are (1) revised manuscript with author detail, (2) revised manuscript anonymous and (3) reviewer comments and responses. Thank you for your kind attention and assistance.

Best Regards,

Regina

3 attachments



response to reviewer comments_FINAL.docx

19K



Revised Indonesian_Culinary_and_Destination_Experiences_Manuscript_Jan 2022.doc

636K



Revised Indonesian_Culinary_and_Destination_Experiences_Manuscript_anonymous.doc

635K



Revised submission received for Journal of Foodservice Business Research (Submission ID: 210416354.R1)

WFBR-peerreview@journals.tandf.co.uk <WFBR-peerreview@journals.tandf.co.uk>
To: regina@petra.ac.id

Tue, Jan 4, 2022 at 4:43 PM



Dear Regina Jokom,

Thank you for submitting your revised manuscript.

Submission ID	210416354
Manuscript Title	Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food
Journal	Journal of Foodservice Business Research

You can check the progress of your submission, and make any requested revisions, on the Author Portal.

Thank you for submitting your work to our journal.

If you have any queries, please get in touch with WFBR-peerreview@journals.tandf.co.uk.

Kind Regards,
Journal of Foodservice Business Research Editorial Office

210416354 (Journal of Foodservice Business Research) A revise decision has been made on your submission

Robin DiPietro <em@editorialmanager.com>
Reply-To: Robin DiPietro <rdipietr@mailbox.sc.edu>
To: Regina Jokom <regina@petra.ac.id>

Tue, Apr 5, 2022 at 2:25 AM

Ref.: Ms. No. JFBR-D-21-00121R1
Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food
Journal of Foodservice Business Research

Dear Regina Jokom,

Your manuscript entitled "Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food", which you submitted to Journal of Foodservice Business Research, has been reviewed. The reviewer comments are included at the bottom of this letter.

The reviewers would like to see some revisions made to your manuscript before publication. I invite you to respond to the reviewers' comments and revise your manuscript.

Because we are trying to facilitate timely publication of manuscripts submitted to Journal of Foodservice Business Research, your revised manuscript should be uploaded by 07/03/2022. If it is not possible for you to submit your revision by this date, we may have to consider your paper as a new submission.

In accordance with our format-free submission policy, an editable version of the article must be supplied at the revision stage. Please submit your revised manuscript files in an editable file format.

If you submitted your manuscript before 26th October 2017, please submit your revision via Editorial Manager. To submit your revision, go to <https://www.editorialmanager.com/jfbr/> and log in as an Author. You will see a menu item called 'Submission Needing Revision'. You will find your submission record there.

If you submitted your manuscript after 26th October 2017, please submit your revision via the Submission Portal. To submit a revision, go to <https://rp.tandfonline.com/dashboard/>. You will then have the ability to revise your submission from your author dashboard. If you decide to revise the work, please submit a list of changes or a rebuttal against each point which is being raised when you submit the revised manuscript.

If you are unsure how to submit your revision, please contact us on WfBR-peerreview@journals.tandf.co.uk

Once again, thank you for submitting your manuscript to Journal of Foodservice Business Research and I look forward to receiving your revision.

Best regards,

Robin DiPietro
Editor-in-Chief
Journal of Foodservice Business Research

Comments from the Editors and Reviewers:

Reviewer #1: Thank you for your revisions. After reading through this paper again, I have a lot of concern that this study is closely related to the following http://repository.petra.ac.id/18841/8/III.A.1.c.1_1__Anatolia_Vol_31_No_3_2020-Tourist_Behav_Intention-Article-Cover-TOC-Editor-Corresp.pdf
Please address how these studies differ and how this study has its own gap.

I know that you mentioned that the paper was proofread, but I am seeing a lot of grammatical errors.

Introduction:

I know that you are adding new content into this introduction, but please make sure that it all flows. Try to make sure you introduce broad concepts before more specific concepts.

Your definition of local food is better, but still confusing. Would an Italian restaurant using Indonesian ingredients be serving "local food"

Your gap in the literature needs work. I think there are studies which look at your relationship between food satisfaction and destination satisfaction. Have a look at Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. Journal of China Tourism Research, 17(4), 592-612. Further, you need to explain the value of your gap. It is not enough to have a gap. It needs to really matter. Beyond that, your model seems to be a carbon copy of Widjaja, D. C., Jokom, R., Kristanti, M., & Wijaya, S. (2020). Tourist behavioural intentions towards gastronomy

destination: evidence from international tourists in Indonesia. *Anatolia*, 31(3), 376-392.

Theoretical Framework

It really feels like there are some key sections missing here:

What theory is this study grounded in? It is not clear.

It may be helpful to introduce each factor before going into hypotheses.

In your introduction, you really gloss over the three factors of culinary experience. This really needs a lot more attention in your literature review. You need to clearly lay out why these are the factors that make up a culinary experience.

Research Method:

I am concerned about your culinary experience factors. Were these existing factors? Otherwise, what was your justification for pairing items together? Typically there needs to be some sort of pilot or validation process before creating new factors like this. Relatedly, you did not run an exploratory factor analysis (EFA), only a confirmatory analysis. Since your culinary experience factors are not established, it will be necessary to run an EFA before running a CFA.

Theoretical Implications

The first time you mention the "model of culinary experience quality" is in your implication section. What is it?

Practical implications

Your item in your survey was "taste and spices" so it is not clear that spices are the emphasis or flavor overall.

How are these unique? They seem to support other studies.

Conclusion

You do not really mention any limitations

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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.

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, 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?
- (4b) 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 experiences 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, 1974). 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.

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 showed 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 influ-

enced by social aspects, external environment, and services provided in the particular destination (Björk & Kauppinen-Räsänen, 2014). 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 Crotts (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. Levitt, 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 & Činjarević, 2014; Rajaratnam et al., 2015). 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.

According to the explanation above, the research model is shown in Figure 1.

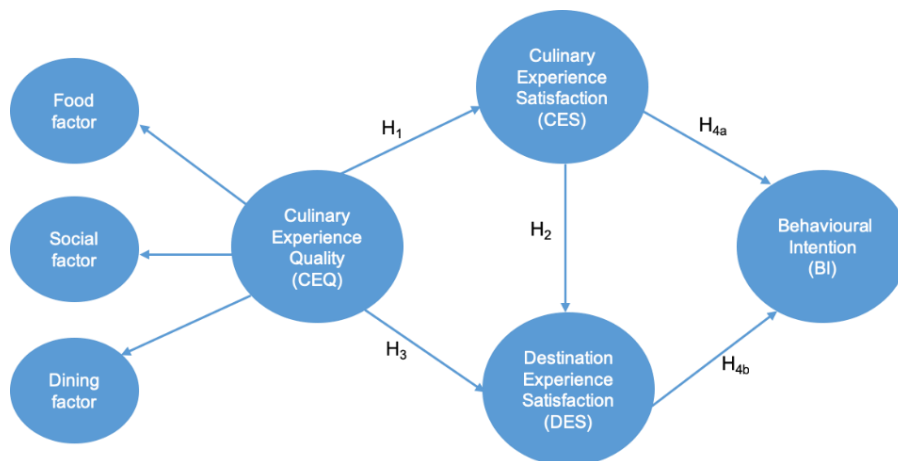


Figure 1. Research Model

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); Hendijani 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 Crofts (2006); 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
Occupation	student	153	38
	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 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
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

Table 1 shows that the respondents' ratio is reasonably balanced between males (51%) and females (49%). Of the characteristics of age, most respondents were 21-30 years old and mostly worked as students (38%). Leisure was the primary purpose of visiting the destination. They mostly traveled with family and friends and stayed for less than one week (39%). The majority of the respondent were repeated visitors (81%).

The result of the discriminant validity, convergent validity, and 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			

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 : $1 - [(1 - 0.8852) \times (1 - 0.8302) \times (1 - 0.8012) \times (1 - 0.6812) \times (1 - 0.5902)] = 0.992 = 99.2\%$. 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^2 Square

Variables	R^2 Square
CEQ (Culinary Experience Quality) - F	0.885
CEQ (Culinary Experience Quality) - S	0.830
CEQ (Culinary Experience Quality) - D	0.801
CES (Culinary Experience Satisfaction)	0.681

DES (Destination Experience Satisfaction)	0.590
BI (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 _{4b}	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 (Altintozoglou 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).



Figure 3. Balinese Decoration

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 tourist destinations' 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.

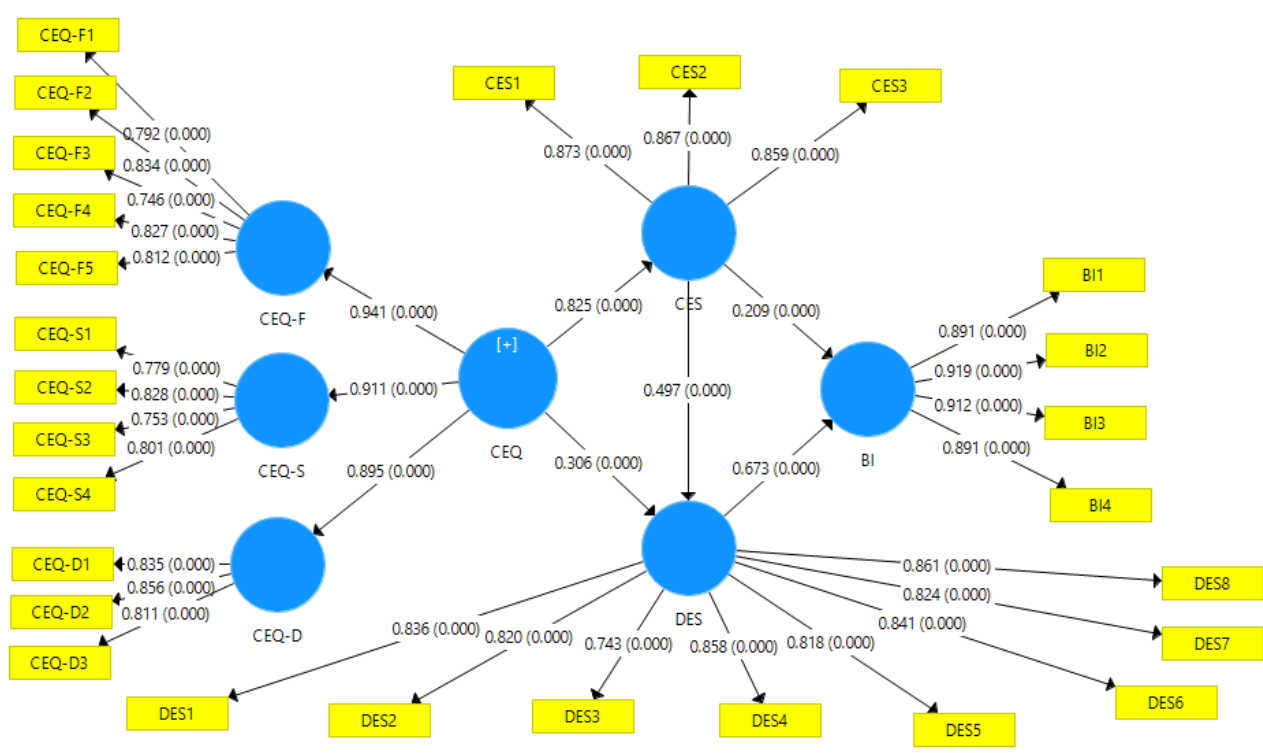


Figure 4. Path Analysis

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.

Practical Implication

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. 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, 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, 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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Conflicts of interest/Competing interests

The authors declare that they have no conflict of interest.

Data availability statement

Due to the nature of this research, participants of this study did not agree for their data to be shared publicly, so supporting data is not available.

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Comments from the Editors and Reviewers:

Reviewer #1: Thank you for your revisions. After reading through this paper again, I have a lot of concern that this study is closely related to the

following http://repository.petra.ac.id/18841/8/III.A.1.c.1_1_Anatolia_Vol_31_No_3_2020-Tourist_Behav_Intention-Article-Cover-TOC-Editor-Corresp.pdf

Please address how these studies differ and how this study has its own gap.

Answer: Thank you for the concern. This study is part of a larger project that examines tourist experience quality of culinary tourism in four gastronomy destinations in Indonesia. The overarching purpose of the project is to investigate how culinary tourism would enhance the overall tourists' destination experiences when traveling to different places across Indonesia. We surveyed both domestic and international tourists and analyze each market separately to identify whether any differences between these two markets in viewing and assessing their local food encounters. Doing so would enable us to offer more specific recommendations by customizing the respective market preferences. Our paper that was published in Anatolia Vol. 31 No. 3 2020 discusses the project's findings on international visitors while the current paper focuses on domestic visitors as the subject of analysis.

I know that you mentioned that the paper was proofread, but I am seeing a lot of grammatical errors.

Answer: The paper has been double-checked to omit grammatical errors.

Introduction:

I know that you are adding new content into this introduction, but please make sure that it all flows. Try to make sure you introduce broad concepts before more specific concepts.

Answer: Thank you for the feedback. The Introduction section has been revised by improving the writing structure more systematically from the general concepts to the more specific ones.

Your definition of local food is better, but still confusing. Would an Italian restaurant using Indonesian ingredients be serving "local food".

Answer: Thank you for the input. The discussion regarding the definition of local food has been improved in the Introduction section. Based on the discussion added and considering the context of culinary tourism that is the focus of our study, we then use the term local food as all food that is not only associated with the origin of the ingredients and the place of the food being produced or served, but also how the food is utilized to showcase the local culture and histories, which in turn, make the food marketable representing an attractive local identity experienced by tourists.

that is, it is viewed as the indigenous food grown and produced locally, reflecting the local identity of the place or region within which the foods were produced (Coit, 2008; Chang, Kivela, & Mak, 2010; & Nummedal & Hall, 2006). It is therefore, Italian restaurant that use Indonesian ingredients cannot be labeled straight away as serving local Indonesian food, as Italian restaurant will not showcase the local sides of Indonesian culture.

Your gap in the literature needs work. I think there are studies which look at your relationship between food satisfaction and destination satisfaction. Have a look at Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. *Journal of China Tourism Research*, 17(4), 592-612. Further, you need to explain the value of your gap. It is not enough to have a gap. It needs to really matter. Beyond that, your model seems to be a carbon copy of Widjaja, D. C., Jokom, R., Kristanti, M., & Wijaya, S. (2020). Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia. *Anatolia*, 31(3), 376-392.

Answer: Thank you for your concern. We find out that Yasami et al (2021) study was focused on tourist satisfaction with the food and their loyalty intention. In our study tourist satisfaction was not only focused on the food but also on the destination that will affect their behavior intention. Therefore, it explained that tourist behavior intention is not only affected by their satisfaction with local food but also their satisfaction with the destination. Therefore this study gave a more comprehensive understanding of tourist behavior related to the local food, and the destination, which can explain 99.2% of their behavior intention

Theoretical

Framework

It really feels like there are some key sections missing here: What theory is this study grounded in? It is not clear.

Answer: Thank you for this valuable feedback. Our study has been grounded by a grand theory of 1974's Mehrabian & Russel's Stimulus-Organism-Response (SOR). It has been added as the foundation of the research model development (*see page 3*).

It may be helpful to introduce each factor before going into hypotheses.
Answer: The section has been separated according to the variable and the definition of each variables has been provided as suggested.

In your introduction, you really gloss over the three factors of culinary experience. This really needs a lot more attention in your literature review. You need to clearly lay out why these are the factors that make up a culinary experience.

Answer: Additional explanation about these three dimensions of culinary experience has been added as suggested (see page 4).

Research

Method:

I am concerned about your culinary experience factors. Were these existing factors? Otherwise, what was your justification for pairing items together? Typically there needs to be some sort of pilot of validation process before creating new factors like this. Relatedly, you did not run an exploratory factor analysis (EFA), only a confirmatory analysis. Since your culinary experience factors are not established, it will be necessary to run an EFA before running a CFA.

Answer: Those three factors of culinary experience were developed and explained in Björk & Kauppinen-Räsänen, (2014) and confirmed by other previous studies. Therefore, it was not necessary to run an EFA since the dimensions have existed. Pallant (2011, p.181) explained the differences between EFA and CFA. Exploratory factor analysis is often used in the early stages of research to gather information about (explore) the interrelationships among a set of variables. Confirmatory factor analysis, on the other hand, is a more complex and sophisticated set of techniques used later in the research process to test (confirm) specific hypotheses or theories concerning the structure underlying a set of variables.

Theoretical

Implications

The first time you mention the "model of culinary experience quality" is in your implication section. What is it?

Answer: The model adopted from SOR theory, which is consist of culinary experience, satisfaction, and behavior intention. Prior studies only focus on the satisfaction of the food, but lack in connecting it with destination satisfaction. More explanation was given in the theoretical implication section page 11 The model adopted from SOR theory, which is consist of culinary experience, satisfaction, and behavior intention. Prior studies only focus on the satisfaction of the food, but lack in connecting it with destination satisfaction. More explanation was given in the theoretical implication section page 11

Practical

implications

Your item in your survey was "taste and spices" so it is not clear that spices are the emphasis or flavor overall.

How are these unique? They seem to support other studies.

Answer: the statement was revised into "First, the result showed that authentic taste became the critical element of the food. The 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 the particular destination." (page 12). The emphasis of this study is not only the food but also the service/interaction and the atmosphere/place, that confirmed to be the essential factors to the tourist satisfaction that will lead to positive behavior

Conclusion

You do not really mention any limitations

Answer: Additional explanation was added on page 12 related to the limitation of this study "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"

210416354 (Journal of Foodservice Business Research) A revise decision has been made on your submission

Robin DiPietro <em@editorialmanager.com>
Reply-To: Robin DiPietro <rdipietr@mailbox.sc.edu>
To: Regina Jokom <regina@petra.ac.id>

Fri, Sep 23, 2022 at 4:04 AM

Ref.: Ms. No. JFBR-D-21-00121R2
210416354
Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food
Journal of Foodservice Business Research

Dear Regina Jokom,

Your manuscript entitled "Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food", which you submitted to Journal of Foodservice Business Research, has been reviewed. The reviewer comments are included at the bottom of this letter.

The reviews are in general favorable and suggest that, subject to minor revisions, your paper could be suitable for publication. Please consider these suggestions, and I look forward to receiving your revision.

If you submitted your manuscript before 26th October 2017, please submit your revision via Editorial Manager. To submit your revision, go to <https://www.editorialmanager.com/jfbr/> and log in as an Author. You will see a menu item called 'Submission Needing Revision'. You will find your submission record there.

If you submitted your manuscript after 26th October 2017, please submit your revision via the Submission Portal. To submit a revision, go to <https://rp.tandfonline.com/dashboard/>. You will then have the ability to revise your submission from your author dashboard. If you decide to revise the work, please submit a list of changes or a rebuttal against each point which is being raised when you submit the revised manuscript.

If you submitted your manuscript prior to 27th October 2017 please go to our Editorial Manager site: <https://www.editorialmanager.com/jfbr/> and submit your revision. You will see an option to Revise in your author main menu.

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If you are unsure how to submit your revision, please contact us on WFBR-peerreview@journals.tandf.co.uk

Because we are trying to facilitate timely publication of manuscripts submitted to Journal of Foodservice Business Research, your revised manuscript should be uploaded by 12/21/2022. If it is not possible for you to submit your revision by this date, we may have to consider your paper as a new submission.

In accordance with our format-free submission policy, an editable version of the article must be supplied at the revision stage. Please submit your revised manuscript files in an editable file format.

Once again, thank you for submitting your manuscript to Journal of Foodservice Business Research and I look forward to receiving your revision.

Best regards,

Robin DiPietro
Editor-in-Chief
Journal of Foodservice Business Research

Comments from the Editors and Reviewers:

Reviewer #1: Thank you for your revision. In the future (for this study or others) could you please include track changes and submit your response separately? It is rather difficult to see where you have made edits and it is rather difficult to flip between the text and the responses, which are at the end of your manuscript file.

Overall, I lot of improvement here. There are a few suggestions below. If you can address these, I believe that this study can be accepted.

****Introduction**:**

Much better definition of local food. Some "food" for thought, though. Does this need to be all or nothing? Does it need to be a combination of local ingredients and local cuisine? Do all of the ingredients need to be local, or just some?

You might want to be a little bit more explicit as to why your outcome variables are important. What do we care about satisfaction for example?

Double check your RQ numbers. RQs 4a and 4b seem to be worded similar to RQs 1 and 3. So shouldn't they be 1a and 1b? Maybe just make the RQs 1-5 and remove the letters?

****Theoretical Framework and Hypotheses****

Thank you for adding the background on the SOR model.

I would suggest that you link figure 1 back to your theory. Be explicit and show what are the S; what are the O; and what are the R.

****Data Analysis and Discussion****

You have a big gap on page 7

You still need some more in your practical implication. What are some specific ways that organizations can act on your findings?

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jfbr/login.asp?a=r>). Please contact the publication office if you have any questions.



Revision_Due.ics

1K

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?
- (4*) 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 experiences 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, 1974). 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 showed 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). 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 Crotts (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 experi-

ence 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, Altintozglou, 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. Levitt, 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.

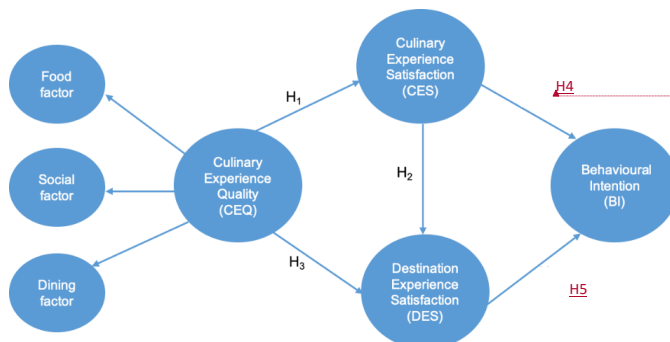
Many studies examined the relationship between variables that affect consumer behavioral intentions. Tourist behavior had now focused on tourist satisfaction, as it would positively influence place attachment (Levitt & DiPietro, 2021) and would influence tourists' decision to return (Rajaratnam et al.,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

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

H₅: Destination experience satisfaction positively and significantly affect tourists' behavioral intention.

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According to the explanation above, the research model is shown in Figure 1.



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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); Hendijani 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 (2006); 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

<u>Frequency of visit</u>	<u>family</u>	<u>178</u>	<u>44</u>
	<u>business partner</u>	<u>27</u>	<u>7</u>
	<u>solo traveler</u>	<u>59</u>	<u>15</u>
	<u>first time</u>	<u>78</u>	<u>19</u>
	<u>second time</u>	<u>91</u>	<u>23</u>
<u>Length of stay</u>	<u>third time</u>	<u>47</u>	<u>12</u>
	<u>more than three times</u>	<u>185</u>	<u>46</u>
	<u>less than one week</u>	<u>158</u>	<u>39</u>
	<u>1-2 weeks</u>	<u>82</u>	<u>20</u>
	<u>more than two weeks a month</u>	<u>32</u>	<u>8</u>
	<u>more than one month</u>	<u>64</u>	<u>16</u>

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
Occupation	student	153	38
	housewife	37	9
	employee	69	17
	unemployed	4	1
	entrepreneurs/self-employed	90	22
	professional	20	5
	retired	1	0
	civil servant	20	5
Travel Purpose	others	7	2
	leisure	193	48
	business	52	13
	visiting family/relatives	90	22
Travel companion	Others	54	13
	friends	137	34
	family	178	44
	business partner	27	7
Frequency of visit	solo traveler	59	15
	first time	78	19
	second time	91	23
	third time	47	12
Length of stay	more than three times	185	46
	less than 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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Table 1 shows that the respondents' ratio is reasonably balanced between males (51%) and females (49%). Of the characteristics of age, most respondents were 21-30 years old and mostly worked as students (38%). Leisure was the primary purpose of visiting the destination. They mostly traveled with family and friends and stayed for less than one week (39%). The majority of the respondent were repeated visitors (81%).

The result of the discriminant validity, convergent validity, and 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			

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 : $1 - [(1 - 0.8852) \times (1 - 0.8302) \times (1 - 0.8012) \times (1 - 0.6812) \times (1 - 0.5902)] = 0.992 = 99.2\%$. 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
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 _{5-4b}	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).



Figure 3. Balinese Decoration

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 (H₃) 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 tourist destinations' satisfaction for tourists. Similarly, the two last hypotheses (H_{4a} and H_{5.4b}) show that the t statistic values are both above 1.96, which are 11.304 (CES → BI) and 17.712 (DES → 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.

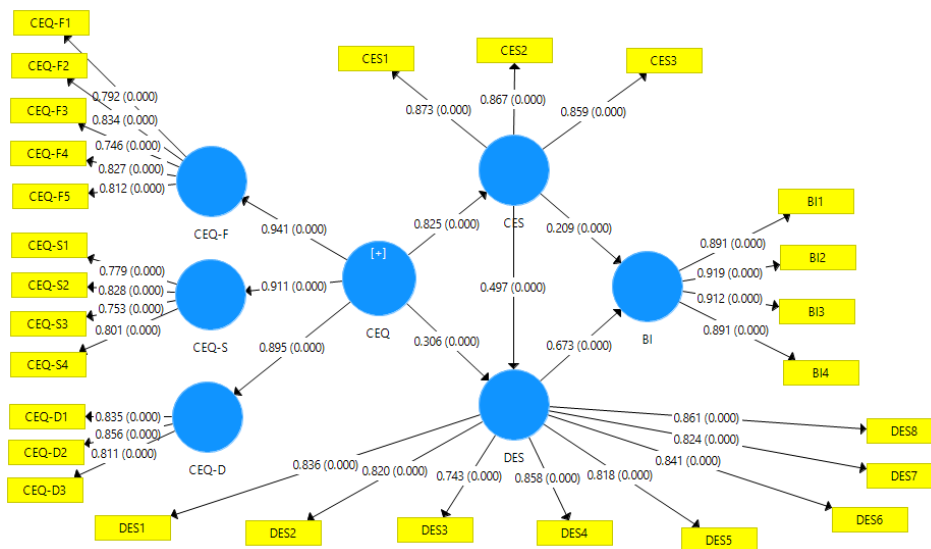


Figure 4. Path Analysis

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 Q² 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.

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Practical Implication

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, to extend the model. Qualitative research could be conducted in future studies to understand better tourist culinary experience, satisfaction, and behavioral intention.

Funding

This work was supported by the Ministry of Research, Technology and Higher Education of the Republic of Indonesia under Grant number 120/SP2H/LT/DRPM/2018

Conflicts of interest/Competing interests

The authors declare that they have no conflict of interest.

Data availability statement

Due to the nature of this research, participants of this study did not agree for their data to be shared publicly, so supporting data is not available.

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Comments from the Editors and Reviewers:

Reviewer #1: Thank you for your revision. In the future (for this study or others) could you please include track changes and submit your response separately? It is rather difficult to see where you have made edits and it is rather difficult to flip between the text and the responses, which are at the end of your manuscript file.

- Thank you for your suggestion. The revised manuscript already used track changes

Overall, I lot of improvement here. There are a few suggestions below. If you can address these, I believe that this study can be accepted.

****Introduction****:

Much better definition of local food. Some "food" for thought, though. Does this need to be all or nothing? Does it need to be a combination of local ingredients and local cuisine? Do all of the ingredients need to be local, or just some?

- We have provided an additional definition of local food related to local ingredients on the third page, Subtitle Introduction in the fourth paragraph, that Local food should contain local ingredients.

You might want to be a little bit more explicit as to why your outcome variables are important. What do we care about satisfaction for example?

- The additional reasoning has been added in the third paragraph of introduction

Double check your RQ numbers. RQs 4a and 4b seem to be worded similar to RQs 1 and 3. So shouldn't they be 1a and 1b? Maybe just make the RQs 1-5 and remove the letters?

- The changes related to the Research Question numbers have been done, followed by hypothesis and figure 1

****Theoretical Framework and Hypotheses****

Thank you for adding the background on the SOR model.

I would suggest that you link figure 1 back to your theory. Be explicit and show what are the S; what are the O; and what are the R.

- The additional information about the relation between research model and SOR theory has been done in page 4

****Data Analysis and Discussion****

You have a big gap on page 7

- Table 1 has been revised

You still need some more in your practical implication. What are some specific ways that organizations can act on your findings?

- The example of the action that can be used for the government and the practitioners has been added in the page 12

210416354 (Journal of Foodservice Business Research) Your submission has been accepted

Robin DiPietro <em@editorialmanager.com>
Reply-To: Robin DiPietro <rdipietr@mailbox.sc.edu>
To: Regina Jokom <regina@petra.ac.id>

Thu, Mar 30, 2023 at 12:57 AM

Ref.: Ms. No. JFBR-D-21-00121R3

210416354

Culinary and Destination Experiences on Behavioral Intentions: An Insight into Local Indonesian Food
Journal of Foodservice Business Research

Dear Regina Jokom,

Our reviewers have now considered your paper and have recommended publication in Journal of Foodservice Business Research. We are pleased to accept your paper in its current form which will now be forwarded to the publisher for copy editing and typesetting. The reviewer comments are included at the bottom of this letter, along with those of the editor who coordinated the review of your paper.

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The publisher also requests that proofs are checked through the publisher's tracking system and returned within 48 hours of receipt.

Thank you for your contribution to Journal of Foodservice Business Research and we look forward to receiving further submissions from you.

Best regards,

Robin DiPietro
Editor-in-Chief
Journal of Foodservice Business Research

Comments from the Editors and Reviewers:

Reviewer #2: Please provide comments for the author.

Overall, the manuscript is well written and the theoretical framework underpinning the study hypotheses are solid.

These are a few minor suggestions.

The researchers should cite the following two recent articles published in JFBR to strengthen the theory of the paper.

Galati, A., Testa, R., Schifani, G., & Migliore, G. (2021). Tourists' motivation toward destination choice: targeting Italian tourists. Journal of Foodservice Business Research.

Mohamad, N., Palan, D. S., Roslan, M.A., & Nasron, N. (2022). Predictors of behavioral intention among tourist: the case of revisiting street food spots in Penang, Malaysia. Journal of Foodservice Business Research, 25(4), 475-497.

Also, please cite the following article and discuss the article under the conclusion section of the paper.

The researchers can suggest some avenues for future research into the impacts of destination brand equity on food tourism and the behavior of food tourists based on the article below.

Kladou, S., and Kehagias, J. (2014). Assessing destination brand equity: An integrated approach. Journal of Destination Marketing & Management, 3(1), 2-10.

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Journal of Foodservice Business Research - Manuscript ID JFBR-D-21-00121R3 - Needs Final Files

Sydney Wippler <em@editorialmanager.com>

Fri, May 12, 2023 at 1:22 AM

Reply-To: Sydney Wippler <wfbr-peerreview@journals.tandf.co.uk>

To: Regina Jokom <regina@petra.ac.id>

05/11/2023

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Regards

Regina
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5 attachments

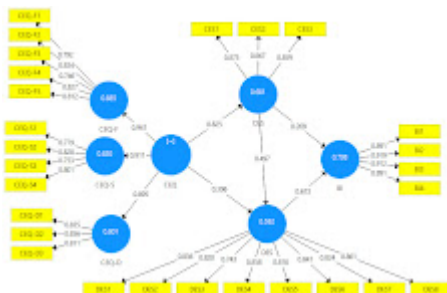


Figure 4. Path Analysis.jpeg
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Figure-1.-Research-model.jpeg
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Figure-2.-Gudeg-Yogyakarta.jpeg
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Figure-3.-Balinese-Decoration.jpeg
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Regards

Regina

On Fri, May 12, 2023 at 1:22 AM Sydney Wippler <em@editorialmanager.com> wrote:
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Figure 1. Research model.docx
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Thu, Jun 15, 2023 at 4:08 PM

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I try another online tool to increase DPI to 300. I send you the result. Hopefully, these meet your requirements. Please let me know if this can work well for you.

Thank you very much

Regina
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3 attachments



Figure 4. Path Analysis300.jpeg
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Thank you for the good news. Would you mind informing us, when the article is planned to be published?

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Regina

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