

Budapest International Research and Critics Institute-Journal (BIRCI-Journal)

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## Budapest International Research and Critics Institute-Journal (BIRCI-Journal)



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## Antecedents Sensory Appeal and Consequences It Recommend Intention, Revisit Intention, Willingness to Buy Culinary Product

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### Abstract

*The goal of this study was to see if Cultural Experience, Excitement, Health Concern, and Sensory Appeal had an effect on Recommendation Intention, Recurrence Intention, and Willingness to Buy Culinary Product. This study's population consists of tourism tourists who visit Medan City's culinary tourism. This study's sample size was 200 people. This is a quantitative study using a survey method. In this study, a questionnaire was used to collect data. Domestic tourists who visited Medan City culinary tourism were distributed online questionnaires to respondents using a Non-Probability Sampling approach using purposive sampling with the criteria that tourists had visited Medan City culinary tourism once a year. PLS-SEM is used to analyze data. The findings revealed that Cultural Experience, Excitement, and Health Concern variables had a positive influence on Sensory Appeal, and Sensory Appeal variables had a positive influence on Recommend Intention, Revisitation Intention, and Willingness to Buy Culinary Product.*

### Keywords

cultural experience; excitement; health concern; sensory appeal; intention to recommend; intention to return; willingness to purchase culinary product



## I. Introduction

The culinary industry in Indonesia is becoming increasingly popular among the general public, as evidenced by the growing number of people who enjoy exploring various food menus, including traditional, national, and international fare. This is evidenced by the growing number of culinary businesses that pop up from time to time, as well as the availability of their respective mainstay menus. At the moment, the need for food and drink is more than just a basic requirement that must be met. It has become a societal trend, as explained in Maslow's Theory of Needs. This is evident in activities such as eating and drinking with friends or relatives, which are also used as a means of socialization/gathering together. Many people believe that the culinary industry is a promising business today (Diah Sastri Pitanatri, 2016). So don't be surprised if the culinary industry in Indonesia continues to grow, and this is certainly an appealing opportunity for culinary business entrepreneurs. One of them is the shift in culinary tourism in Medan.

Culinary tourism is growing in Medan, and it is more than just taking tours and then eating whatever is available and filling. Tourists, on the other hand, want to learn more about the history of a typical regional food, such as what it is, who makes it, why it is made, and how to describe a region's culture through food. Tradition is something that is passed down from the heritage of the ancestors to the next generation in a relay descends performed by the indigenous communities that have become deeply entrenched the culture in life. (Purba, N. 2020)

Culinary tourism is an activity related to a person's experience when enjoying an authentic dish in the form of drinks and food that has characteristics and is certainly easy to remember, such as aspects of culture, history, customs, and tourist attractions in the area. When we look at each culture, there must be something that stands out and has a distinct identity that can have an impact on the development of the culture itself, namely the broadening of one's knowledge of the culture. Of course, different cultures have a variety of traditional foods that are served uniquely and are capable of shaking the tongue of any culinary enthusiast. Traditional food that consists of more than one dish will be more appealing to us in order for us to enjoy the existing food. Soto Medan, satay memeng, Lontong Medan, and Nasi Pecel are just a few of the traditional foods found in Medan.

Interpersonal relationships are effective communication relationships with other people and their surroundings (Canggara, 2011). Interpersonal communication occurs in interpersonal relationships. According to Enjang (2009), interpersonal communication is face-to-face communication that allows each participant to directly capture the reactions of others, either verbally or nonverbally. This is supported by research conducted by (Pratiwi et al., 2018), which found that developing halal tourism in the city of Bandung requires cross-institutional support and a more complex communication strategy to communicate halal tourism to stakeholders and the community. Thus, young people who enjoy culture are ecstatic and enthusiastic because they don't have to travel far to find culinary tourism, because culinary tourism is available in their own country, namely Indonesia.

Excitement is defined as someone who derives happiness, satisfaction, and pleasure from events held by providing excellent benefits and being able to instill a positive attitude (Sitorus, 2017). According to research conducted by (Bagus & Sudibia, 2018), the factors identified in influencing a person's happiness include income, expectations, relationships, faith, gratitude behavior, pro-environmental behavior, health, gender, social and cultural capital. The same thing was investigated by (Suzanti, 2014)

A health concern is a company that sells tourism products and services with the primary goal of maintaining and improving one's health. Other goals besides health can include outdoor activities, attractions, culture, entertainment, or other events (Tooman, 2013). In this case, health is a tourist activity with the primary motivation for health in a relaxed and pleasant environment (Goeldner, 1989). This is supported by research conducted by (Devi Rosalina et al., 2015), which found that Bali has a lot of potential, currently has three international hospitals, is famous for its health tourism, has a rich culture, sophisticated medical equipment, medical and paramedical professionals on staff, and a good image for his hospitality.

Sensory Appeal refers to anything that has uniqueness, beauty, and diverse values in the form of natural wealth, cultural wealth, and man-made products that attract tourists (Santoso et al., 2018). In this case, tourist attraction has a significant impact on the selection of tourist destinations. People do not want to visit tourist areas with ordinary attractions because they must pay and spend time doing so. In this case, there are several popular culinary tours in Medan. Starting with fresh soup soup, chicken noodles, and traditional Medan coffee dishes that are popular in today's society. As a result, visitors recommend Medan culinary tourism to others.

Culinary tourism in Medan is a potential that can be developed in order to support the development of Medan's competitiveness in culinary tourism, and Medan's distinctive cultural diversity keeps it on the radar of foreign tourists. Like Lake Toba and its Samosir Island, which captivates everyone who visits it. Furthermore, the various culinary delights of the Batak lands are a major draw. Each culinary establishment has its own charm and

uniqueness, beginning with the location, and health issues are also guaranteed. Furthermore, Medan's cultural diversity is very distinct. With the advent of culinary tourism, food or culinary is no longer merely a supplement to tourism, but rather the primary destination for tourists to engage in tourism activities.

Based on several previous studies to investigate the influence of various factors on the convenience of food choices, the majority of which focus on markets in developed and industrialized countries Consumers in developing countries may not respond to these factors due to differences in traditions, cultures, food habits, social structures, religious beliefs, and ethical values (Yeseul Hwang, 2016). However, no one has studied how Excitement, Health Concern, and Willingness to Buy Culinary Products influence Recommend Intention and Willingness to Buy Culinary Products.

Many of the culinary phenomena found in Medan are influenced by several dominant tribes in the city of Medan, including Javanese, Batak, Chinese, Minangkabau, Mandailing, and Indian ethnicities. As a result, some of the typical culinary delights in Medan are similar to those in the surrounding area. As a result, this one-of-a-kindness becomes a special draw for tourists visiting Medan. Furthermore, there are many culinary providers in the city of Medan that offer culinary specialties from the city of Medan, as well as many culinary providers in the city of Medan that have historical value. As a result of this attraction, the behavior that visitors will engage in after being satisfied with the results or performance will result in Recommend Intention. Recommend Intention, as defined by Zeithaml et al. (1996), is a position that connects consumers with actions that are likely to be performed in the future. Consumers who are pleased with a product or service, for example, will recommend it to others (word of mouth) and are likely to return.

Based on the phenomena and previous studies discussed above, the purpose of this study is to investigate the effect of Cultural Experience, Excitement, Health Concern, and Sensory Appeal on Recommendation Intention, Revisitation Intention, and Willingness to Buy Culinary Product.

## II. Research Method

This study used an explanatory research approach to determine consumer intentions for repeat visits. Yuniawati and Finardi (2016) consumer intentions to visit again and choose culinary tourism are influenced by cultural experience, excitement, health concerns, and sensory appeal (Yusuf, 2017). This is a quantitative study because the data is a variable with a numerical value (Likert scale 1-7). A questionnaire is used to collect data. Using the Probability Sampling approach, online questionnaires were distributed to Indonesian tourists, specifically domestic tourists who visited tourist villages.

## III. Result and Discussion

### 3.1 Evaluation of the Measurement Model (Outer Model)

#### a. Validity of Convergence

The convergent validity test results show that all items measuring the research variables have a loading factor value greater than 0.6, indicating that all items are valid. In the meantime, the AVE value is shown in table 1 below:

**Table 1.** Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)

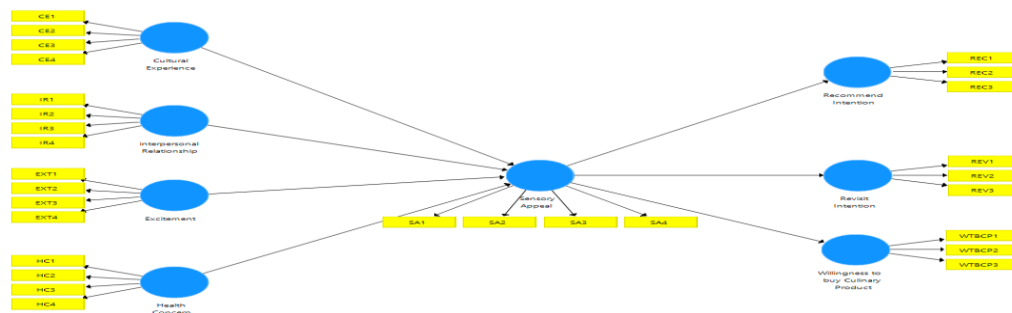


Cultural Experience	0.744	0.751	0.834	0.558
Excitement	0.762	0.777	0.845	0.577
Health Concern	0.849	0.857	0.899	0.690
Recommend Intention	0.808	0.827	0.885	0.720
Revisit Intention	0.805	0.808	0.885	0.720
Sensory Appeal	0.801	0.822	0.870	0.627
Willingness to buy Culinary Product	0.862	0.877	0.916	0.784
interpersonal Relationship	0.840	0.902	0.891	0.673

According to table 1, all work with Cronbach alpha and composite reliability values greater than 0.70 is included. According to table 1, all AVE root values and all constructs have an AVE value greater than 0.50. As a result, it is possible to conclude that all measurement constructs are reliable and valid. According to table 1, all work with Cronbach alpha and composite reliability values greater than 0.70 is included. As a result, there is no undimensionality issue with the variables Cultural Experience, Excitement, Health Concern, Recommend Intention, Revisit Intention, Sensory Appeal, Willingness to Buy Culinary Product, and Interpersonal Relationship, as all of them are greater than 0.6. It is possible to determine whether all variables in this study are reliable.

#### b. Evaluation of the Structural Model (Inner Model)

The goal of evaluating the Inner Structural Model is to see if there is any influence between constructs and R Square. The structural model was evaluated using P-Value to determine the significance of the structural path parameter coefficients and R Square to determine whether the independent latent variable has a substantive effect on the dependent latent variable. This is depicted in Figure 1 below:



*Figure 1. Evaluation Inner Model*

Based on Figure 1, it can also be seen that all paths have reached a significant 95% CI > (1.96). This is a request in a review with a loading factor that is carried out to assess the significance of the latent construct with its construct.

**Table 2.** HTMT Ratio

	Cultural Experience	Excitement	Health Concern	Recommend Intention	Revisit Intention	Sensory Appeal	Willingness to buy Culinary Product	interpersonal Relationship
Cultural Experience								



Excitement	0,091							
Health Concern	0,065	0,249						
Recommend Intention	0,154	0,178	0,122					
Revisit Intention	0,149	0,116	0,092	0,444				
Sensory Appeal	0,385	0,236	0,222	0,336	0,301			
Willingness to buy Culinary Product	0,066	0,313	0,146	0,164	0,067	0,462		
interpersonal Relationship	0,098	0,163	0,255	0,247	0,080	0,175	0,215	

Table 2 shows that the value of the HTMT Ratio in the variables must be greater than the value between variables in order to be accepted as valid in the discriminant validity test. In this study, there are several indicators with the lowest loading factor value that must be removed so that each variable meets the validity of the Fornell-Larcker criteria, namely the indicators that are deleted are Cultural Experience, Excitement, Health Concern, Recommend Intention, Revisit Intention, Sensory Appeal, Willingness to buy Culinary Product and interpersonal relationships. After the indicator is removed, the research instrument meets the Fornell-Larcker criteria of discriminant validity with the values listed in table 3 below.

**Table 3.** Fornell-Larcker Criterion

	Cultural Experience	Excitement	Health Concern	Recommend Intention	Revisit Intention	Sensory Appeal	Willingness to buy Culinary Product	interpersonal Relationship
Cultural Experience	0,747							
Excitement	0,004	0,760						
Health Concern	0,019	0,194	0,831					
Recommend Intention	0,115	0,154	0,100	0,849				
Revisit Intention	0,120	-0,062	0,039	0,352	0,849			
Sensory Appeal	0,334	0,201	0,185	0,274	0,245	0,792		
Willingness to buy Culinary Product	-0,056	0,261	0,125	0,133	0,049	0,384	0,886	
interpersonal Relationship	-0,024	0,128	0,227	0,205	0,064	0,153	0,188	0,820

Table 3 above shows the results of the last discriminant validity test, the results of the cross-loading value on the research instrument can be checked. The cross-loading value is the correlation value between each indicator and all variables in the research instrument. The cross-loading value that can be considered valid is if the correlation value between indicators and variables containing indicators is greater than the correlation value between indicators and other indicators.

### 3.2 R Square Test

Based on data processing that has been carried out using the smartPLS 3.3 program, the R-Square values are obtained as follows:

**Table 4. R Square**

	R Square	R Square Adjusted
Recommend Intention	0,075	0,071
Revisit Intention	0,060	0,056
Sensory Appeal	0,184	0,171
Willingness to buy Culinary Product	0,148	0,144

From table 4 above, it shows that the Sensory Appeal variable is influenced by three variables, namely Recommend Intention, Revisit Intention, Willingness to buy Culinary Product. The R<sup>2</sup> value obtained is 0.171 or 71% where the remaining 29% of other Sensory Appeal variables can be influenced by other exogenous variables not examined in this study. The remaining 29% and other dependent variables can be influenced by other dependent variables not examined in this study.

### 3.3 Hypothesis testing

The next analysis after analyzing the model is hypothesis testing, this analysis is carried out by comparing the TStatistics values generated from the bootstrapping results in PLS. The hypothesis is accepted (supported) if the TStatistics value is higher than the Ttable value (1.65) with a significant level of 5% or through PValue = 0.05 (Ghozali, 2018). It can be seen in table 5 below:

**Table 5. Hypothesis testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Cultural Experience -> Sensory Appeal	0.334	0.337	0.056	5.917	<b>0.000</b>
Excitement -> Sensory Appeal	0.162	0.173	0.057	2.817	<b>0.005</b>
Health Concern -> Sensory Appeal	0.122	0.125	0.056	2.171	<b>0.030</b>
Sensory Appeal -> Recommend Intention	0.274	0.282	0.060	4.576	<b>0.000</b>
Sensory Appeal -> Revisit Intention	0.245	0.252	0.066	3.717	<b>0.000</b>

Sensory Appeal -> Willingness to buy Culinary Product	0.384	0.387	0.063	6.110	<b>0.000</b>
interpersonal Relationship -> Sensory Appeal	0.112	0.118	0.057	1.981	<b>0.048</b>

Based on table 5 above, it can be concluded that the results of Cultural Experience, Excitement, Health Concern are significant to Sensory Appeal and Sensory Appeal variables are also significant to Recommend Intention, Revisit Intention, Willingness to buy Culinary Product, and Interpersonal Relationship. This can be explained in the following hypothesis:

Hypothesis 1, the Cultural Experience construct of Sensory Appeal with a t-statistic value of 5.917, greater than 1.65 with a significant value or P-Value of 0.000. Then Ha is accepted. It means that there is a significant relationship between Cultural Experience and Sensory Appeal. This is supported by research (Yusuf, 2017) showing the results that Sensory Appeal has the highest level of tourists' approval of cultural experiences. The same thing was also investigated by Candau, (2004), Imtiyaz et al., (2021) and Toraldo, (2013) showing the results that there is a positive effect between Cultural Experience and Sensory Appeal.

Hypothesis 2, the construct of Excitement on Sensory Appeal with a t statistic of 2.817, greater than 1.65 with a significant value or P-Value of 0.005. Then Ha is accepted. It means that there is a significant relationship between Excitement and Sensory Appeal. This is supported by research conducted by Sundar & Noseworthy, (2016), Rupini & Nandagopal, (2015), Keys, (2013) showing the results that there is a positive effect between Excitement and Sensory Appeal.

Hypothesis 3, the construct of Health Concern for Sensory Appeal with a t-statistic value of 2.171 which is greater than 1.65 with a significant value or P-Value of 0.030. Then Ha is accepted. It means that there is a significant relationship between Health Concern for Sensory Appeal. This is supported by research conducted by Rahma et al., (2017) showing the results that ethnic and tribal diversity produces a variety of special foods and culinary attractions that can attract tourists. The same thing was also done by Salsabila & Basuki, (2020), Imtiyaz et al., (2021) showing that there is a positive relationship between Health concern and Sensory Appeal.

Hypothesis 4, the construct of Interpersonal Relationship to Sensory Appeal with a t statistic of 1.981, greater than 1.65 with a significant value or P-Value of 0.048. Then Ha is accepted. It means that there is a significant relationship between interpersonal relationship to sensory appeal. This is supported by research Ben-Avi et al., (2012), Cruz et al., (2020), Zhao, (2017) and Ngele et al., (2020) showing the results that there is a positive relationship between Interpersonal Relationship with Sensory Appeal.

Hypothesis 5, the Sensory Appeal construct of Recommend Intention with a t-statistic value of 4.576, greater than 1.65 with a significant value or P-Value of 0.000. Then Ha is accepted. It means that there is a significant relationship between Sensory Appeal and Recommend Intention. This is supported by research conducted by Andriani, (2021), Nugraheni & Wijoyo, (2021), Putri & Irfandi, (2019) showing that there is a positive relationship between Sensory Appeal and Recommend Intention.

Hypothesis 6, the Sensory Appeal construct of Revisit Intention with a t statistic of 3.717, greater than 1.65 with a significant value or P-Value of 0.000. Then Ha is accepted. It means that there is a significant relationship between Sensory Appeal and Revisit Intention. This is supported by research conducted by Imtiyaz et al., (2021) and Rajain, (2016) showing the results that there is a positive relationship between Sensory Appeal and

Revisit Intention of food. This is also supported by research Elangovan & Padma, (2017), Krishna, (2012) which shows that there is a positive relationship between Sensory Appeal and Revisit Intention.

Hypothesis 7, Sensory Appeal construct on Willingness to buy Culinary Product with t statistic value of 6.110 is greater than 1.65 with a significant value or P-Value of 0.000. Then  $H_a$  is accepted. It means that there is a significant relationship between Sensory Appeal and Willingness to buy Culinary Products. This is supported by research conducted by Imtiyaz et al., (2021) and Rajain, (2016) which show that there is a positive relationship between Sensory Appeal and Willingness to buy Culinary Product. This is supported by research Khoiriyah & Toro, (2014), Esmee van Vliet, (2017), Xue et al., (2021) which shows that there is a relationship between Willingness to buy Culinary Product and Sensory Appeal.

### 3.4 Discussion

The findings revealed that the Cultural Experience construct has a strong influence on Sensory Appeal. According to table 5, Cultural Experience has a positive and statistically significant effect on the excitation variable. This demonstrates that there is an interesting experience in which consumers enjoy tasting local food, with a significant value or P value of 0.000. As a result, it is understandable that consumers are delighted to sample the local cuisine of Medan tourism. This is supported by research conducted by Kamarulbaid & Mustapha, (2021), which found that the taste of local food as part of the food image has a significant impact on domestic tourists' satisfaction and response behavior. The same thing was investigated by Yusuf, (2017), who discovered that Sensory Appeal has the highest level of approval of cultural experiences among tourists. The same thing was investigated by Candau, (2004), Imtiyaz et al., (2021), and Toraldo, (2013), who found a positive relationship between Cultural Experience and Sensory Appeal.

The findings revealed that the construct Excitement to Sensory Appeal had a significant value, or P-Value of 0.005. This means that if excitement is associated with sensory appeal in culinary tourism, it refers to the attraction of tasting new food or drinks that differ from the typical tariffs of other tourists. Furthermore, pleasure or curiosity will heighten expectations of food appeal. In terms of the enjoyment of traditional food consumption, trying new foods reflects a desire to try something new, specifically trying foreign foods that were previously unknown (Pliner & Hobden, 2018). Several studies also show that pleasure motivates people to seek food outside the home. Pleasure-seeking tourists have a psychological reason for visiting places other than where they live on a regular basis. A pleasure vacation must be physically and socially distinct from the context in which a person normally lives (Figler et al., 1992). This is supported by research conducted by Sundar & Noseworthy, (2016), Rupini & Nandagopal, (2015), and Keys, (2013), which found a positive relationship between Excitement and Sensory Appeal.

The findings revealed that the construct of Health Concern for Sensory Appeal had a significant value, or P-Value, of 0.030. In this case, the greater the clarity of the Health concern, the more interested consumers will be in tasting local food. This is supported by research from (Rahma et al., 2017), which found that ethnic and tribal diversity produces a variety of special foods and culinary attractions that can attract tourists. Similarly, (Salsabila & Basuki, 2020) and (Imtiyaz et al., 2021) demonstrated a positive relationship between Health Concern and Sensory Appeal.

The findings indicated that the construct of interpersonal Relationship to Sensory Appeal had a significant value or P-Value of 0.048. In this case, the more sensory appeal there is, the more consumers want to communicate with one another, which motivates a

person to meet new people, spend time with family, and visit family and friends. This is supported by studies (Ben-Avi et al., 2012; Cruz et al., 2020; Zhao, 2017; Ngele et al., 2020) that show a positive relationship between Interpersonal Relationship and Sensory Appeal.

The findings revealed that the Sensory Appeal construct of Recommend Intention had a significant value, or P-Value of 0.000. In this case, the more consumers recommend the culinary to others where there is a Sensory Appeal. This is supported by research from Andriani, (2021), Nugraheni & Wijoyo, (2021), and Putri & Irfandi, (2019) that shows a positive relationship between Sensory Appeal and Recommend Intention.

The findings revealed that the Sensory Appeal construct of Revisit Intention had a significant value, or P-Value, of 0.000. In this case, where consumers experience a Sensory Appeal in culinary fields, they are more likely to return. This is supported by research conducted by Imtiyaz et al., (2021) and Rajain, (2016), which discovered a positive relationship between Sensory Appeal, health concern, and food revisit intention. This is supported by research Elangovan & Padma, (2017) and Krishna, (2012) that show a positive relationship between Sensory Appeal and Revisit Intention.

The results revealed that the Sensory Appeal construct had a significant value or P-Value of 0.000 on Willingness to Buy Culinary Product. In this case, where there is a Sensory Appeal, consumers are more willing to purchase Culinary Products in Medan City. This is supported by research Khoiriyah & Toro, (2014), Esmee van Vliet, (2017), and Xue et al., (2021) that shows a relationship between Willingness to Buy Culinary Product and Sensory Appeal.

#### IV. Conclusion

Based on the findings of the discussion, it is possible to conclude that: The first hypothesis testing indicates that Cultural Experience has a significant influence on Sensory Appeal. The second hypothesis asserts that Excitement has a positive effect on Sensory Appeal. The third hypothesis demonstrates that Health Concern has a positive effect on Sensory Appeal. According to the fourth hypothesis, interpersonal relationships have a positive effect on Sensory Appeal. Testing Sensory Appeal has a positive effect on Recommend Intention in the fifth hypothesis, indicating that the fifth hypothesis is accepted. Sensory Appeal, the sixth hypothesis, has a positive effect on revisit intention. The seventh hypothesis examines whether Sensory Appeal influences Willingness to Purchase Culinary Products. So there is a significant effect from all hypotheses, implying that all hypotheses are accepted. Future research may consider a larger sample size, as a larger sample size is more likely to generalize the findings. Further research could look into conducting this study on culinary by including moderating variables like social media usage. Research can be conducted in other regional cuisines to see if there are any similarities or differences in search results from one culinary to another.

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