Local Culinary Experiences in Shaping Gastronomic Satisfaction and Future Intention: Perspectives of Domestic Tourists

by Sienny Thio

Local Culinary Experiences in Shaping Gastronomic Satisfaction and Future Intention: Perspectives of Domestic Tourists

Felin Alinsia Kosen[1]Septian Abraham Hongkiriwang[2] Sienny Thio[3], Monika Kristanti[4], Yoel Wibowo[5]
[1,2,3,4,5] Management Department, School of Business and Management, Petra Christian University Surabaya-Indonesia
d11210481@john.petra.ac.id[1], d11210516@john.petra.ac.id[2], sienny@petra.ac.id[3]
mkrist@petra.ac.id, yoel.wibowo@petra.ac.id

Abstract: In today's competitive tourism landscape, local cuisine has emerged as a key factor in attracting tourists by offering unique sensory experiences and providing insights into the cultural heritage of a region. As tourists become increasingly motivated by local culinary experiences, understanding their satisfaction and the likelihood of revisiting the destination becomes critical for tourism development. The aim of this study is to assess whether local culinary experiences significantly influence gastronomic satisfaction and future intention to revisit destinations. This correlation study focuses on the relationship between local culinary experiences, gastronomic satisfaction, and tourists' intention to revisit, with gastronomic satisfaction serving as a potential mediator. Non-probability convenience sampling method was employed by distributing questionnaires to 360 domestic tourists who were visiting Manado, Makassar, Balikpapan, Banjarmasin, Kupang dan Lombok. Data were collected and analyzed using SEM-PLS to evaluate the correlation among the constructs. The findings reveal that local food experiences (local food attributes, epistemic benefits, and emotional benefits) significantly enhance gastronomic satisfaction. However, only emotional benefits have a direct impact on future intention, while local food attributes and epistemic benefits do not significantly influence tourists' intentions to revisit the destination. The study underscores the role of local culinary experiences in shaping tourists' satisfaction and intentions, suggesting that stakeholders in culinary tourism should focus on enhancing the emotional and overall satisfaction of visitors.

Keywords: *Local Culinary Experiences, Local Food Attributes, Epistemic Benefits, Emotional Benefits, Gastronomic Satisfaction, Future Intention*

1. Introduction and Background

Local culinary has become one of the main attractions for tourists when visiting a destination. The uniqueness of local cuisine transforms it into a symbol of the destination (Okech, 2014). Ideally, local cuisine conveys cultural values and reflects the heritage of a region (Kim, 2022). According to Wijaya et al. (2017), food has evolved from fulfilling physiological needs to becoming an experience that allows tourists to learn about culture through local cuisine. Soonsan (2023) suggested that even business travelers or those visiting relatives will seek culinary experiences during their trips. One essential sensory aspect is the taste of local culinary, and when a dish creates a unique and memorable impression, it can forge deep memories for travelers (Sthapit et al., 2021). The perception of local culinary is shaped by the combination of spices, cooking techniques, and presentation, allowing tourists to discover new flavors and feel satisfied with the sensory experience (Rodriguez, 2022).

Kim et al. (2022) identified three factors that influence tourists' satisfaction with local culinary experiences. First is the quality of local cuisine, assessed by taste and the nutritional value of the ingredients. Second is the tourist's experience of tasting traditional food that is deeply rooted in authentic local culture. When visiting a new destination, tourists can experience the novelty and authenticity of local culinary for the first time. The third factor is the service and atmosphere of the restaurant. Which tourist will be encouraged to repeat their visitation if the service quality they experienced met their expectations (Thio et al., 2022). A comfortable environment, friendly service, and interaction with locals can leave a lasting impression on tourists. These three elements serve as key factors in evaluating tourists' satisfaction with local culinary experiences. In addition to these attributes,

Kim et al. (2022) highlighted two psychological benefits that can influence tourists' satisfaction: emotional and epistemic benefits. Emotional benefits refer to the feelings generated after enjoying a culinary experience. These feelings are shaped by the pleasure derived from tasting new dishes and interacting with other guests. Memorable experiences can trigger positive emotions, contributing to tourists' satisfaction with their meal. Epistemic benefits, on the other hand, refer to the knowledge gained through new experiences, such as learning about different cultures or trying new foods for the first time. These benefits are often realized through culinary techniques and traditional ingredients, enhancing the gastronomic satisfaction of tourists who enjoy learning from their culinary experiences.

Memorable experiences while enjoying local culinary at a destination can lead to satisfaction (Rodriguez, 2020). Gastronomic satisfaction is one of the expected outcomes of a tourist's journey, as it significantly affects their intention to revisit a destination (Pineda et al., 2019). According to Kim et al. (2022), attributes such as food quality, food novelty, and the physical features of restaurants play an important role in shaping gastronomic satisfaction. Consequently, gastronomic experiences can act as a motivation for culinary satisfaction. In addition, satisfaction with the dining experience at a destination is also influenced by culinary traditions and the use of natural and healthy ingredients (Rodriguez, 2020). Tourists' attitudes toward local culinary impact their intention when visiting culinary destinations (Thio et al., 2024). Therefore, local cuisine becomes a critical factor in shaping tourists' satisfaction with a destination (Cuadra, 2021).

Tourists who return to a destination tend to stay longer, spend more money, feel more satisfied, and provide positive reviews (Nguyen Viet et al., 2020; Zhang et al., 2018). Lai et al. (2021) further emphasized that gastronomic experiences influence tourists' loyalty to a destination. The quality of a tourist's culinary experience directly impacts their satisfaction, which in turn influences their intention to revisit (Widjaja et al., 2019). In this regard, the experience of tasting local culinary at a destination plays a significant role, as Soonsan (2023) emphasized that tourists' positive assessments of a destination are also shaped by their culinary experiences. These evaluations are crucial in shaping tourists' travel decisions.

Bjork (2016) identified local cuisine as a source of attraction for a destination, a sentiment echoed by Lacap (2019), who found that culinary motivation, local culinary involvement, and satisfaction with culinary experiences impact tourists' loyalty to the destination. Kim et al. (2022) examined how local culinary attributes influence tourists' intention to visit and return to a destination. Mora et al. (2021) explored the role of gastronomic experiences as a key element in developing tourist destinations. Cuadra (2023) demonstrated the influence of gastronomic motivation, satisfaction, and experience on destination loyalty. Despite this, there is limited research investigating the relationship between domestic tourists' local culinary experiences, gastronomy satisfaction, and future intention. Additionally, few studies focus on local culinary tourism in Eastern Indonesia. According to Sunaryo (2019), Eastern Indonesian cuisine has significant tourism potential due to its distinctiveness in ingredients and cooking methods compared to other parts of the country. Thus, this study aims to investigate how local culinary experiences of domestic tourists influence their gastronomic satisfaction and future intention. Furthermore, this research examines whether gastronomic satisfaction mediates the relationship between local culinary experiences and future intention. This study contributes to provide insights for the local culinary industry in Indonesia, fostering improved culinary experiences for tourists and offering valuable feedback for the continued development of local cuisine.

2. Literature Review

2.1 Local Culinary Experiences

Traditional food refers to cuisine that has been localized in a region for a long time, passed down through generations in terms of knowledge, practices, and techniques, creating a strong connection between traditional food and local culture and heritage (Skalkos et al., 2021; Roza et al., 2023). Traditional food serves as a tourist attraction (Soh et al.,

2018). A local culinary experience can be described as an individual's encounter with food or culinary traditions unique to a specific region, often outside the traveler's usual environment (Wijaya et al., 2017; Piramanayagam et al., 2020). Local culinary experiences can influence tourists' perceptions and satisfaction, offering them a valuable opportunity to explore and taste new types of food that they may have never encountered before. This experience enriches tourists' interactions with local culture, including the exploration of new foods, preparation and presentation methods, and interaction with local communities (Cuadra et al., 2023).

There are three key attributes of local food that shape tourist satisfaction (Kim et al., 2022). First, the quality of local food is assessed by its taste and nutritional value. Second, the authenticity of the traditional food experience plays a crucial role, particularly when tourists try food for the first time and experience its novelty and authenticity. Third, the service and atmosphere of restaurants influence tourists' impressions, with factors such as comfort, friendly service, and interaction with locals contributing to a memorable experience. These three elements are important in shaping tourist satisfaction with local culinary experiences.

In addition to these aspects, Kim et al. (2022) noted two psychological benefits that also impact tourists' satisfaction with their dining experiences: emotional and epistemic benefits. Emotional benefits relate to the positive feelings that arise after enjoying a culinary experience, such as pleasure from new dishes and interaction with fellow diners. A pleasant experience can trigger positive emotions and increase satisfaction after the meal. On the other hand, epistemic benefits arise from gaining new knowledge, such as learning about new cultures or tasting local food for the first time. Tourists who gain new insights from local food are also more likely to feel gastronomically satisfied. This satisfaction can be derived from unique food preparation techniques or traditional ingredients. Thus, tasting local food during a trip can create a proud and fulfilling experience, leading to a sense of satisfaction (Kim et al., 2021).

Local culinary experiences not only offer an opportunity to try new foods but also allow tourists to engage more deeply with cultural aspects and social interactions (Kim et al., 2022). Tourists often view local food as an authentic representation of a region's culture (Bjork, 2016). Through these experiences, tourists can gain a broader understanding of local culture and culinary traditions, enhancing their satisfaction and leaving them with lasting memories of their trip.

2.2 Gastronomic Satisfaction

Gastronomic satisfaction refers to the positive response tourists experience as a result of enjoying culinary offerings at a specific destination. It reflects the extent to which the culinary aspects of a destination meet the expectations of visitors during their trip (Lacap, 2019). Gastronomic satisfaction is not only crucial for evaluating the culinary experience itself but also plays a significant role in shaping overall tourist satisfaction with the destination. Similarly, Kim et al. (2022) highlighted that gastronomic experiences can directly influence the level of tourist satisfaction. This satisfaction can be driven by factors such as service quality, staff performance, the availability of local food, the introduction of new food experiences, restaurant attributes, cultural differences in food, restaurant quality, sensory and health attributes, and future intention, all of which positively contribute to tourists' gastronomic satisfaction.

Gastronomic satisfaction has a considerable impact on tourist loyalty to a destination. When tourists are satisfied with their culinary experiences, they are more likely to develop higher loyalty to the destination, increasing the chances of revisiting or recommending it to others (Mora et al., 2021). Soonsan (2023) also emphasized that gastronomic satisfaction is vital for fostering tourist loyalty, which is closely linked to the culinary experiences they have during their visit. A positive culinary experience can leave a strong impression on tourists, enhancing their satisfaction and fostering loyalty to the destination. In contrast, a poor gastronomic experience can negatively affect a tourist's overall satisfaction with the destination (Cuadra et al., 2023). Tourists who are satisfied with their meals and gain insights into local food culture are more likely to experience gastronomic satisfaction (Kim et al., 2021).

Therefore, achieving gastronomic satisfaction is a key element of a tourist's journey, as it can significantly influence their intention to return to a destination (Pineda et al., 2019).

2.3 Future Intention

Future intention refers to a tourist's willingness to revisit a destination due to a satisfying experience during a previous visit, as well as their likelihood of recommending the destination to others (Carreira et al., 2021). The intention to return is not solely dependent on positive past experiences, but also on motivational factors and satisfaction related to the culinary offerings of the destination (Mora et al., 2021). Learning about local culture and gaining new insights through local culinary experiences can influence a tourist's desire to return and recommend the destination to others (Kim et al., 2021). Once tourists are satisfied with their local culinary experience, they are more likely to recommend the destination to friends, family, and acquaintances. Additionally, this positive experience encourages them to revisit the destination to further explore its local cuisine (Cuadra et al., 2023). Future intention is influenced by several factors, including the quality of service received, the perceived value of the experience, and overall satisfaction. High-quality service, perceived value, and high satisfaction significantly increase the likelihood of tourists planning a return visit and recommending the experience to others (Farren et al., 2015). These findings demonstrate that the interaction of these factors has a significant impact on tourists' future intention.

2.4 The Relationship between Local Culinary Experience and Gastronomic Satisfaction

Rodríguez et al. (2021) demonstrate that the uniqueness of ingredients and innovation in food can leave a lasting impression on consumers. Satisfaction with the overall experience is not only derived from sensory aspects but also enhanced by the visual presentation and aesthetic appeal, which add value to the experience. The study found a positive relationship between local culinary experiences and gastronomic satisfaction. Indicators such as the uniqueness of local culinary, high food quality, and the excellence of the restaurant all positively impact consumers' gastronomic satisfaction.

Tourist satisfaction is influenced by various attributes of local cuisine (Kim et al., 2022). The quality of the food, its cultural significance, and features of local restaurants—such as service and ambiance—are three critical factors that differentiate traditional food from other culinary types. In addition to these elements, Kim et al. (2022) identify two psychological benefits that further influence tourists' dining satisfaction: emotional and epistemic benefits. Emotional benefits relate to the positive feelings that arise after enjoying a culinary experience, while epistemic benefits are associated with the satisfaction derived from gaining new knowledge, such as learning about a new culture or trying unfamiliar local culinary.

Thus, tourists who experience the epistemic benefits of local culinary are also likely to feel gastronomically satisfied. The consistency of local culinary attributes and their associated benefits plays a crucial role in shaping tourists' satisfaction with their dining experiences. This relationship further contributes positively to tourists' intention to revisit the destination (Kim et al., 2021). Similarly, Piramanayagam et al. (2020) found a significant link between local culinary experiences and satisfaction. Based on the above discussion, the following hypothesis can be proposed:

H1a: Local food attributes has a significant effect on gastronomic satisfaction
H1b: Epistemic benefits has a significant effect on gastronomic satisfaction
H1c: Emotional benefits has a significant effect on gastronomic satisfaction

2.2 The Relationship between Local Culinary Experience and Future Intention

According to Lacap (2019), engagement with local culinary experiences has a positive impact on destination loyalty and food experience satisfaction. Local culinary experiences are an important aspect, often considered part of the

culture of a region, with each destination represented by its unique or traditional dishes. Satisfaction with local culinary experiences can also be influenced by personal motivation factors related to culinary activities and interest in local culinary. Thio et al., (2022) added that tourists who appreciate local culinary and have a good perception towards the place where the dish originated will be motivated to revisit the destination.

Bjork et al. (2016) suggest that when culinary enthusiasts are satisfied with the local culinary they consume, there is an increased likelihood of revisiting the destination, as the taste and culinary experience leave a lasting impression. The intention to return can be reflected in the desire to repurchase certain local culinary, revisit a destination, and recommend local cuisine to others. Attributes of local culinary, such as food quality, service, and cultural significance, can influence both the intention to visit a destination and the intention to return in the future (Kim et al., 2022).

Therefore, it can be concluded that a positive local culinary experience can influence food satisfaction and destination loyalty, which can also be interpreted as factors affecting tourists' future intention. Based on the above discussion, the following hypothesis can be formulated:

H2a: Local Culinary Experience has a significant effect on future intention
H2b: Epistemic benefits has a significant effect on future intention.
H2c: Emotional benefits has a significant effect on future intention.

2.3 The Relationship between Gastronomic Satisfaction and Future Intention

Gastronomic satisfaction has a positive relationship with tourists' intention to revisit destinations. This is evidenced by gastronomic satisfaction serving as a critical component contributing to overall satisfaction with the destination, which fundamentally influences loyalty toward that destination (Mora et al., 2021). One key aspect that can affect tourists' future intention is customer satisfaction (Kim et al., 2022). In this context, when tourists experience high levels of gastronomic satisfaction, it positively impacts their future intention to return to the destination and share their positive experiences with others. This indicates that positive gastronomic experiences can enhance tourists' overall satisfaction, potentially leading to increase loyalty and a greater likelihood of return visits. Loyalty is further strengthened when accompanied by high levels of satisfaction with the destination overall (Buiza et al., 2021). Therefore, based on the discussion above, the following hypothesis can be proposed:

H3: Gastronomic satisfaction has a significant effect on future intention.

2.4 The Relationship Between Gastronomic Satisfaction in Mediating Local Culinary Experience and Future Intention

Gastronomic satisfaction plays a role in mediating the relationship between local culinary experience and tourists' future intentions (Gutierrez et al., 2020). This study found that tourists' gastronomic satisfaction, shaped by their culinary experiences, will influence their intention to recommend and revisit the destination. Cuadra (2021) emphasized that a positive local culinary experience can lead to higher gastronomic satisfaction, which in turn may affect tourists' future intention to return to the destination or recommend it to others. Therefore, it can be concluded that:

H4a: Gastronomic satisfaction has a significant effect in mediating the relationship between epistemic benefits and future intention.

> **Commented [1]:** tlg sep di perkecil space e thanks

H4b: Gastronomic satisfaction has a significant effect in mediating the relationship between emotional benefits and future intention.

H4c: Gastronomic satisfaction has a significant effect in mediating the relationship between local food attributes and future intention.

3. Research Methodology

3.1 Measurement

Items used to measure the attributes of local culinary experience, gastronomic satisfaction, Future Intention , developed through a comprehensive literature review and pilot test. The set of items for each construction is then taken down and modified to fit the context of the local culinary experience. First, after the collection of eighteen initial items explaining local food attributes came from a review of previous food tourism and food literature (Kim et al, 2021; Kim et al, 2020; Moral-Cuadra et al, 2023) they are modified in the context of this study. Second, a collection of six items was operationalized by reviewing previous studies to show gastronomic satisfaction obtained from consuming local culinary in a destination (Kim et al, 2021; Kim et al, 2020; Moral-Cuadra et al, 2023). In addition, five items were selected to realize future intention after experiencing local culinary adopted from previous research (Kim et al, 2021; Kim et al, 2020; Moral-Cuadra et al, 2023). Items for this construction were measured using a five-point Likert scale (1 = "strongly disagree"; 3 = "neutral"; and 5 = "strongly agree").

3.2 Data Collection

Data collection for the main survey was conducted online through social media platforms such as Instagram, Facebook, Twitter and Telegram. The next data collection was carried out onsite where the researcher came directly to the city being studied. Through judgmental sampling, we deliberately selected participants who were local tourists aged 17 and had consumed local cuisine at six cities of East Indonesia, namely Balikpapan, Banjarmasin, Makassar, Manado, Lombok, dan Kupang, during the period from February to August 2024. Prior to data collection, a pilot survey was conducted with 30 respondents to test the reliability and validity of the questionnaire. Based on the results, the final questionnaire was revised and distributed to respondents who fit the sample criteria. Data was collected using two methods: first, by promoting the survey on social media platforms such as Instagram, Facebook, Twitter, and Telegram, and second, by distributing the questionnaires in person at the culinary destinations between August 16 and August 26, 2024. The onsite distribution took place at locations frequently visited by domestic tourists, including restaurants, cafes, malls, airports, hotels, and tourist attractions. A total of 360 completed questionnaires were used for data analysis.

3.3 Data Analysis

The analytical methods employed in the study include Descriptive Statistical Analysis and Partial Least Square (PLS) within the framework of Structural Equation Modeling (SEM). Descriptive statistical analysis is used to summarize and describe the data, providing a clear picture of the collected information through measurements such as mean, median, mode, and standard deviation. The PLS method is used to maximize the explained variance in the dependent variables and is particularly effective for complex models with multiple constructs and indicators.

The analysis begins with the Measurement Model (Outer Model), which evaluates the validity and reliability of the indicators used to measure each construct. Tools like Cronbach's Alpha assess reliability, while Average Variance Extracted (AVE) and Discriminant Validity ensure that the indicators accurately reflect their respective constructs. Following this, the Structural Model (Inner Model) is used to examine the relationships between variables after performing validity and reliability tests. It assesses the coefficient of determination (R^2) to understand the explanatory power of independent variables, along with effect size (f^2) to measure the substantive impact of independent variables on dependent variables. According to Hair et al. (2019), the (R^2) value will be higher if there are more pathways that lead to the dependent variable.

Finally, Hypothesis Testing evaluates the significance of the relationships between independent, mediator, and dependent variables using t-values and a 5% significance level. The model also assesses the role of mediators in explaining indirect effects, ensuring the robustness of the study's findings by validating the relationships and measuring the effects between constructs.

4. Results

4.1 Profile of the respondents

Regarding the demographic profiles of 360 respondents, approximately 75.28% of them were female tourists and 24.72% male tourists. We also identified the distribution of age: between 17 and 23 years old (38.61%), between 24 and 30 years old (38.61%), between 31 and 40 years old (15.56%), between 41 and 50 years old (5.00%) and above 50 years old (2.22%). Likewise, 17.78% of them were student, Employee (42.22%), Professionals (Doctors, Lawyers, Educators etc) (6.67%), Entrepreneur/Business Owner (21.22%), Retired/Unemployed (8.61%), and others (3.61%). The majority of the respondents (approximately 45.83%) were Senior high school graduates or equal. As a response on the annual household income, the highest percentage was found on the salary brackets of IDR 2.000.000-IDR 5.000.000 (44.17%), less than IDR 2.000.000 (31.94%), IDR 5.000.001-IDR 10.000.000 (19.72%), IDR 10.000.001-IDR 20.000.000 (2.22%), and higher than IDR 20.000.000 (1.94%).

Table 1: Demographic Profile of the Respondents (n=360)

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Males	89	24.72%
Females	271	75.28%
AGE		
17-23 years old	139	38.61%
24-30	139	38.61%
31-40	56	15.56%
41-50	18	5.00%
>50	8	2.22%
EDUCATION		
Senior High School or Equal	165	45.83%
Diploma or Equal	29	8.06%
Undergraduate or Equal	162	45.00%
Post Graduate or Equal	4	1.11%
OCCUPATION		
Student	64	17.78%
Employee	152	42.22%
Professionals (Doctors, Lawyers, Educators, etc.)	24	6.67%
Entrepreneur/Business Owner	76	21.11%
Retired/Unemployed	31	8.61%
Others	12	3.61%
MONTHLY INCOME		
IDR 2.000.000-IDR 5.000.000	159	44.17%
IDR 5.000.001-IDR 10.000.000	71	19.72%
IDR 10.000.001-IDR 20.000.000	8	2.22%
Higher than IDR 20.000.000	7	1.94%

The measurement properties from the PLS Algorithm are summarized in Table 2. Factor loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's Alpha were used to assess the convergent validity of each construct (Hair et al., 2017). The results confirmed convergent validity and internal consistency reliability for each construct, meeting the AVE (>0.50) and CR (>0.70) threshold values (Hair et al., 2017). As shown in Table 2, AVE values ranged from 0.583 to 0.698, and all composite reliability and Cronbach's alpha scores greatly exceeded the thresholds, ranging from 0.856 to 0.897. These findings indicate a good measurement fit for each construct evaluated.

From Table 2, presents that emotional benefits have strong loadings, ranging from 0.802 to 0.862. It shows that most travelers enjoy eating local foods and become happy is a leading indicator to the construct of emotional benefits (factor loading = 0.862). Travelers would also recommend the local food that they consumed to others (factor loading = 0.854) strongly contributes to future intention' construct. Other factors loadings exceed 0.70 reflecting strong item relationships with their constructs as well. This could be due to the fact that when people consume local foods in a destination they feel happy and most likely recommend the foods to their relatives. Interestingly, respondents find that local food is not really a chance to seek flavors.This might suggest that tourists don't expect much in terms of taste when seeking local food, and it doesn't greatly influence their opinions about local food. By learning new local cultures and gaining new insights through local culinary experiences can influence a tourist's desire to return and recommend the destination to others (Kim et al., 2021)

Table 2 shows the moderate discriminant validity assessment (i.e., Fornel- Larcker criterion) and supported the results of the HTMT criterion. The AVE values were used to evaluate the discriminant validity of all the constructs. Compared with the AVE scores, which values above 0.50, ranging from 0.583 to 0.698, confirming that each construct explains a significant proportion of variance in its items. The Heterotrait and Monotrait (HTMT) ratio do not violate the threshold value of 0.90 (Hair et al., 2017), which shows that the constructs have satisfactory discriminant validity and are not extremely correlated with each other. Some indicators were removed from the analysis because their Heterotrait-Monotrait (HTMT) ratio fell below the acceptable ratio, indicating insufficient discriminant validity. The composite reliability values all exceed 0.80 demonstrating reliability, and for Cronbach's alpha all the constructs meet the threshold with values between 0.856 to 0.897 which means the constructs are reliable.

4.2. Measurement model

Table 2: Factor Loadings, Composite Reliability, and Average Variance Extracted (AVE)

Items	Mean	Loading	AVE (%)	Composite Reliability	Cronbach's Alpha
Local Food Attributes					
LFA1.I have the opportunity to taste local food that can convey local cultural values	4.511	**0.810**	0.583	0.893	0.856
LFA2.I have the opportunity to taste delicious local food	4.669	0.779			
LFA3.I have the opportunity to experience local cuisine of exceptional quality	4.658	0.728			
LFA4.When I eat at local restaurants, I get good service	4.553	0.792			
LFA5.When eating at local restaurants, I feel a pleasant atmosphere	4.553	0.797			
Emotional Benefit					
Items	Mean	Loading	AVE	Composite	Cronbach

	g	(%)	Reliability	's Alpha
EB1.By eating local food, I feel relax	4.264	0.853	0.654	0.904	0.868
EB2.By eating local food, I can make my self proud	4.256	0.802			
EB3.By consuming local food in the area directly, I became enthusiastic	4.469	0.824			
EB4.By eating local food, I become happy	4.381	**0.862**			
Epistemic Benefit					
EPB1.By eating local food, I get something new	4.589	0.813	0.698	0.902	0.856
EPB2.Eating local food served by local people in their area directly helps me to understand the local culture	4.619	0.817			
EPB3.Eating local food makes me learn how local food has a unique taste	4.728	0.811			
EPB4.Eating local food can increase my knowledge regarding different cultures	4.644	0.824			
EPB5.Local food Increases my knowledge regarding different ways of cooking	4.633	0.779			
Gastronomic Satisfaction					
GS1.I am satisfied with the quality of local food in this city	4.528	0.812	0.660	0.921	0.897
GS2.I am satisfied with the variety of local food in this city	4.492	**0.828**			
GS3.I was satisfied with the hospitality and service provided by the local food vendors	4.531	0.815			
GS4.I am satisfied with the authenticity of the dishes served	4.567	0.807			
GS5.The cost I spent to eat the local food was worth the culinary experience I got	4.436	0.797			
GS6.Overall, I was satisfied with the local eateries that served local food	4.522	0.817			
Future Intention					
FI1.I would recommend the local food that I consumed to others	4.553	**0.854**	0.698	0.920	0.892
FI2.I will dine on the local food I experienced during my trip at a restaurant in my city once I return home	4.436	0.822			
FI3.I will visit this City to try various kinds of local food in the future	4.564	0.845			
FI4.I will give positive reviews related to local food in this City through social media (Facebook, Blogs, Instagram, Youtube, etc.)	4.461	0.831			
FI5.I will revisit Balikpapan City to try the local food if I have enough money and time	4.656	0.824			

Table 3: Discriminant Validity

	EB	EPB	FI	GS	LFA
Fornell-Larcker Criterion					
EB	**0.809**				
EPB	0.624	**0.836**			
FI	0.703	0.619	**0.835**		
GS	0.738	0.745	0.732	**0.835**	
LFA	0.75	0.77	0.675	0.768	**0.764**
Heterotrait-Monotrait Ratio					
EB					
EPB	0.719				
FI	0.794	0.702			
GS	0.834	0.846	0.814		
LFA	0.869	0.893	0.769	0.871	

Notes: LFA= local food attributes, GS= gastronomic satisfaction, EPB= epistemic benefits, EB= emotional benefits, FI= future intention

4.3 Structural Equation modeling result

Figure 1. Direct path of the structural model (*n*=360).

**p<0.01, *p<0.05.

Table 4. Direct results of path coefficient.

Hypothesis	Path Coefficient	T value	P Values	Decision
H1a: LFA -> GS	0.26	3.86	0.00**	Accepted
H1b: EPB -> GS	0.34	6.87	0.00**	Accepted

H1c: EB -> GS	0.33	5.73	0.00**	Accepted
H2a: LFA -> FI	0.11	1.41	0.158	Rejected
H2b: EPB -> FI	0.07	0.96	0.338	Rejected
H2c: EB -> FI	0.3	3.72	0.00**	Accepted
H3: GS -> FI	0.37	4.80	0.00**	Accepted

Note: p-value <0.01.

**; p-value <0.05.

Hypothesis 1a was tested by examining the path coefficient between 'local food attributes and gastronomic satisfaction' (h1a) (ß = 0.26, p <0.01). Thus, hypothesis 1a is accepted. Hypothesis H1b examined the path between 'epistemic benefits and gastronomic satisfaction' (h1b) (ß = 0.34, p <0.01) and was accepted. Hypothesis H1c tested the path between 'emotional benefits and gastronomic satisfaction' (h1c) (ß = 0.33, p <0.01) and was accepted.

Hypothesis H2a-H2c tested the relationships between these variables and 'future intention'. Hypothesis H2a, which examined the path between 'local food attributes and future intention' (ß = 0.11, p <0.05) and was rejected. Hypothesis H2b, which tested the path between 'epistemic benefits and future intention', (ß = 0.11, p <0.05), and was also rejected. However, hypothesis H2c, which tested the path between 'emotional benefits and future intention' (ß = 0.30, p <0.01) was accepted.

Hypothesis H3 tested the path between 'gastronomic satisfaction and future intention' (ß = 0.37, p <0.01), and was accepted. Thus, hypothesis H1a, H1b, H1c, H2c, and H3 are accepted, while hypothesis H2a and H2b are rejected.

Table 5. Indirect results of path coefficient.

Hypothesis	Path Coefficient	T value	P Values	Decision
H4a: EPB -> GS -> FI	0.13	4.10	0.00**	Accepted
H4b: EB -> GS -> FI	0.13	3.51	0.00**	Accepted
H4c: LFA -> GS -> FI	0.10	1.95	0.003**	Accepted

Note: **p-value <0.01.

LFA= local food attributes, GS= gastronomic satisfaction, EPB= epistemic benefits, EB= emotional benefits, FI= future intention

As shown in Table 5, the values of epistemic benefits (H4a) (β = 0.13, p < 0.01) and (H4c) (β = 0.10, p < 0.01had an indirect effect and significant impact towards future intention. The results convey that epistemic benefits and local food attributes were fully mediated by gastronomic satisfaction toward future intention. Meanwhile emotional benefit (H4b) (β = 0.13, p < 0.01) also shows an indirect effect toward future intention but, partially mediated by

gastronomic satisfaction toward future intention.

5. Discussion

The findings of this study provide valuable insights into the relationships between local food attributes, epistemic benefits, emotional benefits, gastronomic satisfaction, and future intention. The results show that local food attributes, epistemic benefits, and emotional benefits significantly influence gastronomic satisfaction. Indicators were all accepted, indicating that when tourists experience local food that conveys cultural values, provides new learning opportunities, and evokes positive emotions, they are more likely to express higher levels of satisfaction. Tourists that feel happy, excited, and receive excellent service will become satisfied with the local food experience. According to Kim et al. (2022), attributes such as food quality, food novelty, and the physical features of restaurants play an important role in shaping gastronomic satisfaction. Additionally, the opportunity to try new foods and learn local culinary cultures also enhance tourist experience and shape gastronomic satisfaction.

However, the direct impact of local food attributes and epistemic benefits on future intention was not significant, suggesting that these elements alone may not directly drive a tourist's intention to recommend or revisit a destination. Only emotional benefits have a direct impact to drive tourist' future intention. Both epistemic benefits and local food attributes are not able to drive future intentions directly because while trying unfamiliar foods they try to fulfill their curiosity especially when visiting a new destination. After the novelty wears off, tourists may not seek repeat visitation. Although food quality and food novelty play an important role in local food experience, tourists might not seek those factors when visiting a new destination. On the other hand, emotional benefits give significant impact, this might be due to when tourists feel happy and have positive emotions, they have a memorable experience that can leave a deep and lasting impression on tourists. When a dish creates a unique and memorable impression, it can forge deep memories for travelers (Sthapit et al., 2021). Which leads them to a future intention to the destination.

Gastronomic satisfaction has a positive relationship with tourists' intention to return, this is shown in gastronomic satisfaction as one of the components that contribute to overall satisfaction with the destination, which basically affects loyalty to the destination (Mora et al., 2021). One aspect that can affect the future intention of tourists is customer satisfaction (Kim, 2022). This indicates that overall satisfaction with the local culinary experience, shaped by various factors such as food quality, service, and atmosphere, plays a significant role in determining whether tourists will recommend the destination or return for future visits. These findings align with previous studies highlighting the importance of customer satisfaction in fostering loyalty and positive word-of-mouth in tourism contexts.

6. Managerial Implications and Recommendations

The managerial implications of this study highlight several important actions for tourism managers and local food vendors. First, enhancing the emotional experience of dining is crucial, as emotional benefits were found to significantly impact both satisfaction and future intention. Managers should focus on creating memorable and emotionally enriching dining experiences through exceptional service, a pleasant atmosphere, and the integration of cultural storytelling. Additionally, although local food attributes did not directly influence future intention, they played a significant role in driving gastronomic satisfaction. Therefore, local food vendors should emphasize the cultural authenticity and quality of their offerings, promoting them as unique culinary experiences.

To further increase tourist satisfaction, offering interactive and culturally immersive experiences, such as cooking classes or food tours, can foster greater epistemic benefits by allowing visitors to learn more about the local culture and cuisine. Prioritizing customer satisfaction through consistent food quality, excellent service, and a comfortable dining environment is essential, as satisfaction was a strong predictor of future behavior. Managers can also leverage

positive word-of-mouth by encouraging tourists to share their experiences on social media or through review platforms, thereby attracting more visitors.

Marketing campaigns should focus on the emotional aspects of dining, emphasizing feelings of joy, pride, or nostalgia associated with local food. Continuous feedback mechanisms, such as surveys or comment cards, can help managers identify areas for improvement and ensure high levels of satisfaction. Moreover, social media engagement can be enhanced by creating shareable dining experiences, encouraging tourists to post their experiences online. Finally, collaboration with local stakeholders, such as food producers and cultural organizations, can help create a more comprehensive and appealing food tourism experience, further strengthening the destination's attractiveness to tourists.

7. Conclusion

In conclusion, this study demonstrates that emotional and epistemic benefits, along with local food attributes, significantly contribute to gastronomic satisfaction in food tourism. Whilst, future intention is only directly affected by emotional benefits. Local food attributes and epistemic benefits are not significant directly impacting future intention. These two factors use the role of gastronomic satisfaction as the mediating factor to drive tourists future intention. This might be due to memorable experiences that emotional benefits evoke. Feelings such as joy, pride, and excitement create the desire of tourists to revisit the destination and give recommendations to others. These results are supported by previous studies (Thio et al., 2022) in which tourists' positive emotions such as happiness and excitement encourage tourists to develop positive attitudes and perceptions toward local foods. Local food attributes and epistemic benefits alone may not be enough to drive tourists' future intentions directly. They first need a high level of satisfaction which leads to emotional engagement. This statement align with previous studies which state that one key aspect that can affect tourists' future intention is customer satisfaction (Kim et al., 2022)Satisfied tourists will have the desire to revisit the destination and even share their experiences on social media such as *Instagram, Facebook, Youtube* and many more social platforms. This result aligns with previous studies that emotional feeling encourages people to share positive word-of-mouth to foreign visitors and motivates others to visit the destination .

By focusing on enhancing the emotional connection tourists have with local food and ensuring a high level of satisfaction through quality service and authentic cultural experiences, tourism stakeholders can cultivate stronger intention for recommendations and repeat visits. The study underscores the value of positive word-of-mouth, social media engagement, and continuous feedback in maintaining and improving the culinary tourism experience. Ultimately, businesses that integrate these elements into their strategies will be better positioned to attract and retain food tourists, ensuring long-term success in the competitive tourism industry.

References

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: a source for destination attraction. *International Journal of Contemporary Hospitality Management*, *28*(1), 177–194. https://doi.org/10.1108/ijchm-05-2014-0214

Björk, P., & Kauppinen-Räisänen, H. (2019). Destination foodscape: A stage for travelers' food experience. *Tourism Management*, *71*, 466–475. https://doi.org/10.1016/j.tourman.2018.11.005

Budiman, M. A. (2019). Opportunity and threat of developing halal tourism destinations: A Case of Banjarmasin, Indonesia. *International Journal of Economic Behavior and Organization*, *7*(1), 7. https://doi.org/10.11648/j.ijebo.20190701.12

Budiman, R. (2022). Pemetaan wisata kuliner Halal di wilayah pesisir pantai Kalimantan Barat. *International Journal Mathla'ul Anwar of Halal Issues*, *2*(1), 72–80. https://doi.org/10.30653/ijma.202221.41

Cordova-Buiza, F., Gabriel-Campos, E., Castaño-Prieto, L., & García-García, L. (2021). The Gastronomic experience: Motivation and satisfaction of the gastronomic Tourist—The case of Puno City (Peru). *Sustainability*, *13*(16), 9170. https://doi.org/10.3390/su13169170

Gozali, G., & Wijoyo, T. A. (2022). Development of culinary tourism based on tourist's perception and experience in Balikpapan City. *Jurnal Pariwisata Pesona*, *7*(2), 224–231. https://doi.org/10.26905/jpp.v7i2.8154

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on Partial Least squares Structural Equation Modeling (PLS-SEM)*. Sage.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/ebr-11-2018-0203

Hossain, M. S., Hossain, M. A., Masud, A. A., Islam, K. M. Z., Mostafa, M. G., & Hossain, M. T. (2023). The integrated power of gastronomic experience quality and accommodation experience to build tourists' satisfaction, revisit intention, and word-of-mouth intention. *Journal of Quality Assurance in Hospitality & Tourism*, 1–27. https://doi.org/10.1080/1528008x.2023.2173710

Kim, S., Choe, J. Y., & Kim, P. B. (2020). Effects of local food attributes on tourist dining satisfaction and future: The moderating role of food culture difference. *Journal of China Tourism Research*, *18*(1), 121–143. https://doi.org/10.1080/19388160.2020.1805667

Kovalenko, A., Dias, Á., Pereira, L., & Simões, A. (2023). Gastronomic experience and consumer behavior: Analyzing the influence on destination image. *Foods*, *12*(2), 315. https://doi.org/10.3390/foods12020315

Lacap, J. P. (2019). The effects of Food-Related motivation, local food involvement, and food satisfaction on destination loyalty: the case of Angeles City, Philippines. *Advances in Hospitality and Tourism Research (AHTR)*, *7*(2), 238–257. https://doi.org/10.30519/ahtr.550600

Maumbe, K., & Arbogast, D. (2015, December 28). *Relationship between visitor motivations, destination evaluation and future behavior intentions: The case of West Virginia*. https://hrcak.srce.hr/149999

Mora, D., Solano-Sánchez, M. Á., López-Guzmán, T., & Moral-Cuadra, S. (2021). Gastronomic experiences as a key element in the development of a tourist destination. *International Journal of Gastronomy and Food Science*, *25*, 100405. https://doi.org/10.1016/j.ijgfs.2021.100405

Moral-Cuadra, S., Martín, J. C., Román, C., & López-Guzmán, T. (2023). Influence of gastronomic motivations, satisfaction and experiences on loyalty towards a destination. *British Food Journal*, *125*(10), 3766–3783. https://doi.org/10.1108/bfj-02-2023-0121

Piramanayagam, S., Sud, S., & Seal, P. P. (2020). Relationship between tourists' local food experiencescape, satisfaction and behavioural intention. *Anatolia*, *31*(2), 316–330. https://doi.org/10.1080/13032917.2020.1747232

Prayoga, T. Z., Heidra, T. C., Rahmiati, F., Jokhu, J. R., & Hanafiah, H. (2023). The Role of gastronomic experience in tourist revisit intention: An Empirical study in the historical city special region of Yogyakarta, Indonesia. *Journal of Law and Sustainable Development*, *11*(12), e1037. https://doi.org/10.55908/sdgs.v11i12.1037

Ragab, H., Mahrous, A. A., & Ghoneim, A. (2019). Egypt's perceived destination image and its impact on tourist's future behavioural intentions. *International Journal of Tourism Cities*, 6(2), 449–466. https://doi.org/10.1108/ijtc-12-2018-0105

Rodríguez-Gutiérrez, P., Cruz, F. G. S., Gallo, L. S. P., & López-Guzmán, T. (2020). Gastronomic satisfaction of the tourist: empirical study in the Creative City of Popayán, Colombia. *Journal of Ethnic Foods*, 7(1). https://doi.org/10.1186/s42779-019-0044-0

Seongseop, K., Munhyang, O., Young, C. J., & Youngjoon, C. (2020). Influence of local food attributes and perceived benefits on post-tasting responses through tourists' local food consumption. *International Journal of Tourism Research*, 23(2), 164–177. https://doi.org/10.1002/jtr.2384

Soonsan, N., Sukhabot, S., & Phakdee-Auksorn, P. (2022). Understanding the relationship between gastronomic experience, satisfaction, and revisit intention. (2023b). *Kasetsart Journal of Social Sciences*, 44(2). https://doi.org/10.34044/j.kjss.2023.44.2.29

Sthapit, E., Björk, P., & Piramanayagam, S. (2021). Domestic tourists and local food consumption: motivations, positive emotions and savouring processes. *Annals of Leisure Research*, 26(2), 316–337. https://doi.org/10.1080/11745398.2021.1993287

Suntikul, W., Pratt, S., & Chong, Y. W. J. (2019). Factors that Influence Chinese Outbound Tourists' Intention to Consume Local Food. *Journal of China Tourism Research*, 16(2), 230–247. https://doi.org/10.1080/19388160.2019.1625841

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

Thio, S., Jokom, R., & Widjaja, D. C. (2024). 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

Satu data | Kota Banjarmasin. (n.d.). https://satudata.banjarmasinkota.go.id/data-statistik/3b62757e-ef0d-430d-9205-44c97dcc11ca

Local Culinary Experiences in Shaping Gastronomic Satisfaction and Future Intention: Perspectives of Domestic Tourists

6	"Impact of Artificial Intelligence, and the Fourth Industrial Revolution on Business Success", Springer Science and Business Media LLC, 2023	1 %
	Publication	
7	Xiangping Li, Liangwei Qiu. "Local Food Consumption: The Trio of Motivation, Satisfaction, and Loyalty", Journal of China Tourism Research, 2023	1 %
	Publication	