



# How Memorable Local Food Experience Can Increase Behavioral Intention with the Help of Eudaimonic Well-Being?

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**Abstract.** Local food shops are among the destinations for tourists when visiting a new place. This research aims to examine how memorable local food experiences (MLFE) are shaped by consumer emotions that arise from global quality perceptions (GPQ). It also discusses how experience impacts eudaimonic well-being, thereby increasing consumer behavioral intentions. Data were collected through an online survey from 107 tourists who chose local food when traveling in the provinces of East Java, West Java, and Central Java. The data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results indicated that both positive and negative emotions significantly impacted MLFE ( $P$ -value  $< 0.05$ ) and eudaimonic well-being ( $P$ -value = 0.000), which increased behavioral intentions (intention to revisit and intention to recommend) ( $P$ -value = 0.000). This article expands the construct of memorable local food experiences and integrates it with the concept of well-being. It suggests that culinary memories can guide individuals toward living in alignment with their true selves. Future research is expected to test the model by incorporating hedonic well-being to provide a more comprehensive understanding of psychological well-being.

**Keywords:** Global Perceived Quality, Emotion, Memorable Local Food Experience, Eudaimonic Well-Being, Revisit Intention, Recommend Intention.

## 1 Introduction

Culinary tourism has become an important part of the global tourism industry, attracting the attention of tourists looking for unique and authentic experiences [1]. Memorable local food experiences not only offer taste satisfaction but also contribute to the formation of long-term memories that can influence future travelers' behavior [2], [3]. However, little is known about the components that contribute to a traveler's memorable local food experience, even though food is important for understanding local culture [4] and connecting to memory [5]. Until recently, there is still a lack of research that examines the experiential components related to local cuisine in creating a memorable tourist experience, thus showing a void [6].

Indonesia, with its rich culture and cuisine, offers a variety of gastronomic experiences that are interesting to tourists. Based on data from the Central Bureau of Statistics (*Badan Pusat Statistik*) (2024), the number of national tourist trips in March 2024 reached 691.55 thousand trips. This number increased by 4.85% when compared to February 2024 and increased by 7.45% compared to March 2023. This increase shows positive behavior from the community after facing COVID-19.

According to the Central Bureau of Statistics (2024), the three provinces with the highest number of Indonesian tourist destinations are East Java Province (204,698,436 visits), West Java (160,912,938 visits), and Central Java (114,358,219 visits). The three provinces are some of the regions that are famous for their appetizing diversity of local foods, such as gudeg, bandeng juwana, lumpia, wingko from Central Java; karedok, tutug oncom, tahu sumedang, ubi cilembu, nasi liwet from West Java; rujak cingur, rawon, tahu tek from East Java. The culinary tourism of these three provinces not only attracts domestic tourists, but also foreigners who want to enjoy the uniqueness of local cuisine. This is an important factor in attracting tourists to revisit intention and recommend intention to understand how this culinary experience can affect tourist behavior [1], [9]. Both of these intentions are greatly influenced by the memorable culinary experience and the level of well-being felt by tourists.

Global Perceived Quality (GPQ) refers to the overall perception of the quality of a product or service [10], [11]. In the culinary context, GPQ involves assessing the taste, presentation, uniqueness, and freshness of local food. High-quality food can create satisfaction and build positive memories for tourists [12], [13].

Negative and positive emotions are affective reactions experienced by individuals while enjoying local food. Positive emotions, such as joy and satisfaction, can reinforce positive memories, while negative emotions, such as disappointment and dissatisfaction, can reduce the appeal of the experience. Culinary experiences that create positive emotions tend to leave a deeper and more lasting impression. The combination of GPQ and perceived emotions will form the overall memorable culinary experience [14]–[16].

Memorable local food experiences (MLFEs) are deep memories formed through interactions with local foods. These experiences often involve more than just the taste of the food, but also include the restaurant's atmosphere, interaction with staff, and cultural context. This memorable experience can influence travelers' intention to revisit and recommend the destination to others [1], [17]–[19].

Eudaimonic well-being refers to feelings of meaning and achievement in life. In the context of culinary tourism, memorable experiences can contribute to eudaimonic well-being by providing a sense of connection to the local culture and personal achievement in exploring new things. Eudaimonic well-being serves as a mediator that can strengthen the influence of memorable culinary experiences on travelers' behavioral intentions. Research shows that eudaimonic well-being can amplify the impact of culinary experiences on travelers' behavioral intentions [20]–[22].

This study aims to analyze how memorable local food experiences can enhance tourists' or consumers' behavioral intentions by considering the role of eudaimonic well-being. Understanding the relationship between culinary experiences, eudaimonic well-being, and behavioral intention can provide valuable insights for the tourism and culinary industries in creating experiences that are not only sensorially appealing but also psychologically meaningful for consumers. Consequently, industry practitioners can

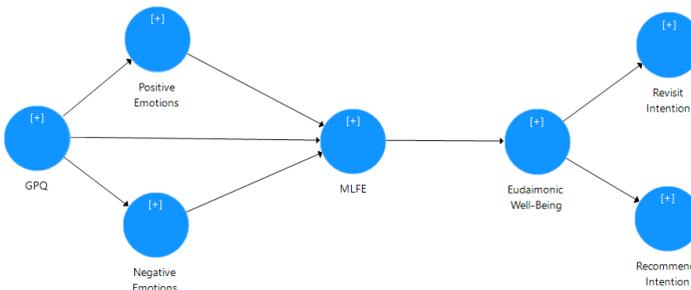
develop more effective strategies to enhance the quality of tourist experiences and encourage positive behaviors, such as repeat visits and word-of-mouth recommendations, which contribute to the sustainability of the tourism and culinary sectors.

## 2 Methods

This study uses a quantitative design with the following objectives:

- 1) Examine how memorable local food experiences (MLFE) are shaped by consumer emotions arising from global perceived quality (GPQ)
  - H1: GPQ affects positive emotions
  - H2: GPQ affects negative emotions
  - H3: GPQ affects MLFE
  - H4: Positive emotions affect MLFE
  - H5: Negative emotions affect MLFE
  - H6: GPQ affects MLFE through positive emotions
  - H7: GPQ affects MLFE through negative emotions
- 2) Examining how experience impacts eudaimonic well-being to increase consumer behavioral intention
  - H8: MLFE affects eudaimonic well-being
  - H9: Eudaimonic well-being affects revisit intention
  - H10: Eudaimonic well-being affects recommend intention
  - H11: MLFE affects eudaimonic well-being through revisit intention
  - H12: MLFE affects eudaimonic well-being through recommend intention

Data were collected through an online survey using a questionnaire that had been prepared previously. This questionnaire uses a Likert scale with a score of 1 to 5. The respondents in this study consisted of 107 tourists who had tasted local food while traveling to the provinces of East Java, West Java, and Central Java. The sampling technique used was convenience sampling, where respondents were selected based on their ease of accessibility and availability to participate in the survey. The data collected were analyzed using the Partial Least Squares - Structural Equation Modelling (PLS-SEM) technique using the SmartPLS application.



**Fig. 1.** Research Model

### 3 Results and Discussion

#### 3.1 Outer Model

Outer model analysis was conducted to see the validity and realism of each tested indicator based on the results of Average Variance Extracted (AVE), Outer Loading, Cronbach's Alpha, and Composite Reliability. After repeated analysis, a model was obtained that fit with the results of each AVE indicator  $> 0.5$ ; outer loading  $> 0.7$ ; Cronbach's Alpha  $> 0.6$ ; and Composite Reliability  $> 0.7$  [23]. These results show that the model is appropriate and can proceed to the next stage of analysis.

#### 3.2 Inner Model

The inner model can be identified by using the R-square value, aiming to predict the relationship between latent variables based on the substantive theory of the model [23].

**Table 1.** R-Square

Variable	R-Square
Eudaimonic Well-Being	0.437
Revisit Intention	0.370
Recommend Intention	0.422

The R-Square value indicates that the eudaimonic well-being variable is explained by MLFE by 43.7%, while the remaining variance is influenced by other factors. Furthermore, revisit intention has an R-Square value of 0.370, meaning that 37% of its variance is explained by eudaimonic well-being, with other variables accounting for the rest. Meanwhile, the recommend intention has an R-Square value of 0.422, indicating that eudaimonic well-being explains 42.2% of its variance, while the remaining variance is influenced by other factors.

#### 3.3 Hypothesis Testing

Hypothesis testing was carried out to test the influence of relationships between variables. In the bootstrapping method, the hypothesis is accepted if the t-statistic significance value is  $> 1.96$  or the p-value value  $< 0.05$ , then there is an influence on the variable, and vice versa [24].

**Table 2.** Table captions should be placed above the tables.

No	Hypothesis	Original Sample (O)	T Statistic ( O/STERR)	P Value	Info
1	GPQ $\rightarrow$ Positive Emotions	0.732	13.355	0.000	Accepted
2	GPQ $\rightarrow$ Negative Emotions	-0.232	1.755	0.080	Rejected

3	GPQ → MLFE	0.452	4.073	0.000	Accepted
4	Positive Emotions → MLFE	0.243	2.228	0.026	Accepted
5	Negative Emotions → MLFE	-0.198	2.624	0.009	Accepted
6	GPQ → Positive Emotions → MLFE	0.178	2.110	0.035	Accepted
7	GPQ → Negative Emotions → MLFE	0.046	1.374	0.170	Rejected
8	MLFE → Eudaimonic Well-Being	0.661	9.576	0.000	Accepted
9	Eudaimonic Well-Being → Revisit Intention	0.608	9.784	0.000	Accepted
10	Eudaimonic Well-Being → Recommend Intention	0.650	11.781	0.000	Accepted
11	MLFE → Eudaimonic Well-Being → Revisit Intention	0.402	5.358	0.000	Accepted
12	MLFE → Eudaimonic Well-Being → Recommend Intention	0.429	6.746	0.000	Accepted

Table 2 shows that the hypothesis of this study refers to the impact of GPQ on positive emotions (H1), negative emotions (H2), and MLFE (H3). GPQ affects positive emotions (P-value = 0.000) and MLFE (P-value = 0.000), but does not affect negative emotions (P-value = 0.080). [16] Souki's research found that GPQ had an impact on memorable experiences and positive emotions. Souki also explained that increasing GPQ could reduce negative emotions in consumers. The study also explained that positive (P-value = 0.026) and negative (P-value = 0.009) emotions had an impact on MLFE (H4 and H5). The study explained that positive emotions could mediate the effect of GPQ on MLFE (P-value = 0.035) (H6), but not negative emotions (P-value = 0.170) (H7). Most findings of this study align with Souki's research, except for H2 and H7. Souki argued that an increase in GPQ reduces consumers' negative emotions. Additionally, the high quality of local food makes consumers more tolerant of minor shortcomings, preventing significant negative emotional responses.

The results of this study show that a memorable local food experience (MLFE) has a significant impact on eudaimonic well-being (P-value = 0.000). These results are consistent with Sthapit's [21] research which shows that memorable local food experiences affected the well-being construct (H8). Then, eudaimonic well-being has an impact on behavioral intention (H9 and H10). Finally, the structural model of this study confirms that MLFE is an antecedent of revisit and recommend intention through eudaimonic well-being (H11 and H12). This is explained by Al-okaily et al. [25] related to the key roles of eudaimonic well-being in the tourist experience to increase behavioral intention.

This study expands consumer behavior theory by highlighting the role of MLFE and eudaimonic well-being in shaping behavioral intention, complementing the hedonic perspective that focuses on immediate pleasure. Practically, these findings encourage the tourism and culinary industries to design more authentic and meaningful experiences while optimizing marketing strategies to enhance customer loyalty. Furthermore, this research opens opportunities for future studies on cultural factors, technology

integration, and their applications in other sectors, such as hospitality and education, to deepen the understanding of memorable experiences and psychological well-being.

## 4 Conclusion

The positive emotions generated by GPQ contributed to MLFE, which subsequently influenced eudaimonic well-being and enhances consumer behavioral intention. This study confirms that eudaimonic well-being, encompassing meaning, achievement, and deep satisfaction, acts as a mediator in the relationship between MLFE and behavioral intention. These findings indicate that experiences that are not only enjoyable but also meaningful have a stronger influence on shaping consumer behavior, such as the desire to revisit or recommend the experience.

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