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The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia

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The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia

Eating local dishes in a destination has been a crucial activity for tourists. This study aims to examine the key drivers of foreign tourists' behavioral intentions toward Indonesian local food. A model examining food consumption value, attitude toward food, and behavioral intentions was investigated using Partial least-squares structural equation modeling (PLS-SEM). The five-scale likert questionnaire was distributed to 468 international tourists who visited Bali and Java Island in Indonesia. The findings show that tourists' attitude towards local food was positively and significantly influenced by their epistemic, emotional, functional, and interaction value. Prestige value had no significant effect in shaping tourists' attitude as well as their behavioral intention. Interaction value had a significant influence on foreign tourists' attitude toward food but not on their behavioral intentions. The findings have implications for food-business owners and food destination marketer to strategically develop and design an effective promotion to attract more international tourists to a destination.

Keywords: food consumption value, attitude toward local food, behavioral intention, Indonesia

1. Introduction

Food tourism is the act of traveling for a taste of place to get a sense of place (World Food Travel Association, n.d). The International Culinary Tourism Association defines food tourism as the activity of eating and drinking something unique that is done by every tourist when they are traveling (Wondirad et al, 2021). As a result, food tourism has grown significantly and transformed into one of the most dynamic and innovative forms of tourism. Food tourism has become popular as tourists travel to various destinations, particularly for gaining unique food consumption experiences and overall satisfaction (Guan and Jones, 2014; Hiamey et al, 2021), or it could be said that tourists would like to enjoy local food in certain areas. According to

Eriksen (2013), local food refers to food produced, retailed, and consumed mainly in a specific area. Other researchers said that local food is the food that is produced by using traditional methods and/or using local ingredients and it is related to tourism since tourists allocate 30 to 40% of their expenses for food tourism (Choe and Kim, 2018).

Local food in a tourist destination might inspire the creation of new and exciting activities (Bjork and Kaupinnen-Raisanen, 2016). It can be observed in the enthusiasm and the eagerness of tourists in general to explore the local food of one of the tourist destinations they visit, because the food can be one part of the unforgettable moments of the trip and enhance the whole experience (Guan and Jones, 2014). Consumption value for local food that is perceived good by tourists will give significant impact to attitude toward local food and encourage revisit intention to certain areas. Local food has its own distinctiveness and contributes value to tourists and changes tourists' eating habits (Choe and Kim, 2018; Soltani et al, 2021; Hussain et al, 2021). Indonesia is a country in Southeast Asia with its rich culture and traditional ethnic food which has been one of the attractive tourist destinations. Local food in Indonesia has the characteristics for spicy taste, dominated by sweet and savory taste, fatty, and rich of various herbs and spices from European or other Asian countries. Indonesia's local food with the distinguished flavors can be one of the attractive destinations for foreign tourists. The wealth of Indonesian culinary offerings is expected to spark foreign tourists' interest in visiting Indonesia and to promote culinary as the entry point of travel to Indonesia (Cuisine to be Gateway to Tourism, 2022).

Drawing on the consumption value theory, authors developed an instrument assessing tourists' local food consumption value including the dimensions of epistemic, emotional, functional (health, taste, price value), prestige, and interaction (Choe and Kim, 2018; Rousta and Jamshidi, 2020; Soltani et al, 2021; Hussain et al, 2021; Thio et al, 2022). So far, most of the studies mainly focused on the effect of food consumption values to attitude towards local food

and behavioral intention (Rousta and Jamshidi, 2020; Hussain et al, 2021), and other studies focused on food consumption values, attitude towards local food, food destination image, and behavioral intention (Choe and Kim, 2018; Soltani et al, 2021) but insufficient studies have compared on how food consumption values, in this context are epistemic, functional, prestige, interaction, and emotional value directly affect behavioral intentions and how food consumption values affect behavioral intention through attitude towards local food as a mediating variable. It is important to find out how food consumption values affect tourists' attitude toward Indonesian local food and its effect on the behavioral intention. Thus, this study aims to examine whether food consumption values (epistemic, emotional, functional, interaction, and prestige value) have a positive and significant effect on attitude toward local food and tourists' behavioral intentions. In addition, this study also investigates whether attitude toward local food mediates the relationship between food consumption value and behavioral intention. This study provides insights for government and food tourism industries to develop appropriate marketing strategies and to promote local food as a destination marketing tool.

There are some sections to be discussed in the remainder of this paper. The second section provides a summary of previous studies including the relationship between each variable that is used to construct the hypothesis. The third section is the research method followed by the fourth section which is the result and analysis of the study. Finally, the fifth section discusses the theoretical and managerial implications and concludes the limitations with the direction for future studies.

2. Literature Review

2.1. Indonesian Cuisine

Indonesian cuisine is heavily influenced by natural and cultural conditions. Basic ingredients of Indonesian cuisine consist of a variety of herbs, seasoning, and spices (Von Holzen, 1996; Prince, 2009; Ministry of Culture and Tourism, 2010). In regard to the cooking method, Indonesian food is prepared in a variety of ways, being shallow or deep fried, grilled over hot coals, simmered, steamed, and baked, and relatively does not require complex kitchen utensils (Prince, 2009). In Indonesia, while eating rice and side dishes, it is common to have condiments which include chili-hot sambal as well as something to provide a crunchy contrast such as tapioca crackers, or deep-fried tempeh (Von Holzen, 1996). Having rice as the base of most Indonesian meals, the typical Indonesian menu is high in fiber, complex carbohydrates, and monounsaturated fatty acids (Wijaya, 2019). With its enormous geographic and cultural diversity, it is evident that Indonesian cuisine is rich in variety and taste. In using fresh herbs and spices, each part of Indonesia develops its own combinations and intensities to produce a food taste that is either spicy, hot, strong, sweet, sour, aromatic, or a mixture of these flavors (Koene, 1996; Wongso, 2016). For example, the food in Sumatra Island is much influenced by Indian and Chinese culture, Javanese cuisine is strongly influenced by the island's traditional kingdoms such as Mataram in Central Java and Majapahit in East Java. Also named as a royal cuisine, most of Javanese cuisine is considered relatively mild compared to other regions of Indonesia. In Bali, since the vast majority of the population is Hindu, this religious belief has reflected greatly the way Balinese cuisine is prepared, for instance, beef is very rarely used whilst pork is more common (Wijaya, 2019). Having a long history with diverse influences from different cultures such as Chinese, European, Indian, and Arabic (Prince, 2009), this diversity has brought significant influences that have supported the establishment of various unique exotic cuisines in Indonesia and make it as a culinary tourism destination.

2.2. Food Consumption Value

The theoretical framework known as Consumption Value Theory (TCV) was introduced by Sheth et al (1991) with the aim of elucidating the factors that influence customer preferences for specific items and their inclination towards one product category over another. Food Consumption Value (FCV) is focused on the needs of the customer and takes into account everything from the tangible qualities of the product to the emotional connections sparked by the food brand, the location or time of consumption, and ethical issues raised by specific food system production methods (Dagevos and Van Ophem, 2013). Food consumption value refers to the value of local food offerings and eating experiences when visiting a destination (Soltani et al, 2021). The motivation behind the development of FCV stems from the recognition that the interpretation of value in relation to food can no longer be limited to objective traits and capabilities alone. Value is a concept that is, to some extent, intangible and influenced by the unpredictable emotions of consumers.

The multidimensional structure of consumer value, as presented by TCV, has been widely utilized in existing literature on food tourism (Choe and Kim, 2018). The utilization of multidimensional frameworks to conceptualize customer value has been found to have superior predictive capabilities in determining tourists' intentions compared to a one-dimension approach (Goncalves et al, 2016). Each dimension of consumption value theory offers valuable insights into the interplay between tourist choices and reactions, both individually and collectively (Phau et al, 2014). This analysis is based on the seven dimensions of consumption value proposed by Choe and Kim (2018). It is important to note that previous studies have primarily examined the dimensions of consumption value in relation to durable goods, making it unsuitable for evaluating the consumption value of local foods. In this study, only five dimensions of consumption value were employed, namely epistemic value, emotional value, functional value, interaction value, and prestige value.

2.2.1. Epistemic Value

The epistemic value of individuals encompasses various forms of curiosity, including the exploration of new phenomena, the pursuit of knowledge, the quest for novelty, and the drive for invention (Sheth et al, 1991; Soltani, 2021; Hussain, 2021). Epistemic value is manifested when the consumption of local cuisine becomes a central role in the process of understanding and appreciating the cultural aspects of a particular location (Thio et al, 2022). In the context of local food consumption, epistemic value refers to the extent to which tourists perceive local food as a source of knowledge or as a way to discover local customs, history, or culture. Culinary tourism benefits from multiple sources of epistemic value, especially when tourists show curiosity about local cuisine and demonstrate a strong desire to learn about regional food preparation methods, eating rituals, and consumption patterns. This is because eating local cuisine is often perceived as a new experience, thus providing an opportunity for visitors to explore food cultures from other countries and gain in-depth epistemic information (Choe and Kim, 2018; Soltani et al, 2021). The comprehension of the perceived value of local food consumption among domestic tourists holds significance for destination marketers in their efforts to enhance the quality and promotion of products and services offered to tourists (Bardhi et al, 2010). Past literature has shown that epistemic value is a crucial factor of the tourism and hospitality industry that creates a positive attitude and intention in local food tourism (Williams and Soutar, 2009; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, the following hypothesis was proposed:

H1a: Epistemic value has a positive and significant effect on attitude toward local food.

2.2.2 Emotional Value

Customers who report feeling satisfied and likely to return to an ethnic restaurant are those who report experiencing emotional value such as excitement, pleasure, relaxation, or enjoyment, after eating ethnic foods (Ha and Jang, 2010). Tourists' perceptions of a destination are heavily influenced by their emotional connection to it, which influences both their

enjoyment of the destination and their likelihood of returning there in the future (Sanchez et al, 2006). The emotional value includes fun, pleasure, excitement, and relaxation obtained from ethnic food (Sheth et al, 1991; Ha and Jang, 2010). Memorable food tourism experiences obtain from the emotions of visitors and some other elements because of positive emotional connections with drink and food improved experiences. So, the emotional value positively impacts tourists' attitude and behavior in their destination choices and choosing local food (Choe and Kim, 2018). Thus, the following hypothesis was proposed:

H1b: Emotional value has a positive and significant effect on attitude toward local food.

2.2.3 Functional Value

Functional value is the benefit that consumers get from a product or service (Hussain, 2021). The functional value includes quality, health, and price (Williams and Soutar, 2009; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Quality value refers to the taste of food (Kim and Eves, 2012). In tourist destinations, public health is a critical matter. Health value relates to food experiences that encompass hygiene, health, and safety and lead to positive attitude formation. As the third part of the functional value, price value explains consumers' utility after acquiring and consuming a purchased meal. Fair prices optimize the consumers' willingness to pay (Hussain, 2021). Thus, the following hypothesis was proposed:

H1c: Functional value has a positive and significant effect on attitude toward local food.

2.2.4. Interaction Value

In addition to the individual's reputation or acknowledgment, the worth of their social connections is also considered. Interaction value can be created in the tourist industry through interactions between tour participants or between clients and tour guides (Choe and Kim, 2018). To that aim, William and Soutar (2009) found that many vacationers' happiness hinges on having enjoyable social contacts with friends and relatives, which is especially true when

eating regional specialties in true local eateries. With the opportunity to interact with family or friends who are vacationing together, travelers will become more familiar and understand each other better, which can facilitate communication (Soltani et al, 2021; Thio et al, 2022). Tourists' interactions are associated with their travel experiences that are part of their social value (Williams and Soutar, 2009). Therefore, interaction value plays a vital role in tourist destination selection and food tourism. Moreover, the interaction among individuals has also been associated with a social value. Past studies identify the importance of interaction value and the corresponding social gathering in food tourism (Choe and Kim, 2018). Consequently, interaction consumption values create a positive attitude toward local food (Sheth et al, 1991; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, the following hypothesis was proposed:

H1d: Interaction value has a positive and significant effect on attitude toward local food.

2.2.5. Prestige Value

Tourism's potential social benefit may be related to the individual's sense of accomplishment or prestige after returning home (Lee, 2017). Prestige value, which describes the impression one gives to others when dining at an upscale establishment, is often linked with those of higher social standing. The tourist and hospitality industries rely heavily on prestige value (Ha and Jang, 2010). According to Thio et al (2022), consuming local food can allow travellers to showcase their culinary experiences to others. Tourists feel they have a higher social status when consuming famous local food, and tourists are happy to tell and share photos of famous local food when tourists return home. Travelers also think that sharing photos or culinary memories will increase prestige (Choe and Kim, 2018). Tourists' prestige and interaction are associated with their travel experiences that are part of their social value (Williams and Soutar, 2009). Therefore, prestige plays a vital role in tourist destination

selection and food tourism. Consequently, prestige consumption values create a positive attitude toward local food (Sheth et al, 1991; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, the following hypothesis was proposed:

H1e: Prestige value has a positive and significant effect on attitude toward local food.

2.3. Attitude Towards Food

The perceived experiential value of local food, including the accompanying service contexts such as restaurants, is significantly influenced by its quality (Namkung and Jang, 2010). Consequently, various characteristics of food, such as its quality, taste, and emotional impact, collectively influence the attitudes and behaviors of food tourists (Kim and Eves, 2012). Attitudes towards food refer to the way individuals perceive and feel food, especially food, as well as how perceptions are influenced by consumption values (Hussain, 2021). Research by Choe and Kim (2018) also explains attitudes towards food as overall evaluations, preferences, emotional responses, and experiences when enjoying local culinary delights in a destination. According to Soltani et al. (2021), attitudes towards food involve several important aspects such as perceptions of quality, taste, authenticity, uniqueness and variety of food which are influenced by experience and information received. Apart from that, there are aspects of preference, regarding the type of food, presentation method, and culinary style, which are influenced by culture and individual preferences. In addition, willingness aspects play a significant role in reflecting tourists' desire to explore and consume food. The involvement element also shows the extent to which tourists are involved in searching for, tasting and learning about food through activities such as visiting markets or culinary tours.

Having a positive attitude towards local food can lead to positive behavioral intentions, such as planning repeat visits, trying new dishes, and actively engaging in food-related activities (Soltani, 2021). Positive intentions toward local food influenced by food

consumption value can influence behaviors such as trying local food, recommending local food, or revisiting culinary destinations (Choe and Kim, 2018). Based on the research of Rousta & Jamshidi (2020) and Hussain (2021), the attitude toward local food positively affects behavioral intention. Attitude toward the local food in a destination has not been studied in depth, but a broad attitude measurement can be borrowed from current studies in the fields of food and hospitality. In their study, Dreezens et al (2005) utilize a Likert-type scale consisting of five points. This scale ranges from 1, representing a highly unpleasant, awful, unfavorable, or negative perception, to 5, representing a highly pleasant, good, favorable, or positive perception. Thus, the following hypothesis was proposed:

H2: Attitude toward local food has a positive and significant effect on behavioral intention.

2.4. Behavioral Intention

Behavioral intention refers to the likelihood or willingness of an individual to engage in a particular action, such as visiting a place, allocating funds for tourism activities, or providing recommendations about the place to others (Soltani, 2021; Thio, 2022). These behavioral intentions are influenced by several factors, including individual attitudes, subjective views of those around them, perceptions of self-control, and past experiences (Soltani, 2021). Several factors can influence an individual's inclination to adopt a specific behavior. Firstly, individuals are more likely to engage in a particular behavior if they perceive it to result in a desirable outcome. Secondly, the availability of resources, skills, and opportunities play a crucial role in facilitating the exhibition of such behaviors. Lastly, the significance of the behavior to others, who will subsequently appreciate and endorse it, can also influence an individual's likelihood of adopting it (Phau et al, 2014). The behavioral intentions of tourists can be categorized into two dimensions: the intention to endorse local cuisine and the intention to visit a region specifically for food tourism (Kim et al, 2014). Based on the research of Thio et al (2022), tourists who perceive high values of local food have a positive attitude toward the

destination and are most likely to visit the destination in the future. High appreciation of local food consumed by domestic tourists has a positive and direct influence on the intention to visit. It has also been confirmed that epistemic value significantly impacts behavioral intention (Hussain, 2021). Food consumption value is an important factor in influencing tourists' decisions to return to food tourism destinations. Travelers with high perceived food value (FCV) are more likely to have favorable opinions of the local food and this can result in positive behavioral intentions, like going back to the location, sampling new foods, and partaking in more food-related activities (Soltani, 2021). Choe and Kim (2018) discovered a strong positive correlation between tourists' behavioral intention and the consumption value they place on consuming local food. Particularly, visitors are more likely to intend to eat local food in the future if they believe it to have a high emotional, social, or functional value. Thus, the following hypotheses were proposed:

H3a: Epistemic value has a positive and significant effect on behavioral intention.

H3b: Emotional value has a positive and significant effect on behavioral intention.

H3c: Functional value has a positive and significant effect on behavioral intention.

H3d: Interaction value has a positive and significant effect on behavioral intention.

H3e: Prestige value has a positive and significant effect on behavioral intention.

Soltani et al (2021) find that tourists who perceive high taste/quality value, health value, price value, emotional value, prestige value, interaction value and epistemic value hold a positive attitude toward local food. A positive attitude toward local food led to an intention to revisit the destination for food tourism in future and intention to recommend food-related consumption and experiences undertaken therein to others. Thus, the following hypotheses were derived:

H4a: Epistemic value has positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4b: Emotional value has positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4c: Functional value has positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4d: Interaction value has positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4e: Prestige value has positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

3. Methodology

3.1. Measures

The study employs a convenient sampling technique to collect data from international tourists visiting culinary destinations in Indonesia. The items of the questionnaire were prepared in English as the respondents were international visitors and distributed directly to the respondents during their trip to Indonesia. The indicators for each construct measuring food consumption value, attitude towards food and behavioral intention have been sourced from prior studies and modified to fit the context of the present study. The questionnaire is made up of four sections. The first section captured the demographics of the respondent such as sex, nationality, age, educational level, and occupation. The second section portrayed foreign tourists' perceived value of local food consumption, which were adapted from Choe and Kim (2018); Soltani et al. (2021) and Thio et al (2022). This food consumption value was categorized into five key dimensions, namely epistemic (6 items), emotional (6 items), functional (6 items), interaction (2 items), and prestige value (4 items). The third section assessed the attitude of visitors towards local food (4 items) which were adapted from Soltani et al (2021) and Hussain et al (2023) and then, the final section examined tourists' behavioral

intention toward the destinations (6 items) which the items were derived from Choe and Kim (2018), Soltani et al (2021) and Thio et al (2022). All indicators were measured to indicate the respondents' level of agreement and disagreement using a five-point Liker scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2. Data Collection

Before data collection, a pilot survey was carried out on a total of 30 undergraduate students majoring in Hotel Management to ensure the reliability and validity of the questionnaire. Then, the final questionnaire is modified and distributed to foreign tourists who visited culinary destinations in Bali, East Java (Surabaya, Malang), Central Java (Jogja, Solo, Jogjakarta, Semarang), and West Java (Jakarta, and Bandung). The self-administered questionnaires were distributed onsite on those destinations with the assistance of four research assistants who collected data from 18 July to 15 September 2023. Questionnaires were distributed on places which are most likely to be visited by international tourists, such as restaurants, cafes, malls, airports, rail stations, hotels, and some tourist's spot. Of the 468 collected questionnaires, 5 were removed after an initial screening process and the final 463 was performed for a data analysis.

3.3. Data Analysis

This study adopted PLS-SEM (Partial Least Squares Structural Equation Modeling) analysis using SmartPLS 3.0 to examine the direct and indirect relationships of the proposed structural model on food consumption value, attitude toward local food and behavioral intentions. As the study focuses on multiple predictors, PLS-SEM is deemed to be a "causal-predictive approach to SEM" which predicts the parameters by optimizing the explained variance of the indicators (Hair et al., 2019, p.3). According to Hair et al., (2016) in PLS-SEM, the assumption of normal sampling distribution is not mandatory, and a 5000-subsample method was employed in the process of bootstrapping. This method has been popular and frequently applied in many

tourism-and hospitality related studies (Müller et al, 2018). Thus, PLS-SEM was deemed to be most appropriate because most of the constructs applied in the field of social sciences are design constructs (Henseler, 2017) and this produces consistent predictions since it combines explanatory and prediction for explanatory study (Hair et al, 2017).

4. Results and Discussion

4.1. Demographics of respondents

Of the 463 respondents, 55.94% were females and 44.06% were males. Approximately 64% of the respondents were in the age of 24 to 40, whereas about 20.5% were older than 40 with a bachelor's degree (38.4%) and post-graduate's degree level of education (36.3%). One-third (31.1%) of the sample were entrepreneur/business owner, followed by professionals (21.81%) and employee (20.3%). In addition, most of the respondents were tourists from European countries (44.06%), Asia (30.02%) and Australia (15.98%) and USA (9.94%) who visited Bali (43.41%), Surabaya/Malang (21.81%), Jogjakarta/Solo/Semarang (18.57%), Jakarta/Bandung (16.21%).

Table 1. Demographics of the respondents (N = 463)

Category	Description	Frequency	Percent (%)
Sex	Male	204	44.06
	Female	259	55.94
Age	17-23 tahun	69	14.90
	24-30 tahun	159	34.34
	31-40 tahun	140	30.24
	41-50 tahun	66	14.25
	Lebih dari 50 tahun	29	6.26
Education	Lower than Senior High School	3	0.65
	Senior High School or equal	49	10.58
	Diploma or equal	65	14.04
	Undergraduate or equal	178	38.44
	Post Graduate or equal	168	36.29
Occupation	Student	75	16.20
	Entrepreneur / Business Owner	144	31.10
	Employee	94	20.30
	Professionals (Doctors, Lawyers, Educators, etc.)	101	21.81
	Retired / Unemployed	34	7.34
	Others	15	3.24
Tourist's origin	Europe	204	44.06
	Asia	139	30.02
	Australia	74	15.98
	USA	46	9.94
Tourist visited	Bali	201	43.41
	Surabaya/Malang	101	21.81
	Jogjakarta/Solo/Semarang	86	18.57
	Jakarta/Bandung	75	16.21

4.2. Measurement Model

The reliability and validity of the constructs were assessed to test the convergent validity using factor loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's Alpha (Hair et al, 2017). Although factor loading of all items is recommended to be over 0.70, in social science studies outer loading lower than 0.70 is still common as long as other items in the same construct have a high loading factor (Keil et al., 2000). The factor loading of all items was over 0.5 (ranging between 0.568 to 0.899), thus it was considered to

be acceptable, while loadings of 0.40-0.50 should be removed if it generates higher CRs and AVEs (Chin, 2010). In addition, the AVE values ranged from 0.521 to 0.788, while all composite reliability were ranging between 0.778 to 0.883. The results indicated that the model had an appropriate convergent validity and a high reliability because the AVE value is above 0.5 and the CR is above 0.7 and (Hair et al., 2017). The summary of the results of internal reliability and convergent validity for each construct is presented in Table 2 and Figure 1.

Table 2. Convergent Validity Measure

Items		Loading	AVE	CR
Epistemic Value				
EPV1	I seek out more information about local culinary	0.680		
EPV2	I'm getting curious about local culinary	0.800		
EPV3	Eating Indonesian food is a good opportunity for me to learn new things	0.728	0,521	0,844
EPV4	I'm willing to try more diverse local culinary	0.745		
EPV5	My knowledge of Indonesian culture has increased after consuming Indonesian food	0.647		
Emotional Value				
EMV1	Eating Indonesian food makes me feel happy	0.748		
EMV2	Eating Indonesian food gives me pleasure	0.773		
EMV3	Eating Indonesian food changes my mood positively	0.732	0,558	0,883
EMV4	Eating Indonesian food fascinates me	0.749		
EMV5	Eating Indonesian food keeps me coming back to eat	0.771		
EMV6	Eating Indonesian food makes me feel excited	0.707		
Functional Value				
FV1	Indonesian food offers a variety of ingredients	0.667		
FV2	Indonesian food has appealing flavors	0.831	0,539	0,820
FV3	Indonesian food is delicious	0.834		

FV5	Indonesian food offers value for money	0.568		

Interaction Value

IV1	The relationship with the family/friends I go with become more intimate when enjoying culinary delights in Indonesia	0.876	0,788	0,881
IV2	It is easier to interact with people I go with when enjoying culinary delights in Indonesia	0.899		

Prestige Value

PV1	Eating Indonesian food gives a chance to share my dining experiences.	0.852	0,638	0,778
PV3	Sharing pictures of my dining experiences is worthwhile	0.741		

Attitude Toward Food

ATF1	I like the food in Indonesia	0.804		
ATF2	The food can satisfy my needs	0.713	0,589	0,851
ATF3	The food is enjoyable	0.773		
ATF4	The food is appetizing	0.778		

Behavioral Intention

BI1	I will say positive things about the local culinary to others	0.813		
BI2	I will recommend the local culinary to family/relatives/friends	0.810	0,568	0,839
BI3	I am willing to recommend the local culinary when other people ask for suggestion	0.754		
BI5	I would like to go to other regions in Indonesia for culinary tourism.	0.621		

As shown in Table 3, discriminant validity was then assessed to investigate the correlations between the loadings and cross-loading matrix for the reflective items, which indicates that each construct's square roots of the AVEs were stronger than any other constructs in the model, which confirmed the adequate discriminant validity of Fornell and Larcker (1981).

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Variable Latent	ATF	BI	EMV	EPV	FV	IV	PV
Attitude toward Local Food	**0.768**						
Behavioral Intention	0.703	**0.753**					
Emotional Value	0.692	0.686	**0.747**				
Epistemic Value	0.630	0.682	0.697	**0.722**			
Functional Value	0.570	0.608	0.634	0.559	**0.734**		
Interaction Value	0.459	0.473	0.489	0.440	0.470	**0.887**	
Prestige Value	0.449	0.499	0.538	0.507	0.478	0.490	**0.799**

Note: EPV = epistemic value; EMV = emotional value; FV = functional value; IV = interaction value; PV = prestige value; ATF = attitude toward Food; BI = behavioral intention.

4.3. Structural Equation Modeling Results

After the measurement model is validated, the next step is to examine the latent constructs in the structural model. Hair, Sarstedt, Hopkins, and Kuppelwieser (2014) suggested examining the value of R square (R2), the beta value, and the predictive relevance (Q2) using a bootstrapping approach with 5000 resample. These were employed to examine whether the hypothesis is accepted or rejected. The hypotheses were examined by checking at the path coefficient (ß) and the significance level (p-value) of the relationships amongst epistemic value, emotional value, functional value, interaction value, prestige value, attitude toward food and behavioral intention. The coefficient of determination (R2) value of this study shows that attitude toward food can explain 54.5 percent of epistemic, emotional, functional, interaction and prestige value. Meanwhile, 63.2 percent of the variance for behavioral intention is explained by attitude towards local food. In addition, the predictive relevance (Q2) values greater than 0.25 portray that an exogenous construct has a high predictive accuracy on the endogenous construct (Henseler et al, 2012). The value of Q2 in this study shows that attitude

(0.531) and behavioral intention (0.578) indicated a substantial predictive relevance of the path model.

As shown in Table 4, eight out of 11 research hypotheses were accepted. Figure 1 shows the direct path for the structural model. Proposed hypotheses were examined by analyzing the path coefficient between "epistemic value and attitudes toward local food" (H1a)(ß=0.23, p< 0.01), "emotional value and attitudes toward local food" (H1b) (ß=0.39, p<0.01), "functional value and attitudes toward local food" (H1c) (ß=0.15, p<0.01), "interaction value and attitudes toward local food" (H1d) (ß=0.10, p<0.0), "prestige value and attitudes toward local food" (H1e) (ß=0.01, p>0.05). Thus, Hypotheses 1a, 1b, 1c, 1d were accepted and Hypothesis 1e was rejected. Moreover, Hypotheses 3a-3e were examined by investigating the path coefficient between "epistemic value and behavioral intention" (H3a) (ß= 0.25, p<0.01), "emotional value and behavioral intention" (H3b) (ß=0.15, p<0.01), "functional value and behavioral intention" (H3c) (ß=0.15, p<0.01), "interaction value and behavioral intention" (H3d) (ß=0.05, p>0.05), "prestige value and behavioral intention" (H3e) (ß=0.06, p>0.05). Thus, Hypotheses 3a, 3b, 3c were accepted and Hypotheses 3d, 3e were rejected.

The findings show that foreign visitors who had curiosity and perceived food to learn and discover local culture were more likely to have a positive attitude toward local food in Bali and willing to recommend Bali as food destinations to others. The result is aligned with those of previous studies that epistemic value has become an essential element to shape visitors' positive attitudes (Choe & Kim, 2018; Williams & Soutar, 2009). Tourists who consume food in Bali can create epistemic value as they are likely to try something new and eager to learn local food culture. Their knowledge and experience about local food culture in Bali developed a positive attitude towards food and intention to recommend others to visit Bali for culinary tourism.

Emotional connection and unforgettable dining experience in having local food in Bali have a positive impact on tourists' attitude toward food. The emotional feeling towards Bali food tourism boosts positive word-of-mouth of foreign visitors to attract others to visit Bali. The finding is in line with previous studies (Ha and Jang, 2010; Choe and Kim, 2018). Tourists' positive emotions such as happiness, excitement when visiting a destination contribute to creating a better attitude towards local food in Bali. In addition, tourists who perceived functional value which includes taste/quality and price to be essential were more likely to build a positive attitude to enjoy local food and create their willingness to recommend the destination to others. The result supports the previous studies (Choe and Kim, 2018; Kim and Eves, 2012, Lai 2015). Good quality of food is closely related to the overall food experience perceived by tourists when visiting a destination (Yüksel and Yüksel, 2002).

Moreover, social value and opportunity to get connected with family, relatives and friends tend to make the local dishes be more appetizing and satisfying and create a positive attitude towards local food. The result is in line with the previous studies (Goolaup and Mossberg, 2017; Schänzel and Lynch, 2016) which highlighted the importance of being together with friends, family, and relatives at a destination. However, the intimate relationship built during the trip did not shape tourists' intention to share positive things and suggest culinary tourism to their friends, family, and relatives. The interaction between visitors and those accompanying them do not directly shape their intention to visit Bali, as their positive perception towards food in Bali needs to be developed.

In addition, attitudes toward local food did not tend to be affected by foreign tourists' desire to showcase their culinary experiences to others. Sharing photos and luxury dining experience did not shape visitors' attitudes toward local food and their willingness to recommend culinary tourism to others. The result is consistent with previous research conducted by Choe and Kim (2018) which states that different cultural backgrounds can affect

individuals to perceive prestige value. Tourists who visit Bali usually prefer to get a more local experience where luxury things might be no longer a prestige that must be shown off to other people.

Hypothesis 2 was tested by examining the path coefficient between "attitude towards local food" and "behavioral intention" (ß=0.31, p<0.01). The results show that foreign tourists who have a positive attitude and perceive local food in Bali as enjoyable, appetizing and satisfying tend to recommend and share the local cuisine in Bali to others. The findings are strongly supported by the Theory of Planned behavior (TPB) and also aligned with prior studies that highlighted a closed relationship between attitude and tourists' behavioral intention particularly in food tourism (Choe and Kim, 2018; Hsu et al, 2018; Ting et al, 2019; Mohammad et al, 2022).

Table 4. Direct results of path coefficient

Hypothesis	Path Coefficient	T value	P Values	Decision
H1a: EPV -> ATF	0.23	4.61	0.00**	**Accepted**
H1b: EMV -> ATF	0.39	7.42	0.00**	**Accepted**
H1c: FV -> ATF	0.15	2.67	0.01*	**Accepted**
H1d: IV -> ATF	0.10	2.49	0.01*	**Accepted**
H1e: PV -> ATF	0.01	0.10	0.920	Rejected
H2: ATF -> BI	0.31	5.23	0.00**	**Accepted**
H3a: EPV -> BI	0.25	5.04	0.00**	**Accepted**
H3b: EMV -> BI	0.15	2.78	0.01*	**Accepted**
H3c: FV -> BI	0.15	3.63	0.00**	**Accepted**
H3d: IV -> BI	0.05	1.42	0.16	Rejected
H3e: PV -> BI	0.06	1.62	0.11	Rejected

Note: p-value < 0.01**; p-value < 0.05*, EPV = epistemic value; EMV = emotional value; FV = functional value; IV = interaction value; PV = prestige value; ATF = attitude toward Food; BI = behavioral intention.
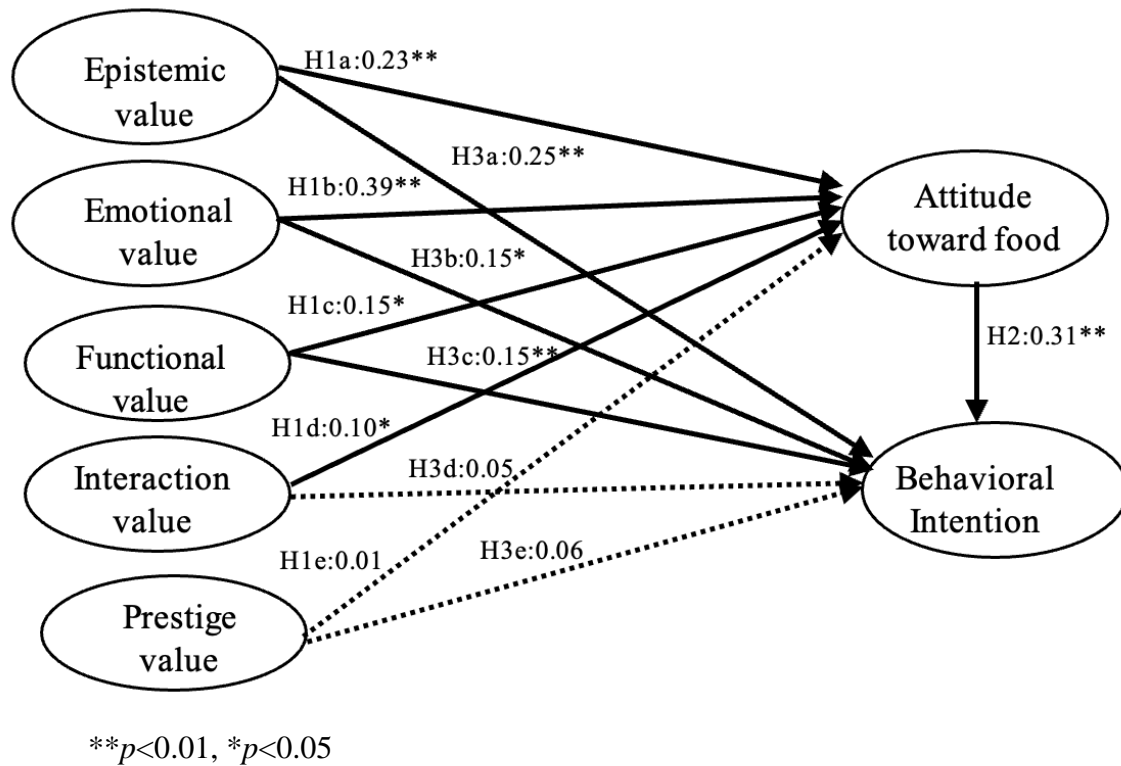
**p<0.01, *p<0.05

Figure. 1. Direct path of the structural model (N=463)

Table 5. Indirect results of path coefficient

Hypothesis	Path Coefficient	T value	P Values	Decision
H4a: EPV -> ATF -> BI	0.07	3.44	0.00**	**Accepted**
H4b:EMV -> ATF -> BI	0.12	4.44	0.00**	**Accepted**
H4c: FV -> ATF -> BI	0.05	2.40	0.02*	**Accepted**
H4d: IV -> ATF -> BI	0.03	2.18	0.03*	**Accepted**
H4e: PV -> ATF -> BI	0.00	0.10	0.922	Rejected

Note: p-value < 0.01**; p-value < 0.05*, EPV = epistemic value; EMV = emotional value; FV = functional value; IV = interaction value; PV = prestige value; ATF = attitude toward Food; BI = behavioral intention.

As presented in Table 5, the value of epistemic (H4a) (β =.073, p < .01), emotional (H4b) (β =.120, p<.01), functional (H4c) (β =.046, p < .05), and interaction (H4d) (β =.030, p < .05) had an indirect and significant effect on behavioral intention. Meanwhile the indirect effect of prestige value on behavioral intention (H4e) (β =.001, p<0.05) was statistically insignificant. These results indicate that tourist's attitude toward local food partially mediates the direct relationship between epistemic, emotional, functional value and behavioral intention. As for

interaction value, it was fully mediated and had no mediating effect for prestige value. Thus, H41, H4b, H4c, and H4d were supported, while H4e was not supported. In other words, tourists' attitude toward food has become a mediating factor that strengthens the relationship among the value of epistemic, emotional, functional, interaction and their behavioral intention. Thus, food consumption value perceived by tourists when visiting a culinary destination can shape their attitude towards local food and boost their intentions to recommend a destination for culinary tourism to others.

5. Conclusions

This study involved a thorough evaluation of multiple aspects of food consumption value, including epistemic, emotional, functional, interaction, and prestige value. The objectives were to determine how these value dimensions influenced tourists' attitude toward local food and consequent behavioral intentions. The findings indicate that attitudes towards local food are significantly impacted by epistemic, emotional, functional, and interaction value. This suggests that the way in which tourists perceive and feel about the local cuisine is closely intertwined with their curiosity, emotions, food taste/quality, and social interactions with friends, family and relatives.

Moreover, the results of the study illustrate how attitudes towards local food significantly influence the behavioral intentions of tourists when it comes to food tourism. In particular, those who hold positive attitudes are more likely to promote food advocacy and destination-specific local cuisine, thereby emphasizing the significance of culinary advocacy and word-of-mouth in promoting regional cuisines, and to express an interest in food tourism to other regions of Indonesia in the future. The aforementioned results highlight the capacity of regional cuisine to stimulate tourism and generate subsequent economic advantages.

5.1. Academic Implications

Researchers, educators, and the culinary tourism industry can gain valuable insights from the academic implications of the findings concerning the influence of food consumption value and attitude toward local food on behavioral intentions among food tourists in Indonesia. The study's primary objective, centered on the gastronomic encounters of visitors in Indonesia, makes a valuable contribution to the existing scholarship on culinary tourism. This research may serve as a foundation for further investigations on the correlation between food value, attitude, and behavior within various cultural settings. The results of this study have the potential to provide valuable insights that might be used to enhance marketing and promotional tactics for places focused on culinary tourism.

5.2. Managerial Implications

Business owners and destination marketers in the culinary tourism sector in Indonesia can gain valuable insights from these findings. Gaining insight into the distinct values and attitudes that shape the behavior of visitors may provide valuable guidance for strategic decision-making and contribute to the overall improvement of foreign tourist experience. Understanding foreign tourists' attitudes toward local food and their perceived value of food consumption can help managers develop marketing campaigns to appeal to culinary tourism visitors. Collaboration among businesses operating within the food tourism sector, as well as with local tourist authorities, may serve as a strategic approach to collectively market the destination in its whole. This approach has the potential to optimize the advantages of culinary tourism and foster a harmonious encounter for visitors. By aligning their strategies with these values and attitudes, companies have the potential to attract a larger number of visitors, improve their reputation, and make a positive contribution to the growth and development of the culinary tourism sector in Indonesia.

5.3. Limitation and Future Research

The instruments utilized to assess food consumption value, attitude toward local food, and behavioral intentions have been taken from prior investigations, which introduces a limitation to this study. Therefore, it is recommended that future studies initiatives investigate the variations in values and attitudes pertaining to culinary tourism across diverse geographical places. This would provide valuable insights into the influence of cultural factors on the phenomenon. The investigation aims to examine the effects of several marketing methods, including food blogging, social media, and advertising, on the values and attitudes of visitors, and subsequently, how these factors shape their behavior. Further studies may evaluate how a destination's branding and marketing activities impact visitors' values, attitudes, and behavioral intentions toward local cuisine experiences.

6. Acknowledgement

7. Disclosure statement

No potential conflict of interest was reported by the authors.

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2. Bukti konfirmasi review dan hasil review pertama
(17 Maret 2024)

![UNIVERSITAS KRISTEN PETRA logo]

Sienny Thio <sienny@petra.ac.id>

241531947 (Cogent Business & Management) A revise decision has been made on your submission

1 message

Cogent Business & Management <onbehalfof@manuscriptcentral.com>

Sun, Mar 17, 2024 at 2:45 AM

Reply-To: muralidharane@macewan.ca
To: sienny@petra.ac.id
Cc: sienny@petra.ac.id, mkrist@petra.ac.id, michael@ciputra.ac.id

16-Mar-2024

Ms. No. 241531947

The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia

Cogent Business & Management

Dear Dr Sienny Thio:

Your manuscript: "The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia", submitted to Cogent Business & Management, has been reviewed.

While I must that the article has been written well, the reviewer comments suggest that if you complete some revisions, your manuscript could be accepted for publication. The following are the summary of the reviewers' suggestions and based on my own reading of the article.

a) To clarify concerns in the methodology section.
b) Clarifications in the literature review.
c) To have a good discussion section where the findings are discussed well and generalized.
d) Ensure that the document is copy edited by a professional copy editor to remove many grammatical errors that appear in the document.

The reviewer comments are included at the bottom of this letter.

Your revision is due by 13-Apr-2024.

If you would like to submit a revision, please:

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2)   Show any changes to the text, by using a different color font or by highlighting the changes (please do not use the Track Changes feature in Microsoft Word).

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Thank you for submitting your manuscript to Cogent Business & Management. I look forward to receiving your revision.

Sincerely,
Dr ETAYANKARA MURALIDHARAN
Academic Editor, Cogent Business & Management
muralidharane@macewan.ca

Comments from the Reviewers:

Reviewer: 1

Comments to the Author
This is an interesting article on a relevant topic. It presents research gaps and attempts to justify its originality. To that end, it cites several authors that investigated food consumption values. In my view, at least two sources represent different views towards food consumption. One focuses on how tourists change their behaviours towards local food and change their eating habits between home and at the tourist destination: https://doi.org/10.1108/IJCHM-04-2020-0302 .
The other source focuses on Individual cultural values as determinants of the attitudinal process towards food: https://doi.org/10.18089/tms.2023.190105

The paper is grounded on an adequate base of theory and introduces new angles of analysis as epistemic value, emotional value, functional value, interaction value, prestige value and others. The hypotheses development is well grounded.
Concerning methodology, the questionnaire design was based on the literature.
There is need to explain how respondents have been selected to respond the survey. You mention that the questionnaire was self administered, but also that the questionnaires were distributed in places most likely to be visited by international tourists. This part needs to be better explained as it raises several methodological-related questions. did you use any inclusion-exclusion criteria? At least you excluded domestic tourists. In the demographics of the respondents you mention 44% were from European countries, Asia 30,02%, Australia 15,98% and the USA 9,94%. It would be interesting to highlight the nationality of the tourists countries (which you do in relation to Australia or the USA) and not continents as you do with Europe or Asia.
Methods seem to be correctly applied to obtain results. However, there is no Discussion section where the results of the study could be interpreted/discussed in the context of the broader literature. This would be crucial to explain how your study aligns with or differs from previous studies. This is important to contextualize the contribution of the study to the literature. The study has a subsection titled Academic Implications, but this section fails to explain how the study added to the literature. What is new in the study that was not already known?
The subsections Practical Implications and Limitations and Future Research are OK.
My overall assessment is positive, but the paper needs improvements as suggested above.

Reviewer: 2

Comments to the Author
Thank you for the opportunity to review the manuscript. This is an interesting topic, but some important in the paper should be addressed before publication.

The introduction needed to be more informative, this paper is a study based on Indonesian, but in the introduction does not explain or mention any specific in destination feature. I suggested the Author should specify more in the introduction section

In data collection, please identify the type of sample you used (e.g. convenience, simple random, stratified random).

In the measurement model section, there are no descriptive statistics for the latent constructs and items. It is a common practice to report the Mean, SD, Skewness Kurtosis for all the variables (both latent and manifest). For using SEM, the Author should do the normality test. Authors should assess whether there is no common method bias.

The "Conclusion and implications" section needs to be strengthened, the knowledge implication, the content is no

different from the previous study. The managerial implications on destination operators seem slightly superficial. To strengthen the study further, the author(s) must discuss its practical implications in detail and offer hands-on strategies regarding their implementation base on the findings.

3. Bukti konfirmasi submit revisi pertama, respon kepada reviewer, dan artikel yang diresubmit (17 Mei 2024)

Cogent Business & Management

The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia

For any queries please contact:

QABM-peerreview@journals.taylorandfrancis.com

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Dear Editor,

Thank you very much for your invitation to revise our manuscript **"The Role of Food Consumption Value and Attitude Towards Food on Behavioral Intentions: Culinary Tourist Behavior in Indonesia"**. Below is the reviewers' comments and our responses.

Reviewer 1

Comments	Response
1. To that end, it cites several authors that investigated food consumption values. In my view, at least two sources represent different views towards food consumption. One focuses on how tourists change their behaviours towards local food and change their eating habits between home and at the tourist destination: https://doi.org/10.1108/IJCHM-04-2020-0302 . The other source focuses on Individual cultural values as determinants of the attitudinal process towards food: https://doi.org/10.18089/tms.2023.190105	We added more sources that represent different views towards food consumption → page 6 and 7
2. Concerning methodology, the questionnaire design was based on literature. There is need to explain how respondents have been selected to respond the survey. You mention that the questionnaire was self administered, but also that the questionnaires were distributed in places most likely to be visited by international tourists. This part needs to be better explained as it raises several methodological-related questions. did you use any inclusion-exclusion criteria? At least you excluded domestic tourists.	We did the revision as suggested -> page 14 and 15
3. In the demographics of the respondents you mention 44% were from European countries, Asia 30,02%, Australia 15,98% and the USA 9,94%. It would be interesting to highlight the nationality of the tourists countries (which you do in relation to Australia or the USA) and not continents as you do with Europe or Asia.	We did the revision and put the nationality of the respondents → page 16
4. Methods seem to be correctly applied to obtain results. However, there is no Discussion section where the results of the study could be interpreted/discussed in the context of the broader literature. This would be crucial to explain how your study aligns with or differs from previous studies. This is important to contextualize the contribution of the study to the literature. The study has a subsection titled Academic Implications, but	We put discussion section separately.We added some explanation based on the results of the study → page 24

We added some more explanation to explain how the study aligns or differs from previous studies, contribution to the literature, and the novelty of the study →page 24–26 |

this section fails to explain how the study added to the literature. What is new in the study that was not already known?	we added the academic implication as well → page 27

Reviewer 2

Comments	Response
5. The introduction needed to be more informative, this paper is a study based on Indonesian, but in the introduction does not explain or mention any specific in destination feature. I suggested the Author should specify more in the introduction section	We added some information about Indonesia in the introduction section → page 4
6. In data collection, please identify the type of sample you used (e.g. convenience, simple random, stratified random).	We added the type of the sample → Page 14
7. In the measurement model section, there are no descriptive statistics for the latent constructs and items. It is a common practice to report the Mean, SD, Skewness Kurtosis for all the variables (both latent and manifest). For using SEM, the Author should do the normality test. Authors should assess whether there is no common method bias.	We added the descriptive statistics including Mean, SD, normality test (using Skewness and Kurtosis). → Page 20
8. The "Conclusion and implications" section needs to be strengthened, the knowledge implication, the content is no different from the previous study. The managerial implications on destination operators seem slightly superficial. To strengthen the study further, the author(s) must discuss its practical implications in detail and offer hands-on strategies regarding their implementation based on the findings.	We added more explanation on "Conclusion and implications section" including the managerial and practical implication and strategies based on our findings → page 26-27

The Role of Food Consumption Value and Attitude Toward Food on Behavioral Intention: Culinary Tourist Behavior in Indonesia

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The Role of Food Consumption Value and Attitude Toward Food on Behavioral Intention: Culinary Tourist Behavior in Indonesia

Eating local dishes at a destination is crucial for tourists. This study examines the key drivers of foreign tourists' behavioral intention toward local Indonesian food. A model examining food consumption value, attitude toward food, and behavioral intention was investigated using partial least squares structural equation modeling (PLS-SEM). A five-point Likert questionnaire was distributed to 468 international tourists visiting Bali and Java Island in Indonesia. The empirical findings show that tourists' attitude toward local food were positively and significantly influenced by their epistemic, emotional, functional, and interaction values. However, prestige value had no significant effect on tourists' attitude or behavioral intention. Interaction value had a significant influence on foreign tourists' attitude toward food, but not on their willingness to recommend and spread positive things about local culinary practices to others. The findings imply that food business owners and food destination marketers need to strategically develop and design effective promotions to promote local food as a destination marketing tool and attract more international tourists to a destination.

Keywords: Culinary, food consumption value, attitude toward local food, behavioral intention, Indonesia

1. Introduction

Food tourism is the act of traveling to a place to get a sense of place (World Food Travel Association, n.d.). The International Culinary Tourism Association defines food tourism as the activity of eating and drinking something unique to every tourist when they are traveling (Wondirad et al, 2021). As a result, food tourism has grown significantly and transformed into one of the most dynamic and innovative forms of tourism. Food tourism has gained popularity as travelers visit different locations, especially to enjoy distinctive food experiences and overall satisfaction (Guan and Jones, 2014; Hiamey et al, 2021), or it could be said that tourists are eager to enjoy local food in certain areas. According to Eriksen (2013), local food pertains to

food that is primarily produced, sold, and consumed within a specific area. Other researchers have stated that local food is the food that is produced by using traditional methods and/or local ingredients, and it is related to tourism since tourists allocate 30 to 40% of their expenses for food tourism (Choe and Kim, 2018).

In a tourist destination, local food can inspire the development of fresh and thrilling activities. (Bjork and Kaupinnen-Raisanen, 2016). The excitement and eagerness of tourists to explore the local food of the destinations they visit can be seen, as food has the potential to become a memorable part of the trip and enrich the overall experience (Guan and Jones, 2014). Consumption value for local food that is perceived as good by tourists will have a significant impact on the attitude toward local food and encourage revisit intention in certain areas. Local food possesses its own unique characteristics, adds value to the tourist experience, and can influence tourists' eating habits (Choe and Kim, 2018; Soltani et al, 2021; Hussain et al, 2021). Indonesia is a country in Southeast Asia with a rich culture and traditional ethnic food and has been an attractive tourist destination. Local food in Indonesia has a spicy taste, dominated by sweet and savory tastes, fatty, and rich in various herbs and spices from European or other Asian countries. Indonesia's local food with distinguished flavors is an attractive destination for foreign tourists. The wealth of Indonesian culinary offerings is expected to spark foreign tourists' interest in visiting Indonesia and to promote culinary as the entry point of travel to Indonesia (Cuisine to be Gateway to Tourism, 2022).

Referring to consumption value theory, the researchers developed an instrument to investigate tourists' local food consumption value, including the dimensions of epistemic, emotional, functional (health, taste, price value), prestige, and interaction (Choe and Kim, 2018; Rousta and Jamshidi, 2020; Soltani et al, 2021; Hussain et al, 2021; Thio et al, 2022). The majority of studies have primarily concentrated on the impact of food consumption values on attitude toward local food and behavioral intention (Rousta and Jamshidi, 2020; Hussain et al, 2021),

and other studies have focused on food consumption values, attitude toward local food, food destination image, and behavioral intention (Choe and Kim, 2018; Soltani et al, 2021). Insufficient studies have compared how food consumption values in this context are epistemic, functional, prestige, interaction, and emotional directly affect behavioral intention and how food consumption values affect behavioral intention through attitude toward local food as a mediating variable. It is important to determine how food consumption values affect tourists' attitude toward local Indonesian food and its effect on behavioral intention. Thus, this study aims to examine whether food consumption values (epistemic, emotional, functional, interaction, and prestige values) have a positive and significant effect on attitude toward local food and tourists' behavioral intention. In addition, this study investigates whether attitude toward local food mediate the relationship between food consumption value and behavioral intention. This study provides insights for the government and food tourism industry to develop appropriate marketing strategies and promote local food as a destination marketing tool.

This study covers Indonesia as a diverse and vibrant country located in Southeast Asia, known for its beautiful natural landscapes, rich cultural diversity, and warm hospitality. Indonesian cuisine is a reflection of the country's diverse cultural heritage and regional flavors. Each region offers its own unique specialties. Indonesian cuisine is renowned for its vast geographic and cultural diversity, which contributes to a wide array of flavors and dishes. The archipelago's culinary heritage offers a diverse range of flavors that mirrors the varied regions and customs of the country. In addition, with over 17,000 islands, Indonesia boasts stunning beaches, lush rainforests, and majestic volcanoes. The country is home to a wide array of ethnic groups with its own unique traditions, languages, and customs. Overall, Indonesia presents a remarkable destination that offers a rich tapestry of experiences for travelers seeking to immerse themselves in its stunning landscapes, diverse traditions and cuisine, and the genuine hospitality.

There are some sections to be discussed in the remainder of this paper. The second section offers a summary of prior research, including the relationship between each variable used to construct the hypothesis. The third section is the research method, followed by the fourth section, which presents the results and analysis of the study. Finally, the fifth section discusses the academic and managerial implications and concludes with the limitations of the direction for future studies.

2. Literature Review

2.1. Indonesian Cuisine

Indonesian cuisine is greatly influenced by natural and cultural factors. The fundamental components of Indonesian cuisine encompass a wide range of herbs, seasonings, and spices. (Von Holzen, 1996; Prince, 2009; Ministry of Culture and Tourism, 2010). When it comes to cooking methods, Indonesian food is prepared using a variety of techniques, such as shallow or deep frying, grilling over hot coals, simmering, steaming, and baking, and typically does not necessitate complex kitchen utensils (Prince, 2009). In Indonesia, while eating rice and side dishes, it is common for Indonesian cuisine to feature condiments like spicy sambal, along with crunchy contrasts such as tapioca crackers or deep-fried tempeh (Von Holzen, 1996). Due to rice serving as the foundation for most Indonesian meals, the typical Indonesian menu is rich in fiber, complex carbohydrates, and monounsaturated fatty acids (Wijaya, 2019). The vast geographic and cultural diversity of Indonesia is clearly reflected in its rich and diverse cuisine. Through the use of fresh herbs and spices, each region of Indonesia develops its own unique combinations and intensities, resulting in a culinary experience that is spicy, hot, robust, sweet, sour, aromatic, or a blend of these flavors (Koene, 1996; Wongso, 2016). For example, the food in Sumatra Island is greatly influenced by Indian and Chinese culture; Javanese cuisine is

strongly influenced by the island's traditional kingdoms, such as Mataram in Central Java and Majapahit in East Java. Also known as royal cuisine, most Javanese cuisine is considered relatively mild compared with other regions of Indonesia. In Bali, since the vast majority of the population is Hindu, this religious belief has greatly reflected the way Balinese cuisine is prepared; for instance, beef is very rarely used, while pork is more common (Wijaya, 2019). Having a long history of diverse influences from different cultures, such as Chinese, European, Indian, and Arabic (Prince, 2009), this diversity has greatly influenced the establishment of unique exotic cuisines in Indonesia and contributed to culinary tourism destinations.

2.2. Food Consumption Value

The theoretical framework known as the Consumption Value Theory (TCV) was introduced by Sheth et al. (1991) with the aim of elucidating the factors that influence customer preferences for specific items and their inclination toward one product category over another. Food Consumption Value (FCV) focuses on the needs of the customer and considers everything from the tangible qualities of the product to the emotional connections sparked by the food brand, location or time of consumption, and ethical issues raised by specific food system production methods (Dagevos and Van Ophem, 2013). Food consumption value refers to the value of local food offerings and eating experiences when visiting a destination (Soltani et al, 2021). The motivation behind the development of FCV stems from the recognition that the interpretation of value in relation to food is no longer limited to objective traits and capabilities alone. Value is a concept that is, to some extent, intangible and influenced by consumers' unpredictable emotions.

Several studies have indicated various factors that influence tourists' food consumption. Santos *et al*. (2020) identified that tourists tend to change their dietary preferences while on vacation, consuming a notably higher amount of seafood and fish while

reducing their intake of legumes, meat, fast food, and cereal-based products. In addition, factors such socio-cultural, sociodemographic, and psychological characteristics including religious influences, food-related personality traits, gender, ethnicity, age, income level, nationality, geographical origin, are crucial in influencing tourists' food consumption in destinations (Caber et al., 2018; Mak et al., 2012; Wang et al., 2019). Prior experiences and motivational factors can also explain why travelers visit particular destinations with the main aim of exploring local cuisine (Mak et al., 2012). Furthermore, Rodríguez-López *et al.*, (2023) in their study investigated that individual cultural values particularly uncertainty avoidance and long-term orientation were deemed to be the determinants in understanding behavior and shaping tourists' attitude toward food. Tourists who come from countries who have high uncertainty avoidance (such as Brazil and Spain) and long-term orientation (such as China and Indonesia) are more likely to develop more satisfaction and loyalty.

The multidimensional structure of consumer value, as presented by TCV, has been widely utilized in the existing literature on food tourism (Choe and Kim, 2018). The utilization of multidimensional frameworks to conceptualize customer value has been found to have superior predictive capabilities in determining tourists' attitudeintention compared to a one-dimensional approach (Goncalves et al, 2016). Each dimension of the consumption value theory offers valuable insights into the interplay between tourist choices and reactions, both individually and collectively (Phau et al, 2014). This analysis was based on the seven dimensions of consumption value proposed by Choe and Kim (2018). It is important to note that previous studies have primarily examined the dimensions of consumption value in relation to durable goods, making them unsuitable for evaluating the consumption value of local foods. In this study, only five dimensions of consumption value were employed: epistemic, emotional, functional, interaction, and prestige values.

2.2.1. Epistemic Value

The epistemic value of individuals encompasses various forms of curiosity, including the exploration of new phenomena, pursuit of knowledge, quest for novelty, and drive for invention (Sheth et al, 1991; Soltani, 2021; Hussain, 2021). Epistemic value manifests when the consumption of local cuisine plays a central role in the process of understanding and appreciating the cultural aspects of a particular location (Thio et al, 2022). In the context of local food consumption, epistemic value refers to the extent to which tourists perceive local food as a source of knowledge or a way to discover local customs, history, or culture. Culinary tourism benefits from multiple sources of epistemic value, especially when tourists are curious about local cuisine and demonstrate a strong desire to learn about regional food preparation methods, eating rituals, and consumption patterns. This is because eating local cuisine is often perceived as a new experience, thus providing an opportunity for visitors to explore food cultures in other countries and gain in-depth epistemic information (Choe and Kim, 2018; Soltani et al, 2021). Comprehension of the perceived value of local food consumption among domestic tourists holds significance for destination marketers in their efforts to enhance the quality and promotion of products and services offered to tourists (Bardhi et al, 2010). Previous studies have shown that epistemic value is a critical factor of the tourism and hospitality industry that drives a positive attitude and intention in food tourism (Williams and Soutar, 2009; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, we propose the following hypothesis:

H1a: Epistemic value has a positive and significant effect on attitudesattitude toward local food.

2.2.2 Emotional Value

Customers who report feeling satisfied and are likely to return to an ethnic restaurant are those who report experiencing emotional value, such as excitement, pleasure, relaxation, or enjoyment, after eating ethnic foods (Ha and Jang, 2010). Tourists' perceptions of a destination

are heavily influenced by their emotional connection to it, which influences both their enjoyment of the destination and likelihood of returning there in the future (Sanchez et al, 2006). Emotional values include fun, pleasure, excitement, and relaxation obtained from traditional food (Sheth et al, 1991; Ha and Jang, 2010). Memorable food tourism experiences are obtained from the emotions of visitors and other elements because of positive emotional connections with drink and food improved experiences. Thus, emotional value positively influences tourists' attitude and behaviors in their destination selections and in consuming local food (Choe and Kim, 2018). Thus, we propose the following hypothesis:

H1b: Emotional value has a positive and significant effect on attitude toward local food.

2.2.3 Functional Value

Functional value is the benefit that consumers receive from a product or service (Hussain, 2021). Functional values include quality, health, and price (Williams and Soutar, 2009; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Quality value refers to the taste of food (Kim and Eves, 2012). Public health is a critical issue for tourist destinations. Health value relates to food experiences that encompass hygiene, health, and safety and leads to positive attitude formation. As the third part of functional value, price value explains consumers' utility after acquiring and consuming a purchased meal. Fair prices optimize consumers' to pay (Hussain, 2021). Thus, we propose the following hypothesis:

H1c: Functional value has a positive and significant effect on attitude toward local food.

2.2.4. Interaction Value

In addition to an individual's reputation or acknowledgment, the worth of their social connections is also considered. Interaction value can be created in the tourist industry through interactions between tour participants or clients and tour guides (Choe and Kim, 2018). William and Soutar (2009) found that many vacationers' happiness hinges on having enjoyable social

contact with friends and relatives, which is especially true when eating regional specialties in true local eateries. With the opportunity to interact with family or friends who are vacationing together, travelers will become more familiar and understand each other better, which can facilitate communication (Soltani et al, 2021; Thio et al, 2022). Tourists' interactions are associated with their trip experiences, which are part of their social values (Williams and Soutar, 2009). Thus, the interaction value plays a crucial role in tourist destination selection and food tourism. Moreover, interactions among individuals have also been linked to social values. Previous studies have identified the importance of interaction value and corresponding social gathering in food tourism (Choe and Kim, 2018). Consequently, interaction consumption values lead to a positive attitude toward local food (Sheth et al, 1991; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, we propose the following hypothesis:

H1d: Interaction value has a positive and significant effect on attitude toward local food.

2.2.5. Prestige Value

The potential social benefit of tourism may be related to an individual's sense of accomplishment or prestige after returning home (Lee, 2017). Prestige value, which describes the impression that one gives others when dining at an upscale establishment, is often linked with those of higher social standing. The tourist and hospitality industries rely heavily on prestige values (Ha and Jang, 2010). According to Thio et al. (2022), consuming local food can allow ss to showcase their culinary experiences with others. Tourists feel that they have a higher social status when consuming famous local food, and tourists are happy to share photos of famous local food when they return home. Travelers also believe that sharing photos or culinary memories will increase prestige (Choe and Kim, 2018). Tourists' prestige and interaction are associated with their travel experiences, which are part of their social values (Williams and Soutar, 2009). Therefore, prestige plays a significant role in the selection of tourist destinations

and food tourism. Consequently, prestige consumption values produce a positive attitude toward local food (Sheth et al, 1991; Choe and Kim, 2018; Rousta and Jamshidi, 2020). Thus, we propose the following hypothesis:

H1e: Prestige value has a positive and significant effect on attitude toward local food.

2.3. Attitude Toward Food

The perceived experiential value of local food, including accompanying service contexts such as restaurants, is significantly influenced by its quality (Namkung and Jang, 2010). Consequently, various characteristics of food, such as its quality, taste, and emotional impact, collectively influence the attitude and behaviors of food tourists (Kim and Eves, 2012). Attitude toward food refer to the way individuals perceive and feel food, especially food, as well as how perceptions are influenced by consumption values (Hussain, 2021). Research by Choe and Kim (2018) also explains attitude toward food as overall evaluations, preferences, emotional responses, and experiences when enjoying local culinary delights at a destination. According to Soltani et al. (2021), attitude toward food involve several important aspects such as perceptions of quality, taste, authenticity, uniqueness, and variety of food that are influenced by experience and information received. Apart from that, there are aspects of preference regarding the type of food, presentation method, and culinary style, which are influenced by cultural and individual preferences. Additionally, willingness plays a significant role in reflecting tourists' desire to explore and consume food. The involvement element also shows the extent to which tourists are involved in searching for, tasting, and learning about food through activities, such as visiting markets or culinary tours.

Having a positive attitude toward local food can lead to positive behavioral intention such as planning repeat visits, trying new dishes, and actively engaging in food-related activities (Soltani, 2021). Positive intention toward local food influenced by food consumption value can

influence behaviors, such as trying local food, recommending local food, or revisiting culinary destinations (Choe and Kim, 2018). Rousta and Jamshidi (2020) and Hussain (2021) found that attitude toward local food positively affect behavioral intention. Attitude toward local food in a destination has not been studied in depth, but a broad attitude measurement can be borrowed from current studies in the fields of food and hospitality. Dreezens et al. (2005) utilized a Likert-type scale consisting of five points. The scale ranges from 1 (highly unpleasant, awful, unfavorable, or negative perception) to 5 (highly pleasant, good, favorable, or positive perception). Thus, we propose the following hypothesis:

H2: Attitude toward local food have a positive and significant effect on behavioral intention.

2.4. Behavioral Intention

Behavioral intention refers to the likelihood or willingness of an individual to engage in a particular action, such as visiting a place, allocating funds for tourism activities, or providing recommendations about a place to others (Soltani, 2021; Thio, 2022). These behavioral intention are influenced by several factors, including individual attitude, subjective views of those around them, perceptions of self-control, and past experiences (Soltani, 2021). Several factors can influence an individual's inclination to adopt a specific behavior. First, individuals are more likely to engage in a particular behavior if they perceive that it results in a desirable outcome. Second, the availability of resources, skills, and opportunities plays a crucial role in facilitating the exhibition of such behaviors. Finally, the significance of the behavior to others, who will subsequently appreciate and endorse it, can also influence an individual's likelihood of adopting it (Phau et al, 2014). Tourists' behavioral intention can be categorized into two dimensions: the intention to endorse local cuisine and the intention to visit a region specifically for food tourism (Kim et al, 2014). Based on the research of Thio et al. (2022), tourists who perceive high values for local food have a positive attitude toward the destination and tend to visit the destination in the future. High appreciation of the local food consumed by domestic

tourists leads to a positive and direct impact on visit intention. It has also been confirmed that epistemic value significantly affects behavioral intention (Hussain, 2021). Food consumption value is an important factor that influences tourists' decision to return to food tourism destinations. Travelers with high perceived food value (FCV) are more likely to have favorable opinions of local food, which can result in positive behavioral intention, such as going back to the location, sampling new foods, and partaking in more food-related activities (Soltani, 2021). Choe and Kim (2018) discovered a strong positive correlation between tourists' behavioral intention and the value they place on consuming local food. In particular, visitors are more likely to eat local food in the future if they believe it has high emotional, social, or functional value. Thus, the following hypothesis was proposed:

H3a: Epistemic value has a positive and significant effect on behavioral intention.

H3b: Emotional value has a positive and significant effect on behavioral intention.

H3c: Functional value has a positive and significant effect on behavioral intention.

H3d: Interaction value has a positive and significant effect on behavioral intention.

H3e: Prestige value has a positive and significant effect on behavioral intention.

Soltani et al. (2021) found that visitors who perceive high taste/quality, health, price, emotional, prestige, interaction, and epistemic values have a positive attitude toward local food. A positive attitude toward local food led to an intention to revisit the destination for future food tourism and an intention to recommend food-related consumption and experiences to others. Thus, the following hypothesis was derived:

H4a: Epistemic value has a positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4b: Emotional value has a positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4c: Functional value has a positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4d: Interaction value has a positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

H4e: Prestige value has a positive and significant effect on behavioral intention through attitude toward local food as a mediating variable.

3. Methodology

3.1. Measures

The questionnaire items were prepared in English as the respondents were international visitors. The indicators for each construct measuring food consumption value, attitude toward food, and behavioural intention were sourced from prior studies and modified to fit the context of the present study. The questionnaire consisted of four sections. The first section captured the demographics of the respondents, including sex, nationality, age, educational level, and occupation. The second section portrayed foreign tourists' perceived value of local food consumption, which was adapted from Choe and Kim (2018), Soltani et al. (2021), and Thio et al. (2022). This food consumption value was categorized into five key dimensions: epistemic (six items), emotional (six items), functional (six items), interaction (two items), and prestige value (four items). The third section assessed the attitude of visitors toward local food (four items), which were adapted from Soltani et al. (2021) and Hussain et al. (2023), and the final section examined tourists' behavioural intention toward the destinations (six items), which were derived from Choe and Kim (2018), Soltani et al. (2021), and Thio et al. (2022). All indicators were measured to indicate the respondents' levels of agreement and disagreement using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.3. Data Collection

This study employs a quantitative method using the judgmental sampling approach. This approach involves purposefully selecting respondents based on the researcher's knowledge and judgment, as described by Sarstedt et al. (2018). By employing judgmental sampling, we specifically select participants who were local food tourists aged 17 who had tried local food at one of culinary tourism destinations in Indonesia such as Bali, East Java (Surabaya, Malang), Central Java (Jogjakarta, Solo, Semarang), and West Java (Jakarta, Bandung) in the period of August 2022 to August 2023. Before data collection, a pilot survey was conducted with 30 undergraduate students majoring in Hotel Management to ensure the reliability and validity of the questionnaire. The final questionnaire was then modified and distributed to the respondents who match the criteria of the sample. The questionnaires were collected by two methods. The first one is self-administered questionnaires given to international tourists through social media, such as Instagram direct message, WhatsApp, and Line. Second, the questionnaires were distributed onsite at those culinary destinations with the assistance of four research assistants who collected data from July 18 to September 15, 2023. Questionnaires were distributed in places most likely to be visited by foreign tourists, such as restaurants, cafes, malls, airports, rail stations, hotels, and tourist spots. Of the 468 collected questionnaires, five were removed after an initial screening process, and the remaining 463 were used for data analysis.

Concerning research ethics, this study concentrated on investigating the contributions of food consumption value in shaping attitude toward local food and behavioral intentions rather than collecting personal data from the participants. The questionnaire did not include any questions asking about the name or the personal information of the respondent. The protocol for this study was approved by the Institute of Research and Community Outreach of Petra Christian University. In addition, informed consent to participate in the study has been obtained verbally

3.3. Data Analysis

This study adopted Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis using Smart-PLS 3.0 to examine the direct and indirect relationships of the proposed structural model on food consumption value, attitude toward local food, and behavioural intention. As this study focuses on multiple predictors, PLS-SEM is deemed to be a "causal-predictive approach to SEM, " which predicts the parameters by optimizing the explained variance of the indicators (Hair et al., 2019, p.3). According to Hair et al. (2016), in PLS-SEM, the assumption of normal sampling distribution is not mandatory, and a 5000-subsample method was employed in the process of bootstrapping. This method has been widely applied in many tourism- and hospitality-related studies (Müller et al, 2018). Thus, PLS-SEM was deemed to be the most appropriate because most of the constructs applied in the field of social sciences are design constructs (Henseler, 2017) and this produces consistent predictions because it combines explanatory and prediction for explanatory study (Hair et al, 2017).

4. Results and Discussion

4.1. Demographics of respondents

Table 1 shows that out of the 463 respondents, 55.94% were females and 44.06% were males. Approximately 64% of the respondents were between the ages of 24 and 40, whereas about 20.5% were older than 40 years, with a bachelor's degree (38.4%) and a post-graduate degree level of education (36.3%). One-third (31.1%) of the sample were entrepreneur/business owners, followed by professionals (21.81%), and employees (20.3%). In addition, most of the

respondents were tourists from European countries (44.06%) such as French, England, Italy, Spain, Sweden, Germany, Netherlands, Finland, Scotland, Ireland, Belgium, Russia, Portugal, Croatia and Columbia; Asia (30.02%) such as Singapore, India, Malaysia, Hongkong, Thailand, Taiwan, UAE, China, South Korea, Philippines, Japan and Vietnam; Australia (15.98%), USA (9.93%), and other countries such as Jamaican, Qatar, Morocco and Tuvalu, who visited Bali (43.41%), Surabaya/Malang (21.81%), Jogjakarta/Solo/Semarang (18.57%), and Jakarta/Bandung (16.21%).

Table 1. Demographics of the respondents (n = 463)

Category	Description	Frequency	Percent (%)
Sex	Male	204	44.06
	Female	259	55.94
Age	17-23 tahun	69	14.90
	24-30 tahun	159	34.34
	31-40 tahun	140	30.24
	41-50 tahun	66	14.25
	Lebih dari 50 tahun	29	6.26
Education	Lower than Senior High School	3	0.65
	Senior High School or equal	49	10.58
	Diploma or equal	65	14.04
	Undergraduate or equal	178	38.44
	Post Graduate or equal	168	36.29
Occupation	Student	75	16.20
	Entrepreneur / Business Owner	144	31.10
	Employee	94	20.30
	Professionals (Doctors, Lawyers, Educators, etc.)	101	21.81
	Retired / Unemployed	34	7.34
	Others	15	3.24
Tourist's origin	Europe	204	44.06
	Asia	139	30.02
	Australia	74	15.98
	USA	46	9.94
Tourist visited	Bali	201	43.41
	Surabaya/Malang	101	21.81
	Jogjakarta/Solo/Semarang	86	18.57

	Jakarta/Bandung	75	16.21

4.2. Measurement Model

The reliability and validity of the constructs were assessed to test convergent validity using factor loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (Hair et al, 2017). Although factor loading of all items is recommended to be over 0.70, in social science studies, outer loading lower than 0.70 is still common as long as other items in the same construct have a high loading factor (Keil et al., 2000). The factor loading of all items was over 0.5 (ranging from 0.568 to 0.899) thus, it was considered acceptable, while loadings of 0.40-0.50 should be removed if it generates higher CRs and AVEs (Chin, 2010). In addition, the AVE values ranged from 0.521 to 0.788, whereas all composite reliabilities ranged from 0.778 to 0.883. The results indicated that the model had appropriate convergent validity and high reliability because the AVE value was above 0.5 and the CR was above 0.7 and (Hair et al., 2017). A summary of the internal reliability and convergent validity results for each construct is presented in Table 2 and Figure 1.

Table 2. Convergent Validity Measure

Items		Loading	AVE	CR
Epistemic Value				
EPV1	I seek out more information about local culinary	0.680		
EPV2	I'm getting curious about local culinary	0.800		
EPV3	Eating Indonesian food is a good opportunity for me to learn new things	0.728	0,521	0,844
EPV4	I'm willing to try more diverse local culinary	0.745		
EPV5	My knowledge of Indonesian culture has increased after consuming Indonesian food	0.647		
Emotional Value				
EMV1	Eating Indonesian food makes me feel happy	0.748		

EMV2	Eating Indonesian food gives me pleasure	0.773		
EMV3	Eating Indonesian food changes my mood positively	0.732		
EMV4	Eating Indonesian food fascinates me	0.749	0,558	0,883
EMV5	Eating Indonesian food keeps me coming back to eat	0.771		
EMV6	Eating Indonesian food makes me feel excited	0.707		
Functional Value				
FV1	Indonesian food offers a variety of ingredients	0.667		
FV2	Indonesian food has appealing flavors	0.831	0,539	0,820
FV3	Indonesian food is delicious	0.834		
FV5	Indonesian food offers value for money	0.568		
Interaction Value				
IV1	The relationship with the family/friends I go with become more intimate when enjoying culinary delights in Indonesia	0.876	0,788	0,881
IV2	It is easier to interact with people I go with when enjoying culinary delights in Indonesia	0.899		
Prestige Value				
PV1	Eating Indonesian food gives a chance to share my dining experiences.	0.852	0,638	0,778
PV3	Sharing pictures of my dining experiences is worthwhile	0.741		
Attitude Toward Food				
ATF1	I like the food in Indonesia	0.804		
ATF2	The food can satisfy my needs	0.713	0,589	0,851
ATF3	The food is enjoyable	0.773		
ATF4	The food is appetizing	0.778		
Behavioral Intention				
BI1	I will say positive things about the local culinary to others	0.813		

BI2	I will recommend the local culinary to family/relatives/friends	0.810	
BI3	I am willing to recommend the local culinary when other people ask for suggestion	0.754	0,568 0,839
BI5	I would like to go to other regions in Indonesia for culinary tourism.	0.621	

As shown in Table 3, discriminant validity was assessed to investigate the correlations between the loadings and cross-loading matrix for the reflective items, which indicates that each construct's square roots of the AVEs were stronger than any other constructs in the model, confirming the adequate discriminant validity of Fornell and Larcker (1981).

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Variable Latent	ATF	BI	EMV	EPV	FV	IV	PV
Attitude toward Local Food	**0.768**						
Behavioral Intention	0.703	**0.753**					
Emotional Value	0.692	0.686	**0.747**				
Epistemic Value	0.630	0.682	0.697	**0.722**			
Functional Value	0.570	0.608	0.634	0.559	**0.734**		
Interaction Value	0.459	0.473	0.489	0.440	0.470	**0.887**	
Prestige Value	0.449	0.499	0.538	0.507	0.478	0.490	**0.799**

Note: EPV: epistemic value; EMV: emotional value; FV: functional value; IV: interaction value; PV: prestige value; ATF: attitude toward Food; BI: behavioral intention.

As shown in Table 4, descriptive statistics may be used to assess both skewness and kurtosis. The acceptable range for skewness is between -3 and +3, and for kurtosis it is between -10 and +10 when using SEM (Brown, 2006). The skewness and excess kurtosis values for all variables in the range of requirement, suggesting that the data follows a normal distribution.

Table 4. Normality test

Variables	Mean	Standard deviation	Excess kurtosis	Skewness

ATF1	0,000	0,595	-0,156	0,084
ATF2	0,000	0,701	1,089	-0,146
ATF3	0,000	0,634	0,265	-0,337
ATF4	0,000	0,628	0,750	-0,372
BI1	0,000	0,582	0,174	-0,328
BI2	0,000	0,586	0,641	-0,266
BI3	0,000	0,657	0,069	-0,433
BI5	0,000	0,784	0,706	-0,747
EMV1	0,000	0,663	3,264	-0,849
EMV2	0,000	0,635	0,270	-0,188
EMV3	0,000	0,681	0,182	-0,405
EMV4	0,000	0,663	-0,008	-0,138
EMV5	0,000	0,637	0,044	-0,344
EMV6	0,000	0,707	0,195	-0,248
EPV1	0,000	0,733	0,739	-0,605
EPV2	0,000	0,600	-0,432	-0,142
EPV3	0,000	0,686	-0,561	-0,207
EPV4	0,000	0,667	0,615	-0,542
EPV5	0,000	0,762	0,558	-0,469
FV1	0,000	0,745	0,375	-0,495
FV2	0,000	0,556	0,398	-0,191
FV3	0,000	0,551	0,390	-0,269
FV5	0,000	0,823	1,502	-0,701
IV1	0,000	0,482	0,910	-0,161
IV2	0,000	0,439	0,910	0,161
PV1	0,000	0,523	0,337	0,395
PV3	0,000	0,671	0,337	-0,395

Note: EPV: epistemic value; EMV: emotional value; FV: functional value; IV: interaction value; PV: prestige value; ATF: attitude toward Food; BI: behavioral intention.

4.3. Structural Equation Modeling Results

After validating the measurement model, the next step was to examine the latent constructs in the structural model. Hair, Sarstedt, Hopkins, and Kuppelwieser (2014) suggested examining the value of R square (R2), the beta value, and the predictive relevance (Q2) using a bootstrapping approach with 5000 resample. These were used to examine whether the hypotheses were accepted or rejected. The hypotheses were examined by checking the path

coefficient (ß) and significance level (p-value) of the relationships between epistemic value, emotional value, functional value, interaction value, prestige value, attitude toward food, and behavioral intention. The coefficient of determin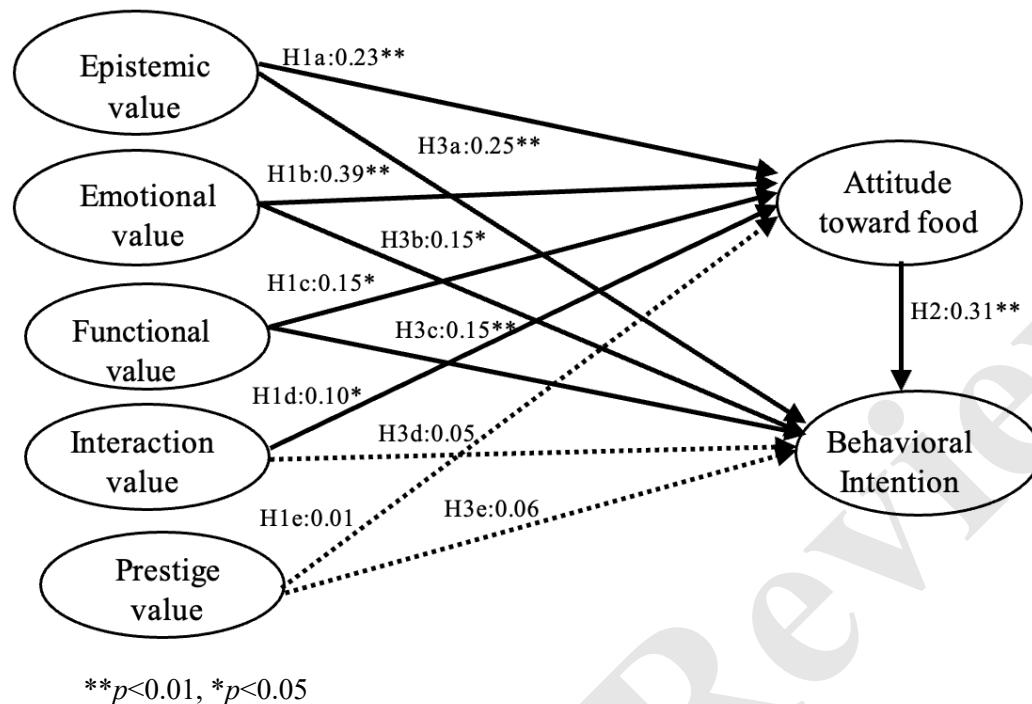ation (R2) value of this study shows that attitude toward food can explain 54.5 percent of epistemic, emotional, functional, interaction, and prestige values. Meanwhile, 63.2 percent of the variance in behavioral intention was explained by attitude toward local food. In addition, the predictive relevance (Q2) values are greater than 0.25 portray that an exogenous construct has a high predictive accuracy on the endogenous construct (Henseler et al, 2012). The value of Q2 in this study shows that attitude (0.531) and behavioral intention (0.578) indicate substantial predictive relevance of the path model.

As shown in Table 5, eight of the 11 research hypotheses were accepted. Figure 1 illustrates the direct path of the structural model. The proposed hypotheses were examined by analyzing the path coefficient between "epistemic value and attitude toward local food" (H1a)(ß=0.23, p< 0.01), "emotional value and attitude toward local food" (H1b) (ß=0.39, p<0.01), "functional value and attitude toward local food" (H1c) (ß=0.15, p<0.01), "interaction value and attitude toward local food" (H1d) (ß=0.10, p<0.0), "prestige value and attitude toward local food" (H1e) (ß=0.01, p>0.05). Thus, Hypotheses 1a, 1b, 1c, and 1d are accepted, and Hypothesis 1e is rejected.

Hypothesis 2 was tested by examining the path coefficient between "attitude toward local food and behavioral intention (H2)(ß=0.31, p<0.01). Thus, Hypothesis 2 is accepted. In addition, Hypotheses 3a-3e were examined by investigating the path coefficient between "epistemic value and behavioral intention" (H3a) (ß= 0.25, p<0.01), "emotional value and behavioral intention" (H3b) (ß=0.15, p<0.01), "functional value and behavioral intention" (H3c) (ß=0.15, p<0.01), "interaction value and behavioral intention" (H3d) (ß=0.05, p>0.05),

"prestige value and behavioral intention" (H3e) (ß=0.06, p>0.05). Thus, Hypotheses 3a, 3b, and 3c are accepted, and Hypotheses 3d and 3e are rejected.

Table 5. Direct results of path coefficient

Hypothesis	Path Coefficient	T value	P Values	Decision
H1a: EPV -> ATF	0.23	4.61	0.00**	**Accepted**
H1b: EMV -> ATF	0.39	7.42	0.00**	**Accepted**
H1c: FV -> ATF	0.15	2.67	0.01*	**Accepted**
H1d: IV -> ATF	0.10	2.49	0.01*	**Accepted**
H1e: PV -> ATF	0.01	0.10	0.920	Rejected
H2: ATF -> BI	0.31	5.23	0.00**	**Accepted**
H3a: EPV -> BI	0.25	5.04	0.00**	**Accepted**
H3b: EMV -> BI	0.15	2.78	0.01*	**Accepted**
H3c: FV -> BI	0.15	3.63	0.00**	**Accepted**
H3d: IV -> BI	0.05	1.42	0.16	Rejected
H3e: PV -> BI	0.06	1.62	0.11	Rejected

Note: p-value < 0.01**; p-value < 0.05*, EPV = epistemic value, EMV = emotional value, FV = functional value, IV = interaction value, PV = prestige value, ATF = attitude toward Food; BI = behavioral intention.

**p<0.01, *p<0.05

Figure. 1. Direct path of the structural model (n=463)

Table 6. Indirect results of path coefficient

Hypothesis	Path Coefficient	T value	P Values	Decision
H4a: EPV -> ATF -> BI	0.07	3.44	0.00**	**Accepted**
H4b:EMV -> ATF -> BI	0.12	4.44	0.00**	**Accepted**
H4c: FV -> ATF -> BI	0.05	2.40	0.02*	**Accepted**
H4d: IV -> ATF -> BI	0.03	2.18	0.03*	**Accepted**
H4e: PV -> ATF -> BI	0.00	0.10	0.922	Rejected

Note: p-value < 0.01**; p-value < 0.05*, EPV = epistemic value, EMV = emotional value, FV = functional value, IV = interaction value, PV = prestige value, ATF = attitude toward Food; BI = behavioral intention.

As presented in Table 6, the values of epistemic (H4a) (β =.073, p < .01), emotional (H4b) (β =.120, p<.01), functional (H4c) (β =.046, p < .05), and interaction (H4d) (β =.030, p < .05) had indirect and significant effects on behavioral intention. Meanwhile, the indirect effect of the prestige value on behavioral intention (H4e) (β =.001, p<0.05) was statistically insignificant. These results indicate that tourists' attitude toward local food partially mediate the direct relationship between epistemic, emotional, and functional value, and behavioral

intention. The interaction value was fully mediated and had no mediating effect on prestige value. Thus, H41, H4b, H4c, and H4d are supported, whereas H4e is not supported.

4.4. Discussion

The findings show that foreign visitors who had curiosity and perceived food to learn and discover local culture were more likely to have a positive attitude toward local food in Indonesia and were willing to recommend Indonesia as a food destination to others. This result aligns with previous studies that epistemic value has become an essential element in shaping visitors' positive attitude (Choe & Kim, 2018; Williams & Soutar, 2009). Tourists who consume local food in Indonesia can create epistemic value, as they are likely to try something new and are eager to learn local food culture. Their knowledge and experience of local food culture in Bali developed a positive attitude toward food and intention to recommend others to visit Bali for culinary tourism.

Emotional connection and unforgettable dining experience in having local food in Bali have a positive impact on tourists' attitude toward food. The emotional feeling toward Bali food tourism boosts the positive word-of-mouth of foreign visitors to attract others to visit Bali. This finding is in line with those of previous studies (Ha & Jang, 2010; Choe & Kim, 2018). Tourists' positive emotions, such as happiness and excitement when visiting a destination, contribute to creating a better attitude toward local food in Bali. In addition, tourists who perceived functional value, which includes taste/quality and price, to be essential, were more likely to build a positive attitude to enjoy local food and create their willingness to recommend the destination to others. This result supports those of previous studies (Choe & Kim, 2018; Kim & Eves, 2012, Lai 2015). Good food quality is closely related to the overall food experience perceived by tourists when visiting a destination (Yüksel & Yüksel, 2002).

Moreover, social value and the opportunity to connect with family, relatives, and friends tend to make the local dishes more appetizing and satisfying and create a positive attitude toward local food. These results are in line with those of previous studies (Goolaup & Mossberg, 2017; Schänzel & Lynch, 2016) which highlighted the importance of being together with friends, family, and relatives at a destination. However, the intimate relationship built during the trip did not shape tourists' intention to share positive things, and suggested culinary tourism to their friends, family, and relatives. The interaction between visitors and those accompanying them does not directly shape their intention to visit Indonesia, as their positive perception toward food needs to be developed.

In addition, attitude toward local food do not tend to be affected by foreign tourists' desire to showcase their culinary experiences with others. Sharing photos and luxury dining experiences did not shape visitors' attitude toward local food and their willingness to recommend culinary tourism to others. This result is consistent with previous research conducted by Choe and Kim (2018), who state that different cultural backgrounds can affect individuals' perception of prestige value. Tourists who visit some places in Indonesia usually prefer to obtain a more local experience where luxury things might no longer be a prestige that must be shown to other people.

Foreign visitors who have a positive attitude and perceive local food in Indonesia as enjoyable, appetizing, and satisfying tend to recommend and share Indonesian local cuisine with others. The findings are strongly supported by the Theory of Planned behavior (TPB) and are also aligned with prior studies that highlight a close relationship between attitude and tourists' behavioral intention, particularly in food tourism (Choe & Kim, 2018; Hsu et al, 2018; Ting et al, 2019; Mohammad et al, 2022). Moreover, tourists' attitude toward food have become a mediating factor that strengthens the relationship between the value of epistemic, emotional, functional, interaction, and behavioral intention. Thus, the food consumption value

perceived by tourists when visiting a culinary destination can shape their attitude toward local food and boost their intention to recommend a destination for culinary tourism to others.

5. Conclusion and Implications

This study involved a thorough evaluation of multiple aspects of food consumption value, including epistemic, emotional, functional, interactive, and prestige values. The objectives were to determine how these value dimensions influenced tourists' attitude toward local food and the consequent behavioral intention. The findings indicate that attitude toward local food are significantly affected by epistemic, emotional, functional, and interaction values. This suggests that the way tourists perceive and feel about the local cuisine is closely intertwined with their curiosity, emotions, food taste/quality, and social interactions with friends, family, and relatives.

Moreover, the results of the study illustrate how attitude toward local food significantly influence tourists' behavioral intention when it comes to food tourism. In particular, those who hold a positive attitude are more likely to promote food advocacy and destination-specific local cuisine, thereby emphasizing the significance of culinary advocacy and word-of-mouth in promoting regional cuisines and expressing an interest in food tourism to other regions of Indonesia in the future. These results highlight the capacity of regional cuisine to stimulate tourism and generate subsequent economic advantages.

5.1. Academic Implications

From the academic point of view, the current study contributes to explain the relationship among foreign tourists' food consumption value, attitude toward local food, and their behavioral intention. The tourists with various backgrounds and personalities have different approaches toward local food. This study employs the concept of food consumption value in

the context of foreign tourists who had novel experience with local food offered at several food destinations in Indonesia. It extends the application of TLFCV (Tourist Local Food Consumption Values) specifically in a developing country. The findings partially confirm the notion that local food consumption value influences tourists' attitude toward local food, which extends prior findings that a positive local food consumption value perceived by travelers can influence tourists' attitude and their behaviors. In addition, tourists' attitude toward local food partially mediates the relationship between epistemic, emotional, and functional value, and behavioral intention. Meanwhile, attitude toward local food fully mediates the relationship between interaction value and their intention to visit, and does not mediate for prestige value. Future researchers should take into account that several food consumption value such as interaction and prestige value need to be further investigated to examine their contribution in forming foreign tourists' attitude and their behaviors. This research may serve as a foundation for further investigations, specifically the contribution of interaction and prestige value in shaping foreign travelers' attitude toward food and driving their intention to visit and/or revisit a destination.

5.2. Managerial Implications

The findings have important practical implications for the hospitality sector. The primary contribution is that the destination local food can greatly enhance the overall foreign tourists' experience, utilizing the consumption of local food products and enjoying dishes prepared in unique ways. Consequently, local cuisine can be leveraged to position and distinguish the destination, as it conveys distinct cultural characteristics that are challenging to replicate. Additionally, highlighting the local food of destinations is important in creating tourism products, as the unique experience of local cuisine plays a crucial role in shaping tourists' perceptions of destinations.

For food business operators, destination marketers, and policymakers, they need to strategically design festivals and organize campaigns which promote both local delicacies in Indonesia, enhancing tourists' experiences of the city. The value of epistemic, emotional, functional and interaction for the local food of Indonesia should be highlighted, in particular from an international tourist perspective. Improving the overall quality of local food by offering delightful tastes and appealing flavors to travelers are crucial for upholding appealing tastes and high food quality. Additionally, the novelty and innovation of local food offered should provide learning opportunities for visitors, such as cooking classes of unique local dishes with local chefs. The government and the tourism board of Indonesia should implement various initiatives to attract more foreign tourists to visit Indonesia through its food tourism by partnering with local communities, local restaurants, street food vendors, and other stakeholders to arrange culinary festivals and events, gastronomy tours, and cooking classes that showcase unique Indonesian cuisine. They can also collaborate with social media influencers to bolster the advancement of food tourism by producing captivating and visually appealing content featuring Indonesia's culinary treasures. Through effective promotion and enhancement of the overall food tourism experience, Indonesia can improve its reputation and contribute positively to the growth and development of Indonesia's culinary tourism sector.

5.3. Limitation and Future Research

The instruments utilized to assess food consumption value, attitude toward local food, and behavioral intention were taken from prior investigations, which introduces a limitation to this study. Thus, future studies should investigate the variations in values and attitude pertaining to culinary tourism across diverse geographical locations. This provides valuable insights into the influence of cultural factors on this phenomenon. This study examines the effects of several marketing methods, including food blogging, social media, and advertising, on the values and

attitude of visitors and, subsequently, how these factors shape their behavior. Further studies should evaluate how a destination's branding and marketing activities impact visitors' values, attitude, and behavioral intention toward local cuisine experiences.

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4. Bukti konfirmasi artikel accepted (13 Juni 2024)

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