

## **EXPERIENCE VALUE TOWARD TOURIST BEHAVIORAL INTENTION: STUDY ON INDONESIAN TRADITIONAL CULINARY**

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### **ABSTRACT**

Experience value is a popular variable under the theme of tourism. This variable is increasingly interesting to be studied since there are various indicators and dimensions proposed by previous researchers in illustrating this phenomenon. Culinary and tourism are closely related and are known to play a major role in creating tourist satisfaction. This article offers the conceptual model design and research propositions to expand knowledge related to tourists' behavior towards traditional culinary in Indonesia. The concepts and constructs that have been arranged compile various variables from different sources and research; hence, it is expected to provide an alternative model in the formation of tourists' satisfaction and behavioral intention. The proposed proposition also states the role of age variable on the relationships among variables in the model. This proposition and conceptual model can provide theoretical insights, provide potential direction for managers, and have the opportunity to become the basis for further research in the future

**KEYWORDS:** Traditional Culinary, Experience Value, Satisfaction, Behavioral Intention, Age

Traditional food and culinary play the pivotal role for tourists. The synergy between culinary and tourism is that the culinary as an added value for tourist destinations in which culinary becomes an intangible cultural heritage. Furthermore, culinary also becomes strategy in imaging a destination, hence culinary is determined as the main activity and tourism object (Pestek and Cinjarevic, 2014). Previous studies also found that culinary can strengthen the uniqueness of the identity of a destination because it is directly related to the way of life, local production, and cultural heritage (Tsai and Wang, 2016).

This conceptual study attempts to help identifying the tourism attributes through consumers' behavioral approaches focusing on efforts to create experiences value that produce satisfaction and behavioral intention. Some previous studies have identified tourist behavior in their visits to traditional culinary as seen in the research by Pestek and Cinjarevic (2014) which examine tourist perceptions of local culinary imaging in Bosnia through four components or dimensions: uniqueness and cultural heritage, food quality and price, nutrition and health, and the affective image of the food. Another study conducted by Tsai and Wang (2016) examine aspects of experience, culinary imagery, and tourists' behavioral intention on traditional culinary, especially street cuisine in Taian city, Taiwan. Rahman et al (2018) examine the tourists' perceptions and behavior that are pointed by the variable of quality, satisfaction, and intention to revisit the typical local Malay cuisine in Kuala Lumpur, Malaysia. As observed, these studies have a variety of different observation variables and

model constructs. Each focuses on the problems being observed in the research environment. This provides an opportunity for researchers to design an alternative model concept to explain traditional culinary phenomena in Indonesia. This alternative model has the basis on four variables, namely Experience Value, Satisfaction, Behavioral Intention, and Age.

Experience value variables have been extensively investigate in various tourism studies (Kim, Ritchie, and McCormick, 2010; Pawaskar and Goel, 2016; Perovic et al., 2018). Previous studies show that experience influences the tourists' behaviors to revisit intention. Nonetheless, research that is related to the experience value focusing on traditional culinary themes is still limited. Some studies can be set as references, for instance, the findings by Tsai and Wang (2016) examining the value of experience in culinary tourism in Tainan City, Taiwan and findings by Lee et al (2017) examining the experience value of culinary and wine festivals in Miami, Florida, USA. Research related to the aspect of experience is very essential because one of the main objectives of tourists' visit is to gain experience. Satisfaction in this paper was conceptualized as a mediating variable in forming the behavioral intention. Previous research by Chi and Qu (2008) found that satisfaction will form the tourists' behavioral intention that is reflected in their intention to revisit and provide recommendations. Satisfaction aspect also becomes researchers' concern in the area of culinary tourism, such as research by Heung and Gu, (2012) who found that satisfied restaurant visitors will rise the intention to revisit, provide positive recommendations, and be willing to pay more.

The behavioral intention is set as the researchers' focus in behavioral study. This variable is important because it can predict the future consumers' behavior, either being loyal, providing positive recommendations, or having intention to re-visit. It is supported by the fact that high revisits are the main tactic for the tourism business and as a way to maintain the competitiveness as stated by Luo and Hsieh (2013). The relationship between satisfaction and behavioral intention adopts several previous findings such as by Perovic et al. (2018) related to satisfaction influencing the intention to revisit the tourist destinations in Montenegro, Namkung, while Jang (2007) also conducted research on similar variables in Midwestern cities, United States. Moreover, the findings by Bigne, Sánchez, and Andreu (2009) through their research is also related to the intention to revisit tourist destinations in Spain.

Furthermore, this paper also discusses the role of age in moderating the relationship between the variables being studied. Age affects various consumers' circumstances such as interests, tastes, purchasing abilities, political preferences, and investment behavior (Ganesan-Lim, 2008). Research conducted by Sharma et al. (2012) found that age differences can influence the evaluation process of a service. Category of age is also included in the observations of the research carried out by Björk and Kauppinen-Räsänen (2014) in evaluating tourist experiences in consuming local culinary. This study offers a conceptual model which is the result of several variables compilation found in different references; hence, it obtained a model that can portray the value of tourist experience when consuming traditional culinary. This model also reveals the influence of tourists' age factor that has not been widely studied by previous research. This conceptual model contributes to the marketing

and tourism literature by providing insight related to the factors that for the tourists' experience value and behavioral intention in their future behavior. At the end, this conceptual model also contributes to give understanding for culinary marketers, especially in Indonesia, in developing effective marketing strategies.

## LITERATURE FRAMEWORK AND RESEARCH PROPOSITIONS

### 1. Experience Value

Experience value variables are closely related to tourism and consumer behavior studies. Several previous studies used different indicators or dimensions. Tsai and Wang (2016) measure experience value using four dimensions, namely (1) consumer return on investment (CROI), (2) service excellence, (3) aesthetics, and (4) playfulness. This research portrays the value of tourist experiences in street food-based culinary in Tainan city. The results of those studies indicate significant influence in the dimensions of consumer return on investment (CROI). Research using these four dimensions was also carried out by Lee et al (2017) who conducted research related to the value of tourist experience at culinary and wine festivals in Miami, Florida. The results show that aspects of consumer return on investment, service excellence, and aesthetics significantly influence tourist satisfaction.

Meanwhile, other studies conducted by Kimet al (2010) suggest that there are seven dimensions in forming tourist experience, including: hedonism, involvement, local culture, refreshment, meaningfulness, knowledge, and novelty. It was found in this research that the seven dimensions were valid and reliable to measure the intention of tourists' revisiting. Nevertheless, this study did not further examine the relationship among variables. The different dimensions of measurement are also suggested by Barneset al (2014) using different indicators in measuring the value of tourist experience, namely by using sensory, affective, behavioral, and intellectual dimensions of the destination. This research focuses on the brand experience of a destination in Denmark and Sweden and found that the sensory and affective dimensions have a significant influence on the level of tourist satisfaction. Moreover, Perovic et al. (2018) also suggested that experience is an intangible value which has a strong influence on tourist satisfaction.

Previous studies show that there are various approaches that can be used to portray the experience value. Thus, it has not found a final decision. Experience value variables in our proposition use approaches and dimensions proposed by Tsai and Wang (2016). This dimension dominates previous research and has been tested in the study of culinary tourism and in other themes. Thus, we offer the first preposition:

#### **P1: Factor of Experience Value Influences Satisfaction**

Tourist behavioral intention can be reflected by loyalty, providing positive recommendations, and having revisit intention (Namkung and Jang, 2007; Heung and Gu, 2012; Chen and Rahman, 2018;

Cavagnaro et al (2018). The intention to revisit is the response presenting tourists who bring them to return on another time. The relationship between the variable experience value and intention to revisit has been previously stated by Zhang, Wu, and Buhalis (2017) who examined the response of Korean tourists visiting China. The results show that the experience value influences the intention of Korean tourists to return to China. Furthermore, the findings of Cavagnaro et al (2018) successfully identified the value and meaning of the experience of millennials traveling in the Netherlands. This study departs from ten points of Schwartz's value orientation and produces the four most pivotal values, namely benevolence, conformity, security, and self-direction.

Meanwhile, the findings by Chen and Rahman (2018) revealed that the experience value affects tourist loyalty to cultural tourism. Research by Leong et al (2015) also measures the experience value using four dimensions, such as consumer return on investment (CROI), service excellence, aesthetics, and play fullness. The results of this research conducted in nostalgic tourism in Macau show that the experience value will form the intention to revisit that will lead to the intention to revisit in the future. Furthermore, other findings suggest that tourists will only revisit and recommend tourist destinations if they are satisfied with the value of experience they gained (Pawaskar and Goel, 2016).

The relationship between the variable of experience value and behavioral is interesting to be re-investigated because previous research generates various findings. Research carried out by Barnes et al (2014) found that only the experience value in sensory aspects that had a significant influence on the tourists' intention to revisit. Another variation of the findings is shown by Lee et al (2017) who conducted research at culinary and wine festivals in Miami by showing that the experience value will only produce impressive experiences if it is through or mediated by satisfaction variables. Therefore, we offer a second preposition, namely:

## **P2: Factor of Experience Value Influences Behavioral Intention**

### **2. Satisfaction and Behavioral Intention**

Satisfaction is the consumer feeling of being happy or disappointed that arises as they compare the performance perceived by the product to expectations (Kotler, 2009). In the study of tourism, satisfaction is the whole feeling felt by tourists in visiting a destination which meets the expectations and needs in their travel (Phillips et al, 2013). It is very pivotal for companies to retain their customers by providing maximum satisfaction to create a sense of loyalty to the destination they offer. The easier access to information and the availability of a variety of culinary choices require marketers to be more sensitive and to have precise strategies to generate excellent satisfaction.

Satisfaction is one of the variables dominating the research and is closely related to the consumers' behavioral intention reflected both by loyalty and by intention to revisit (Chi & Qu, 2008; Luo and Hsieh, 2013; Phillips, 2013; Barnes et al. 2014). Various previous research has shown mixed results including the findings by Barnes et al. (2014) who find that significant satisfaction is a variable

mediating the relationship between destination experience and intention to revisit. However, another finding by Philips et al. (2011) show the different results in which satisfaction does not significantly influence the tourists' intention to revisit.

Previous research in culinary tourism has also found that satisfied visitors will influence the behavioral intention that is shown by the intention to revisit and even to provide positive recommendations. It is also evidenced by the findings by Lee et al (2017) who conducted research using tourists' experience value at culinary and wine festivals in Miami, Florida. The results of the study show that satisfied festival visitors will get an impressive experience in the form of their loyalty to the festival. Meanwhile, Rahman et al. (2018) find that satisfaction with local cuisine influence significantly to the tourists' purchase intention on local culinary in Kuala Lumpur. Another finding stated by Heung and Gu, (2012) show that satisfied restaurant visitors have a significant influence on the intention to revisit and gave positive recommendations to restaurants in Hong Kong. Research conducted by Namkung and Jang (2007) also indicates that satisfaction influences the visitors' behavioral intention of premium restaurant in Midwestern City, United States and satisfaction is also a medium of relationship among observed variables. Based on those findings, we offer a third preposition, namely:

### **P3: Satisfaction Influences Behavioral Intention**

#### **3. Age**

Age is related to consumers' behavior and affects various circumstances of consumers including interests, tastes, purchasing abilities, political preferences, and investment behavior (Ganesan-Lim, 2008). Age variables are very relevant in portraying more clearly in behavioral studies. This variable is interesting because a person can have a variety of different characteristics based on the group of generations they have. Several studies in different themes also found quite diverse results. This difference certainly becomes feasible perspective of investigation.

Research conducted by Sharma et al. (2012) shows that age differences can influence the evaluation process of a service including younger consumers who have less sacrifice tolerance value compared to the more senior ones. Research carried out by Monaco (2018) also find that there are differences in tourist reference sources between millennial generation and post-millennial generation. It is known that millennials tend to choose reference sources personally such as from family, coworkers, and friends; meanwhile, post millennial generation tend to rely on online media such as websites, forums, blogs, and so on. Conversely, the research done by Suki (2013) shows different results by which their findings show that there are no differences in consumer behavior based on age.

Young tourists have a tendency not to be easily satisfied and keep looking for an experience that is new or innovative, unique, and involves them emotionally and physically (Leask, 2014). Another research conducted by Björk and Kauppinen-Räsänen (2014) reveals the finding that age categories showed an evaluation response of different experiences in culinary experience. The results of this

study indicate that young tourists (<29 years) are more motivated by aspects of novelty, while older tourists (30-59 years) are more motivated on aspects of relaxation. Senior tourists are identical to historical and cultural activities, which is related to the past experiences (Santos et al, 2016). Based on the findings of previous research, we offer the fourth a hypothesis:

**H4a: Relationship between experience value and satisfaction is stronger for senior tourists than the younger ones**

Young tourists have broader and faster access to information (Santos et al., 2016) which makes it easy for them to find a place or destination of culinary heritage that is different from what they have visited, hence the opportunity to revisit becomes smaller. Björk and Kauppinen-Räsänen (2014) suggest that young tourists (<29 years) are more motivated by the novelty aspect so that the intention to revisit the same destination becomes smaller. On the other hand, senior tourists are identical to activities and atmosphere based on history and culture (Santos et al., 2016). Therefore, the relationship between senior tourists and cultural heritage-based destinations becomes stronger. Besides, the nostalgic effect also encourages someone to revisit in the future (Leong et al., 2015). Nevertheless, there are also other facts revealed by Santos et al (2016) who argue that millenials tend to seek authenticity that draws them closer to experience and values held by local culture. Based on the previous research, we offer the fourth hypothesis b, namely:

**H4b: Relationship between experience value and behavioral intention is stronger for senior tourists than the younger one**

Past experience becomes the basis to choose a destination for senior tourists. Thus, satisfaction that has been experienced will encourage them to revisit in the future (Major and McLeay, 2013). In addition, senior tourists are more sensitive to the risk and security factors of a destination; hence, there is a tendency for them to visit places that they really understand (Santos et al., 2016). On the contrary, young tourists are more courageous to take risks and try new things (Leask, 2014) so that they will tend to look for new destinations that they have never visited. Based on the discussion and findings, we offer the fourth hypothesis c, namely:

**H4c: Relationship between satisfaction and behavioral intention is stronger to the senior tourists than the younger ones**

This conceptual article proposes 4 variables in the preposition that we declare which consist of Experience Value, Satisfaction, behavioral intention, and age. The variables that make up the construction of Proposition that the researcher offers is in accordance with the conceptual logic in behavioral and marketing studies. Previous researches are still limited to the value of travel experiences in general in which many of them have not specifically studied the experience value in traditional culinary aspects, and have not included the influence of age variables. This conceptual

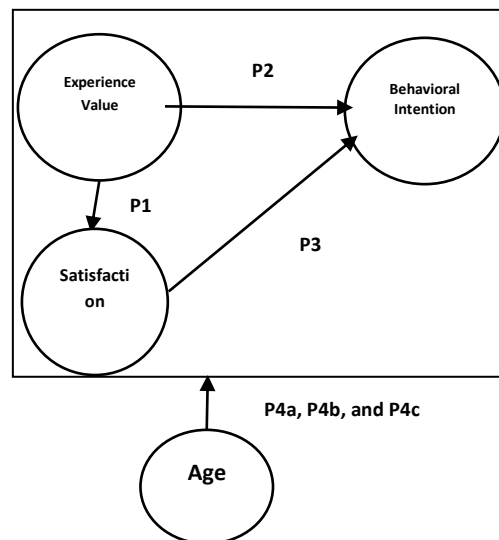


model also compiles several variables from different studies to produce alternative models in portraying the phenomenon of culinary tourism in Indonesia.

**DISCUSSION**

Through literature reviews of various tourism from relevant theories of consumer behavior to the current trends and facts, this paper offers the design of conceptual models and research propositions to broaden knowledge related to the behavior of traditional culinary consumers in Indonesia. There are still a few literature studies that review the objects of culinary tourism research, especially traditional culinary regardless the fact that this sector is very potential to be further explored. This conceptual article is expected to fill the gap of the study and provide broader insight into the study of culinary tourism.

The thesis that we propose is about the importance of the factor of tourists' experience value and satisfaction with the formation of behavioral intention obtained by tourists as reflected in loyalty, providing positive recommendations, and intention to revisit. Furthermore, our proposition also state about the role of age variables on the relationship between variables in the construct of the model that we propose. The proposed conceptual model can provide theoretical insights, provide potential direction for managers or practitioners in the field of culinary tourism, and have the potential to become the basis for future research.



**Figure 1: Research Model**

## **Managerial Relevance**

The proposed conceptual model provides insight for culinary marketers in order to pay more attention to the variables in the propositions that we find. This proposition can contribute to the efforts to increase the satisfaction of culinary tourists through the dimensions that form the tourists' experience and ultimately generate loyalty, positive recommendations, and the tourists' intention to revisit in the future. Managers can focus on the experience value formed from four dimensions by Tsai and Wang (2016), namely consumer returns to investment, service excellence, aesthetics, and playfulness. One of the motivations for someone to do tourism activities is to get a new experience so it is also important for culinary marketers to provide high experience values for tourists.

Our proposition also proposes satisfaction variable that is very important for tourists. Satisfaction is the overall feeling felt by tourists by visiting a destination that meets their expectations and travel needs (Phillips et al, 2013). Yet, satisfaction is not merely illustrated by the loss of hunger and only by meeting the needs. Moreover, tourists expect higher quality or experience. Ultimately, culinary marketers need to present the behavioral intention that is instilled in the minds of tourists and this is reflected in the loyalty and intention to revisit. The manager or marketer of culinary tourism can also strategize more specifically and on target because our propositions also include the age variable.

## **Further Research**

Literature related to the experience value under the theme of traditional culinary tourism is still very limited. Currently, most of the research still focused on tourism in general and developed in reputable tourist destinations in developed countries. The model that we propose is a conceptual model that this article is expected to become the basis for theory-based empirical investigations in portraying tourists' behavior. Addition of observation variables and modifications to other models are also very open to provide broader insights. In addition, this study can also be directed at canonical correlation analysis; hence, it can determine the strength of the relationship between the set of experience value variables on the set of behavioral intention variables. The included research propositions provide direction for future research to validate the proposed conceptual model. This article has also revealed several important gaps in knowledge and literature that require further investigation.

Below are some research questions that can be answered by tourism marketing researchers and consumer behavior through empirical research. The Research questions (RQ) include:

RQ1. How do experience value factors influence satisfaction? And how does the experience value influence the tourists' behavioral intention?

RQ2. How does the satisfaction factor influence the behavioral intention? And what is the role of satisfaction in mediating the relationship of variables that form the tourists' behavioral intention?



RQ3. How is the role of age as a moderating variable on the relationship among variables in the construct being studied?

This article provides the basis for further empirical studies in the field of traditional tourism and culinary, filling in the literature gap of experience value variables on culinary themes even other variables that influence tourists' satisfaction and behavioral intention. Tourism is currently increasingly dynamic and contains perspectives that are different from each tourist destination (Monaco, 2018). Currently, rapid development of the area of tourism and consumer behavior certainly demands marketing practitioners to continue to innovate on the services they offer. Empirical research is one of the important strategic foundations so that the offered services are right on target and get the expected results.

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