

Tourists preferences in selection of local food: perception and behavior embedded model. The case of Indonesia = Perferensi pariwisata dalam pemilihan makanan lokal: persepsi dan perilaku. Kasus Indonesia

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Abstrak

Local cuisine has become one of the main attractions for tourists to visit a destination. Local cuisine shifts tourist behavior towards Indonesian local cuisine, to the extent of repurchasing. In order to find out the intention to repurchase, satisfaction, perceived quality, and perception are analyzed. To this date, very few researches examined Indonesian cuisine in relation with the tourist behavior. Currently, cuisine tourism has become a trend, increasing the amount of tourist visiting Indonesia. The aspects of Tourist Satisfaction, Tourist Perception, Repurchase Intention, Perceived Quality, Consumer Behavior Local Cuisine, and Tourist Behavior are among tourists preference for local cuisines. This research had 148 participants taking part on the online survey that was conducted in Indonesia. Data were collected both online and offline in Yogyakarta. The respondents are tourist who have visited Indonesia in the past 12 months and have tried Indonesian food during their visit. The data were then analyzed using structural modeling equation, specifically using Partial Least Square method (Smart PLS 3.2.8). The results showed that Tourist Behavior (willingness to recommend Indonesian food, revisit Indonesia and the impression on Indonesia food) was influenced by Repurchase Intention. Repurchase Intention was influenced directly by Tourist Satisfaction on Local Food and Tourist Perception. While Perceived Quality of Local Food influenced Tourist Repurchase Intention through Tourist Perception.

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Kuliner lokal merupakan salah satu daya tarik utama bagi wisatawan untuk mengunjungi suatu tempat wisata. Kuliner lokal mengubah Tourist Behavior terhadap kuliner lokal Indonesia dan melakukan pembelian lagi. Untuk mengetahui keinginan mereka untuk membeli lagi, maka dilakukan analisis terhadap kepuasan, kualitas yang dirasakan, dan persepsinya. Namun, masih sedikit penelitian yang meneliti hubungan makanan Indonesia terhadap perilaku wisatawan. Saat ini, wisata kuliner telah menjadi sebuah tren dan jumlah wisatawan yang berkunjung ke Indonesia semakin meningkat. Aspek Tourist Satisfaction, Tourist Perception, Repurchase Intention, Perceived Quality, Consumer Behavior Local Food, Tourist Behavior menjadi seleksi wisatawan terhadap kuliner lokal. Selanjutnya, penelitian ini memiliki 148 peserta untuk survei online yang dilakukan di Indonesia. Data dikumpulkan secara online dan offline di Yogyakarta. Responden adalah turis yang telah mengunjungi Indonesia dalam 12 bulan terakhir dan mencoba makanan Indonesia selama kunjungan mereka. Data kemudian dianalisis menggunakan persamaan pemodelan struktural, khususnya metode partial least square (Smart PLS 3.2.8). Hasil penelitian menunjukkan bahwa Tourist Behaviour (kesediaan untuk merekomendasikan makanan Indonesia, mengunjungi kembali Indonesia dan kesan pada makanan Indonesia) dipengaruhi oleh Tourist Repurchase Intention. Tourist Repurchase Intention dipengaruhi langsung oleh Tourist Satisfaction on Local food dan Tourist Perception. Sedangkan Perceived Quality of Local food Tourist Repurchase Intention melalui Tourist Perception.