Domestic Tourist's Behavioral Intention Towards Food Tourism Destination: Bandung Local Restaurant and Cafe

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Abstract. Food tourism is known to have the potential to contribute to be a competitive advantage that could be a major development for a destination. In Indonesia, the foodservice market is anticipated to expand by 7.06% in the fourth coming years (2018-2023), with more populations having a high consumption towards restaurants and café. The culinary industry in Bandung, one of the cities in Indonesia, is growing at a rapid pace, making it the most popular business in the city. Restaurant and café are considered essential elements of tourism since it contributes to the most significant regional income for Bandung city. However, with more new restaurants and café appearing in Bandung, the competition is getting fierce, which leads to a condition where the market is saturated. This research aims to understand food consumption experience factors that can shape domestic food tourist's Behavioral Intention (e.g., revisit intention, recommend to others) towards Bandung local restaurant and café. The data was gathered using an online questionnaire to 220 respondents living in Indonesia, domiciled outside Bandung city within the age range of 18-58 years old, and had a prior visit to Bandung local restaurant and café. Subsequently, the PLS-SEM method is used to analyze the data. The result indicates that local food consumption value, and local food experiential value positively impact tourist attitudes towards local food and food destination image in Bandung local restaurant and café. Moreover, attitudes towards local food, food destination image, and tourist satisfaction are known to impact tourist behavioral intention positively (e.g., revisit intention, recommend to others) towards Bandung local restaurant and café. The result of this study is hopefully can be useful for local restaurant and café businesses in Bandung to develop their business into a promising sustainable food tourism destination.

Keywords: Bandung Local Restaurant and Café, Behavioral Intention, Domestic Tourist, Quantitative, Survey, PLS – SEM

1 Introduction

Referring to the information from Business Wire, it is said that Indonesia's food service market is anticipated to expand by 7,06% in the fourth coming years (2018-2023). The growth of the business is due to the highly varied types of Indonesia's foodservice market which includes fast-food restaurants, café and bars, restaurant that serve local and international cuisine, and street-side eateries. Moreover, the Boston Consulting Group (BCG) have also stated that the Indonesian economy is growing rapidly recently with theincreasing middle class and affluent customers (MAC) that doubled up to 141 million people by 2020 compared to

2013. These emerging domestic population have been known to have a strong demand with the high consumption, one of which is segmented towards restaurants and café. Therefore, by seeing the current phenomenon among Indonesian people, it can be predicted that operating a restaurant or a café would be an advantageous business to be implemented either for Indonesian or foreign investor [1].

Indonesia's Ministry of Tourism and Creative Economy have declared that over the last five years, specifically from 2013 to 2018, the number of visits by domestic tourists has increased by more than 21% in several regions in Indonesia. The increase of the domestic tourist's visits number was due to improved economic conditions and easier access to Indonesia's tourist destinations [2]. Acknowledging that there is a great potential for every region in Indonesia to possibly increase domestic tourist visits, food tourism can be highlighted as one of the seven types of tourism with particular interest in Indonesia, which can target local markets. Five cities have been named by the Indonesian Ministry of Tourism and Creative Economy as Indonesia's favorite culinary destination for tourists such as Bandung, Solo, Yogyakarta, Denpasar and Semarang. Those cities are chosen based on six criteria: event packaging and product, product and major attraction, service quality, environmental factors, the business's feasibility, and the government's role in fostering food tourism [3].

Among those cities that have been mentioned, Bandung has been chosen to be nominated as a creative city by UNESCO in the year of 2015 [4]. According to UNESCO, creative cities are classified into six sectors consisting of art, technology media, literature, music, design, and culinary. In Bandung itself, the most prominent sector that support the city to be named as "creative city" is culinary, as Bandung has been known to have a relatively high attraction for food and beverages which attract both local and foreign tourists [5]. Bandung's culinary industry is growing at a rapid pace, making it the most popular business in the city [6]. As such, there is an increasing growth of business on the basis of cafés and restaurants that spread all over Bandung city. In 2016, West Java had 2853 cafés and restaurants, with Bandung topping the list by having 467 cafés and restaurants in Bandung District and 291 in Bandung City. Furthermore, in the following year of 2017, data indicates that Bandung had 795 licensed restaurants, cafés, and bars which showed a significant growth [7].

According to prior research, being able to have a deep comprehension about the relationship among consumption value, experiential value, attitudes towards local food, and food destination image for food tourism context is essential because those would have the possibility to influence food tourist's post-consumption behavioral intentions [8]. When there is a positive destination's culinary image and attitude, it will further lead to behavior that will create a sustainability for food tourism specific destination such as revisit intention, recommend to others [9]. Other than consumption value and experiential value, the social media's growth has also triggered the existence of social media influencers, who are capable of influencing tourist perceptions, destination image, and, eventually, decision making. Thus, the additional variable of social media influencer (SMI) is worth exploring since there are still limited studies about the role of social media influencer (SMI) in shaping food tourist's behavior, attitudes, and intention [10]. To this end, food tourist's satisfaction will also be examined in this research as Piramanayagam et al. [11] has stated that considering satisfaction factors in the formation of the behavioral intention of food tourism become essential. The purpose of this research is to understand the factors that can shape domestic food tourists from outside Bandung behavioral intentions (BIs) (e.g., revisit intention, recommend to others) towards local restaurants and café in Bandung, Indonesia.

2 Research Problem

Food (culinary tourism) has been a topic of interest for academics, marketers and managers, particularly because food consumption is an important element of tourism. [12][13]. For instance, in one of the cities in Indonesia, Bandung, food tourism has also been a relevant issue considering that culinary growth continues to accelerate, establishing this sector as the city's top industry. The head marketing of the Department of Culture and Tourism in Bandung city mentioned that Bandung city has its attractiveness for tourists not only because Bandung is the capital city of Jawa Barat, but also because Bandung city is well known for the culinary scene. In addition, the chief of the Café and Restaurant association (AKAR) and Indonesian Hotel and Restaurant Association (PHRI) have said that café and restaurants are essential elements of tourism in contributing to the most significant regional income for Bandung city [14]. As such, most of the tourist that come to Bandung are prefer to seeks for local culinary scene in Bandung, instead of looking for big restaurant chain. However, with more new cafés and restaurants appearing in Bandung, the competition is getting fierce which leads to a condition where the market is saturated [15]. Market saturation occurs whenever a product or service's volume in a marketplace is maximized (Investopedia, 2021). To cope with the situation, it is recommended for local restaurant and café to have their own signature and style, the most powerful way is to give tourist reasons to comeback, as stated by Mr. Silitonga, the owner of Daily Routine café in Bandung in one of his interviews for Channel News Asia. Therefore, understanding the underlying factors that could attract tourists to revisit/ recommend the food specific destinations (tourist's behavioral intention) to others will be necessary for the development of a destination as tourism has long been regarded as a key driver in regional development [16]. Analyzing how the behavioral intention of domestic food tourists are shaped could be very helpful for tourism businesses and hospitality industry decision-makers in tourism dominated economies. The scope of this study is one of the cities in Indonesia, Bandung that is famous for its culinary attraction in local restaurants and café. Specifically, this study will focus on analyzing the behavioral intention of Indonesian domestic tourists towards Bandung local restaurants and café by considering their local food consumption experience.

3 Method

The variables that are used in this research were modified and adopted based on the previous research. The framework which is being shown in fig. 1. was focused on examining how the behavioral intentions (BI) variables are formed in the context of food tourism.
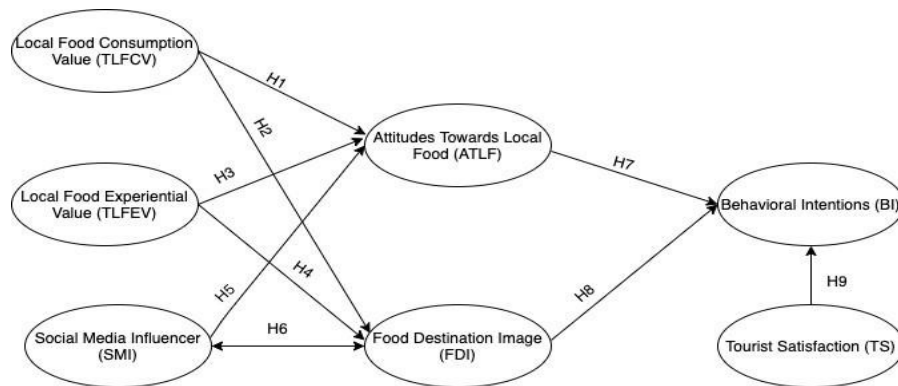
Fig. 1. Research Framework

H1. Local food consumption value positively affects domestic tourist's attitudes towards local food in Bandung local restaurant and café.

H2. Local food consumption value has a positive relationship with domestic tourists' food destination image in Bandung local restaurants and café.

H3. Local food experiential value positively impacts domestic tourists' attitudes towards local food in Bandung local restaurants and café.

H4. Local food experiential value positively impacts domestic tourists' food destination image in Bandung local restaurant and café.

H5. Social Media Influencers positively influence domestic tourists' attitudes towards local food in Bandung local restaurant and café.

H6. Social Media Influencers positively influences domestic tourists' food destination image in Bandung local restaurant and café.

H7. Domestic tourist's attitudes towards local food positively impact Behavioral Intention towards Bandung local restaurants and café.

H8: Domestic tourist's food destination image has a positive relationship with behavioral intention towards Bandung local restaurant and café.

H9: Domestic tourist's satisfaction has a significant influence on behavioral intention towards Bandung local restaurant and café.

This study adopted the quantitative approach which is associated with quantifying and analyzing variables in order to obtain data results. This research will be conducted with the structured- direct survey which entails conducting a questionnaire from the previous research. The population of this research would consist of domestic tourists domiciled outside Bandung City that have a prior visit to Bandung local restaurants and café with a minimum of two times of visits.

Table 1. Variable definition and operationalization

Variables	Labels	Indicator	Measure	Source
Local Food Consumption Value (TLFVC)				
Taste/quality value	TQV1	I believe the ingredients of food in Bandung restaurants/ café are high quality.	Likert scale 1-5	
	TQV2	I believe the quality of food in Bandung restaurants/café is a high standard.	Likert scale 1-5	
	TQV3	I believe food in Bandung restaurants/café is good.	Likert scale 1-5	
Health Value	HV1	I believe food in Bandung restaurants/café is hygienic.	Likert scale 1-5	
	HV2	I believe food in Bandung restaurants/ café does not endanger my health.	Likert scale 1-5	
	HV3	I believe food in Bandung restaurants/ café isnutritious.	Likert scale 1-5	
Emotional Value	EMV1	I believe eating food in Bandung restaurants/cafémakes me happy.	Likert scale 1-5	
	EMV2	I believe eating food in Bandung restaurants/cafégives me pleasures.	Likert scale 1-5	
	EMV3	I believe eating food inBandung restaurants/café changes my mood positively.	Likert scale 1-5	Choe and Kim [17] and Soltani et al. [18]
Price Value	PRIV1	I believe the price of food in Bandung restaurants/café is reasonable.	Likert scale 1-5	
	PRIV2	I believe food in Bandung restaurants/café offers value for money	Likert scale 1-5	
Prestige Value	PREV1	I believe eating in Bandung restaurants/café gives me a chance to share my eating experiences with others.	Likert scale 1-5	
	PREV2	I believe eating well knownfood in Bandung restaurants/café gives me higher social status.	Likert scale 1-5	
	PREV3	I believe it is valuable to show pictures of my food experience in Bandungrestaurants/café.	Likert scale 1-5	
Interaction Value	IV1	I believe eating food in Bandung restaurants/café with my travel companion improved our friendship.	Likert scale 1-5	
	IVI2	I believe food in Bandung restaurants/café gives me the	Likert scale 1-5	

Variables	Labels	Indicator	Measure	Source
		opportunity to interact with people I travel with.		
Epistemic Value	EPI1	I believe I learned new things by eating food in Bandung restaurants/café.	Likert scale 1-5	
	EPI2	I believe I got to know Bandung culture by eating food in Bandung restaurants/café.	Likert scale 1-5	
	EPI3	I believe that by eating food in Bandung restaurants/café, I learned the eating habits of Bandung people.	Likert scale 1-5	
Food Experiential Value (TLFEV)				
Consumer Return OnInvestment (CROI)	CROI1	The economic value of food in Bandungrestaurants/café is good.	Likert scale 1-5	
	CROI2	Waiting to eat food in Bandung restaurants/café does notbother me.		
	CROI3	I feel relaxed when eating food in Bandungrestaurants/café.		
Service excellence	SE1	Food service in Bandung restaurants/café is friendly.	Likert scale 1-5	
	SE2	Bandung restaurants/café service is unique.	Likert scale 1-5	
	SE3	Bandung restaurants/café providers have professional culinaryskills.	Likert scale 1-5	
Aesthetics	AE1	The dining setting of the place where food in Bandung restaurants/café is served are aesthetically charming.	Likert scale 1-5	Mathwick et al. [19] and Soltani *et al.* [18]
	AE2	The decoration of the place where food in Bandung restaurants/café served is very attractive.	Likert scale 1-5	
	AE3	The style of the place where food in Bandung restaurants/café served is very attractive.	Likert scale 1-5	
Playfulness	PL1	I forget my worries by eating food in Bandung restaurants/café.	Likert scale 1-5	
	PL2	By eating food in Bandung restaurants/café I feel I'm in another world.	Likert scale 1-5	
	PL3	I enjoy the warmth and excitement of Bandung restaurants/café providers.	Likert scale 1-5	
Social Media Influencer (SMIs)				

Variables	Labels	Indicator	Measure	Source
Social Media Influencer (SMIs)	SMI1	Social media influencer in tourism introduce Bandung restaurant/café to me.	Likert scale 1-5	Cooley and Parks-Yancy [20] and Soltani *et al.* [18]
	SMI2	I was encouraged to eat at Bandung restaurants/café by seeing photos, videos, and reading text about Bandungculture.	Likert scale 1-5	
	SMI3	I believe in social media influencers in the field of tourism who have the experience of travelling to Bandung and eating in Bandung restaurants/café.	Likert scale 1-5	
	SMI4	Social media influencer who travel to Bandung are the most useful source ofinformation about Bandung restaurants/café.	Likert scale 1-5	

Attitudes Towards Local Food (ATLF)

Variables	Labels	Indicator	Measure	Source
Attitudes Towards Local Food (ATLF)	ATLF1	I feel good about food in Bandung restaurants/café.	Likert scale 1-5	Hsu and Chen [21] and Soltani *et al.*[18]
	ATLF2	I like food in Bandung restaurants/café.	Likert scale 1-5	
	ATLF3	Food in Bandung restaurants/café can satisfy my needs.	Likert scale 1-5	
	ATLF4	In my opinion, food service in Bandung restaurants/café is adequate.	Likert scale 1-5	

Food Destination Image (FDI)

Variables	Labels	Indicator	Measure	Source
Food Destination Image(FDI)	FDI1	My dining experience in Bandung restaurants/café is consistent with my expectation.	Likert scale 1-5	Horng *et al.* [22] and Soltani *et al.* [18]
	FDI2	Visiting Bandung restaurants/café provides a wonderful opportunity to sample cuisine.	Likert scale 1-5	
	FDI3	From Bandung restaurants/ café , it can beunderstood that Bandung has arich food culture.	Likert scale 1-5	
	FDI4	Bandung restaurants/café cuisine is unique.	Likert scale 1-5	

Tourist's Satisfaction (TS)

Variables	Labels	Indicator	Measure	Source
Satisfaction	SAT1	I really enjoyed my food experience in Bandung restaurants/café.	Likert scale 1-5	Correia *et al.* [23] and Hendijani [24]
	SAT2	I felt happy in tasting and experiencing the food in Bandung restaurants/café.	Likert scale 1-5	

Variables	Labels	Indicator	Measure	Source
	SAT3	I am highly satisfied with my food experience in Bandung restaurants/café.	Likert scale 1-5	
Behavioral Intention (BI)				
Behavioral Intention(BI) : Intention to recommend food	BI1	I will say positive things about Bandung restaurants/café to other people.	Likert scale 1-5	
	BI2	I will recommend Bandung restaurants/café tofamily/friends.	Likert scale 1-5	
	BI3	I am willing to recommend Bandung restaurants/café when people ask for suggestions.	Likert scale 1-5	
Behavioral Intention (BI) : Intention to revisit the destination for food tourism	BI4	I would like to revisit Bandung restaurants/café to explore diverse local foods within the next three years.	Likert scale 1-5	Tian-Cole et al. [25] and Soltani *et al.* [18]
	BI5	I would like to travel to Bandung restaurants/café for food tourism within the next three years.	Likert scale 1-5	
	BI6	In the next three years, I plan to return to Bandung and enjoy food in Bandung restaurants/café	Likert scale 1-5	

4 Result and Discussion

4.1 Quantitative

In SmartPLS, the bootstrapping process assesses the inner and outer models to determine hypothesis relationships. The author can subsequently evaluate whether the hypothesis is acceptedor rejected based on the analysis's results. The model presently being adopted by the author is composed of 7 components and 52 indicators. T-values can be used as the measurement to assessthe significance of each variable's relationship with a requirement of the values that must be equalor greater to 1,96. The result of the bootstrapping process is depicted in Fig. 2.
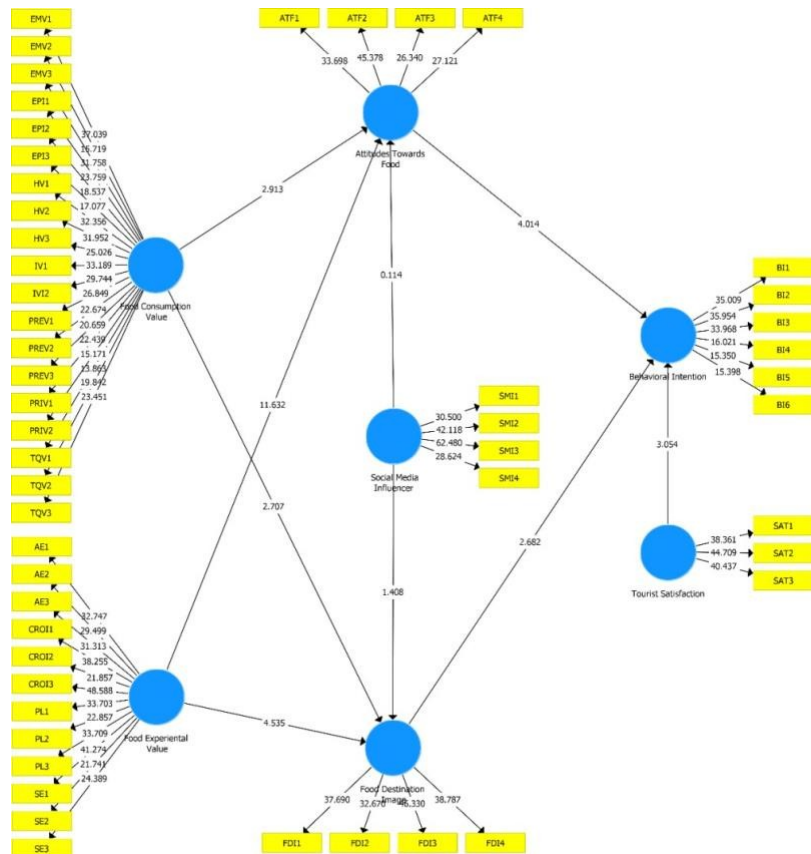
Fig. 2. Bootstrapping result

The hypothesis testing result using the Smart PLS application is shown in the Table 3.1 below. This hypothesis testing result is associated with the inner model path coefficient and significance as shown by the t-values.

Table 2. Hypothesis testing result

Hypothesis	Structural Path	T-Values	P-Values	Result
H1	Local Food Consumption Value (TLFCV) → Attitudes Towards Local Food (ATLF)	2.913	0.004	Accepted
H2	Local Food ConsumptionValue (TLFCV) → Food Destination Image (FDI)	2.707	0.007	Accepted
H3	Local Food Experiential Value(TLFEV) → Attitudes Towards Local Food(ATLF)	11.632	0.000	Accepted
H4	Local Food Experiential Value (TLFEV) → Food Destination Image (FDI)	4.535	0.000	Accepted
H5	Social Media Influencer (SMI) →	0.114	0.909	Rejected

Hypothesis	Structural Path	T-Values	P-Values	Result
	Attitudes Towards Local Food (ATLF)			
H6	Social Media Influencer(SMI) → Food Destination Image (FDI)	1.408	0.160	Rejected
H7	Attitudes Towards Local Food(ATLF) → Behavioral Intention(BI)	4.014	0.000	Accepted
H8	Food Destination Image(FDI) → Behavioral Intention (BI)	2.682	0.008	Accepted
H9	Tourist Satisfaction (TS) → Behavioral Intention(BI)	3.054	0.002	Accepted

4.2 Local food consumption value positively affects domestic tourist's attitudes towards local food in Bandung local restaurant and café.

By seeing the results from the hypothesis testing procedure, it can be concluded that the variable of Local Food Consumption Value (TLFCV) has a positive effect on the variables of Attitudes Towards Local Food (ATLF) among domestic tourist towards local restaurant/café in Bandung. The indicators which can help to explained Local Food Consumption Value (TLFCV) consists of tastes/quality value, health value, emotional value, price value, prestige value, interaction value, and epistemic value. The results have shown that if the indicators were being discussed one by one, all of it has an impact to influence positive attitudes of domestic tourists.

4.3 Local food consumption value has a positive relationship with domestic tourists' food destination image in Bandung local restaurants and café.

The second hypothesis which stated that Local Food Consumption Value (TLFCV) has a positive relationship with Food Destination Image is accepted and aligned with the previous study from [18]. Through these results, it can be concluded that the variable of Local Food Consumption Value which consists of quality/ taste value, health value, price value, emotional value, interaction and epistemic value that may perceived or to be perceived by tourists in their experience helps tourist in defining the whole perception of a specific destination and building their mental representation of knowledge (beliefs), emotions towards Bandung local restaurant/ café.

4.4 Local food experiential value positively impacts domestic tourists' attitudes towards local food in Bandung local restaurants and café.

Hypothesis three which stated that Local Food Experiential Value (TLFEV) positively impact Attitudes Towards Local Food is accepted. Malhotra [26] when individuals were influenced with a set of experience, they tend to develop a cognitive component of attitude. Thus, in this occasion, it can be concluded that several indicators which represent the variables of Local Food Experiential Value (TLFEV) can be used to explain how the customer's attitudes towards local food in Bandung local restaurants/café was formed.

4.5 Local food experiential value positively impacts domestic tourists food destination image in Bandung local restaurant and café.

Based on the hypothesis result, hypothesis four which stated that Local Food Experiential Value (TLFEV) have a positive impacts on Food Destination Image (FDI) can be considered to be accepted. . Based on the previous research from Soltani *et al.* [18] it is said that the indicators which represent Local Food Experiential Value (TLFEV) namely customer return on investment (CROI), service excellence, aesthetics, and playfulness can help to improve the Food Destination Image (FDI) of food tourist's as culinary tourism experience have the potential to influence Food Destination Image (FDI).

4.6 Social Media Influencers positively influence domestic tourists' attitudes towards local food in Bandung local restaurant and café.

For the fourth hypothesis which stated that Social Media Influencer (SMI) have a positive influence on Attitudes Towards Local Food (ATLF), the results have shown that the hypothesis is rejected. This result is in contrast with the previous findings from Soltani *et al.* [18] which stated that Social Media Influencers (SMI) have a positive relationship with Attitudes Towards Local Food (ATLF) in the context of food tourism. This can be a mean that although Social Media Influencer can be seen as a reliable source to influence tourist perceptions positively, this still cannot be generalized and applied to some circumstances in the food tourism context, in this occasion local food in Bandung local restaurants and café.

4.7 Social Media Influencers positively influences domestic tourists' food destination image in Bandung local restaurant and café.

The results of the hypothesis result showed that the sixth hypothesis which stated Social Media Influencers (SMI) have a positive influence on Food Destination Image (FDI) in the context of food tourism is rejected. Unlike previous research from Soltani *et al.* [18] which stated that Social Media Influencers (SMI) have a positive relationship with Food Destination Image (FDI), the result of this study shows an insignificant result which didn't support the existence of the Social Media Influencers as a reliable source to influence the formation of Food Destination Image (FDI) among food tourists. The used of Social Media Influencer may have been a common thing to promote travel destinations as stated by Xu and Pratt [10], however in the context of food tourism, specifically in Bandung local restaurants and café the used of Social Media Influencer are still not relevant to improve the formation of food tourist's food destination image.

4.8 Domestic tourist's attitudes towards local food positively impact behavioral intention towards Bandung local restaurants and café.

Hypothesis 7 stated that Attitudes Towards Local Food (ATLF) has a positive impact on Behavioral Intention (BI) for food tourist. Referring to the hypothesis results, this hypothesis is accepted. This result was aligned with the previous study which stated that if food tourist has positive attitudes towards food in specific destinations, the tourists are most likely are willing to revisit or recommend it to others [27].

4.9 Domestic tourist's food destination image has a positive relationship with Behavioral Intention towards Bandung local restaurant and café.

According to hypothesis 8, Food Destination Image (FDI) has a positive relationship with

Behavioral Intention (BI) for food tourists. Based on the hypothesis results, this hypothesis can be concluded to be accepted. As stated by Bessiere [28] and Hall *et al.* [29] food destination image can be categorized as a vital marketing tools. Further, Kim et al. [30] also added that when a tourist has a positive destination image based on their experience with the food, it further will influence the behavioral intention of food tourists, as for the intention to revisit and recommend it to other people.

4.10 Domestic tourist's satisfaction has a significant influence on behavioral intention towards Bandung local restaurant and café.

Hypothesis 9 assumed that Tourist Satisfaction significantly influence Behavioral Intention (BI) of domestic tourists towards Bandung local restaurant and café. According to the hypothesis testing result, this hypothesis is accepted. This result is aligned with the previous study developed by Piramanayagam et al. [11] which stated that tourist satisfaction has a significant influence on the behavioral intention of tourists. Further, it has been well known that tourist satisfaction becomes the antecedent of tourist's behavioral intention.

5   Conclusion

This chapter will contribute to presenting the study results' conclusion. Additionally, recommendations will be made for Bandung local restaurant and cafe businesses to expand their businesses in the future by developing their restaurant/cafe into a sustainable food tourism offering.

5.1 RQ1 What factors influence the formation of domestic tourists' attitudes towards local food and their food destination image in Bandung local restaurants and café?

According to the PLS result, tourist's attitudes towards local food and tourist's food destination image in Bandung local restaurant and café is influenced by local food consumption value. There are seven indicator which represent local food consumption value consisting the indicators of health, emotional, price, quality/taste, interaction, prestige, and lastly epistemic. In addition, besides local food consumption value the variable of local food experiential value also known to influenced tourist's attitudes

towards local food and tourist's food destination image in Bandung local restaurant and café consisting the indicators of service excellence, customer return on investment, aesthetic, and playfulness. However, on the other hand, the variable of social media influencers shown an insignificant result on tourist's attitudes towards local food and tourist's food destination image in Bandung local restaurant and café.

5.2 RQ2 How do domestic tourist's attitudes towards local food, food destination image, and satisfaction influence their behavioral intention (e.g., revisit intention, recommend to others) towards Bandung local restaurants and café?

To answer the second research question, we need to understand how these variables eventually influence domestic tourist's behavioral intention towards Bandung local restaurant and café by considering tourist's local food consumption experience within it. From the result analysis, it can be concluded that each factor has a different level of effect. Attitudes Towards

Local Food (ATLF) is indeed the factor that has the biggest effect towards Behavioral Intention (BI) of tourist's shown by a sufficient effect size (above 0,15). While on the other hand, the factors of tourist's Food Destination Image (FDI), Tourist Satisfaction (TS), shown an effect size which is below 0,15, meaning that these variables have little effect towards the Behavioral Intention (BI). Even though those factors have a weak influence, the result of this study still show that Food Destination Image (FDI), Tourist Satisfaction (TS) still have a proven role in influencing domestic tourist's behavioral intention (BI) towards Bandung local restaurant and café.

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