The effect of gastronomy and destination attractiveness on satisfaction and behavior intention in traditional cuisines in Yogyakarta

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ABSTRACT: The study aims to provide an integrated model to explain the effect of gastronomy and destination attractiveness on tourist behavior. The survey was conducted in Yogyakarta with the target of domestic tourist respondents. Analysis of Structural Equation Modeling (SEM) was used to test the hypothesis of the proposed model. The results of the study show that gastronomy attractiveness affects destination attractiveness and satisfaction. While destination attractiveness does not affect satisfaction and satisfaction affects behavior intention.

Keywords: gastronomy, destination attractiveness, satisfaction, behavior intention

1 INTRODUCTION

Tourism in the digital era is one of the world's giant service industries. The UN World Tourism Organization (UNWTO) states that the number of foreign tourists is estimated to reach 1.8 billion in 2018. The growth of the middle class which has purchasing power in developing countries and Middle East countries spurs global tourism growth. The development of air connectivity with a low-cost carrier model increases people's desire to travel. Information about destinations is easily available through gadgets, so tourists can arrange their own trips. The role of booking sites is predicted to be stronger, related to transportation, accommodation, tickets to tourist attractions, tourist attractions, and tours with attractive prices (Nirwandar 2017).

The increasing number of tourists makes the tourism industry needs to carry out various innovations related to tourist destinations. One innovative trend in the tourism industry is to make local culi-nary as an attraction. According to UNWTO, gastronomic tourism is a growing market in the tour-ism industry and can be a dynamic force that con-tributes to the competitiveness and attractiveness of a destination. Enjoying local cooking skills is seen as a trend. Millions of tourists return to places they already knew to enjoy local gastronomic culture (UNWTO 2012). Cooking skills become a lifestyle. People experiment through their senses to seek new experiences while learning new knowledge during travel (Herrera 2012; Stanley & Stanley 2015) (Leong et al. 2017).

Gastronomy is a form of symbolic communication in a community that conveys ethnic, religious, status, and identity messages through sensory experience (Civitello 2008). Consuming foods at a destination allows tourists to enjoy different sensory and intellectual cultures. Exotic food tasting or unusual gastronomic experiences make tourists learn about local culture and get exotic and extraordinary travel experiences (Quan & Wang 2004).

The gastronomic tourism trend makes cooking skills and tourists become one of the favorite themes in tourism and hospitality research. Previous researchers have examined the relationship between gastronomy, the quality of experience in tourist destinations, overall tourist satisfaction, and tourist be-

havior intention. Various studies state that cooking skill is a significant attraction that signifies the unique culture of a destination. Cooking skills also play a role in shaping the image of the destination and influence the perception, satisfaction, and intention of tourist behavior towards the destination (Leong 2017).

The research by Guan & Jones (2015) which focuses on gastronomic contributions to tourism shows that in a gastronomic, gastronomic meaning, their preferences, and perceptions of gastronomy in a region may differ significantly. This may be due to factors such as parenting and past experience related to regional cuisine (Swarbrooke & Horner 2007), which form affections for gastronomy. The research objective of Guan & Jones (2015) is to use an integrated model to explain the simultaneous effects of gastronomy and destination attractiveness on tourist behavior. This study bridges the affection of gastronomy and tourist behavior to assess the relationship between gastronomic involvement, gastronomic knowledge, past gastronomic experiences, gastronomic appeal felt, perceived destination attraction, travel satisfaction, and subsequent behavior intention of international tourists in Malaysia (Leong 2017).

This study refers to the study of Leong et al. (2017), with different research objects, namely domestic tourists traveling in Yogyakarta. According to Ekaputra (2017), statistical data and the results of the 2017 Creative Economy Survey show that the growth of the catering subsector supports the growth of Indonesian tourism. The Ministry of Tourism sets Yogyakarta as a leading culinary tourist destination. In accordance with future research in the previous study, the purpose of this study is to determine the effect of gastronomy attractiveness and destination attractiveness on satisfaction and behavior intentions of tourists visiting Yogyakarta.

2 RESEARCH METHODS

This research is causal research, which is re-search whose main purpose is to examine causal relationships between variables studied (Maholtra 2007). In causal research, researchers also de-scribe various causes of the problems being studied (Sekaran & Bougie 2010).

The population in this study was Surabaya tourists traveling to Yogyakarta. The characteristics of the respondents were men or women, at least 18 years old, and have enjoyed the typical Yogyakarta culinary. The samples of this study were 250. The analysis technique used was Structural Equation Modeling (SEM).

The type of data used in this study was quantitative data that is measured using a numerical scale or number (Kuncoro 2003). The data source used was primary data. The data was obtained through the distribution of questionnaires to get respondents' responses based on the questionnaire questions.

3 RESULTS AND DISCUSSIONS

3.1 *Identity of Respondents*

Respondents were male at 50.5%, while female respondents were 49.5%. The dominant age of respondents in this study was 21-25 years old (65.2%). Respondents aged 16-20 years were 17.1% and the rest were over 25 years old.

Based on occupation, the highest respondents were students at 70.5% and private company employees at 17.1%. Another occupation of respondents was business people and various other jobs as much as 12.4%. The highest education background of respondents was high school and bachelor at 58.1% and 34.8% respectively.

Validity testing was carried out before data processing. All indicators of variables namely gastronomy involvement, gastronomy knowledge, past gastronomy experience, gastronomy attractiveness, destination attractiveness, satisfaction, and behavior intention are considered valid because they have a significant value of less than 0.05 at α value = 5%. Reliability testing shows that all variables have Cronbach's Alpha value greater than 0.6 makes all indicators in the questionnaire are reliable.

3.2 *Measurement Model*

The measurement model aims to ensure that the instruments used in the study are good. In SEM, the measurement model is the first step to test the validity and reliability. The measurement model deserves further analysis if it meets the compatibility test criteria or Goodness of Fit Index (GOF). Furthermore, measurements of validity and reliability were carried out using standardized loading as well as Average Variance Extracted (AVE) and Construct Reliability (CR) analysis to determine the accuracy of each indicator.

The Goodness of Fit test results show: CMIN / DF, RMSEA, CFI, and TLI are considered good fit while GFI is marginal fit. Measurement of validity and reliability using standardized loadings as well as Average Variance Extracted (AVE) and Construct Reliability (CR) shows that all indicators have standardized loadings above 0.5 and have AVE and

CR values above the criteria. As the indicators are all valid and reliable, then they can be used for the research.

3.3 *Structural Model*

The Goodness of Fit index from the first criterion of the structural model, namely CMIN/ DF from the measurement model is considered good fit if the value is <3. The Goodness of Fit test results show CMIN/DF is 1.837 (good fit). The second criterion is GFI, considered good fit if it has a value of 0.9 and marginal fit if it has a value of 0.8 - 0.9. The Goodness of Fit test results show that GFI is 0.830 (marginal fit).

The third criterion, RMSEA, is considered good fit if it has a value of 0.08. The Goodness of Fit test results show that RMSEA is 0.063 (good fit). The fourth criterion, CFI, is considered good fit if it has a value of ≥ 0.9 - 0.95, while it is considered close fit if it has a value of ≥ 0.95. The Goodness of Fit test results show CFI is 0.858 (marginal fit). The fifth criterion, TLI, is considered good fit if it has a value of ≥ 0.9 - 0.95, while it is considered close fit if it has a value of ≥ 0.95. The Goodness of Fit test results show TLI value is 0.849 (marginal fit). The Goodness of Fit test results show GFI is 0.830 (marginal fit).

3.4 *Hypothesis Testing*

Standard provisions for significance value in hypothesis testing are carried out by looking at probability benchmarks where the value of the critical ratio (CR) ≥ 1.96 or P-value ≤ 0.05 or if there is a *** (P-value ≤ 0.01). This test was conducted to see and provide an evaluation of the effects that can occur between one variable to all other variables. The influence that occurs between variables can be determined through the significance of the structural model.

Table 1. The Results of Hypothesis Testing.

Hypothesis		Std. Est.	|C.R.|	P	Description
H1a (+)	In→Ga	0.21	0.752	0.452	N.S.
H1b (-)	In→Da	0.062	-0.027	0.978	Supported
H2a (+)	Kn→Ga	0.264	3.215	0.001	Supported
H2b (-)	Kn→Da	0.15	-1.314	0.189	Supported
H3a (+)	Pe→Ga	0.052	-0.276	0.783	N.S.
H3b (-)	Ex→Da	0.267	-0.229	0.819	N.S.
H4a (+)	Ga→Da	0.2	4.964	***	Supported
H4b(-)	Ga→Sat	0.178	3.719	***	Supported
H5a (+)	Da→Sat	0.214	0.847	0.397	N.S.
H5b (-)	Sat→Bi	0.101	10.551	***	Supported

The results of hypothesis testing can be seen in table 1. The hypothesis is stated to be supported because it has the same direction of influence as the test results and has a significance value in accordance with the criteria, which has a value of | C.R. | greater than 1.96 or p-value ≤ 0.05.

4 CONCLUSIONS

The findings of this study indicate that gastronomy involvement, gastronomy knowledge, and gastronomy experience have a positive effect on gastronomy attractiveness. Whereas, perceived destination attractiveness is significantly influenced by gastronomy involvement and gastronomy knowledge. The results of this study are not in line with the findings of Hou et al. (2005), Guan & Jones (2015) and Huang et al. (2013).

The results of the study are different from the previous research because, in the previous research, the respondents were foreign tourists who traveled to Malaysia so that the familiarity of the destination, length of stay, and cultural differences had less influence on satisfaction and the desire to return to Malaysia. While in this study, the respondents were domestic tourists traveling to Yogyakarta, so gastronomy had more influence on satisfaction and desire to return to Yogyakarta.

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