

Food Consumption Value

by Perpustakaan Referensi

Submission date: 19-Mar-2025 02:31PM (UTC+0700)

Submission ID: 2618938246

File name: JMBK_CELINE_ET_AL_1493-1506.pdf (343.2K)

Word count: 7694

Character count: 44168

THE CONTRIBUTION OF FOOD CONSUMPTION VALUE IN SHAPING FOOD DESTINATION IMAGE AND BEHAVIORAL INTENTION: THE PERSPECTIVE OF FOREIGN TOURISTS IN BALI

Celine Valerie

Hotel Management Program, Petra Christian University

Kimiyana Marcia

Hotel Management Program, Petra Christian University

Monika Kristanti

Hotel Management Program, Petra Christian University
mkrist@petra.ac.id (corresponding author)

Sienny Thio

Hotel Management Program, Petra Christian University

Masuk: 29-08-2024, revisi: 03-10-2024, diterima untuk diterbitkan: 08-10-2024

Abstract: Eating local dishes at a tourist's destination is crucial. This study explores the key drivers of foreign tourists' behavioral intention toward local Indonesian food. A model examining food consumption value, food destination image, and behavioral intention was investigated using partial least squares structural equation modeling (PLS-SEM). This descriptive study involved quantitative data using a five-point Likert scale questionnaire as the data collection method. The sampling method was judgmental, where the respondents were 201 foreign tourists visiting Bali and sampled local cuisine. The author distributed questionnaires to foreign tourists through online and onsite visits to tourism places and restaurants in Bali. The findings reveal that the impact of food consumption value on behavioral intentions is partially mediated by food destination image. This means that while food consumption value positively and significantly affects behavioral intentions, it also significantly influences behavioral intention through tourists' perceptions of the destination. Food consumption value has a significant influence on food destination image and food destination image has a significant influence on the behavioral intention of foreign tourists. The findings imply that food business owners and food destination marketers need to strategically develop and design effective promotions to promote local food and build a good image of a food destination to attract more foreign tourists.

Keywords: Food consumption value, food destination image, behavioral intention, local food, Indonesia.

INTRODUCTION

Research Background

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 become an increasingly popular phenomenon where tourists travel deliberately to enjoy and try the specialties of a destination (Guan & Jones, 2015; Hiamey et al., 2021). Especially when a tourist desires to taste local food, they often consider a tourist destination to be more attractive to visit because of its culinary charm. In this context, food consumption value is an important factor that influences tourists' decisions to return to food tourism destinations (Soltani et al., 2021). Food consumption value refers to the value of local food offerings and eating experiences when visiting a destination

(Soltani et al., 2021). When tourists experience high satisfaction with local food offerings and experiences, they often develop positive attitudes toward the food, such as pleasure, satisfaction, and trust. This relationship is then influenced by various aspects of food consumption value, such as epistemic, emotional, functional, interaction, and prestige values (Soltani et al., 2021). Positive food consumption value perceptions related to local food experiences can increase the attractiveness and image of a tourist food destination and increase the desire to return to the destination (Thio et al., 2022). This study examines tourists' perceptions of destinations through the lens of local food. When tourists experience high satisfaction with the food destination image of a place, this encourages them to have positive behavioral intentions, such as trying new local foods, and actively participating in activities related to local food tourism (Soltani et al., 2021).

Previous research conducted by Soltani et al (2021) only focused on the influence of food consumption value on behavioral intentions, which must be mediated by food destination image and attitudes toward local food, and did not discuss and analyze the direct influence of food consumption value on behavioral intentions. Choe and Kim's (2018) and Roustana and Jamshidi's (2020) focused on the influence of food consumption value on attitudes toward local food and the influence of attitudes toward local food on food destination image. Hussain et al (2023) only examined the food consumption value aspect of the desire to try local food, which was mediated by attitudes toward local food and moderated by food neophilia and food neophobia. Hussain et al (2023) found that food consumption value significantly predicts tourists' attitudes toward local food consumption and found that neophilia strengthens the influence of attitudes toward local food on behavioral intentions, while neophobia weakens the influence of attitudes toward local food on behavioral intentions. Meanwhile, Thio et al (2022) conducted their research only on domestic tourists and found that there is a significant effect of food consumption value perceived by domestic tourists on destination attractiveness. They also found that food destination image has a significant effect on revisit intentions. In another research, Thio et al (2024) explored the role of food consumption value and attitude toward local food on behavioral intention. Based on previous research, the majority of studies have primarily concentrated on the impact of food consumption values on attitudes toward local food and behavioral intention (Soltani et al, 2021; Thio et al, 2022; Hussain et al, 2023; Thio et al, 2024), while other studies have focused on food consumption values, attitudes toward local food, food destination image, and behavioral intention (Choe and Kim, 2018; Roustana and Jamshidi, 2020). Insufficient studies have compared how food consumption values in this context are epistemic, emotional, functional, interaction, and prestige value directly affect behavioral intention and how food consumption values affect behavioral intention through food destination image as a mediating variable. It is important to determine how food consumption values affect food destination image and its effect on behavioral intention.

Indonesia is a country in Southeast Asia that has 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 delight as an entry point for travelers to Indonesia (Cuisine to be Gateway to Tourism: Ministry, 2023). This study covers Bali as one of the islands in Indonesia. Based on the 2023 Travelers Choice Award, Bali occupied the second position, competing with Dubai as the top-position winner, and London, Rome, Paris, and Istanbul as the top 5 in the prestigious award (Warta Ekonomi, 2023). In addition to its stunning natural charm, Bali is also famous for its culinary tourism, which plays an important role as a tourist destination. As one of the most popular tourist destinations, Bali offers several activities that harmonize the culture with delicious flavors. Balinese people who still hold tightly to traditions and a strong Hindu culture make Balinese cuisine a strong cultural heritage. One of them is the legendary restaurant, Warung Mak Beng in Sanur, which is ranked

third on the Taste Atlas list of world legendary restaurants (Taste Atlas, 2023). Overall, Bali offers a rich tapestry of experiences for travelers seeking to immerse themselves in its stunning landscapes, diverse traditions and cuisine, and genuine hospitality.

This study aims to examine whether food consumption values (epistemic, emotional, functional, interaction, and prestige values) have a positive and significant effect on food destination image and tourists' behavioral intention. In addition, this study investigates whether food destination image mediates the relationship between food consumption value and behavioral intention. This research offers important insights into how tourists behave, explaining how cultural aspects of the Balinese side, such as local food and food consumption values, influence tourists' experiences. By understanding the factors that influence these behavioral intentions as well, it is expected that related parties, such as tourism industry players and local communities, can develop effective strategies for promoting and maintaining foreign tourists' interest in local food. This study supports the development of a food destination image that will encourage sustainable tourism practices, and by researching foreign tourists, we can also develop more effective marketing strategies, increasing the number of tourists, thereby generating significant foreign exchange earnings for Indonesia and helping to advance the growth and sustainability of the tourism sector in the Bali region.

Purpose of The Research

This research aims to investigate whether food consumption value has a direct, significant, and positive influence on consumer behavioral intention. In addition, this research aims to determine whether food destination image acts as a mediating variable between food consumption value and behavioral intention.

LITERATURE REVIEW

Food Consumption Value

The consumption value theory, coined by Sheth et al (1991), explains consumers' overall value from consuming food products and services. Consumption value theory states that consumer choices are influenced by several consumption values, namely epistemic, emotional, functional, interaction, and prestige values (Ritter et al., 2015; Choe and Kim, 2018; Roustana and Jamshidi, 2020).

According to Soltani et al (2021) and Hussain et al (2023), curiosity, gaining new experiences, and pursuing knowledge to learn new things are aspects of epistemic value. 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 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 have 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 visitors with an opportunity to explore food cultures from other countries and gain in-depth epistemic information (Soltani et al., 2021; Choe and Kim, 2018). The second is emotional value, Ha and Jang (2010) suggested that tourists who consume local food, receive emotional values such as pleasure, enjoyment, nostalgia, excitement, or relaxation, feel satisfied, and tend to return to ethnic restaurants (Lee et al., 2011). The third is functional value, which is the benefit that consumers obtain from a product or service (Hussain et al, 2023). Functional value assessment related to food selection involves three perspectives used by tourists to assess local food, which include good taste, high quality, reasonable price, and health considerations, such as hygienic, healthy, and safe ingredients for consumption (Kim & Eves, 2012).

The fourth is interaction value, the theory by Williams et al (2015) explains that interaction value is a social benefit obtained by consumers from services or products, especially in terms of positive interactions with others. According to Goolaup and Mossberg (2017), many travelers feel that happiness depends on pleasant relationships with friends and family, which

is especially important when eating food from a destination that tourists choose at local restaurants. With the opportunity to interact with family or friends who are vacationing together, travelers become more familiar and better understand each other, which facilitates communication (Soltani et al., 2021; Thio et al., 2022). The last one is prestige value. The prestige value theory plays an important role in the world of hospitality and tourism, which can affect social perceptions and tourists' views toward themselves or others when enjoying famous local dishes (Duman & Mattila, 2005; Williams & Soutar, 2009; Ha & Jang, 2013; Perrea et al., 2015). Mak et al. (2012) said that the value of influencing food consumption choices by tourists is that, exploring new foods in a destination can provide prestige for tourists. According to Thio et al (2022), consuming local food can allow travelers to showcase their culinary experiences to others. Tourists feel they have a higher social status when consuming famous local food, and they are happy to share photos of famous local food when they return home. Travelers also think that sharing photos or culinary memories will increase their prestige (Choe and Kim., 2018).

Food Destination Image

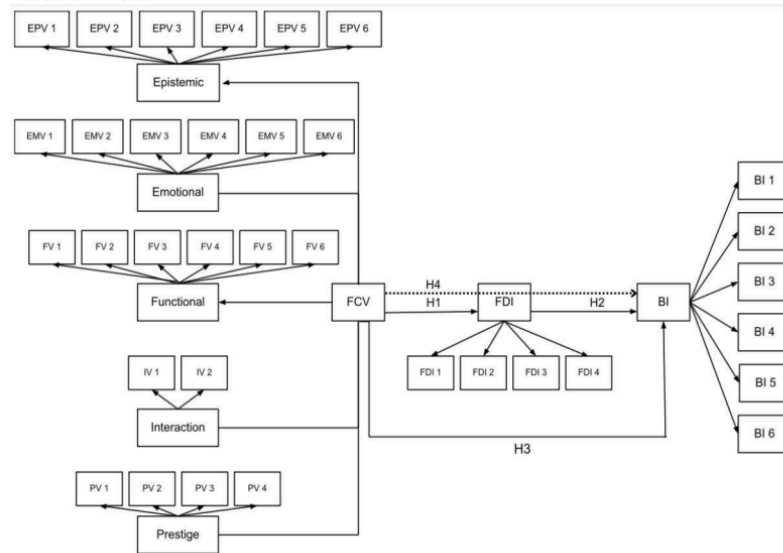
Food destination image refers to tourists' perceptions about the culinary services, products, and heritage available at the destination visited by them (Promsivapallop and Kannaovakun, 2019). Food destination image plays a significant role in Indonesia's national Gross Domestic Product (GDP), which has become one of the countries known for its tourism industry. Therefore, food destination image is an important concept in the Indonesian tourism industry. A destination becomes more attractive to tourists when the destination fulfills individual vacation preferences, resulting in tourists ultimately choosing that destination as a vacation destination. In this case, the destination must be able to provide value or benefits for its visitors (Thio et al., 2022). This research focuses more on the importance of food characteristics in shaping tourists' perceptions of a destination, which may be more relevant than other traditional destination image markers, especially local food. This image is formed through personal experience, whether it matches the expectations that tourists obtain information from various sources, such as the media, advertising, and other people's recommendations, as well as perceptions about various aspects of the destination, including cultural aspects, services, experiences, and opportunities to taste local food offered by that place. Destination image can have a significant impact on the decision to visit a destination, its length of stay, and the way an individual or group interacts with the destination (Soltani et al., 2021). The food destination image also influences tourists' perspective regarding how it can provide opportunities for them to taste local food and understand the cultural richness of a destination (Soltani et al., 2021). Local food from a destination that is considered unique becomes an identity for that destination, which makes unique local food an image of the destination that tourists remember (Soltani et al., 2021). Research by Ramkissoon et al. (2009), found, that the most influential factor in consumers' choice of a tourist destination is the image of the place. The image of a tourist destination influences tourism-related behavior by strengthening existing attitudes, forming new one, and changing one (Kim and Richardson, 2003; Phau et al., 2014).

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 et al., 2021). 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 et al., 2021). In the context of culinary tourism, having a positive attitude toward local food and a positive perception of the food image in a destination can lead to positive behavioral intentions, such as planning repeat visits, trying new dishes, and actively engaging in food-related activities

(Soltani et al., 2021). Behavioral intention is an important factor in shaping tourists' behavior in the context of food tourism. Positive behavioral intentions toward food-related activities can lead to increased engagement, which can contribute to the growth and development of the local food tourism industry (Choe dan Kim, 2018). In the context of tourism, behavioral intention refers to tourists' intention to visit a destination or engage in a particular tourism activity. It is often used as a measure to predict future travel behavior and evaluate the effectiveness of tourism marketing strategies (Thio et al., 2022). In the context of local food, positive intentions toward local food influenced by food consumption value and destination image can influence behaviors such as eating local food, recommending local food, and revisiting culinary destinations (Choe dan Kim, 2018).

Figure 1
Research Model



Source: Researcher (2024)

Travelers who have a positive understanding of food consumption value and a strong appreciation of the local culinary experience will feel an emotional bond and a close relationship with their destination. This leaves a deep impression of the destination, which remains strong long after the trip, making the destination image of the place strong and positive, allowing tourists to return to the destination to explore more culinary experiences (Thio et al., 2022). In addition, food consumption value is the main driving force behind food tourism, it has the power to influence how travelers view food in a certain location. Travelers create individual food destination images while weighing their options, which are supported by their food consumption values (Soltani et al., 2021). Choe and Kim (2018) discovered that visitors' perceptions of food destinations are significantly positively impacted by the value placed on local food consumption. Put another way, travelers' cultural backgrounds influence the relationship between food consumption value and food destination image, indicating that tourists from different cultural backgrounds may have different perceptions of local food and its impact on destination image (Prayag et al, 2020).

H1: Food consumption value has a positive and significant effect on food destination image.

Soltani et al (2021) found that a positive reputation for a food destination image can boost travelers' willingness to return to that place and recommend it to others, especially when tourists hold a favorable view of it. Following their visit, tourists decide whether to revisit or promote a destination based on their personal experiences. Tourists' thoughts and emotions about their experiences lay the groundwork for their future behavioral intentions regarding the destination. The overall sentiments and thoughts associated with the travel experience, as well as their combined impact, can affect travelers' decisions to plan return visits and endorse the destination and their experiences to others. This study reveals that how individuals think and feel about an experience can influence their intentions regarding the destination in the future. Ramkissoon et al (2009) found that the most influential factor in consumers' selection of tourist destinations is the image of the place. Destination image influences tourism-related behavior by strengthening existing attitudes, forming new one, and changing ones (Soltani et al., 2021).
H2: Food destination image has a positive and significant effect on behavioral intention.

Choe and Kim (2018) discovered a strong positive correlation between tourists' behavioral intention and the consumption value they place on local food. Visitors are more likely to intend to eat local food in the future if they believe that local food has high emotional, social, or functional value. Additionally, the cultural background of visitors moderates the relationship between the value of eating locally and their intention to behave. Travelers with high perceived food value (FCV) are more likely to have favorable opinions about local food, which can result in positive behavioral intentions, like going back to the location, sampling new foods, and partaking in more food-related activities (Soltani et al., 2021). According to Thio et al. (2022), behavioral intention has a strong positive correlation with food consumption value. This suggests that travelers who place high value on local food are more likely to return to the same location in the future.

H3: Food consumption value has positive and significant effect on behavioral intention.

Qasim et al (2019) stated that the values of food consumption have the potential to indirectly influence individual intention to adopt organic food consumption behavior through self-identity toward environmental issues. Therefore, the research hypothesis is that there is a positive relationship between consumption values and behavioral intention when consuming organic food, and this relationship is influenced by environmental self-identity. Specifically, Qasim et al (2019) argued that five consumption values consisting of epistemic, emotional, functional, interaction, and prestige will indirectly contribute to increasing behavioral intention.

Soltani et al (2021) suggested that appreciating high-quality local culinary products and services can improve visitors' perceptions of aspects such as food, produce, and cultural heritage in a destination, which can have a positive impact on food destination image. Therefore, visitors with high levels of local food consumption toward local food are likely to endorse a positive food destination image, which in turn can drive positive behavioral intentions, such as returning to visit the destination, tasting new local food dishes, and engaging in more culinary-related activities. Travelers make decisions about which destinations to visit based on positive images or perceptions of a food destination's image, which is influenced by values related to food consumption value (Soltani et al., 2021).

H4: Food consumption value has a positive and significant effect on behavioral intention with food destination image as a mediating variable.

RESEARCH METHODOLOGY

The population of this research is Bali foreign tourists who have sampled Indonesian local food in Bali. This research uses non-probability sampling in which each element of the population does not have an equal chance of being selected as a sample. The purposive sampling technique is also used with the criterion respondent's minimum age is 17, the period visiting Bali is within 1 year, and fluency in English. Based on the researcher's considerations

involving time and budget calculations, the sample used was 201 foreign tourists who had eaten local food in Bali. The questionnaires were collected both in Bali and through an online platform using a Google Form that the researcher distributed through Instagram direct messages.

Three factors were used in this study: behavioral intention, food destination image, and food consumption value. The food consumption value theory has five aspects, according to Choe and Kim (2018), Soltani et al (2021), and Thio et al (2022). The first type of value is called epistemic value, and it consists of five indicators. The next types of values are emotional value, which has six indicators, functional value, which has six indicators, interaction value, which has six indicators, and prestige value, which has four indicators. Four indicators constitute the food destination image, which was created by Soltani et al (2021), while six indicators constitute the behavioral intention, which was created by Choe and Kim (2018), Soltani et al (2021), and Thio et al (2022).

PLS was chosen for its ability to handle various data scales without complex assumptions, its efficiency in analyzing latent variables, and its independence from large sample sizes. PLS is also suitable for building hierarchical causal relationships, as outlined in the conceptual framework of this study. According to Hair et al (2016), PLS-SEM is appropriate for formative, reflective, and second-order models, which is appropriate for this work, which has two layers of constituents. Destination image and behavioral intention can be represented by numerous first-order components that capture separate attributes of food consumption value. The more abstract second-order component, food consumption value, can be formed by these first-order components.

RESULTS AND DISCUSSION

Most respondents who visited Bali came from Australia (21%). The age of respondents is between 24 and 30 years, followed by 17 to 23 years and 31 to 40 years. When it comes to gender, females make up 62% of respondents, while males account for 38%. Lastly, most respondents have attained either undergraduate or diploma-level education, and their occupations span students to professionals and entrepreneurs.

The estimation properties obtained from the PLS calculation are summarized in Table 1. The loading factor, average variance extracted (AVE), and composite reliability (CR) were calculated to determine the convergence validity of each construct (Hair et al., 2017). This affirms the merging legitimacy and inner consistency reliability of each development with their cut-off values of AVE (>0.50) and CR (>0.70) (Hair et al., 2017). From Table 1, all composite unwavering quality were distant and surpassed the edge. These happen showing the estimation fit for each construct under assessment.

Table 1
Summary of Measurement Models

Measurement Items	Loadings
Food Consumption Value (AVE = 0,590; CR = 0,875)	
Epistemic Value (EPV)	
EPV2. I am becoming curious about local culinary delights in Bali	0,806
EPV3. Eating Balinese food is a good opportunity for me to learn new things	0,744
EPV4. I am willing to try a more diverse local culinary delights in Bali	0,812
EPV5. My knowledge of the Balinese culture has increased since I consumed Balinese food	0,649
Emotional Value (EMV)	
EMV2. Eating Balinese food gives me pleasure	0,782
EMV3. Eating Balinese food positively changes my mood	0,798

EMV4. Eating Balinese food fascinates me	0,784
EMV5. Eating Balinese food keeps me coming back to eat.	0,808
EMV6. Eating Balinese food makes me feel excited.	0,704
Functional Value (FV)	
FV1. Balinese food includes various ingredients	0,830
FV2. Balinese has appealing flavors	0,857
Interaction Value (IV)	
IV1. The relationship with the family/friends I go with becomes more intimate when I'm enjoying culinary delights in Bali	0,899
IV2. It is easier to interact with people I go with when I am enjoying culinary delights in Bali	0,909
Prestige Value (PV)	
PV1. Eating Balinese food gives me a chance to share my dining experiences.	0,850
PV3. Sharing pictures of my dining experiences in Balinese food is worthwhile.	0,712
Food Destination Image (FDI) (AVE = 0,569; CR = 0,840)	
DI1. My dining experience in Bali met my expectations	0,766
DI2. Visiting Bali offers an opportunity to taste local culinary delights.	0,797
DI3. From the local culinary experiences in Bali, it can be understood that Bali has a rich food culture.	0,780
DI4. The local cuisine in Bali is unique	0,667
Behavioral Intention (BI) (AVE = 0,511; CR = 0,836)	
BI2. I will recommend the local culinary delights in Bali to family/relatives/friends.	0,805
BI3. I am willing to recommend local cuisine in Bali to other people who ask for suggestions.	0,781
BI4. I would like to revisit Bali to explore different local culinary.	0,811
BI5. I would like to go to other regions in Indonesia for culinary tourism.	0,540
BI6. I plan to return to other regions in Indonesia to pursue culinary tourism	0,588

Source: Researcher (2024)

The efficiency of the variable in assessing intended construct validity is indicated by an AVE value greater than 0.5. When the outer loading of an indicator exceeds 0.4, a notable positive impact is indicated. As a result, it is necessary to first eliminate some indicators of the outer loading factor, including PV4, PV2, EPV6, FV4, FV6, and FV5. In contrast, EPV1, EMV1, FV3, and BI1 must be disregarded in the meantime because they do not satisfy the requirements for discriminant validity.

Table 2
Fornell-Larcker

	Behavioral Intention	Food Destination Image	Food Consumption Value
Behavioral Intention	0,49652778		
Food Destination Image	0,43125	0,52361111	
Food Consumption Value	0,47569444	0,50902778	0,76822705

Source: Researcher (2024)

Based on the Fornell-Larcker criterion, all constructs meet the discriminant validity criterion because the square root of the AVE for each construct is greater than the correlation between that construct and any other construct. This suggests that the three constructs (Behavioral Intention, Food Destination Image, and Food Consumption Value) are distinct from each other in the model.

Table 3

Model's Predictive Accuracy and Relevance

	R ²	Q ² predict
Behavioral Intention	0,49972628	0,463193934
Food Destination Image	0,536786156	0,530799431

Source: Researcher (2024)

R² and Q² predict values provide vital insights into predictive power and model fit for behavioral intention and food destination image. The R² of about 0.50 for behavioral intention indicates a moderate predictive capacity, while the Q² predict value of 0.46 reinforces reliability. For food destination image, the higher R² of around 0.54 demonstrates stronger predictive capacity than behavioral intention. The Q² predict value of approximately 0.53 further affirms the excellent predictive performance of food destination images. These findings highlight the model's effectiveness in explaining and predicting consumer behavior, with food destination image exhibiting a stronger predictive relationship.

Table 4

Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remark
FCV -> FDI	0,509027778	0,509027778	0.041	17.808	0.000	Accepted
FDI -> BI	0,178472222	0,179861111	0.087	2.958	0.003	Accepted
FCV -> BI	0,345138889	0,34375	0.091	5.453	0.000	Accepted

Source: Researcher (2024)

Table 5

Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remark
FCV -> FDI -> BI	0,130555556	0,13125	0.062	3.030	0.002	Partial mediation

Source: Researcher (2024)

There was a significant correlation between food consumption value and behavioral intention, as evidenced by the strong direct effect ($\beta = 0.345$, $p < 0.001$) between FCV and BI. Furthermore, there is a notable direct correlation between FCV and FDI ($\beta = 0.509$, $p < 0.001$), indicating the important influence of food consumption value on food destination image.

The association between food consumption value and behavioral intention was partially mediated by the pathway through food destination image, as evidenced by the statistically significant specific indirect effect of FCV to FDI to BI ($\beta = 0.131$, $p = 0.002$). This implies that

food consumption value affects food destination image, which, in turn, influences behavioral intention to some extent.

Discussion

The findings of hypothesis 1 are supported by the positive and significant relationship between food consumption value and food destination image. This suggests that foreign visitors to Bali who place high value on the cuisine of the island tend to find the area more appealing. Tourists who savor the diverse array of local cuisine undoubtedly contribute to enhancing the destination's reputation, as the rich variety of ingredients in Balinese food creates a remarkable culinary image. This result is consistent with earlier studies by Guan and Jones (2015), Choe and Kim (2018), Soltani et al (2021), and Thio et al (2022), which all claimed that enjoying local food and believing it has high food consumption value can increase a food destination's image to foreign Bali tourists.

Moreover, the study results indicate a noteworthy affirmative impact of food destination image on behavioral intention, thereby bolstering hypothesis 2. This is consistent with the findings of Choe and Kim (2018) and Soltani et al (2021), which also showed a positive relationship between a nation's food reputation and the likelihood that its citizens will visit and recommend a local cuisine. It is also supported by Rousta and Jamshidi (2020) that food destination image positively affects the intention to recommend local food. Fundamentally, people's intentions to act in a way that entails making travel plans and enjoying its distinctive culinary offerings are greatly influenced by their positive impression of the food destination image. The great loading factor value resulting from consuming Balinese cuisine allows people to share dining experiences, they will return to their respective countries and rave about the delightful local Indonesian cuisine they enjoyed in Bali, which not only enhances Bali's reputation as a destination but also leaves meager to revisit this beautiful island.

Furthermore, hypothesis 3 indicates that foreign visitors to Bali who place high value on food consumption also have a direct, favorable, and noteworthy influence on behavioral intention. It means that tourists who value togetherness as they find joy in traveling with friends or family who share their passion for discovering local food, shared desire to return, and explore more culinary delights in the future are evident through the strong sense of connection, which is reflected in the high interaction factor. Interacting with individuals traveling together to Bali can be made more convenient due to their common interests in exploring the island's culture and natural beauty. They tend to share similar attractions for tourist destinations, local customs, and distinctive Balinese cuisine. Additionally, the diversity and flavor of some local food in Bali can create a strong social connection. When partaking in local dishes together within a dining setting, this experience can facilitate conversations about food preferences, sampling novel dishes, and potentially exchanging anecdotes about the eateries or local restaurants they have frequented. This, in turn, contributes to a higher sense of fulfillment and ultimately influences participants' strong bond of food consumption value with behavioral intention. This result is in line with research by Thio et al (2022), which highlighted the impact of appreciating local food consumption on tourists' intentions to return to a location. Tourists are more likely to recommend a place to others and encourage them to visit when they feel that the place offers excellent food. This highlights the importance of food consumption value in determining tourist's intentions and actions. This finding is also inline with research by Thio et al (2024), who found that epistemic, emotional, and functional values have a significant influence on behavioral intention. Tourists who consume local food in Bali can create epistemic value because they are likely to try something new and eager to learn about the local food culture. Their knowledge and experience of the local food culture in Bali led them to recommend others to visit Bali for culinary tourism. Emotional connection and unforgettable dining experiences with local food in Bali boost the positive word-of-mouth response of foreign visitors, thereby attracting others to Bali. In addition, tourists who perceived functional value, which includes taste/quality and price, to be essential, were more likely to recommend the destination to others

(Choe and Kim, 2018).

The results of this study support hypothesis 4 by showing that food consumption value influences behavioral intention positively and significantly, with food destination image acting as a partial mediating variable. This suggests that not all tourists can develop positive behavioral intentions solely based on a favorable destination image; however, some require a positive image as a prerequisite to form future intentions to behave. The following justifies the mediating function of food destination image in this relationship: When visitors place high value on locally produced food, it has a direct impact on their intention to engage in related behaviors, like making travel plans to sample a particular cuisine. Concurrently, this positive view of local food consumption helps create a positive perception of the destination. Their behavioral intention is further supported and amplified by this image. In essence, the perceived food destination image acts as an intermediary, partially channeling the positive impact of food consumption value on behavioral intention. This nuanced understanding clarifies the intricate relationships between these factors that influence tourists' goals and actions. This finding is inline with research by Soltani et al (2021), who found that food consumption value significantly influences food destination image, and that food destination image significantly influences the intention to recommend food and intention to visit a destination for food tourism. This finding is also consistent with the research of Qasim et al (2019) that five consumption values indirectly contribute the increasing of behavioral intention.

In summary, the relationship between food consumption value and behavioral intention is partially mediated by food destination image. Although food consumption value can directly influence a tourist's behavioral intentions, destination image also plays an important role as a mediating variable. Therefore, destination image can strengthen the influence of food consumption value on tourists' behavioral intentions. In this case, a positive destination image can increase tourists' interest in revisiting Bali, tasting new local food dishes, and involving themselves in more culinary activities. Therefore, destination image is considered an important factor that can strengthen the influence of food consumption value on tourists' behavioral intentions. This suggests that although food consumption value directly influences behavioral intention, it also transmits some of its effects by influencing how consumers view the destination. This finding emphasizes how complex consumer decision-making processes are in this situation, with important roles played by both direct and mediated effects.

CONCLUSION AND RECOMMENDATION

This study involved a thorough evaluation of multiple aspects of food consumption value, including epistemic, emotional, functional, interactive, and prestige value. The objectives were to determine how food consumption values influence food destination image and consequent behavioral intention. The findings indicate that food destination image is significantly affected by food consumption values. This suggests that the quality and appeal of local food significantly impact how tourists view Bali as a food destination and whether they plan to return. This highlights the importance of food in attracting visitors and influencing their decisions. The study also emphasizes that the image of Bali as a food destination plays a key role in connecting the quality of food to tourists' intentions to visit and stay.

Academic Implications

From an academic point of view, this study contributes to explaining the relationship among foreign tourists' food consumption value, food destination image, and behavioral intention. Tourists from various backgrounds and personalities have different approaches to local food. This study employs the concept of food consumption value in the context of foreign tourists' novel experiences with local food offered in Bali. This study provides valuable information about how local food can attract tourists and influence their opinions about food-focused travel destinations. Future research should take account things like culture, social rules, and personal preferences that could affect people's feelings about food, opinions about food

destinations, and what they plan to do. The study can be developed by adding factors such as food culture difference or food neophilia and neophobia as moderating variables (Kim et al, 2020; Hussain et al, 2023) to obtain a better understanding of the complex relationship between food, tourism, and how people behave.

Managerial Implications

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

Food business operators, destination marketers, and policymakers in Bali need to strategically design festivals and organize campaigns that promote local delicacies in Indonesia and enhance tourists' experiences in the city. The food consumption values of local food in Indonesia should be highlighted from an international tourist perspective. Improving the overall quality of local food by offering delightful tastes and appealing flavors to travelers is crucial for maintaining appealing flavors and high food quality. Additionally, the novelty and innovation of local food offered should provide visitors with learning opportunities, such as cooking classes on unique local dishes with local chefs. The government and the tourism board of Indonesia, especially in Bali, should implement various initiatives to attract more foreign tourists to 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 advance 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.

REFERENCES

- 150 Most Legendary Restaurants in the World & Their Iconic Dishes. (2023, June 23). TasteAtlas. Retrieved August 29, 2024, from <https://www.tasteatlas.com/iconic-dishes-legendary-restaurants>
- Choe, J. Y. & Kim, S. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1-10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Cuisine to be gateway to tourism: Ministry. (2023). Retrieved 2023, November 7, from <https://en.antaranews.com/news/257465/cuisine-to-be-gateway-to-tourism-ministry>
- Duman, T. & Mattila, A.S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism Management*, 26(3), 311–323.
- Goolaup, S. & Mossberg, L. (2017). Exploring the concept of extraordinary related to food tourists' nature-based experience. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 27-43. <https://doi.org/10.1080/15022250.2016.1218150>
- Guan, J., & Jones, D. I. (2015). The contribution of local cuisine to destination attractiveness: an analysis involving Chinese tourists' heterogeneous preferences. *Asia Pacific Journal of Tourism Research*, 20(4), 416–434. <https://doi.org/10.1080/10941665.2014.889727>
- Ha, J. & Jang, S.S. (2010). Perceived values, satisfaction, and behavioral intentions: the role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2–13. <https://doi.org/10.1016/j.ijhm.2009.03.009>

- Ha, J. & Jang, S.S. (2013). Variety seeking in restaurant choice and its drivers. *International Journal of Hospitality Management*, 32, 155–168. <https://doi.org/10.1016/j.ijhm.2012.05.007>
- Hair J. F., Black W. C., Babin, B. J., & Anderson R. E. (2016). *Multivariate Data Analysis*, 7th Edition. New Jersey: Pearson Prentice Hall.
- Hair, J. F., Hult, G. T. M., Ringle C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*, 3rd edition. SAGE Publications, Inc.
- Hiamey, S. E., Amenumey, E. K., & Mensah, I. (2021). Critical success factors for food tourism destinations: A socio-cultural perspective. *International Journal of Tourism Research*, 23(2), 192–205. <https://doi.org/10.1002/jtr.2402>
- Hussain, K., Abbasi, A. Z., Rasoolimanesh, S. M., Schultz, C. D., Ting, D. H., & Ali, F. (2023). Local food consumption values and attitude formation: the moderating effect of food neophilia and neophobia. *Journal of Hospitality and Tourism Insights*, 6(2), 464–491. <https://doi.org/10.1108/JHTI-08-2021-0214>
- Kalahkan Paris dan London, Bali Masuk Nominasi Travelers Choice Award 2023. (2023, January 24). Warta Ekonomi. Retrieved August 29, 2023, from <https://wartaekonomi.co.id/read475493/kalahkan-paris-dan-london-bali-masuk-nominasi-travelers-choice-award-2023>
- Kim, Y.G. & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(6), 1458–1467. <https://doi.org/10.1016/j.tourman.2012.01.01>
- Kim, H. & Richardson S. L. (2003) Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216–237. [https://doi.org/10.1016/S0160-7383\(02\)00062-2](https://doi.org/10.1016/S0160-7383(02)00062-2)
- Kim, S., Choe, J. Y., & Kim, P. B. (2020). Effects of local food attributes on tourist dining satisfaction and future intention: The moderating role of food culture difference. *Journal of China Tourism Research*. <https://doi.org/10.1080/19388160.2020.1805667>
- Lee, J. S., Lee, C. K., & Choi, Y. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685–696. <https://doi.org/10.1177/0047287510385465>
- Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928–936. <https://doi.org/10.1016/j.ijhm.2011.10.012>
- Perrea, T., Grunert, K.G., & Krystallis, A. (2015). Consumer value perceptions of food products from emerging processing technologies: A cross-cultural exploration. *Food Quality and Preference*, 39, 95–108. <https://doi.org/10.1016/j.foodqual.2014.06.009>
- Phau, I., Quintal, V., & Shanka, T. (2014). Examining a consumption values theory approach of young tourists toward destination choice intentions. *International Journal of Culture Tourism and Hospitality Research*, 8(2), 125–139. <https://doi.org/10.1108/IJCTHR-12-2012-0090>
- Prayag, G., Gannon, M. J., Muskat, B., & Taheri, B. (2020). A serious leisure perspective of culinary tourism co-creation: the influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management*, 32(7), 2453–2472. <https://doi.org/10.1108/IJCHM-10-2019-0897>
- Promsivapallop, P. & Kannaovakun, P. (2019). Destination food image dimensions and their effects on food preference and consumption. *Journal of Destination Marketing and Management*, 11, 89–100. <https://doi.org/10.1016/j.jdmm.2018.12.003>
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. (2019). The defining role of environmental self-identity among consumption values and behavioral intention to consume organic food. *International Journal of Environmental Research and Public Health*, 16(7), 1106. <https://doi.org/10.3390/ijerph16071106>

- Ramkissoon, H., Nunkoo, R., & Gursoy, D. (2009). How consumption values affect destination image formation. *Advances in Culture, Tourism and Hospitality Research*, 3, 143-168. [http://dx.doi.org/10.1108/S1871-3173\(2009\)0000003008](http://dx.doi.org/10.1108/S1871-3173(2009)0000003008)
- Ritter, A. M., Borchardt, M., Vaccaro, G. L. R., Pereira, G. M., & Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, 106, 507-520. <https://doi.org/10.1016/j.jclepro.2014.11.066>
- Rousta, A. & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73-95. <https://doi.org/10.1177/1356766719858649>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Consumption values and market choices: Theory and applications. *Journal of Marketing Research*, 29(4), 487-489.
- Soltani, M., Nejad, N. S., Azad, F. T., Taheri, B., & Gannon, M. J. (2021). Food consumption experiences: A framework for understanding food tourists' behavioral intentions. *International Journal of Contemporary Hospitality Management*, 33(1), 75-100. <https://doi.org/10.1108/IJCHM-03-2020-0206>
- Thio, S., Jokom, R., & Widjaja, D. C. (2022). The contribution of perceived food consumption value on destination attractiveness and revisit intention. *Journal of Culinary Science & Technology*, 22(4), 727-743. <https://doi.org/10.1080/15428052.2022.2074331>
- Thio, S., Kristanti, M., & Sondak, M. R. (2024). The role of food consumption value and attitude toward food on behavioral intention: Culinary tourist behavior in Indonesia. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2371985>
- Williams, L. T., Germov, J., Fuller, S., & Freij, M., (2015). A taste of ethical consumption at a slow food festival. *Appetite*, 91, 321-328. <https://doi.org/10.1016/j.appet.2015.04.066>
- Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research*, 36(3), 413-438. <https://doi.org/10.1016/j.annals.2009.02.002>
- Wondirad, A., Kebete, Y., & Li, Y. (2021). Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional state, Ethiopia. *Journal of Destination Marketing & Management*, 19, 100482. <https://doi.org/10.1016/j.jdmm.2020.100482>

Food Consumption Value

ORIGINALITY REPORT

14%

SIMILARITY INDEX

7%

INTERNET SOURCES

13%

PUBLICATIONS

%

STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

2%

★ Ja Young (Jacey) Choe, Seongseop Sam Kim. "Who are food-neophobic tourists? The influence of food neophobia on tourists' local food responses", Journal of Foodservice Business Research, 2024

Publication

Exclude quotes Off

Exclude bibliography On

Exclude matches Off