

Theory Consumption of Value: Destination Images in Local Culinary

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Abstract: This study aims to analyze the effect of taste value, epistemic value, emotional value on the culinary destination image with tourist attitude as an intervening variable. This research uses quantitative methods. Primary data is obtained directly from tourists who have visited and enjoyed local cuisine. The sample was determined using nonprobability sampling with a purposive sampling technique and obtained a sample of 335 respondents. The data collection method in this study used a questionnaire that was distributed online through Google forms. This research was analyzed using SPSS software. The results of this study indicate that all variables have a significant effect on tourist attitudes. The tourist attitude variable has a significant influence on the image of a culinary destination. Taste value, epistemic value, emotional value variables significantly influence the image of local culinary destinations mediated by tourist attitudes. Taste value, epistemic value, and emotional value significantly influence the image of culinary destinations mediated by tourist attitudes. Local culinary entrepreneurs need to pay attention to the value of taste / quality, epistemic value, and emotional value felt by tourists because the results of this study indicate that these have a significant influence on tourist attitudes which will lead to the image of local culinary destinations.

Keywords: Theory consumption of value, tourism, culinary

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Introduction

Culinary tourism currently has a very significant influence on the economy. Local cuisine can express national, regional, personal identity and can enhance the image of a destination (Chang, Kivela, & Mak, 2010; Henderson, 2009). Identification of local culinary forms and tourist consumption values is very important to understand the perceptions of tourists, both from the destination and future tourist behavior. To promote the local culinary of a country, tourism marketers especially in the culinary field must find the right method to increase the value of local culinary consumption among tourists (Mak, Lumbers, Eves, & Chang, 2012). Culinary is one of the most important factors for tourists in deciding whether they want to visit or will re-visit a certain country (Cohen & Avieli, 2004; Quan & Wang, 2004).

Many tourists who visit an area aim to enjoy local cuisine. We cannot deny if, culinary is one of the physical needs, as well as cultural and social activities. However, many studies have stated that in reality, not a few local culinary abandoned (Sengel et al., 2015). If local culinary is made as a destination, or part of tourism, it plays a secondary and minor role in the tourism industry which is evaluated by tourists themselves by word of mouth (Sattari Ardabili, Rasouli, Daryani, Molaie, & Sharegi, 2011). In Indonesia alone, Soloraya is one of the cities that should be a tourist destination for tourists, because the culture is very diverse in each city. In addition, the city of Soloraya is also an attractive city with its shopping centers, such as the Klewer market, the Gede market, and the Triwindu market.

The choice of tourist destinations is influenced by two main factors (Manhas, Manrai, & Manrai, 2016; Pike & Page, 2014), the first factor relates to emotionality and rationality, which in

turn affects the choice of destination or behavioral intention (Prayag, Hosany, Muscat, & Del Chiappa, 2017), the second is the cognitive and affective aspects of a destination image (Li, Cai, Lehto, & Huang, 2010). Feelings and emotions of tourists are influenced by emotional components that offer goals, a resources or attractiveness. In addition to core tourism products, local cultural attributes of destinations such as history, heritage, including culinary contributes to the popularity of the destination (Folgado-Fernández, Hernández-Mogollón, & Duarte, 2017). Culinary has become a focal point for travel decision making and a unique attraction of tourism destinations around the world. Tourists encounter a variety of culinary and drinks, learn about the culture of food and heritage of certain countries. It is undeniable that culinary, as an element of culture, can create and strengthen the destination of a tourism place.

Quality value in modern business is important and the key to successfully achieving long-term customer value (Rousta & Jamshidi, 2020). The value of a sense of attitude gives significant and positive results (Björk & Kauppinen-Räsänen, 2016; Choe & Kim, 2018a, 2019b). Epistemic value measures the perceived net utility that consumers come from the ability of products to increase curiosity, provide novelty, or fulfill knowledge needs. The epistemic value of attitude gives positive and significant results (Choe & Kim, 2018a, 2019a; Qasim, Yan, Guo, Saeed, & Ashraf, 2019). Emotional value describes shopping experience in general (Holbrook, 2006). Consumers with positive emotional value will make pleasant and receptive decisions as purchasing decisions to make them more confident about a product (Mohd Suki, 2016). Emotional values have significant and positive results on attitudes (Choe & Kim, 2018a, 2019a; Rousta & Jamshidi, 2020). However, research according to (Rahnama, 2017) shows the opposite results.

Destination image refers to the total number of ideas, impressions, expectations, and emotional feelings a person has for a particular destination, this is considered to be one of the most important factors for success in the development of tourism and marketing of an area (Tasci & Gartner, 2007). In research according to (Choe & Kim, 2018a) show that the culinary destination's image of intention has significant and positive results. Based on the gap from the results of previous studies, the researchers are interested in examining the variables above. The purpose of this study is to know and analyze the value of taste, epistemic value, emotional value affect the attitude of tourists to local culinary, to determine the influence of tourist attitudes towards local culinary significantly to the image and local culinary goals, to know the influence of taste value, epistemic value, value emotional about the image of local culinary destinations mediated by the attitude of tourists.

Methodology

Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016). The population in this study were tourists visiting the city of Soloraya. Determination of the sample using nonprobability sampling with purposive sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population (Sugiyono, 2016). Purposive sampling technique is a sampling technique with certain considerations (Sugiyono, 2016).

Respondent data collection uses google form which is distributed through social media for 3 months. There were 400 questionnaires distributed, 40 were returned with multiple missing values. Twenty-five other people were not counted because they did not meet the criteria for the respondents of this study. So that the results of data collection that can be processed to be able to answer the objectives of this study are 335 people. The respondents of this study were tourists who had enjoyed Soloraya's local food.

The method of analysis in this study is multiple regression analysis using SPSS software. Path analysis is used to test the effect of intervening variables. Testing the mediation hypothesis can be done using the Sobel test. A variable is called a mediator if the variable also affects the environment between the predictor variable (independent) and the criterion variable (dependent). Five factors are included in the current research model (Table II): taste value, epistemic value, emotional value on the culinary destination image. Each construct was measured by several items which were adapted from previous studies to validate content. Indicator modifications are

adjusted to the context of this study. A five-scale Likert scale anchored from "Disagree" to "Agree" was used to measure each item in the survey.

Table 1. Constructs and Measurement Items

Constructs	Items (five-score Likert scale)	References
Taste value	<ol style="list-style-type: none"> 1. Someone thinks that the local specialties of Soloraya have a good culinary quality. 2. Someone thinks Soloraya local food provides culinary with an interesting taste. 3. Someone thinks Soloraya local culinary delights have a good taste. 4. Someone thinks Soloraya's local culinary delights have an attractive appearance. 	(Choe & Kim, 2018a, 2019a; Rousta & Jamshidi, 2020)
Epistemic Value	<ol style="list-style-type: none"> 1. Someone thinks to find more information about Soloraya special culinary. 2. Someone feels curious about Soloraya special culinary. 3. Someone wants to try more variety of local specialties of Soloraya. 	(Choe & Kim, 2018a, 2019a; Rahnama, 2017)
Emotional Value	<ol style="list-style-type: none"> 1. Someone feels happy when eating local specialties from Soloraya. 2. One is amazed by the local specialties of Soloraya. 3. A person feels that consuming Soloraya's special culinary delights makes his mood change positive. 	(Choe & Kim, 2018a; Rousta & Jamshidi, 2020)
The attitude of tourists towards local food	<ol style="list-style-type: none"> 1. Someone feels that trying to consume Soloraya's local specialties is a pleasant experience and makes him happy. 2. Someone feels brave to try Soloraya's local specialties. 3. The cleanliness of the local specialties of Soloraya is guaranteed. 4. Someone feels satisfied with the service at the place to eat, local specialties of Soloraya. 5. Trying local culinary can make a person feel that their tourism journey is more interesting. 	(Torres Chavarria & Phakdee-auksorn, 2017a)
The image of local culinary destination	<ol style="list-style-type: none"> 1. Soloraya provides culinary attractions with delicious culinary delights. 2. The prices offered by the sellers are reasonable. 3. Consuming local culinary delights provides a special experience for tourists to experience the culture of the city of Soloraya. 	(Horng et al., 2012; Karim et al., 2010; Lertputtarak, 2012)

Results and Discussions

Results

Descriptive statistics from respondents

Characteristics of respondents indicate the characteristics inherent in a respondent. Characteristics in this study include age, gender, type of work, income, local culinary and type of local culinary. Characteristics of respondents carried out with the aim to strengthen research results. The demographic profile of the respondents was 36.4 percent were men, 63.6 percent of respondents were women, 76.1 percent of all respondents aged 15-25 years. Most respondents ie 80.3% consume local food. Examples of demographic profiles are shown in Table 2.

Table 2. Sample Demographic Profiles

	Demographics	Frequency	Percentage
Age	• 15-24	255	76,1%
	• 25-34	36	10,7%
	• 35-44	24	7,2%
	• 45-64	12	3,6%
	• ≥65	8	2,4%
Gender	• Male	122	36,4%
	• Female	213	63,6%
Type of work	• Civil Servant	7	2,1%
	• Entrepreneur	43	12,8%
	• Student/ undergraduate student	244	72,8%
	• Others	41	12,2%
Income (IDR/month)	• ≤ 1.000.000	171	51%
	• 1.000.000-5.000.000	109	32,5%
	• ≥ 5.000.000	55	16,4%
Local culinary	• Snack	45	13,4%
	• Food	269	80,3%
	• Beverage	21	6,3%

Discussions

Data analysis

The discussion should explore the significance of the results of the work, not repeat them. Comment on the data, referring to the literature (compare it to previous research) and pointing out similarities and differences, explaining these if possible. Return to the aim and research question and show how the aims have been met, and the research question answered.

In discussion, it is the most important section of your article. Here you get the chance to sell your data. What might the answer imply and why does it matter? How does it fit in with what other researchers have found? What are the perspectives for future research? Please compare to what other researchers have found. This study has gone through several stages, validity, reliability, classic assumption test, multiple linear regression analysis and path analysis. This research uses Confirmatory Factor Analysis (CFA), Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO MSA), and Bartlett's Test as an analytical method in the validity test. Confirmatory Factor Analysis (CFA) test where each question item represents each variable, namely taste value (X1), epistemic value (X2), emotional value (X3), tourist attitude towards local culinary (M), and image of local culinary destination (Y) arranged in different components, so it can be said that each question item used is valid. The KMA MSA value generated was $0.879 > 0.5$ and the

significance. A construct is said to be reliable if the Cronbach alpha value > 0.6 (Malhotra and Birks, 2007). Cronbach's alpha value is generated for each variable studied more than 0.6 then, every variable is declared reliable. The classic assumption test consists of the normality test, the multicollinearity test, and the heteroskedasticity test.

Table 3. Normality Test Results

Description	Nilai	
	X – M	X & M – Y
Kolmogorove-smirnov	0,992	1,337
Asymp.sig	0,279	0,056
Results	Normal Distribution	

The first model has an asymp.sig value of 0.279 > 0.05 and the second model has an asymp.sig value of 0.056 > 0.05 then, both models have normally distributed data.

Table 4. Multicollinearity Test Results

Variable	X – M		X & M – Y	
	Tolerance	VIF	Tolerance	VIF
Taste value (X ₁)	0,622	1,608	0,590	1,696
Epistemic Value (X ₂)	0,798	1,253	0,762	1,312
Emotional Value (X ₃)	0,609	1,643	0,518	1,930
Tourist attitude towards local culinary (M)			0,560	1,786

Both models produce tolerance values > 10% and VIF < 10, meaning that the independent variables with each other do not have a correlation or do not experience multi-collinearity.

Table 5. Heteroscedasticity Test Results

Variable	X – M	X & M – Y
	Sig.	Sig.
Taste value (X₁)	0,423	0,671
Epistemic Value (X₂)	0,499	0,747
Emotional Value (X₃)	0,162	0,805
Tourist attitude towards local culinary (M)		0,801

Sig value in the first and second models > 0.05 so that it can be said that the data did not experience heteroscedasticity.

Table 6. Regression Analysis Results X – M

Variable	β	Std. Error	t	Sig.
Kostanta	4,268	1,094	3,900	0,000
Taste value (X ₁)	0,294	0,069	4,251	0,000
Epistemic Value (X ₂)	0,296	0,075	3,948	0,000
Emotional Value (X ₃)	0,613	0,081	7,609	0,000
F			86,717	
Sig.			0,000	
R			0,663	
R Square			0,440	

The results of the regression equation in the model of taste value, epistemic value, and emotional value towards tourist attitudes on local food are as follows:

$$M = 4.268 + 0.294 X_1 + 0.296 X_2 + 0.613 X_3 + e$$

Constant coefficient (β_0) of 4.268 means that if there is no variable value, epistemic value, and emotional value, the attitude of tourists towards local food is 4.268. The taste value coefficient (β_1) of 0.294 has a positive direction, meaning that when the taste value perceived by the tourists gets stronger, the attitude of tourists towards local food increases by 0.294. The epistemic coefficient (β_2) of 0.296 has a positive meaning that when the epistemic value felt by tourists is getting stronger, the attitude of tourists towards local food increases by 0.296. The emotional value coefficient (β_3) of 0.613 is positive which means that when the emotional value felt by tourists is getting stronger, the attitude of tourists towards local food increases by 0.613.

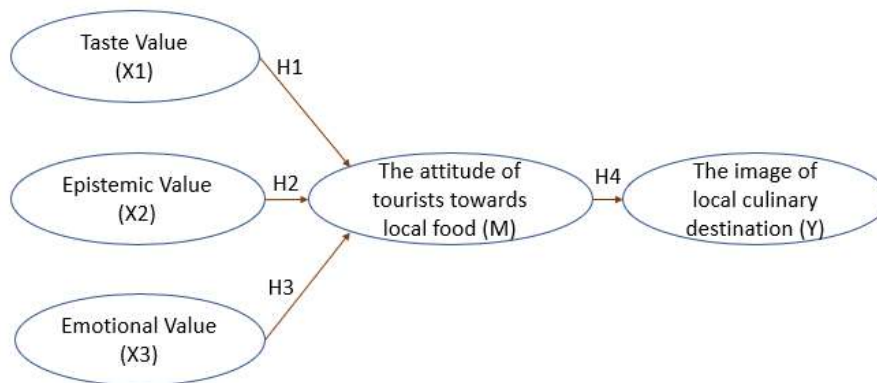


Figure 1. Final Model of Local Culinary Destination

The results of the regression equation in the model of taste value, epistemic value, and emotional value towards tourist attitudes on local food are as follows:

$$M = 9,671 + -0,029 X_1 + -0,033 X_2 + 0,092 X_3 + 0,111 M + e$$

The constant coefficient (β_0) of 9,671 means that if there are no variables of taste value, epistemic value, and emotional value, and the attitude of tourists towards local culinary, the image of local culinary destination is 9,671. The taste value coefficient (β_1) of -0.029 is negative, meaning that when the perceived value of tourists is getting stronger the image of the local culinary destination decreases by -0.029. The epistemic coefficient (β_2) of -0.033 has a negative direction meaning that when the epistemic value felt by tourists is getting stronger the image of the local culinary destination decreases by -0.033. The emotional value coefficient (β_3) of 0.092 has a positive direction, meaning that when the emotional value felt by tourists gets stronger, the image of local culinary destinations increases by 0.092. The coefficient of tourist attitudes towards local culinary (β_m) of 0.111 has a positive direction, meaning that when the tourist attitude toward local culinary becomes stronger, the image of local culinary destination increases by 0.111.

Table 7. Regression Analysis Results X-M

Variable	β	Std. Error	t	Sig.
Constanta	9,671	0,757	12,771	0,000
Taste value (X ₁)	-0,029	0,048	-0,604	0,546
Epistemic Value (X ₂)	-0,033	0,052	-0,636	0,526
Emotional Value (X ₃)	0,092	0,059	1,557	0,121
F			0,111	0,037
Sig.			F	5,850
R			Sig.	0,000
R Square			R	0,257

T Test

The statistical t test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable (Kuncoro, 2010). The level of significance in the statistical test of t is 5%. Furthermore, if probability <0.05 then H_0 is rejected, it means that each independent variable influences the dependent variable (Kuncoro, 2010). T test value on the variable taste value of 4.25 and sig. 0,000. In accordance with the criteria the value of sig. 0,000 <0.05 then H_0 is rejected, so it can be explained that the taste value significantly influences the attitude of tourists. The epistemic value significantly influences the attitude of tourists ($t = 3,948$). Emotional value significantly influences tourist attitude ($t = 7,609$). Taste value does not significantly influence the image of local culinary destinations ($t = -0,604$). The epistemic value did not significantly influence the image of local culinary destinations ($t = -0.636$). Emotional value did not significantly influence the image of local culinary destinations ($t = 1.557$). The attitude of tourists significantly influence the image of local culinary destinations ($t = 2,977$).

Testing measurement model

This study explains that the value of taste significantly influences the attitude of tourists with sig. 0,000 <0.05 and the direction is positive by looking at the β_1 coefficient of 0.2940. These results indicate that the stronger the value of taste, the attitude of tourists towards local cuisine is increasing. The quality of a culinary tourist's experience is one of the fundamentals for making positive behavior (Chang et al., 2010; Choe & Kim, 2018a). Research reveals that taste values have a positive effect on tourist attitudes (Choe & Kim, 2018a). The taste value receives the highest score from the respondent, this is understandable because, consuming delicious and quality food is one of the fundamental activities sought by tourists (Nield, Kozak, & LeGrys, 2000). Taste values have a positive and significant effect on tourist attitudes. This study explains that the epistemic value significantly influences the attitude of tourists. The results of this analysis are proven by the value of sig. 0,000 <0.05 and the direction is positive by looking at the β_2 coefficient of 0.296. These results indicate that the stronger the epistemic value, the attitude of tourists towards local food is increasing. The epistemic value measures the net utility felt by consumers based on the ability of the product to increase curiosity or to fulfill knowledge needs. Research reveals that epistemic values significantly influence tourist attitudes (Choe & Kim, 2018a, 2019b). Epistemic value also positively influences the attitude of tourists in Taiwan (P. C. Lin & Huang, 2012).

Emotional value significantly positive effect on tourist attitudes. The results of this analysis are proven by the value of sig. 0,000 <0.05 and the direction is positive by looking at the β_3 coefficient of 0.613. These results indicate that the stronger the emotional value of the attitude of tourists towards local cuisine is increasing. Emotional value has a positive effect on tourist attitudes (Choe & Kim, 2018a, 2019b). Emotional value has a positive relationship with tourist attitudes in Shiraz (Rousta & Jamshidi, 2020). When traveling, tourists pay for commodities, products and services that can evoke positive and symbolic feelings to motivate emotions like happiness (Choe & Kim, 2018a). Research reveals that emotional value positively influences tourist attitudes.

The attitude of tourists significantly influence the image of culinary destinations. The results of this analysis are proven by sig. 0.003 <0.05 and the direction is positive by looking at the β_m coefficient of 0.111. These results indicate that the stronger the attitude of tourists, the image of local culinary destinations is increasing. Some researchers revealed that there is a positive relationship between tourist attitudes towards the image of culinary destinations. Research states that tourist attitudes positively influence the image of culinary destinations (Aggestam et al., 2017). Tourist attitude significantly influences the destination image (Alderighi et al., 2016). The attitude of tourists significantly influences the image of culinary destinations in Taiwan (Choe & Kim, 2018a).

Taste values have a significant effect on tourist attitudes. The results of this analysis are proven by the value of sig. 0,000 <0.05 and the direction is positive by looking at the β_1 coefficient of 0.2940. Meanwhile, the taste value does not significantly influence the image of culinary

destinations with sig. 0.546 > 0.05 and the coefficient β_1 of -0.029. Then, indirectly the value of taste has a significant effect on the image of local culinary destinations mediated by the attitude of tourists with a value of 2.409 > t table 1.984. It can be concluded that the value of taste is able to be a pure variable, but it must go through the attitude of tourists in influencing the image of local culinary destinations. The variable attitude of tourists is able to mediate the effect of taste on the image of culinary destinations. As research has been done previously that the value of taste does not have a significant effect on the image of culinary destinations (Torres, 2002). The attitude of tourists mediates the value of taste in the image of culinary destinations (Choe & Kim, 2018b). The epistemic value significantly influences the attitude of tourists. The results of this analysis are proven by the value of sig. 0,000 < 0.05 and the direction is positive by looking at the β_2 coefficient of 0.296. Meanwhile, epistemic value does not significantly influence the image of culinary destinations with sig. 0.526 > 0.05 and a coefficient of β_2 of -0.033. Then, indirectly the epistemic value significantly influences the image of local culinary destinations mediated by the attitude of tourists with a tcount of 2,341 > t table 1,984. It can be concluded that the epistemic value is able to be a pure variable, but it must go through the attitude of tourists in influencing the image of local culinary destinations. The variable attitude of tourists is able to mediate the influence of epistemic values on the image of culinary destinations. As research has been done previously that the epistemic value does not have a significant influence on the image of culinary destinations. The attitude of tourists mediates the value of taste in the image of culinary destinations (Choe & Kim, 2018a). Emotional value significantly positive effect on tourist attitudes. The results of this analysis are proven by the value of sig. 0,000 < 0.05 and the direction is positive by looking at the β_3 coefficient of 0.613. Meanwhile, the perceived emotional value does not significantly influence the image of local culinary destinations with sig. 0.121 > 0.05 and a β_3 coefficient of 0.092. Then, indirectly the emotional value significantly influences the image of culinary destinations with a t value of 2.768 > t table 1.984. It can be concluded that emotional value is not able to be a pure variable, but must go through the attitude of tourists in influencing the image of local culinary destinations. The variable attitude of tourists can mediate emotional value to the image of culinary destinations. In previous studies, residuals distributed abnormally between emotional values and culinary destination images (Torres Chavarria & Phakdee-auxorn, 2017b). Emotional values indirectly affect the image of local culinary destinations (Choe & Kim, 2018a). This research belongs to full mediating research.

Conclusions

Taste value significantly influences tourist attitude. Epistemic value significantly influences tourist attitude. Emotional value significantly influences tourist attitude. Tourist Attitudes significantly influence the image of local culinary destinations. Taste value does not directly have a significant effect on the image of local culinary destinations. However, the Taste Value significantly affects the image of local culinary destinations mediated by tourist attitudes. Epistemic value directly does not significantly influence the image of local culinary destinations. However, Epistemic Value significantly influences the image of local culinary destinations mediated by tourist attitudes. Emotional value directly does not significantly influence the image of local culinary destinations. However, emotional value significantly influences the image of local culinary destinations mediated by tourist attitudes. Local culinary restaurants need to pay attention to the value of taste, epistemic value, and emotional value felt by tourists because the results of this study indicate that these things have a significant influence on tourist attitudes that will lead to the image of local culinary destinations.

Taste value is a path that will determine the individual's likes or dislikes about an object. Epistemic value focuses on curiosity, giving new things, and fulfilling a desire about a knowledge. Meanwhile, emotional value is an emotional bond that is felt by tourists when consuming local cuisine. So when the taste value, epistemic value, and emotional value become positive towards the attitude of tourists, then it is likely that tourists will have positive thoughts about the image of culinary destinations.

Future studies can develop this research by examining other factors such as health value, price value, travel behavior, and prestige value. Future studies can use other methods in

examining culinary destination images, for example through in-depth interviews with respondents visiting Soloraya, so that the information obtained can be more precise and accurate.

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