

Exploring the Behavioural Intention in Culinary Tourism: A Study on Bandung Tourist Destination

Kunthi A. Kusumawardani*, Fadhilah R. Putri**,

* Faculty of Business, President University, Jababeka Education Park, Cikarang Utara, Jawa Barat, Indonesia

** Faculty of Business, President University, Jababeka Education Park, Cikarang Utara, Jawa Barat, Indonesia

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ABSTRACT

This study portrayed the integration of behavioural theory and brand equity theory in the culinary tourism industry. This research aimed to find out the influence of a brand image, brand value, loyalty, and perceived quality towards motivation and behavioural intention in one of the most heavily promoted gastronomy destinations in Indonesia, the city of Bandung. This study used quantitative methods with a questionnaire as the research instrument and 282 Indonesian tourists as a sample. To test the measurement model and the theoretical framework, this research applied the Structural Equation Modelling (SEM). The result indicated that brand image, loyalty, and perceived quality positively influenced tourist motivation and behavioural intention. Nevertheless, the brand value was not found to have any significant influence in motivating tourists to come to Bandung for culinary tourism.

SARI PATI

Penelitian ini menggabungkan teori perilaku (*behavioural theory*) dan teori ekuitas merek (*brand equity theory*) ke dalam wisata kuliner. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek (*brand image*), nilai merek (*brand value*), loyalitas, dan persepsi kualitas (*perceived quality*) terhadap motivasi dan niat perilaku (*behavioural intention*) di salah satu tujuan gastronomi yang dipromosikan secara luas di Indonesia, yaitu kota Bandung. Penelitian ini menggunakan metode kuantitatif dengan kuesioner dan 282 wisatawan Indonesia sebagai sampel. Untuk menguji kerangka teori, *Structural Equation Modeling* (SEM) diterapkan. Hasil penelitian ini menunjukkan bahwa motivasi dapat menjadi mediasi antara *brand image*, loyalitas, dan *perceived quality* dengan *behavioural intention*. Namun, *brand value* tidak memiliki pengaruh yang signifikan terhadap motivasi wisatawan untuk berwisata kuliner di Bandung.

Corresponding Author:

*kunthi.kusumawardani@president.ac.id

INTRODUCTION

Recently, there is a growing phenomenon of tourism activity that focuses on experiencing local food, and some people are even planning the entire holiday purposely to indulge and explore the authentic local cuisine. Culinary tourism or also known as gastronomy tourism is an exploration of culture through food, and food is acting as the subject, vehicle, medium, and also destination of tourism (Long, 2004). As modern tourism, culinary tourism contributes to the country's economy as well as the hospitality industry because the number of money tourists spends on their budget for food when traveling reaches up to 40% (Boyne, Williams, & Hall, 2002). Furthermore, the market size of culinary tourism is projected to grow by USD 82.02 billion throughout 2019 – 2023 (Technavio, 2019). Therefore, tourism destinations around the world are now developing their own culinary identity as a strategy to attract more visitors (UNWTO, 2019).

There is a tremendous amount of delicious food around the world, and CNN has listed the world's 50 most delicious dishes, and Indonesian foods are always included in the list, with Rendang, Nasi Goreng, and Satay (Cheung, 2017; CNN Travel, 2019). With more than 485 ethnic groups and thousands of unique local cuisine, the potential of culinary tourism in Indonesia is enormous (Wijaya, Morrison, Nguyen, & King, 2016). Besides, the diversities of cultures also bring the potential to Indonesia to be one of the world's largest gastronomy countries (Priyambodo, 2017). The Indonesian government has supported the development of culinary tourism by expansively promoting it abroad with the purpose not only to attract the market but also informing the market about the socio-cultural values (Wijaya, 2019). The newly appointed Minister of Tourism and Creative Economy, Wishnutama Kusubandio, mentioned that his focus is to improve the service of regional culinary quality, especially in Bandung, Bali, Semarang, Solo, and Yogyakarta (Bhwana & Nugraha, 2019).

Bandung is considered to meet the criteria as a city that can be the culinary tourist destination due to the readiness of entrepreneurs, the diversity of food, and the commitment of the local government. This assessment was carried out by a specialized team of experts formed by the Ministry of Tourism, which conducted assessments to various regions in 2015 (Samparaya, 2018). Besides the well-known culinary, the city of Bandung was also awarded the title of a creative city by UNESCO (Perdana, 2015). Due to the various attractions, Bandung can attract 170,000 – 225,000 foreign tourists throughout 2011 – 2016, while the most significant number comes from a domestic tourist with 5 – 6 million people (Bandung City Culture and Tourism Office, 2017).

There are many foods targeted by tourists that can be found easily in the city of Bandung. The examples of these foods are Soerabi Bandung, Siomay Bandung, Cimol, and many others (Agmasari, 2018). These foods that are well-known among the Indonesian people become the strength of culinary tourism in the city of Bandung because every tourist who comes will try these famous foods when visiting Bandung (Lukihardianti, 2018). However, the nomination of Bandung to become one of the culinary destinations in Indonesia does not guarantee that the city of Bandung has correctly implemented its culinary standard. It can be seen by the food poisoning incident occurred, which made 35 elementary students went to the hospital right after they bought street food near their school (Ramadhan, 2018). This incident will make tourist doubt towards the nomination of Bandung as the culinary tourism destination because not all food sold in Bandung is safe to eat.

To increase the number of tourist to visit a destination, brand equity which comprises of brand Image, brand value, loyalty, and perceived quality have been considered as a powerful promotional tool to attract a tourist to come to a tourism destination since it can also increase the authenticity perception (Lu, Gursoy, & Lu, 2015). A favourable brand image of the destination held by visitors is more likely to increase their motivation to experience the gastronomic culture and enhance the value of the culinary tourism destination brand (Bianchi, Pike, & Lings, 2014). Roy and Chau (2011) stated that brand value was used as an essential tool by a business to assess how a brand can motivate tourists to buy a product. Furthermore, perceived quality is central to the theory that influences tourists' value justifications, destination image perception, and motivation (Jiang, Li, Liu, & Chang, 2017). Besides, Jiang et al. (2017) also believed that motivation also affects tourists' intention to keep attending a destination and also recommend the place to others. Gursoy, Lu, and Lu (2015) asserted that restaurant which offers authentic food and unique experience could build an image in tourists' minds that will also increase the loyalty of tourist to come. Besides, behavioural intention as an indicator to know whether the independent variables such as brand image, value, loyalty, and quality influence to tourist motivation (Jiang, Li, Liu, & Chang, 2017).

Previous researches have emphasized the importance of brand equity in driving the behavioural intention of tourist in gastronomy tourism (Lu, Gursoy, & Lu, 2015; Jiang, Li, Liu, & Chang, 2017). Furthermore, Horng et al. (2012) analysed the relationship of brand equity (brand image, brand awareness, loyalty, perceived quality) with destination familiarity as moderation to travel intention. However, there is still a limitation to find out which factors in brand equity that is profoundly influencing the motivation and behavioural intention. Therefore, this research fills the gap of previous studies to determine the factors affecting the tourist motivation in visiting intention to culinary tourism destination. The implication of the research contributes to the hospitality industry, especially in gastronomy, to develop a more sophisticated and required strategy in attracting tourists to come and dine.

Most importantly, this research is focusing on the domestic tourists who have visited and tried famous food in Bandung as the culinary tourism destination. This study was conducted in Bandung, Indonesia, with research variables of Brand Image, Brand Value, Loyalty, Perceived Value, Expectation, Motivation, and Behavioural Intention. Previous research has been identifying the relationship of brand equity, motivation, expectation, and behavioural intention in Taiwan (Horng, Liu, Chou, & Tsai, 2012; Jiang, Li, Liu, & Chang, 2017); Japan (Kim, 2013); and United States (Lu, Gursoy, & Lu, 2015).

LITERATURE REVIEW

2.1. Behavioural Intention

According to Kim (2013), behavioural intentions considered as a possibility of someone who will be involved in some behaviours. Behavioural intention also defines future behaviour (Kim, 2013). By following Choe and Kim's (2018) Behavioural Intention consists of two dimensions: the intention to recommend a famous city food and intention to visit food tourism destinations. Jiang et al. (2017) explained that stimuli interrelated sets which are consumer factors and information sources could attract tourists' behavioural intention.

The behavioural intention's measurement was constructed based on Mason and Paggiaro (2012). The measurement used is a five-item scale which to measure a domestic tourist to choose Bandung's famous food as the first choice when coming to Bandung, the intention to keep attending, to recommend Bandung culinary tourism to friend and others, and to spread positive word of mouth.

2.2. Motivation

According to Suhartanto et al. (2019), the motivation of tourists is a combination of tourists' wants and needs, which shaped their intention to enjoy a tourism destination or attraction. Tourists' motivation is considered as a rationalizing factor tourist behavior (Chang, Backman, & Huang, 2014). Furthermore, the motivation of tourists is said as a reflection of a tourists' needs in internal dynamic, named a push factor. To break away from the routine, and along with external dynamics, the attraction factors affect the enjoyment of tourists in attractions in specific tourist destinations (Han & Hyun, 2018).

In the previous study, Lee, Chua, and Han (2017) defined that tourist motivation as an individuals' psychological condition that directed them to meet tourism needs. When tourist needs are stimulated, they shape the motivation of travel, which encourages travellers to take any action to meet their tourism needs and reduce tensions (Hsu, Lee, & Chen, 2017). In the tourist decision-making process, individuals encode, process, choose and remember most of the information the way that is related to their travel motivation (Lee, Chua, & Han, 2017). Motivation is, therefore, very critical in tourist behaviour (Han & Hyun, 2018).

The motivation to attend culinary tourism is measured based on Jiang et al. (2017) and Horng et al. (2012). The motivation was measured used a five-item scale, which is to gain new experience, to enjoy the food, to obtain mental rest, to get more valuable food, and to get the uniqueness of Bandung culinary tourism.

Theoretically, travel motivation is differentiated from motivation because motivation is considered an initial driving attribute behind tourism behavior; therefore, it is likely that tourists' motivation will influence their intention to revisit and their decision making (Jiang, Li, Liu, & Chang, 2017). Lee (2009) discussed the relationship between motivation and future behavior in an empirical study of wetlands tourism and discovered a conceptual framework in which tourists' motivation determined future behavior. Jiang et al. (2017) demonstrated that tourists' behavioral intentions were determined by interrelated sets of stimuli (information sources) and consumer factors (sociopsychological travel motivations). Furthermore, motivation was the most important attribute incorporated into the theoretical framework, and it helped predict tourists' behavioural intentions.

Based on tourism studies, tourists' motivation serves as a mediator of the effect of the interaction between attitudes and destination image on word of mouth and visit behaviour (Reza, Samiei, Dini, & Yaghoubi, 2012). In other studies of destination brand equity, new analyses are combined as mediation moderated to discover tourists' behaviour such that brand loyalty can mediate the effects of motivation and be moderated by behavioural intention in culinary tourism (Tsai, Horng, Liu, & Hu, 2015). As such, the mediation-moderation analysis used in behavioural research provides meaningful information on tourists' destination evaluations and motivations (Sun, Sun, Wang, Zhang, & Gao, 2016). In particular, Suhartanto et al. (2019), in their research regarding tourist loyalty in creative

tourism, revealed that motivation had a positive influence on behavioural intention to a creative attraction in Bandung.

2.3. Brand Image

According to Horng et al. (2012), brand image is brand perception in consumers' minds. Images in the tourism literature have been accepted as "the number of ideas, beliefs, and impressions someone has about a destination." By following Wong, Wu, and Cheng (2014), association brand image, usually organized in a meaningful way. From the perspective of intention to travel, brand image in foreign tourists is aimed as a primary and valuable warehouse, reflecting the leading indicator of customer market potential, customer segment, and providing insight into the functional emphasis, sensory, and social brand image in culinary tourism (Horng, Liu, Chou, & Tsai, 2012). On the other hand, Wong, Wu, and Cheng (2014) asserted that food could offer a unique experience and authentic food that can be formed into the minds of customers' brand image.

The measurement used for the brand image was using a four-item scale drawn from Jiang et al. (2017) and a one-item scale used from Horng et al. (2012), which assesses whether Bandung's culinary tourism image, is consistent with the tourist's self-image. A sample item is as follows: Bandung's culinary tourism image is excellent, appealing, unique, has a vibrant food culture, and consistent with tourist's imagination.

Based on Jiang et al. (2017), a favourable brand image of the destination held by visitors is more likely to increase their motivation to experience the gastronomic culture and enhance the value of the culinary tourism destination brand. This relationship has also been analyzed from a tourist's perspective through an examination of the brand equity of culinary tourism destinations as a critical asset that increases tourists' motivation to visit.

Bianchi, Pike, and Lings (2014) concluded that a positive brand increases the value of a brand and consumers' motivation for a repeat visit. Thus, a favourable brand image of the destination held by visitors is more likely to increase their motivation to experience the gastronomic culture and enhance the value of the culinary tourism destination brand. Another study by Horng et al. (2012) investigated determinants of brand equity and the destination familiarity for intentions to travel in culinary tourism from the perspective of foreign tourists. This research proved that brand image significantly influenced behavioural intention.

2.4. Brand Value

Based on Chang, Backman, and Huang (2014), brand value or perceived value has been examined as one of the primary constructs of a tourist consumption study and is described as an overall rating of tourists on tourism products or services based on perceptions of trade-offs between what is given and what is received. In the previous study by Liu (2016), brand value will be accepted by increasing the attractiveness of cuisine to various customers. Brand value can be defined as the willingness to pay a premium price that reflects the amount that consumers are willing to pay for a brand compared to other brands that offer similar benefits (Buil, Martínez, & de Chernatony, 2013).

The measurement of brand value was using a five-item scale drawn from Jiang et al. (2017), which assesses whether Bandung's culinary tourism is worth to visit, offers reasonable prices, is an according to the benefits that tourists received, memorable, and unique.

A previous study by Roy and Chau (2011) stated that brand value defined as a set of assets that have a positive impact on motivating the tourist to buy branded stuff. The brand value was used as an essential tool by a business to assess how a brand can motivate tourists to buy a product. A study by Horng et al. (2012) investigated brand equity and the destination familiarity for Taiwan culinary tourism for intention to travel from foreign tourist's perspective. This research proved that brand value significantly influences tourist motivation to visit a destination. The research stated that tourists would have a higher motivation in visiting a place if the place is worth to visit, such as offer an affordable price, unique, and also offers a new experience that can make a memorable experience.

2.5. Loyalty

According to Han and Hyun (2018), loyalty defined as the commitment level that customers have to buy product or service choices in the future. The loyalty of customers consists of two main aspects (attitudinal and behavioural loyalty) (Han & Hyun, 2018). The behavioural aspect concerns the frequency of one's purchases, while the attitude aspect is centred on psychological attachments to particular products or brands (Lee, Chua, & Han, 2017). In this case, the offers and the consumption of unique food products not only give customers a unique experience but can also increase the loyalty of the customer to revisit (Jiang, Li, Liu, & Chang, 2017). On the other hand, very loyal customers repeatedly buy a service or product and have a sense of loyalty to the brand (Han & Hyun, 2018). According to Horng et al. (2012), one of the core components in brand equity is brand loyalty, and this reflects the brand attitude of the consumer in their intention to repurchase or reorganize and willingness to pay higher prices for products or services. The concepts and loyalty levels are used widely in strategies of marketing to measure repurchases or recommendations in the consumers (Horng, Liu, Chou, & Tsai, 2012).

The measurement of brand loyalty was using a three-item scale drawn from Jiang et al. (2017) and a two-item scale from Horng et al. (2012). The measurement assesses whether Bandungese culinary tourism is tourists' choice for a vacation, make the tourist recommend other to try, intend to eat, enjoy the visiting Bandung, and overall have confidence in Bandung's cuisine.

In particular, Wong, Wu, and Cheng (2014) found that loyalty had a good influence on tourists motivation to visit an ethnic restaurant. The research said that experience that tourist received when visiting a place could influence their motivation to revisit the place in the future. The experience will give more impact rather than the influence of people to visit a place. A business can also focus on how they treat a customer to make sure the customer can get a memorable experience, which could make them motivated to go back to a destination. In particular, Jiang et al. (2017) found that brand loyalty had a positive influence on tourist motivation in Taiwan's food. They found that loyalty is also a valuable tool to gain tourist motivation to go back again in the future.

2.6. Perceived Quality

According to Horng et al. (2012), perceived quality is defined as the result of consumer judgment from comparisons, which made by consumers from service performance between expectations and perceptions. Furthermore, in previous studies related to intention to travel, this study found a few studies that discussed discussions about perceived quality in culinary tourism (Horng, Liu, Chou, & Tsai, 2012). In the previous study by Li and Green (Li & Green, 2011), Quality perception is seen as "the level and difference between customer perceptions and expectations".

The perceived quality was measured based on Tsai et al. (2015) and Horng et al. (2012). A five-item scale was used, which consists of attributes of culinary tourism in Bandung, including improvement, excellent quality, appealing, high quality, and pleasant dining environment.

A previous study by Horng et al. (2012) about the brand equity and the destination familiarity for in culinary tourism for intention to travel from the foreign tourists' perspective, showed that perceived quality significantly affect tourist motivation. On the other hand, previous research has highlighted the importance of perceived quality, which refers to a customer's judgment, evaluation and motivation about the entire service process in terms of its excellence or superiority (Jiang, Li, Liu, & Chang, 2017). Based on that research, a customer-based brand equity model noted that perceived quality is central to the theory that influences tourists' value justifications, destination image perception, and motivation. Gartner and Ruzzier (2010) also revealed that the perceived quality of a destination positively influenced perceived trip value, image, motivation, and behavioural intention to revisit.

METHODS

3.1. Theoretical Framework

The theoretical framework for this study (Figure 1) has been developed, including the relationship Brand Image, Brand Value, Loyalty, Perceived Value, Motivation, and Behavioral Intention. In general, unique experience and authentic food can be formed into the minds of customers' brand image (Lu, Gursoy, & Lu, 2015). It is assumed that the culinary tourism brand image has positive effects on tourist travel motivation (Jiang, Li, Liu, & Chang, 2017). Positive brand increases the value of a brand and the motivation of tourists that positively influence behavioural intention.

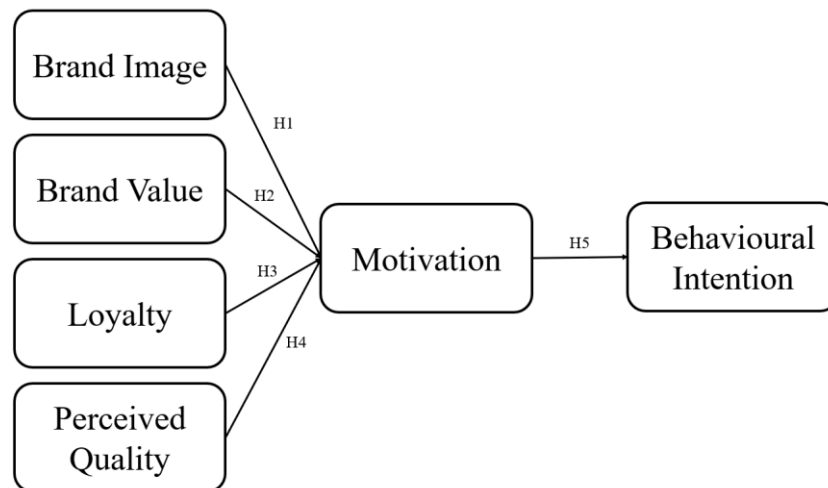


Figure 1 - Theoretical Framework

When tourists have a positive experience with the uniqueness and the quality of the food, it increases the loyalty of tourists, and they likely have positive motivation to visit the destination as their culinary tourism destination (Jiang, Li, Liu, & Chang, 2017). They also proved that behavioural intention could be predicted by the motivation that incorporated in the theoretical framework. In particular, this study aims to determine more in detail which particular dimension of brand image, brand value, loyalty, perceived quality influence motivation, and its impact towards behavioural intention in Bandung culinary.

Based on the development of theory stated above, the hypotheses of this research are:

H1: Brand Image influences Motivation

H2: Brand Value influences Motivation.

H3: Loyalty influences Motivation.

H4: Perceived Quality influences Motivation

H5: Motivation influences Behavioural Intention

3.2. Research Design

There are two types of research, quantitative research and qualitative research (Majid, 2018). Qualitative research is explorative research, and this research used to gain information from the research and conclusions made, such as opinions, reasons, and motivations. This research provides problem-solving or gains ideas to develop hypotheses.

If it compared to qualitative methods, the method for data collection in a quantitative method is more structured by using survey either online or printed questionnaires (Majid, 2018). The decision made by the researcher in this research to get samples from the respondent is categorized as a quantitative research method. Questionnaires were used as the instrument of research to collect primary data for quantitative research.

In this research, the questionnaire was used and spread through online by using Google Form. The Likert scale applied using seven scales, which measure strongly disagree (1) to strongly agree (7). For this research, seven-point Likert scales used to rank alternatives from strongly disagree to strongly agree. All the variable questions used seven Likert scales to get equally consistent data. According to Majid (2018), seven point scale may perform better compared to five point scale. The seven-point scale gives more various choices, which in turn increases the possibility to fulfill the objective reality of people.

The questionnaires were divided into four sections, which were: (1) screening questions: “Are you, Indonesian citizen?”; “Have you been to Bandung in the last six months?”, “Did you eat Bandung’s famous food when you visited Bandung (such as Soerabi Bandung, Siomay Bandung, Bandros, and many others.)?”, (2) the demographic information and visit information about respondents (gender, age, domicile, and many others), and (3) 35 questions which were answered by 7-point Likert scale, consisting five statements of brand image, five statements of brand value, five statements of loyalty, five statements of perceived quality, five statements of motivation, five statements of expectation, five statements of behavioral intention.

3.3. Sampling

The population of this research was visitors who have visited Bandung in the last six months and have tried Bandung’s famous foods. According to Jiang et al. (2017), sampling is the method of choosing a representative sample of people from the interest’s population statistically. Sampling is a very important tool for analysis studies as a result of the population of interest which sometimes consists of too several people for any scientific research to incorporate as participants (Majid, 2018). According to Jiang et al. (2017), the research's sample size ought to have enough significance and power, permitting the investigators. It is to be assured that research findings cannot be linked to variations randomly within the interest's population. This study used an analysis of Structural Equation Model (SEM) so that the minimum number of samples according to Horng et al. (2012) is minimum 300 samples. Therefore, the sample size that taken in this research is 306 respondents. However, there were only 282 respondents that fulfilled the criteria of had ever visited Bandung in the last six months and have tried Bandung's famous foods.

Table 1 - Sample Characteristic (N = 282)

		Characteristic	Frequency	Percent
1	Gender	Male	150	53
		Female	132	47
2	Age	<20	26	9
		21 – 30	207	73
		31 – 40	21	8
		41 – 50	17	6
		>51	11	4
3	Domicile	DKI Jakarta	164	58
		West Java	40	14
		Banten	27	10
		East Java	18	7
		North Sumatera	15	5
		DI Yogyakarta	6	2
		Central Java	5	2
Others	7	2		

4	Monthly Income	< IDR 1,000,000	30	11
		IDR 1,000,000 – 5,000,000	133	47
		IDR 5,000,001 – 10,000,000	87	31
		IDR 10,000,001 – 15,000,000	29	10
		> IDR 15,000,001	3	1
5	Frequency of Visiting Bandung in 6 months	1 time	59	21
		2 – 3 times	94	33
		> 3 times	129	46
6	Purpose to Visit Bandung	Culinary	197	24
		Holiday, Leisure, Recreation	182	22
		Visiting friends or relative	150	18
		Shopping	136	16
		Scenery	117	14
		Education and training	29	4
		Health and medical care	9	1
		Religion	7	1
7	Budget for Culinary Tourism in Bandung	< IDR 500,000	68	24
		IDR 500,001 – 1,000,000	143	51
		IDR 1,000,001 – 1,500,000	29	10
		IDR 1,500,001 – 2,000,000	25	9
		> IDR 2,000,001	17	6

3.4. Data Analysis

3.4.1. Validity Test

In the research by Coughlan et al. (2016) about the validity test, they stated that validity is the tools to that any measuring device measures the thing or instrument, it is meant to measure. In different words, validity is the extent the differences found in the ascertained instrument replicate the real differences among the objects that are being tested. Construct validity is approved by comparing one test to others, which assess qualities similarly to see how correlated the two measures are. Construct validity must be done by using the factor analysis of the variables that are used in the analysis (Coughlan, Hooper, Coughlan, & Mullen, 2016). Factor analysis itself is a name that denoting a category of procedures used for information data reduction and report (Coughlan, Hooper, Coughlan, & Mullen, 2016). Furthermore, factor analysis is required to look at the general interdependent relationship among variables. Steps to test factor analysis are KMO should be higher than 0.5, Bartlett's Test must show less than 0.5. Furthermore, Communalities should be higher than 0.5, and Total Variance must be more than 0.6. The Rotated Component Matrix is to test and determine the represent components of each variable. This separated that instruments contribute to a different variable or not. Convergent Validity is evident by seeing the issue loadings, and the good loadings should be larger than 0.50. Discriminant validity is a technique to examine a matrix. Variables ought to load significantly only for one factor. If there are cross-loadings, then the cross-loadings ought to value different by over 0.2. Correlations between factors itself must not be over 0.7.

3.4.2. Reliability Test

Reliability Test is the extent to which an experiment, test, or any measurement procedure shows the same result on continual trials (Connolly, 2014). Reliability Test is examined by using Cronbach Alpha. The criteria value of Cronbach Alpha should be larger than 0.6 to be thought-about as reliable. The Reliability Test is one of the most important key

elements that test the quality as a result of if the test is poor within the reliability test; the result may be different.

3.4.3. Structural Equation Modeling (SEM)

Structural Equation Modelling (SEM) is a series of statistical techniques that allow the testing of a series of relatively "complex" relationships simultaneously (Hair, Black, Babin, & Anderson, 2014). SEM also allows the intricate relationships that can be built between one or more dependent variables with one or more independent variables. According to Schumacker and Lomax (2010), SEM is an analytical tool used to describe the relationships between variables using several types of models, with the fundamental aim of providing quantitative tests for researchers.

The causal pattern of relationships between variables, in theory, is determined as a priority. The aim is to determine whether the theoretical model hypothesized is consistent with the data collected to reflect this theory. Consistency will be evaluated through a data-fit model, which shows the extent to which networks of relationships between variables make sense. SEM is a combination of factor analysis and multiple regression analysis (Baxter, Hastings, Law, & Glass, 2008). This research is using the Structured Equation Model (SEM) because this method can observe multiple and complex variables.

There are two steps to using SEM, the first step is to measure the Goodness of Fit, and the second step is Hypothesis testing (Hair, Black, Babin, & Anderson, 2014). In the first step, there are several steps to measure compatibility levels that need to be tested. Firstly, the acceptable value of Chi-Square is between 0.01 - 0.05. CMIN/DF or Chi-Square must be less than 5. While the value of less than 2 indicates a good fit (Hair, Black, Babin, & Anderson, 2014). IFI value has to be bigger than 0.9 because the value range for IFI is from -1 with 1 as the best fit. CFI value suggested being ³ 0.90 as a good fit. As stated by Hair et al. (2014), that will help the use of Chi-Square for the big number of sample above 200. This shows the average difference between the levels of freedom that occurs in the population, not in the sample.

The second step of SEM is testing the hypothesis. To test the hypothesis, the results of regression weights must be considered so that the hypothesis can be accepted (Hair, William, 2014). Regression weight shows; Critical Ratio (CR) represents t-value, and Probability Value (P) represents p-value. The CR value shows the strength of the correlation between variables. The R-value of all relationships must be higher than (>1.96). Moreover, the p-value should be below 0.05. Then, R square (Squared Multiple Correlations) or Coefficient of determination is also assessed. R square represents the percentage of variance described in the model. This shows how strongly the dependent variable contributes to the independent variable. The value of R square is greater than (0.5) is usually considered as a significant relationship (Hair, Black, Babin, & Anderson, 2014).

RESULTS AND DISCUSSION

4.1. Validity and Reliability Test

Construct validity is used for the validity test and was conducted twice, for independent variables (Brand Image, Brand Value, Loyalty, Perceived Quality), and then mediating variable (Motivation) and dependent variables (Behavioural Intention). In this research, the result of KMO & Bartlett's Test Value for Brand Image, Brand Value, Loyalty, Perceived Value as independent variables were 0.872 and the KMO & Bartlett's Significant Value is

0.000 which passed the test of validity test. For Communalities Value Test, the result has to be bigger than 0.5. The data shows the communalities for Brand Image (BI1= 0.767, BI2= 0.830, BI3= 0.720); Brand Value (BV1= 0.725, BV2= 0.580, BV5= 0.617); Loyalty (L1= 0.680, L2= 0.614, L3= 0.593, L4= 0.682, L5= 0.770); Perceived Quality (PQ2= 0.606, PQ5= 0.609). In this research, the data shows the communalities passed the criteria because the results are greater than 0.5. For the Cumulative Total Variance Explained Test, the result has to be bigger than 60%. In this research, the result shows that the total cumulative is 67.625%. The test of Cumulative Total Variance Explained Test passed the validity test, which bigger than 60%. The result for Rotated Component Matrix for each item shows it above 0.582, and the Confirmatory Factor Analysis, which was conducted with Rotated Component Matrix produced independent variables, such as Brand Image, Brand Value, Loyalty, and Perceived Quality.

Furthermore, for dependent variables (Motivation and Behavioural Intention) also passed the validity test. The result of KMO for dependent variables is 0.883, where the result is ≥ 0.5 . KMO & Bartlett's Significant Value is 0.000. The result shows that it passed the test of validity test because the result is less than 0.05. For Communalities Value Test, the result has to be bigger than 0.5. The data shows that the Communalities Value Test passed the criteria because the results are greater than 0.5. For the Cumulative Total Variance Explained Test, the result has to be bigger than 60%. In this research, the result shows the total cumulative is 70.810 %. The test of Cumulative Total Variance Explained Test passed the validity test, which bigger than 60%. The result for Rotated Component Matrix, for each item shows it above 0.555.

The Cronbach Alpha of each variable must be bigger than ($>$) 0.6 to pass. Table 4.5 shows that the independent variables; Brand Value and Perceived Quality (0.848), Brand Image (0.838), Loyalty (0.846) have passed the requirement of reliability test. The dependent variables; Motivation (0.885), and Behavioural Intention (0.802) also have passed the requirement of reliability test. The results value of Cronbach Alpha for dependent variable, which are Motivation with result 0.885 and Behavioural Intention with value of 0.802. Hence, in this reliability test, all the variables show reliable results for this research.

Table 2 - Validity and Reliability Test Result

Factor	KMO and Bartlett's Test	Rotated Component Matrix	Communalities	Total Variance Explained	Reliability
Brand Image	.872; .0001			67.625	.838
BI1		.834	.767		
BI2		.879	.830		
BI3		.742	.720		
Brand Value					.848
BV1		.837	.725		
BV2		.695	.580		
BV5		.751	.617		
Loyalty					.846
L1		.813	.680		
L2		.720	.614		
L3		.582	.593		
L4		.771	.682		

L5		.837	.770		
Perceived Quality					.848
PQ2		.740	.606		
PQ5		.740	.609		
Motivation	.883; .0001			70.810	.885
M1		.892	.806		
M2		.853	.794		
M3		.796	.771		
M4		.555	.542		
M5		.707	.637		
Behavioural Intention					.802
BIN1		.835	.740		
BIN2		.812	.655		
BIN5		.765	.720		

4.2. Structural Model

The first measurement of the goodness of fit test was Chi-square, which to know the differences between covariance and variance. In this testing, the Chi-square value should be <5 . In this research, the result of CMIN/DF value was 3.851, which means the researcher concludes that the model is a good fit. The second measurement result was Incremental Fit Index (IFI), with a requirement that must be ≥ 0.90 , and this test also shows the Chi-square value. In this research, the result of IFI was 0.903. Thus it is considered a good fit model. The third measurement result is the Comparative Fit Index (CFI) to measure the improvement in non-centrality in going off the model. The requirement for CFI value is $CFI \geq 0.9$, and since this research shows a value of 0.902, thus it is considered a good fit model.

Furthermore, for the dependent variable, the result of CMIN/DF value was 4.341, which means the researcher concludes that the model is a good fit. Secondly, the result of the IFI was 0.947. Thus it is considered a good fit model. Thirdly, the result value of TLI was 0.922, which passed the criteria. The fourth criteria are the Comparative Fit Index (CFI), and this research shows the value of 0.947. Thus it is considered a good fit model. The last measurement was the Normed Fit Index (NFI). It measures the suitability of the model on a comparative basis to the baseline or the null model. The null model is generally a model that states that the variables contained in the estimated model are not interconnected. The value is expected to be higher than 0.90, and this research shows a value of 0.933; thus, it is considered a good fit model.

4.3. Hypothesis Testing

In this hypothesis testing, the model was tested with following variables, such as Brand Image, Brand Value, Loyalty, Perceived Value as independent variables and dependent variables, which are: Motivation and Behavioural Intention. The result of Regression Weight of hypothesis testing was conducted after the model results have a fit model. So, as the hypothesis to pass the criteria of the value, the C.R-value needs to exceed ± 1.96 , and the p-value must be lower than 0.05.

Table 3 - Hypothesis Testing

Hypothesis	Path	C.R.	P Value	Interpretation
H1	Brand Image → Motivation	5.371	***	Supported
H2	Brand Value → Motivation	-.183	.855	Not Supported
H3	Loyalty → Motivation	7.446	***	Supported
H4	Perceived Quality → Motivation	4.388	***	Supported
H5	Motivation → Behavioural Intention	12.459	***	Supported

4.4. Discussion

Brand Image influences Motivation on Bandung culinary tourism. This hypothesis result is in line with Jiang et al. (2017) that did the research about Brand Equity that influences Behavioural Intention through Motivation. They found that Brand Image has a significant impact on tourist Motivation to visit a destination as culinary tourism. They stated that the appearance and the uniqueness of the food might be the factors of the brand image of a destination in influencing tourist motivation to visit. Brand image categorized as an essential thing in terms of attracting tourists to visit a destination.

The rejection of Brand Value in influencing motivation was also found in the research by Choe and Kim (2018) about the effect of tourist local consumption value on attitude and behavioural intention in consuming a portion of local food. The tourist claimed that the reason behind their motivation to visit the place usually because of meeting friends or relatives. They said that improving social relationships is more important rather than the value of the food. On the other hand, people also do not think whether the food is worth to try or not if their plan in trying new or famous food is accomplished, they will do it. Follow the food trend was also be the common reason why people want to try the food because sometimes they think that people's lifestyle affects more to their motivation to try something new rather than the value of the food.

Loyalty influences Motivation on Bandung culinary tourism. This hypothesis result is in line with previous research by Wong and Cheng (2014) about the authenticity perceptions of brand equity towards brand choice intention in an ethnic restaurant. In their research found that loyalty has a positive influence on consumer's motivation on visit authentic restaurant. The previous satisfied experience, such as the enjoyment of eating the food, was the reason why they have a motivation to revisit the place. It proved that the loyalty has a positive relation to tourist motivation.

Perceived Quality influences Motivation in Bandung culinary tourism. This hypothesis result is in line with previous research by Suhartanto et al. (2019) about tourist loyalty in creative tourism, which proved that the quality of tourist experience has a positive impact

on tourist motivation to visit a destination or attraction. In their study stated that tourists would be motivated to visit a destination if the destination provides a high quality of experience and shows an improvement in the destination or attraction.

Motivation influences Behavioural Intention on Bandung culinary tourism. This hypothesis results in line with previous research by Jiang et al. (2017) about the influence of brand equity towards behavioural intention with motivation as they mediate. Their research proved that motivation has a positive influence towards behavioural intention, which keeps attending the destination, recommend the food to others, and will choose the food as the first choice if they come to the place. They stated that people would not have any intention to visit a place without any motivation behind it, whether it is direct or indirect.

CONCLUSION

This study developed the model by initially defining culinary tourism in terms of brand image, brand value, loyalty, and perceived quality. Furthermore, to highlight the critical roles of the independent variables in culinary tourism, these attributes were examined conceptually and empirically with travel motivation and behavioural intention. Finally, this study integrated the literature on destination brand image, brand value, loyalty, and perceived quality to provide insights by examining the independent variables with a sample of domestic tourists. The influences of independent variables that were confirmed in this study are also meaningful to predict tourists' motivation. The results revealed that brand image, perceived quality, and loyalty were indirectly related to domestic tourist behavioural intention through its effects on travel motivation.

The result of this research shows that 1 out of 5 hypotheses was rejected. The rejected hypothesis was H2 (Brand Value influences Motivation). Hence, the accepted hypothesis was H1 (Brand Image influences Motivation), H3 (Loyalty influences Motivation.), H4 (Perceived Quality influences Motivation), H5 (Motivation influences Behavioural Intention).

MANAGERIAL IMPLICATION

For managerial implications, Bandung Culture and Tourism Government can improve Bandung culinary tourism through aspects discussed in this research such as Brand Image, Loyalty, and Perceived Quality, which are then expected to motivate tourists to come to Bandung as culinary tourism. Bandung Culture and Tourism Government can build the image of the city of Bandung as the first aspect for attracting tourists to come and try famous food such as strengthen the culture and elaborate it with the food. For example is Bali, which one of the cities in Indonesia that has implemented a combination of culinary and culture, such as at Bintang Laut Restoran located in Jimbaran. The restaurant serves fresh seafood with an atmosphere and views of the beach, coupled with the presence of Balinese dances presented.

The strengthening of culture in every culinary process of tourism is expected to increase the attractiveness of the tourist to come, not only to try the food but also to feel the culture (Hidayat, 2016). This is not only for the image, but also affects the value obtained. Brand value is not only measured by the price offered but also based on the memorable experience that can make the culinary tourism in Bandung feel valuable. The uniqueness

and memorable experience are the points that must be strengthened and maintained by Bandung so that the city of Bandung can get a place in the hearts of the tourist.

Quality is also essential, especially in culinary tourism, which needs to pay attention to the health and safety of the tourist. Bandung Culture and Tourism Government Tourist need to cooperate with tourism business to provide good quality of food, perhaps by tightening the standard of food that can be sold, such as in Australia which food businesses require a Food Safety Supervisor to be on their staff at all times, only to make sure that the food sold is always safe. The government can hold regular inspections, in collaboration with BPOM to ensure the quality of food sold is by established standards. This is expected to prevent mass food poisoning occurred, such as the one that already mentioned in the background. The government is expected to be able to determine quality as the most crucial standard to provide safety and comfort to tourists. Moreover, with the election of Bandung as Indonesia's culinary tourism destination, this research is expected to help the government to be able to attract tourists which not only from domestic but also international.

Similar to other research, this research also has some weak points which expected to be improved by the future researcher. Not only improve the research, but it is also expected to provide a direction for future researcher to develop the research by elaborate other variables such as travel experience and tourist satisfaction that has been done by Sangpikul (2017). Furthermore, the future researcher could also replicate on different respondents with a different destination such as Joglosemar (Yogyakarta, Solo, Semarang) which can help the city to increase their culinary tourism by focusing on these variables used in this research or even with other variables that still relate with the culinary tourism.

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