

Local Culinary Tourism Model to Attract Repurchase Intention for Generation-Z Tourists at Superior Destinations in Jakarta

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Abstract. The culinary richness of an area is one of the attractions for tourists. Nowadays, quite a few tourists deliberately come to a destination to get the experience of enjoying delicious local and foreign food, to see firsthand the potential for authentic production. This research aims to test the influence of the variables destination image, food quality, and local food repurchase intention. The sample used in this research was Gen-Z who often do culinary arts with a total of 328 respondents. Research data was obtained from the results of filling out a questionnaire and analyzed using SEM analysis techniques with the help of the SEM PLS program. This research method is a quantitative approach, where the sample determination uses non-probability sampling with purposive sampling. The hypothesis will be tested using an ordinal scale on a Likert scale. Research hypothesis testing was carried out using a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) to measure Validity and Reliability as well as the Structural Inner Model and Outer Model. The results of this research show that (1) Destination image has a positive and significant effect on repurchase intention for local food; (2) Food quality has a positive and significant effect on repurchase intention of local food.

Key words: destination image, food quality, local food repurchase intention, generation-Z

Introduction

Food and tourism activities are two inseparable things. Wherever someone travels, of course they will always need food to fill their stomach. The culinary richness of an area is one of the attractions for tourists. Nowadays, quite a few tourists deliberately come to a destination to get the experience of enjoying delicious food and seeing firsthand the potential for authentic production (Muliani, 2019). The popularity of culinary tourism has continued to increase over the last few decades (Soltani et al., 2021).

The relationship between food and tourism cannot be ignored as each destination has a different level of attractiveness that can attract tourists from different countries. On the other hand, the motivation for tourists to visit a destination is from a culinary perspective. That is why several countries have developed their destination marketing strategies by focusing on various culinary delights (Zaenal, 2020). Therefore, culinary destination marketers need to know the perceptions of target consumers about culinary destinations and how to influence their intention to visit in an effective way.

A survey on tourist behavior revealed that for more than a third of tourists in Asia Pacific, food and drink are the determining factors in choosing their tourist destination (Putri et al., 2023). Therefore, to support tourist attractions, good food and beverage services are needed, such as restaurants and eateries (Lazuardi & Triadi, 2015).

Over the last few years, almost every industry has been reporting about millennials. News media, both print and digital, discuss the potential and problems of millennials. However, while we are still busy talking about the millennial generation, the next generation is already present in our midst, they are a generation that was completely born, raised and lives in the digital era. A generation that has a very different perspective from previous generations. They are generation Z (Gen-Z). This generation was born in the period between 1995 – 2010, 1995 – 2012 (Pichler et al., 2021; Raslie & Ting, 2021).

The majority of Gen-Z are still in school or college. Some of them have entered the world of work and in the Indonesian context, this generation is the generation in the reform era or the generation after the new order (Primahendra et al., 2020). On the other hand, they are also considered unprofessional or immature workers (Nurqamar et al., 2021). Gen Z is more diverse and open to diversity compared to previous generations (Pichler et al., 2021).

The results of research conducted by Andriyanti and Wahap, where the factors that influence purchasing decisions for Gen-Z food and drinks are price, taste, desire, quality and whether the product is halal (Andriyanti & Wahab, 2019). This is also in line with research in Italy which states that in fresh salad consumption the price factor is still an important indicator (Pilone et al., 2017).

Literature Review

Destination Image

The study of destination image has been a hot issue in the field of international tourism for approximately fifty years, and research on destination image is continuously being conducted and updated, and research methods are becoming increasingly diverse (Chu et al., 2022).

A person's mental representation of a place is often called a 'destination image', which is conceptualized as a general assessment of a particular location or area (Xu et al., 2020). Meanwhile, the overall picture of a destination is a tourist's cognitive, conative and affective view of the elements that make up the destination (Arwanto et al., 2020).

Defining destination image as tourists' perceptions of a destination that shapes individual travel plans (Irfan et al., 2022). Destination image is seen as one of the main factors in explaining tourists' intentions to visit/revisit a destination and recommend it to others (Yilmaz & Yilmaz, 2020).

On the one hand (Josiassen et al., 2015) stated that image construction in the tourism industry involves the interaction of differences between policy stakeholders in the tourism sector, and this is also a selective process for tourists. Therefore, it must be viewed selectively from a destination (Nelson, 2016). On the other hand, for tourists, understanding of destinations is not static, but changes over time. For example, if there is a discrepancy between the overall image and its evaluative properties, and the individual cannot find an explanation for this discrepancy, then the destination image may then change (Josiassen et al., 2015).

Food Quality

Product quality refers to the attributes and characteristics of the product. Good quality indicates that the product is reliable and effectively performs its function. High-quality products also have the ability to satisfy consumer needs and create more value for consumers (Wang et al., 2020). Food quality plays an important role in the culinary industry (Rajput & Gahfoor, 2020). Food quality is very important to meet consumer needs (Sidharta et al., 2021).

The quality of a food product is a complex concept that has developed over the years, depending on the scientific field in which the meal is analyzed. There is nothing absolute, regarding the definition of food quality (Kaczorowska et al., 2021).

There are many ways to use the term quality, whether in food or not, it has been defined (see the 1995 special issue of Food Quality and Preference for a broad range of proposals) (Grunert, 2005). There is general agreement that quality has objective and subjective dimensions. Objective quality refers to the physical characteristics built into the product and is usually dealt with by food technology researchers. Subjective quality is quality as perceived by consumers.

Food quality itself began to be researched in Japan and America during the Second World War (Fernández-Zarza et al., 2021). Food quality is a substantial condition for meeting consumer needs and expectations. Food quality is recognized as a fundamental component of the overall restaurant experience. Food quality is the most important factor in choosing a restaurant and is closely related to customer satisfaction (Ozdemir & Caliskan, 2015). Food quality influences customer loyalty, and customers judge restaurants based on food quality (Susskind & Chan, 2000).

Food quality includes food taste, presentation, temperature, freshness, nutrition, and menu variety. Food quality influences customers' decisions to revisit a restaurant (Jin et al., 2012). Therefore, customers' positive attitudes towards certain foods will encourage them to buy and try them, and perhaps recommend them to others (Choe & Kim, 2018). Omar, Karim and Omar (2015) also support that a person's attitude can greatly influence the acceptance and choice of certain foods. In this case, their positive attitude can influence their intention to visit or revisit a destination (Osman et al., 2021).

Repurchase Intention

The concept of repurchase intention and factors influencing repurchase behavior have been studied by many researchers (Hasan, 2021; Oanh & Long, 2021). Purchase interest is part of the behavioral component of consumption attitudes (Bahar & Sjahrudin, 2015). Repurchase intention is one of the most important behavioral goals in marketing, so consumers are willing to buy the same product or brand again (Pham et al., 2018). Product choice and purchasing can follow a cognitive process in the sense that consumers need to know the product offering and understand its characteristics. most relevant (Pradana et al., 2020).

Repurchase is one of the important goals of marketing behavior (Pham et al., 2018). Intention to repurchase is also explained as an effort or strong urge to purchase a product, the ability to consider purchasing a product, the decision to repurchase a product and the willingness to recommend a product (Karsiningsih et al., 2021). Purchase intention is consumer behavior where consumers have the desire to buy or choose a product based on experience in selecting, using and consuming or even wanting a product (Muzakki, 2013). Meanwhile, according to Hidayat & Resticha (2019), repurchase interest is purchase interest that is based on purchasing experiences that consumers have made in the past.

Furthermore, in (Bahar & Sjahrudin, 2015) repurchase interest can be identified through the following indicators:

1. Transactional interest is a person's tendency to always repurchase products that they have consumed.
2. Referential interest, namely a person's tendency to refer products they have purchased, so that other people will also purchase them, with reference to their consumption experience.
3. Preferential interest is an interest that describes the behavior of someone who always has a primary preference for the product they have consumed. This preference can only be changed if something happens to the preferred product.
4. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product they subscribe to.

Local Food

Local food has now become an inseparable part of tourist attractions and plays an important role in offering tourists a memorable tourism experience (Setiawan et al., 2020). The increasingly dynamic level of competition in the global tourism business encourages tourist

destination managers to integrate local food into an attractive tourism product that can be offered to tourists visiting a destination.

Previous research explains that local food which presents the culture and traditional lifestyle of a community can be used as a marketing strategy for tourist destinations and plays an important role in attracting tourists and can influence tourist behavior (Setiawan et al., 2020). Studies on the role of local food in tourism activities explain that the attractiveness of local food and the basic needs of tourists when visiting a destination will determine tourist satisfaction. When visiting a destination, tourists can choose various activities to do, but often tourists cannot avoid eating and drinking at the tourist destination even though the food available is still unfamiliar to them (Safar et al., 2022).

Food cooked from various local ingredients is served by local restaurants in culinary tourism destinations as a medium to add value to tourists' experiences and to respond to tourists' interest in local food (Putri et al., 2023; Setiawan et al., 2020). Interest in local food is driven by various issues related to environmental issues, ethics, health, sustainability and the desire to support healthy living behavior (Veal, 2018). Apart from that, local food is considered healthier, fresher, tastier and more trustworthy because it is prepared from natural raw materials (Roininen, Arvola and Lähteenmäki, 2006 in (Andriyanty & Wahab, 2019).

Method

This research uses a quantitative design with a positivistic paradigm in the implementation of destination image, food quality, which has an influence on interest in consuming local food in tourist attractions in the city of Jakarta. This research uses a quantitative approach, which is then presented with a description of the sample, data collection methods, and data analysis methods (Veal, 2018).

Research hypothesis testing was carried out using a Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). PLS is a structural equation model (SEM) that is component or variance based. Structural Equation Model (SEM) is a field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. According to (Wijanto, 2015) SEM is a multivariate analysis technique which is a combination of factor analysis and regression (correlation) analysis, which aims to test the relationship between variables in a model, whether between indicators and their constructs, or the relationship between constructs.

In research using a quantitative design, the credibility and trustworthiness of the research are called validity and reliability (Sekaran & Bougie, 2016).

Results

Description of Respondent Characteristics

This research involved 328 respondents, all of whom are Gen Z who like culinary delights. Based on the results of data collection in this research, the following is a description of the characteristics of respondents according to gender, education, age, occupation, domicile, average expenditure, preferred culinary delights and preferred culinary locations.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	194	59,1 %
	Male	134	40,9 %
Education	Elementary School	17	5,2 %
	Junior High School	49	14,9 %
	Senior High School	169	51,5 %

Age	Bachelor	90	27,4 %
	Postgraduate	3	0,9 %
	11 – 16 years	42	12,8 %
	17 – 22 years	172	52,4 %
	23 – 28 years	114	34,8 %
Average expenditure	<500 thousand	151	46%
	500 thousand - 1 million	79	24,10%
	1 million -1.5 million	36	11%
	1 million - 2 million	7	2,10%
	1.5 million - 2 million	26	7,90%
	>2 million	29	8,80%
Profession	Student	176	25 %
	Private employees	82	0,3 %
	Army / Police	1	50,9 %
	Government employees	11	0,6 %
	Self-employed	20	0,6 %
	Others	38	0,3 %
Favorite culinary	Nasi Goreng	18	5,50%
	Bakso	30	9,10%
	Nasi Padang	9	2,70%
	Seblak	23	7%
	Soto	12	3,70%
	Gado-gado	11	3,40%
	Lontong Sayur	2	0,60%
	Lain – lainya	223	68%

Source: Primary Data Processing Results, 2023

SEM PLS analysis

In this research, the influence test between variables will be analyzed using the SEM PLS analysis technique. The stages in SEM PLS analysis consist of the outer model testing stage and the inner model testing stage (Hair et al; 2019). At the outer model testing stage, all indicators for each construct are tested for validity and each construct is tested for its level of reliability, while inner model testing is used to test the relationship between variables.

Outer Model Testing

The measurement model testing stage includes testing Convergent Validity, Discriminant Validity and Composite Reliability. The results of PLS analysis can be used to test research hypotheses if all indicators in the PLS model meet the requirements for convergent validity, discriminant validity and composite reliability. To produce outer model test results, the PLS model must be estimated using algorithm techniques. The following are the estimation results of the SEM PLS model after being estimated using algorithm techniques:

Table 2. Convergent Validity Test Results

Variables	Indicators	Loading factor	Cut Value	AVE	Convergent Validity
<i>Destination Image</i>	DI2	0,903	0,7	0,810	Valid
	DI3	0,912	0,7		Valid
	DI4	0,868	0,7		Valid

		DI5	0,904	0,7		Valid
		DI6	0,893	0,7		Valid
		DI7	0,864	0,7		Valid
		DI8	0,939	0,7		Valid
		DI9	0,916	0,7		Valid
		FQ1	0,771	0,7		Valid
		FQ10	0,811	0,7		Valid
		FQ12	0,774	0,7		Valid
		FQ13	0,798	0,7		Valid
	<i>Food Quality</i>	FQ5	0,787	0,7	0,794	Valid
		FQ6	0,759	0,7		Valid
		FQ7	0,810	0,7		Valid
		FQ8	0,834	0,7		Valid
		FQ9	0,807	0,7		Valid
		RPI1	0,835	0,7		Valid
		RPI2	0,886	0,7		Valid
	<i>Local Repurchase Intention</i>	RPI3	0,906	0,7	0,726	Valid
		RPI4	0,777	0,7		Valid

Source: Primary Data Processing Results, 2023

The results of the assessment of the loading factor and AVE values for each construct in Table 2 show that all constructs are valid and have an AVE > 0.5, which means that in terms of loading factor and AVE values, all constructs have met the required convergent validity.

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if the $\sqrt{\text{AVE}}$ value (number on the diagonal) for each exogenous construct exceeds the correlation between that construct and other constructs (numbers on the bottom and left of $\sqrt{\text{AVE}}$). The discriminant validity test results were obtained as follows:

Table 3. Discriminant Validity according to the Fornell Larcker Test

	DI	FQ	RPI
DI	0,900		
FQ	0,640	0,795	
RPI	0,682	0,651	0,852

Source: Primary Data Processing Results, 2023

Based on the results of the discriminant validity test in Table 3, the results obtained are that the $\sqrt{\text{AVE}}$ value of all constructs always exceeds the correlation coefficient of the construct with other constructs, so it can be concluded that all constructs in this PLS model have met the required discriminant validity.

Table 4. Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability	Reliability
<i>Destination Image</i>	0,966	0,972	Reliable
<i>Food Quality</i>	0,928	0,939	Reliable
<i>Repurchase Intention</i>	0,874	0,914	Reliable

Source: Primary Data Processing Results, 2023

Based on the analysis results in Table 4, the composite reliability and Cronbach's alpha values for all constructs have also exceeded 0.7, indicating that all constructs have met the required reliability.

Based on the overall validity and reliability test results at the outer model testing stage, it was concluded that all indicators were valid in measuring the constructs and all constructs were reliable, so testing could be continued at the next stage, namely inner model testing. The model is declared perfect fit if the SRMR estimated model is <0.08 and the model is declared fit if the SRMR estimated model value is between $0.08 - 0.10$. The analysis results in Table 5 below show that the SRMR estimated model value is 0.086, which is in the perfect fit category.

Table 5. SRMR

Component	SRMR	Estimated Model
Saturated Model	0,086	<i>Perfect fit</i>
Estimated Model	0,086	

Source: Primary Data Processing Results, 2023

Based on the results of the PLS model estimation using the bootstrapping technique for 328 samples, the results of testing the influence between variables were obtained as follows:

Table 6. Results of Direct Effect Testing

Path	Coefficient Path	T Statistics	P Values	Hypothesis	Conclusion
Destination Image Repurchase Intention →	0,324	5,184	0,000	[H1]	<i>Supported</i>
Food Quality Repurchase Intention →	0,258	4,598	0,000	[H2]	<i>Supported</i>

Source: Primary Data Processing Results, 2023

Destination image has a positive and significant effect on local food repurchase intention as indicated by a p value of $0.000 < 0.05$, T statistic of $5.184 > 1.96$ and a positive path coefficient of 0.324, meaning that the higher the destination image, the higher the local food repurchase intention. Conversely, the lower the destination image, the lower the local food repurchase intention. Likewise, food quality has a positive and significant effect on local food repurchase intention, indicated by a p value of $0.000 < 0.05$, T statistic of $4.598 > 1.96$ and a positive path coefficient of 0.258, meaning that the higher the food quality, the higher the local food repurchase intention, and vice versa, the lower the food quality, the lower the local food repurchase intention.

Discussion

The influence of food quality on repurchase intention of local food

The hypothesis in this research is accepted and it is concluded that food quality influences local food purchase intention, meaning that the better the food quality, the higher the intensity of Gen Z's return to buying local food.

This is in line with research by Sikora, 2005 and Irudayaraj and Reh 2008, in (Hutama & Devita, 2018) which states that consumers assess the quality of food through sensory properties such as taste, aroma and texture, as well as assessing the shape of the food's appearance. So it can be concluded that the food quality variable that influences consumer

assessment is human perception of the three senses (taste, aroma and texture). Various researchers, including Sugianto (2013), Hanaysha (2016), Rozekhi et al. (2016), and Salsabilah (2017) have the same opinion that food quality has a significant influence on customer satisfaction. Therefore, if consumers feel satisfied with a product, they will most likely repurchase that product (Hutama & Devita, 2018).

The influence of destination image on repurchase intention of local food

The hypothesis in this research is proven and it is concluded that destination image influences local food repurchase intention, the better Gen Z's perception of a destination, the higher their desire to return to the location and enjoy the culinary delights at that location.

This is in line with destination image, which is a perception formed based on the collection of information received by tourists. Each destination has an image such as beliefs, impressions and opinions about the destination. Then various factors such as weather, natural scenery, security, sanitation and sanitation, friendliness, etc. are considered comprehensively from the image formed (Choe & Kim, 2018; Lee et al., 2021). Therefore, destination image has a significant influence on repurchase intentions.

Conclusion

Food quality has a positive and significant effect on repurchase intention for local food, the higher the food quality, the higher the repurchase intention for local food, and vice versa, the lower the food quality, the lower the purchase intention for local food. Food quality is proven to be one of the evidence factors that influence local purchase intention food.

Destination image has a positive and significant effect on repurchase intention for local food, the higher the destination image, the higher the repurchase intention for local food, and vice versa, the lower the destination image, the lower the purchase intention for local food. Destination image is proven to be one of the evidence factors that influence repurchase intention local food.

Recommendation

From the destination image variable, this means that overall the destination image is good, but in terms of culinary locations, adequate parking, location cleanliness and the level of safety of eating locations still need improvement. Meanwhile, the food image variable means that overall the food image is good, but in terms of eating places that have attractive and unique environmental decoration, comfort of the eating place and location, food service, friendliness, easy to digest food, level of cleanliness of the food, the condition of the ingredients used, discounts or special prices and uniqueness in food still need improvement.

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