Intention to Revisit Culinary Tourism

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Abstract. This study aims to analyze the intention of tourists to return to culinary tourism using the Theory of Planned Behavior, which was expanded by adding a memorable food experience (MFE) construct. The study used a survey method with non-probability sampling and a purposive sampling technique. The research sample consists of 209 tourists who had visited culinary tourism in Lampung Province. Data analysis using PLS-SEM. The results showed that memorable food tourism significantly influenced the attitudes and intentions of tourists to revisit culinary tourism. It was also found that the extended TPB model with the addition of a memorable food experience variable can increase the variety of intentions to return to culinary tourism. This research is useful for body knowledge, especially for culinary tourism, and has implications for culinary business actors.

Keywords: attraction · culinary tourism · memorable food experience · revisit intention · extended TPB

1 Introduction

The existence of the COVID-19 pandemic directly or indirectly has an impact on lifestyles and the way in which goods and services are consumed [1]. Consumer behavior during the COVID-19 pandemic has changed, and more and more people use online food delivery services. This behavior change is caused by two aspects, namely planning for eating and shopping [2, 3]. The COVID-19 pandemic has forced consumers to adapt and learn new habits. Research conducted by [1] shows that consumer behavior during the COVID-19 pandemic has changed with reduced visits to shops, restaurants, and markets.

The government's policy at the end of 2021, which allows the re-operation of tourist attractions, dining, and shopping places with new regulations and procedures in the way consumers shop, provides the opportunity for consumers to take culinary tours and enjoy culinary delights on the spot. Culinary tourism is related to various activities, including dining at restaurants, food festivals, factory tours, farmers' markets, educational seminars, and visits to farms [4]. Culinary tourism (gastronomic tourism) is an attraction that attracts tourists to visit a tour [5]. " Culinary tourism is a new tourism product that spends a third of the travel budget of tourists on food " [6]. Culinary tourism can be the main reason for tourists to visit a tour because it provides an experience that tourists will remember [7, 8]. Culinary tourism also contributes to achieving tourism's competitive advantage and determines the sustainability of tourism [7].

Tourists' perceptions of local cuisine will affect attitudes and determine tourist behavioral intentions [9]. Research on culinary tourism is important because foreign tourists who visit a tour will enjoy local cuisine by [6]. Although culinary tourism is one of the important factors that determine tourist visits to a tour, research on the intentions of culinary tourists is still rarely done [8, 10].This causes a lack of knowledge from academia and industry about the intention of tourists to travel and culinary tourism [5].

Research on culinary tourism is generally carried out before and during travel activities [11]. Although there are many studies on the experience of enjoying cuisine [10, 12]–[15], research on tourist intentions and memorable food experiences is still very limited [16, 17]. This study examines the effect of memorable food experiences on attitudes and intentions to return to culinary tourism using the theory of planned behavior (TPB). TPB has been widely used to predict human intentions and actions [18, 19]. The TPB can be extended to improve its predictive ability [18]–[21]. We expanded TPB by adding a memorable food experience construct. An understanding of the memorable food experiences of tourists can determine tourist choices and form tourists' impressions of a tour as a whole [15]. This study aims to examine the behavior of tourists after culinary activities are carried out by analyzing the intention of tourists to revisit culinary tourism in Lampung Province, which provides a memorable food experience.

This research is divided into several stages. The first stage is introduction; the second stage a review of the literature; the third stage is a discussion of the research methods used in the study; the fourth stage is a discussion of the research results; and the fifth stage is a discussion of the research limitations and suggestions for future research.

2 Literature Review and Hypothesis Development

2.1 Memorable Food Experience

Tourists have a memorable experience when visiting a memorable tour [22]. A memorable experience refers to a traveler's subjective assessment of a memorable and memorable experience after traveling [15, 17]. Researchers have expanded the concept of a memorable tourism experience to include a memorable food experience [14] because there are several things that are different between a memorable tourism experience and a memorable food experience. Food is one of the important tourist attractions and can provide experiences for tourists [4, 15], and trigger the selection of tourist tours [12, 15]. However, food alone is not enough to provide a memorable experience; food will be memorable if enjoyed in an unusual environment [14]. Research conducted by [12] shows that dining experiences are an evaluative factor in determining tourism. The direct experience gained by tourists will determine satisfaction and post-purchase behavior [5]. This can happen because the food experience involves many senses compared to other travel experience activities [14]. Activities related to eating are a way to please oneself, entertain and excite the senses [12]. Memorable experiences can predict tourist behavior more accurately than service quality and tourist satisfaction [23].

2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a social psychology theory that is widely used to predict human behavior [24]. Intention is related to motivation which can influence

behavior [20]. Intentions can be used to predict tourist behavior [25–28]. In general, it can be said that the stronger the intention of a person, the more likely he is to behave, assuming that the behavior is under the full control of the individual [29]. TPB is determined by three things, namely attitudes toward the behavior, which refers to a person's ability to evaluate the behavior he likes or dislikes [19]. Subjective norms are social factors that refer to the perceived social pressure to perform or not to perform the behavior, perceived behavioral control refers to people's perceptions of the ease or difficulty of behaving " [29]. The predictive ability of TPB on behavior can be seen from the many uses of TPB in various studies on intentions, including intentions to buy food [30], sports clothing [31], organic personal care products [32], and tourism [26, 28, 33].

2.3 Memorable Food Experience and Attitude

There is a strong relationship between attitudes and behavior. This shows that the culinary experience in tourism is strongly related to the attitude, psychological, and perception factors of tourists [9]. Culinary experiences are related to moods and emotions that tourists will remember [15]. The culinary experience of tourists affects the attitudes, decisions, and behavior of tourists [34]. The intention of tourists to try local cuisine is determined by their attitude [35]. The results of previous studies show that memorable experiences are related to attitudes [36]. The formulation of the hypothesis in the study:

   H1: A memorable experience affects the attitude of tourists.

2.4 Memorable Food Experience and Revisit Intention

Consuming local cuisine gives tourists the opportunity to have an unforgettable positive experience and determine the intention to behave [26]. Research conducted by [16, 17, 22, 37, 38] shows that a memorable experience has an effect on tourist revisit intention. Based on this, a hypothesis is formulated:

   H2: Memorable food experiences affect revisit intention.

2.5 Attitude, Subjective Norms, Perceived Behavior Control and Revisit Intention

The intention of tourists to enjoy local cuisine can be determined by their attitude [35]. Attitude is related to an individual's evaluation of behavior [29]. In addition to attitudes, in tourism, social pressure in the form of positive feedback will determine the travel decisions made by tourists [39]. The existence of strong control beliefs about the factors that support the activity makes a person more in control [22]. [40] state that attitudes, norms, and perceived behavioral control have the power to influence people's behavior or their behavioral intentions. Several studies show that attitudes, subjective norms, and perceived behavioral control influence tourists' revisit intentions [20, 22, 26, 37, 41]. The reasons put forward form the basis for the formulation of the following hypothesis:

   H3. Attitude affects the tourist's revisit intentions.
   H4. Subjective norms influence the tourist's revisit intention.
   H5: Perceived behavioral control influences tourist revisit intention.

   In this research, we propose the expansion of TPB by adding a memorable food experience construct. Fig. 1 shows our proposed research model.
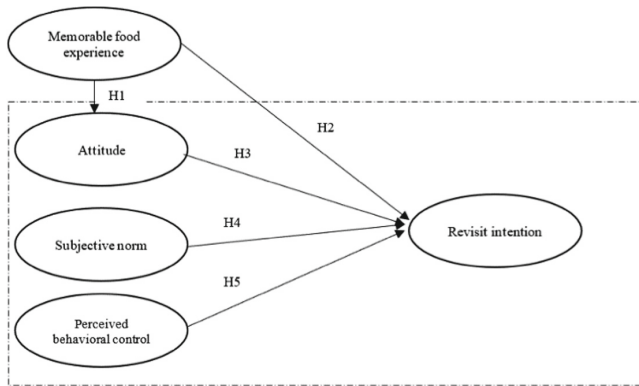
Fig. 1. Research model

3   Method

The research data was collected using an online survey of domestic tourists who have visited Lampung Province. Samples were taken using non-probability sampling with a judgmental sampling technique. Screening questions were asked, and only tourists who had visited culinary in Lampung Province could participate as respondents. Lampung Province has a unique and delicious cuisine. The research data was collected within one month from June–July 2022 using a structured questionnaire distributed online using a Google form. [42] stated that online surveys should be carried out on the basis of appropriate methodological decisions, not just convenience. Of the 230 respondents who participated, only 209 questionnaires could be processed further. The variables in the model were measured through a questionnaire. Interviews were conducted for respondents who were selected and willing to be interviewed.

The variable measurement scale refers to previous research that has been adapted to the research context. Research variables were measured by a five-scale Likert. In this study, memorable food experience was measured by 5 items adopting research conducted by [13], attitude was measured by 5 indicators adopting research [27], subjective norm was measured by 3 indicators adopting from [20], perceived behavioral control was measured using 5 indicators adopting from [43], and revisit intention was measured by 4 indicators adopting research conducted by [26].

The data and the research model were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). PLS-SEM is an estimation method based on Ordinary Least Squares (OLS) regression that maximizes the variance of the dependent variable [44]. Exploratory factor analysis and structural path analysis are two statistical techniques that make up SEM, which allows simultaneous evaluation of the measurement model and the structural model [45]. Analysis of research data was carried out using PLS-SEM version 3.3.

4 Result

4.1 Respondent Profile

Data analysis profile of research respondents is represented by female respondents (60%), young age (65.2%), undergraduate education (45.2%), student occupation (62%), and unmarried (65.6%). Most of the respondents have a monthly expenditure of 1 million rupiah.

4.2 Evaluation of Measurement Models

The measurement model represents the relationship between the construct and the appropriate indicator [44]. The model in this study uses reflective measurement. Evaluation of the reflective measurement model is carried out by evaluating the reliability of internal consistency as well as convergent and discriminant validity [45]. Internal consistency reliability uses Cronbach's alpha and composite reliability with a value greater than 0.7, while convergent validity is evaluated with an outer loading value > 0.7 and an AVE value >0.5. Discriminant validity in SEM-PLS generally uses the heterotrait-monotrait correlation ratio of correlations (HTMT) [47]. Table 1 shows the constructs used in the study and the indicators that make up the constructs.

Table 2 shows that there are several indicators (ME2, ME4, PB1) which have an outer loading value of less than 0.7, so they are excluded from the model and not included for further testing. The values of AVE, CR, and Cronbach's Alpha have met the specified requirements. Evaluation of discriminant validity was carried out with reference to the HTMT value being lower than 0.9 [46]. The discriminant validity test shows the HTMT value as shown in Table 2.

Table 1 shows that the HTMT value is lower than a predetermined threshold. This means that the construct used does not have a problem with construct validity.

4.3 Structural Model Evaluation

A structural model evaluation was conducted to see how well the empirical model was built [44]. Evaluation of the structural model in PLS-SEM, namely the significance value of the path coefficient and the value of R2. The results of path coefficient analysis and hypothesis testing can be seen in Table 3.

Table 3 shows that there is 1 hypothesis that is not supported (H4). These findings suggest that memorable food experiences have a significant influence on attitudes ($\beta = 0.713$, T = 20,626, p = 0.000). Food memories also have a significant influence on the intention to return to culinary tourism ($\beta = 0.418$, T = 5.430, p = 0.000). Memorable food experiences, attitudes, and perceived behavioral control can explain 63.7% of the variance of revisit intention.

The results of the research model with arrows with dotted lines indicate that the construct has no effect on revisit intention.

Table 1. Evaluation of the Measurement Model

Construct	Indicator	Convergent Validity		Internal Consistency	
		Loading	AVE	α	CR
Memorable Food Experience	MF1	0.782	0.662	0.743	0.854
	MF2	0.681			
	MF3	0.739			
	MF4	0.691			
	MF5	0.753			
Attitude	AT1	0.731	0.652	0.866	0.903
	AT2	0.803			
	AT3	0.851			
	AT4	0.818			
	AT5	0.828			
Subjective Norm	SN1	0.843	0.689	0.776	0.869
	SN2	0.809			
	SN3	0.838			
Perceived Behavioral Control	PB1	0.624	0.657	0.824	0.884
	PB2	0.790			
	PB3	0.721			
	PB4	0.871			
	PB5	0.851			
Revisit Intention	IN1	0.845	0.722	0.872	0.912
	IN2	0.828			
	IN3	0.867			
	IN4	0.858			

Table 2. Discriminant Validity

Construct	AT	ME	NI	PB	SN
Attitude (AT)					
Memorable food experience (ME)	0.878				
Revisit Intention (NI)	0.805	0.828			
Subjectibe Norm (SN)	0.638	0.715	0.729		
Perceved Behavioral Control (PB)	0.690	0.739	0.707	0.686	

4.4 Comparison of the Initial TPB and Extended TPB Models

The results of testing the initial TPB model with the extended TPB model show that the two models have significant differences. The R^2 value for the initial TPB model was 62.7%, while the R^2 value after the addition of the memorable food experience construct (extended TPB) increased to 63.7%. This shows that the addition of a memorable food

Table 3. Path Coefficients and Hypothesis Testing

Path	Coefficient β	t-value	p-value	Conclucion
Attitude → Revisit	0.332	4.933	0.000	Supported
Memorable → Attitude	0.713	20.626	0.000	Supported
Memorable → Revisit	0.418	5.430	0.000	Supported
Perceived → Revisit	0.336	3.585	0.000	Supported
Subjective norm → Revisit	0.105	1.729	0.084	Not supported
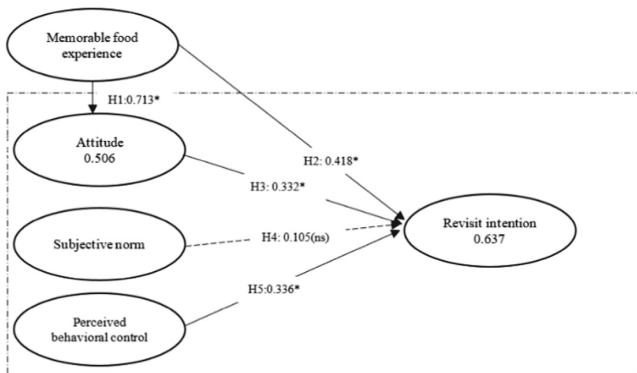
Fig. 2. Result of the research model

experience construct will increase the variation of intentions by 1% compared to the initial TPB model.

4.5 Discussion and Managerial Implication

The results of the research carried out are in line with the concepts of attitudes and behavior contained in the theory of planned behavior. Of the five hypotheses proposed in this study, there are four supported hypotheses. Memorable food experience has a significant effect on tourist attitudes (H1). These results indicate that the experience of enjoying a memorable meal for tourists will form a positive attitude of tourists towards the food on the tour. Although research that examines the effect of memorable food experiences on attitudes, the results of this study support previous research conducted by [34–36]. Memorable food experience has an effect on revisit intention (H2), this shows that the experience of enjoying memorable food will increase tourists' intention to return to culinary tourism. This result is in line with the research conducted by [22, 47]. Memorable food experience also has the greatest influence than other constructs that shape the intention to return to culinary tourism. Local cuisine plays a role in increasing sensual pleasure because it involves the five senses and can cause strong memories [15]. Based on the test results, it is also known that attitudes moderate the effect of memorable food experiences on intentions to visit culinary destinations partially.

The test results show that the subjective norm has no effect on the intention to return to culinary tourism (H4). Although most studies show that subjective norms have an effect on revisit intention [20, 22, 26, 37, 43, 48] stated that some researchers did not include subjective norms in the TPB model because they were inadequate. And rarely predict intentions. Another opinion is expressed by [49] which states that subjective norms only explain a little of the variance of intentions. In this study, subjective norms have no effect on revisit intention because tourists already know culinary tourism spots that suit their tastes, so the input obtained from the people closest to them does not affect their intention to return to culinary tourism.

The test results show that perceived behavioral control has an effect on the intention to return to culinary tourism (H5). Although there are controversial research results regarding the effect of PBC on revisit intention [22, 26, 37, 43, 48] stated that the effect of PBC on behavior is weak. In this study, PBC has a significant effect, this shows that there is a large control of tourists on the factors that support it will increase the intention of tourists to revisit culinary tourism.

4.6   Research Implication

This study produced several main findings based on the results of the study. The results of this study provide a better understanding of the relationship between memorable food experiences and the attitudes and intentions of tourists to visit culinary tourism. A memorable culinary experience for tourists will have a pleasant impact and increase tourists' intention to return to culinary tourism.

Second, this study supports previous research that TPB can predict tourist intentions and behavior, especially in the culinary field. The use of TPB in research on culinary tourism is still very limited. The results show that the addition of the memorable food experience construct can increase the predictive ability of the TPB. This can be seen from the increase in the value of the revisit intention variance by 1% with the addition of the TPB predictive ability construct and by as much as the TPB initial model without the memorable food experience construct.

Practically, the research findings are useful for policy makers and culinary business actors to design marketing strategies that can provide memorable experiences and will always be remembered by tourists. Memorable food experiences will be an attraction for tourists and can motivate tourists to visit again for culinary tourism. In order to form a positive and pleasant attitude towards tourists' behavior, culinary business actors need to pay attention to various factors that can provide a memorable food experience, such as the atmosphere of culinary tourism, location, novelty and uniqueness of the cuisine served, and the taste of the food served, which distinguishes it from similar culinary delights. They exist in other areas and have been enjoyed by tourists. Memorable food experiences can leave a positive impression on an area and can shape the image of the area as a unique and memorable culinary tourism spot. Culinary business actors can also display culinary history and developments to increase the memorable food experience that is created for tourists. Memorable food experiences can be one of the factors that determine competitiveness and sustainability for culinary tourism.

5   Conclusion

Memorable food experiences can form a positive attitude towards tourists towards culinary tourism and can increase tourists' intention to return to culinary tourism. Using the memorable food experience construct developed by [13], this study expands the TPB model. The TPB model is rarely used to analyze tourist intentions for culinary tourism. The construction of a memorable experience in the TPB model has been proven to increase the variety of tourist intentions to return to culinary tourism.

This study has several limitations. First, the research is specific and focuses on the experience of enjoying food in Lampung Province, so that the generalization ability is limited. Second, although the research expands on TPB in culinary tourism, there are other influential constructs that have not been included in the research model, including food authenticity, consumption emotion, perceived value, and other variables. Further research can be carried out by adopting the memorable food experience measurement model as stated by [15] and can be carried out on various culinary tours in Indonesia to get more comprehensive results.

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