



Analysis of Culinary Experience, Hedonic Well Being and Revisit Intention (Studies in Tourism Culinary in East Java)

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INFO ARTIKEL *Abstract*

Keywords:

Culinary Experience, Hedonic Well-Being, Revisit Intention.

Nowadays, a lot of tourists who are looking for a culinary experience when traveling to a destination. Food can enhance the destination experience, besides provide physiological benefits, food can provides opportunities to learn about culture with enjoy local cuisine. Next, with new local food will be raise certain tourist expectations, especially among places that have never been visited before. This study aimed to describe experience culinary, hedonic well-being and revisit intention based on demographics consumer reviews. This study was carried out on consumers who have visited culinary destination in East Java. Taking sample is done with purposive sampling and analysis techniques using crosstabulation between research variables with demographic consumer. Demographics can be measured by three conditions that is type of gender, age and consumer occupation. The research results show that there is linkages between demographic factors consumer with experience culinary, hedonic well-being and revisit intention at the culinary destination. This research will give benefit especially for manager culinary destination for determine who is the intended target market for this culinary delight.

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Introduction

There are several definitions of culinary tourism, but most refer to activities designed to attract tourists who appreciate the more unique aspects of certain foods and drinks. Long (1998) first used the term 'culinary tourism' to express the idea of how we come to know culture through food (Wolf, 2004). He stated that "culinary tourism is tourism about food; exploring and discovering culture and history through

food and food-related activities in the creation of unforgettable experiences” (Long, 2004).

Culinary experience is a consumer experience that is associated with the utilitarian need to feed oneself or an experience that shows the importance of the uniqueness of food to make it something unforgettable. With new local foods will raise certain tourist expectations, especially among places that have never been visited before.

Traditionally, marketers have believed that consumers are rational decisionmakers who prioritize the functioning of products and services, and that marketing is a transactional process. The significance of experiential marketing, which is predicated on the idea that consumers seek out logically and emotionally satisfying hedonic consumption experiences (Schmitt, 1999; Skandalis et al., 2019), and relationship marketing, which counsels businesses to build enduring bonds with their customers, has, nevertheless, recently come to light in marketing research. This new marketing theory maintains that consumers behave rationally when making purchases, but it also acknowledges that aesthetics and hedonic responses have an impact (Bilgihan, 2016).

Revisit intention in the culinary sector is regarded as a significant factor for culinary businesses growth and survival (Ngoc and Trinh, 2015). For businesses to grow and prosper, revisit intention is regarded very highly (Ngoc and Trinh, 2015). The key reason is that this repeated visits reduce marketing and promotion costs (Loui et al., 2017). It also contributes to the profitability and substantiality of the tourism business (Alves et al., 2019; Stylos et al., 2017; Hsu et al., 2008) and is regarded as the key to successful destination marketing (Beerli-Palacio and MartínSantana, 2018; Loi et al., 2017) Furthermore, the cost involved in attracting and retaining repeat visitors are significantly lesser than attracting first-time visitors (Chiu et al., 2012). Thus, reducing marketing and promotion costs by generating a positive tourist attitude and repeat visitation can lead to gain a competitive cost advantage that could be the key to successful destination marketing (Beerli-Palacio and MartínSantana, 2018). As the tourism industry is a service-orientated industry, it is greatly influenced by the quality of the experiences and their assessments on the services and facilities provided to them (Gani et al., 2019).

Consumer characteristics based on demographics are also important because they provide insight into consumer needs and desires. These demographic characteristics can be used to help marketers understand their target audience and what motivates them to purchase products or services.

This study aimed to describe culinary experience, hedonic well-being and revisit intention based on demographics consumer review

RESEARCH METHODS

The research approach uses descriptive research which aims to determine the characteristics of the research object. The population of this research is all consumers who have visited culinary tourism in East Java. The research objects were determined by several leading culinary tourism destinations in East Java, namely: Rawon Nguling, Pecel Madiun Soto Lamongan, Rujak Cingur Suruboyo. The sample was determined using a purposive sampling method with the criteria: having visited the culinary tour, coming from East Java and outside East Java, number of samples = 10 times the number of indicators (Hair, 2010) Analysis

Technique Using Crosstabulation analysis with the SPSS program (statistical program for social science)

RESULT

The following are the results of the instrument validity test from the questionnaire which was distributed to 188 respondents

Table 1 validity measurement

Variabel		R Hitung	R Tabel	Descriptions
Cullinary Experience	Exp1	0,712	0,1874	Validity
	Exp2	0,260	0,1874	Validity
	Exp3	0,612	0,1874	Validity
	Exp4	0,737	0,1874	Validity
	Exp5	0,709	0,1874	Validity
	Exp6	0,661	0,1874	Validity
	Exp7	0,675	0,1874	Validity
	Exp8	0,675	0,1874	Validity
Hedonic Wellbeing	Well1	0,832	0,1874	Validity
	Well2	0,828	0,1874	Validity
	Well3	0,790	0,1874	Validity
	Well4	0,676	0,1874	Validity
Revisit Intention	Rev1	0,856	0,1874	Validity
	Rev2	0,762	0,1874	Validity
	Rev3	0,766	0,1874	Validity

Based on the table above, it shows that all the questions measure the variables culinary experience, hedonic wellbeing and revisit intention. All items in the question were declared valid. This happens because all question items produce r table values <r count

Table 2 Reliability measurement

Variabel	Cronbach's Alpha	Role of Thumb	
Cullinary Experience	0,877	0,6	Reliable
Hedonic Wellbeing	0,871	0,6	Reliable
Revisit Intention	0,842	0,6	Reliable

Based on the table above, it shows that the statements in this questionnaire are reliable because they have a Cronbach alpha value of > 0.6. This shows that each statement item used will be able to obtain consistent data for measurement and subsequent research. The results of descriptive statistical testing from this research can be known through answers to gender, age and occupation with using crosstabulation matrix. And Respondents aged 40 years and over have a predominantly good culinary experience (in the range of score 4 / good).

Table 3. Cullinary Experience*Gender Crosstabulation

		gender		Total
		pria	wanita	
cullexp	3.13	2	0	2
	3.25	4	0	4

	8	5	13
	5	8	13
3.50			
3.63			
3.75	8	5	13
3.88	18	4	22
4.00	18	9	27
4.13	17	4	21
4.25	8	9	17
4.38	13	3	16
4.50	2	11	13
	0	10	10
	0	10	10
4.63			
4.88			
5.00	0	7	7
Total	103	85	188

Based on the table above, it can be seen that male respondents have a predominantly good culinary experience (in the range of scores 3.88-4 / good) than female respondents.

Table 4. Culinary Experience*Job Crosstabulation

		job					Total	
		pelajar	Karyawan swasta	pns	profesional	wirusaha		lain lain
cullexp	3.13	0	0	0	0	0	2	2
	3.25	0	0	0	0	4	0	4
	3.50	0	0	0	0	0	13	13
	3.63	5	6	0	0	2	0	13
	3.75	5	0	4	0	4	0	13
	3.88	11	8	3	0	0	0	22
	4.00	8	3	4	4	4	4	27
	4.13	0	11	2	0	4	4	21
	4.25	8	3	0	0	6	0	17
	4.38	7	5	0	0	4	0	16
	4.50	5	0	0	0	2	6	13
	4.63	5	0	0	0	0	5	10
	4.88	10	0	0	0	0	0	10
	5.00	5	0	0	0	2	0	7
	Total		69	36	13	4	32	34

Based on the table above, it can be seen that respondents with other jobs have a dominant culinary experience that is quite good (in the range of scores 3.50 / quite good) than respondents with other jobs.

Table 5. WellBeing*Job Crosstabulation

		job					Total	
		pelajar/ mhs	kary swasta	pns	profesional	wirusaha		lain lain
wellbeing	3.00	0	0	0	0	4	0	4
	3.50	0	4	0	0	0	9	13
	3.75	10	2	0	4	6	6	28
	4.00	23	18	13	0	10	8	72
	4.25	7	12	0	0	4	6	29
	4.50	6	0	0	0	4	0	10
	4.75	5	0	0	0	0	0	5
	5.00	18	0	0	0	4	5	27
Total	69	36	13	4	32	34	188	

Based on the table above, it can be seen that respondents with student jobs feel happy / satisfied with culinary in East Java with predominantly good results (in the range of score 4 / good).

Table 6. WellBeing*Gender Crosstabulation

		gender		Total
		pris	wanita	
wellbeing	3.00	4	0	4
	3.50	4	9	13
	3.75	21	7	28
	4.00	59	13	72
	4.25	11	18	29
	4.50	4	6	10
	4.75	0	5	5
	5.00	0	27	27
Total		103	85	188

Based on the table above, it can be seen that male respondents feel happy/satisfied with culinary in East Java with predominantly good results (in the range of score 4/good).

Table 7. WellBeing*Age Crosstabulation

		age				Total
		15- <20	20-<25	30-<40	>=40	
wellbeing	3.00	0	0	0	4	4
	3.50	0	0	0	13	13
	3.75	0	14	2	12	28
	4.00	10	18	0	44	72
	4.25	4	10	0	15	29
	4.50	6	0	0	4	10
	4.75	0	5	0	0	5
	5.00	10	8	0	9	27
Total		30	55	2	101	188

Based on the table above, it can be seen that respondents aged 40 years and over feel happy/satisfied with culinary in East Java with predominantly good results (in the range of score 4/good).

Table 8. Revisit Intention*Age Crosstabulation

		age				Total
		15- <20	20-<25	30-<40	>=40	
revintens	3.00	0	4	0	6	10
	3.33	0	6	0	15	21
	3.67	0	21	0	30	51
	4.00	5	10	2	17	34
	4.33	20	5	0	8	33
	4.67	0	0	0	16	16
	5.00	5	9	0	9 101	23
Total		30	55	2		188

Based on the table above, it can be seen that respondents aged 40 years and over will revisit culinary in East Java with predominantly good results (in the range of scores 3.67-4 / quite good).

Table 9. Revisit Intention*Gender Crosstabulation

		gender		Total
		pris	wanita	
revintens	3.00	10	0	10
	3.33	16	5	21
	3.67	30	21	51
	4.00	25	9	34
	4.33	18	15	33
	4.67	0	16	16
	5.00	4	19	23
Total		103	85	188

Based on the table above, it can be seen that male respondents will revisit culinary in East Java with dominant results that are quite good (in the range of scores 3.67-4 / quite good).

Table 10. Revisit Intention*Job Crosstabulation

		job					Total	
		pelajar/ mhs	kary swasta	pns	profesional	wirausaha		lain lain
revintens	3.00	4	0	0	0	4	2	10
	3.33	6	8	0	0	2	5	21
	3.67	14	11	8	0	6	12	51
	4.00	10	13	5	0	6	0	34
	4.33	21	4	0	4	4	0	33
	4.67	0	0	0	0	4	12	16
	5.00	14	0	0	0	6	3	23
Total		69	36	13	4	32	34	188

Based on the table above, it can be seen that respondents with student jobs feel happy / satisfied with culinary in East Java with predominantly good results (in the range of scores 4.33 / good).

DISCUSSION

This research design is to analyze Culinary Experience, Hedonic Well-Being, and Revisit Intentions in the context of consumers in East Java, Indonesia. These results support the same variables in previous studies stating that culinary experience is a key factor in culinary tourism (Baltescu, 2016). Similar research also conducted by (Komaladewi et al, 2017) states that culinary experience is important in the development of culinary tourism. Someone tends to return (Revisit Intention) to the culinary tour if their culinary experience has a good and satisfying experience. This is a good potential for culinary tours that have been open for a long time or have just opened, in order to continue to improve and maintain to provide a good culinary experience to consumers so that consumers are satisfied and return to visit the culinary tour.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the culinary experience, hedonic well being and revisit intentions in the context of consumers in the culinary of East Java, Indonesia show that respondents with ages from 40 years and over have a predominantly good culinary experience, male and female respondents have a predominantly good culinary experience, respondents with other jobs have a predominantly good culinary experience. Then the variable wellbeing age crosstabulation of respondents with ages from 40 years and over felt happy / satisfied with culinary in East Java with predominantly good results, male respondents felt happy / satisfied with culinary in East Java, respondents with student jobs felt happy satisfied with culinary in East Java. Meanwhile, it is known that respondents with ages from 40 years and over will revisit culinary in East Java with the dominant result being quite good, male respondents will revisit culinary in East Java with the dominant result being quite good, respondents with student jobs feel happy / satisfied with culinary in East Java with the dominant result being good. so that this is a good potential for culinary tours that have been open for a long time or have just opened, in order to continue to improve and maintain to provide a good culinary experience to consumers so that consumers are satisfied and return to visit culinary tours.

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