

DETERMINING GASTRONOMY TOURIST LOYALTY: THE MEDIATING ROLE OF TOURIST TRUST AND SATISFACTION

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Abstract

Gastronomy tourism is an alternative tourism attraction developed in these recent years in Indonesia. To maintain its sustainability, the management of gastronomy tourism must be able to create tourist loyalty. This study aims to determine the effects of perceived value on tourist loyalty in both direct and indirect manners through tourist trust and satisfaction. Two hundred participants filled in the questionnaires. The participants were recruited from gastronomy tourism destinations in East-Java Province Indonesia. This study employed partial least squares with the smartPLS technique to analyse the data. The data analysis showed that perceived value has a positive significant effect on tourist loyalty. In addition, this study found that tourist satisfaction is the only mediator that bridged the effect of perceived value on tourist loyalty. Upon the completion of data analysis, this study provides both theoretical and practical contributions. For theoretical contribution, this study provides a conceptual model explaining the relationship among perceived value, tourist satisfaction, and trust in forming gastronomy tourist loyalty. For a practical standpoint, this study provides a guideline for management to create loyalty.

Keywords: gastronomy tourism, tourist loyalty, tourist trust, tourist satisfaction

INTRODUCTION

Gastronomy tourism is one of the tourism sectors which has the potential to be developed in Indonesia. This tourism is more growing along with the recovery of the tourism sector in Indonesia after the Covid-19 pandemic. Based on data from the Ministry of Tourism and Creative Economy and BPS-Statistics Indonesia, the contribution of tourism GDP at the end of 2022 increased by 3.6% with an increase in foreign tourists by 153% compared to 2021 and placing culinary as the most potential sector in increasing creative economy-based tourism. The emergence of various Indonesian culture is able to present a variety of culinary products for the community. This is an opportunity for gastronomic tourism, because it can reflect cultural identity through the success of collaborating between food tourism and socio-cultural elements that are local to the area (Lin et al., 2021; Williams & Jr, 2014).

Undoubtedly, loyalty is an important behavioral outcome that every service organization seeks to achieve (El-Adly, 2019). Success in creating tourist loyalty is considered a positive marketing performance for the success of tourist destinations and achieving a source of competitive advantage (Hung et al., 2021; López-Guzmán et al., 2019). The rapid growth of gastronomic tourism in Indonesia requires tourism industry players to formulate strategies to create the right loyalty to be able to attract tourists to visit (Suhartanto et al., 2020). It is a challenge for tourism industry players, because gastronomic tourists not only demand culinary experience, but also get cultural experience through the success of ethnic restaurants in serving the taste of local food (Carpio et al., 2021; Ellis et al., 2018; Song et al., 2019).

One of the drivers of loyalty is the influence of the perceived value of tourists (El-Adly & Eid, 2015; Slack et al., 2021; Solakis et al., 2022). Patterson (1997) states that perceived value is a consumer's total assessment of the benefits derived from products, services, or market offerings (Jiang & Hong, 2021). Perceived value in the context of tourism is a multidimensional construct which is the main antecedent in identifying tourist satisfaction and behavioral intentions (Ali et al., 2020; Feng et al., 2020; A. S Hussein & Hapsari, 2020; Wai Lai, 2019). Studies in the tourism industry find the importance of perceived value in influencing customer loyalty (Hussein et al., 2018; Nguyen et al., 2021). However, identification still needs to be carried out because there are still research inconsistencies and differences between tourist segments and the tourism sector, the findings of studies on one segment in one sector previously may be difficult to generalize to other segments and/or sectors (Liu et al., 2020a). Thus, the objective of this study is to conduct further studies in the formation of tourist loyalty in the gastronomic tourism sector.

Creating loyalty based on the perceived value of tourists can show a level of success in satisfying tourist expectations (Al-Ansi & Han, 2019; Liu et al., 2020). This success can build a quality relationship between tourists and organizations (Alves et al., 2019; Oly Ndubisi, 2007; Tseng, 2021). The more quality the relationship that exists between consumers and the organization, the longer the relationship can be established. This is in line with the concept of relationship quality which emphasizes that this form of relationship is a cognitive evaluation of a business interaction between consumers and organizations (Wu & Cheng, 2018).

The concept of Relationship Quality is highly appropriate to be integrated in research because there is an effort to strengthen the perceived value to build long-term on-going relationships (Hennig-Thurau & Klee, 1997; Hopenienė & Rūteliūnė, 2016; Morgan & Hunt, 1994). Many previous studies have used relationship quality concept such as trust (Morgan & Hunt, 1994) and satisfaction (Hennig-Thurau & Klee, 1997) as an antecedent of behavioral intention. Increased activity in the tourism sector in Indonesia is of course a special urgency to create tourist loyalty through the RQ dimension itself, namely trust and satisfaction related to intangibility and heterogeneity of the services provided (Lasrado et al., 2022).

To answer this urgency, this research uses tourist trust and tourist satisfaction as mediation in the relationship between perceived value and tourist loyalty. Previous researchers stated that the level of tourist satisfaction affects the intention to return to the restaurant (Ananda Sabil Hussein, 2020). Satisfied customers can become loyal when they are satisfied with their dining experience (Severt et al., 2022; Zhong & Moon, 2020). While the level of satisfaction is influenced by the perceived value of consumers (El-Adly, 2019). The same study was also conducted on the positive effect of trust on loyalty through perceived value creation (Chai et al., 2015; Nelson & Kim, 2021; Rao et al., 2022; Setyawati & Raharja, 2018). Creating trust in the world of tourism is extremely important to improve the relationship quality (Endah et al., 2017; Hapsari et al., 2020).

LITERATURE REVIEW

Perceived Value

Marketing strategies based on the concept of perceived value from customers in recent decades have received a lot of attention (El-Adly & Eid, 2015). Perceived value plays a key role in consumer decision making in purchasing products or services (Solakis et al., 2022). Perceived value is of particular interest in tourism research, in addition to its influence on consumer behavior but the amount of perceived value is a consequence of its existence which is highly vague and tends to be subjective (Ghorbanzadeh et al., 2021). In the context of the tourism industry, perceived value is closer to the perspective of "utility evaluation" which refers to the overall evaluation of a product or service by a customer that will affect loyalty (El-Adly & Eid, 2015; Slack et al., 2021; Solakis et al., 2022). Perceived value is a significant predictor of customer loyalty, that is, the greater the perceived value of consumers with values that tend to be positive, the greater the impact on customer retention and loyalty (Ali et al., 2020; Ananda Sabil Hussein & Rohman, 2021; Wai Lai, 2019). Similar to loyalty, previous researchers stated that perceived value is an important element of tourist satisfaction and also has an impact on tourist trust (Akhoondnejad, 2016; Wai Lai, 2019). The value felt by tourists based on emotional, functional and economic elements directly affects satisfaction and increases trust (Aydin & Özer, 2005; Carvache-Franco et al., 2022).

H1: Perceived value has a positive significant effect on tourist loyalty

H2: Perceived value has a positive significant effect on tourist satisfaction

H3: Perceived value has a positive significant effect on tourist trust

Tourist Trust

Trust is an important element in building relationship (Ganesan, 1994; Morgan & Hunt, 1994). Trust in question is a belief that originates from integrity and reliability that the products, services or services offered are capable of fulfilling consumer obligations (Ganesan, 1994; Kalia et al., 2021; Morgan & Hunt, 1994; Su et al., 2020). The importance of customer trust besides being able to reduce risk can also increase several things, namely loyalty and relationship quality (Hapsari et al., 2020; Nelson & Kim, 2021). Previous literature reveals that destinations that can fulfill their promises can affect tourist loyalty (Rao et al., 2022). This trust can also predict the ability to provide positive information about destinations that have been visited to others (Kim et al., 2009; Rasoolimanesh et al., 2021).

H4: Tourist trust has a positive significant effect on tourist loyalty

Tourist Satisfaction

Customer satisfaction is the fulfillment of customers from product or service experiences obtained by comparing expected performance (Haverila et al., 2021). Customer satisfaction and customer loyalty are two important behavioral outcomes that every service organization seeks to achieve (Nuria Huete-Alcocer & Hernandez-Rojas, 2022). Satisfied customers tend to spend more money, are loyal and recommend positively to others (Alves et al., 2019; El-Adly,

2019; Fernandes & Cruz, 2016; Ananda Sabil Hussein, 2020). In the context of gastronomic tourism, customers who are satisfied with their culinary experience can become loyal and have an interest in returning to visit (Severt et al., 2022; Zhong & Moon, 2020).

H5: Tourist satisfaction has a positive significant effect on loyalty

Mediating Role of Trust and Satisfaction

The positive influence of perceived value on customer satisfaction or perceived value on repurchase intention has been extensively discussed in the service marketing literature (Heung & Ngai, 2008; Tseng et al., 2009). However, there are still few who integrate the concepts of perceived value and relationship quality, especially in the development of gastronomic tourism. Various previous studies have shown that superior value creation from a good service experience can form an instrumental relationship between customer satisfaction and loyalty (Kesari & Atulkar, 2016). Tourists who are satisfied because they have a good perception of value tend to be loyal and willing to revisit and even add their customer life-time value to their tour (Wang et al., 2022). Perceived value involving evaluation of the utility of a service will encourage overall positive or negative feelings that will determine subsequent behavior, especially loyalty to a tourist destination. Jin et al. (2015) identified that perceived value have a direct influence on customer satisfaction and also positively influence behavioral intentions (Armbrecht, 2021; Naehyun Jin, Sangmook Lee, 2013).

As with satisfaction, trust will also increase when tourists give high post-visit ratings (Aydin & Özer, 2005). The future behavior of consumers is a result of the perceived value of each tourist experience (Chiu et al., 2014). Although trust is not a determinant of customer loyalty. However, perceived value as an antecedent of customer trust can play a central role in changing customer loyalty (Wang et al., 2022)

H6: Tourist trust mediates the effect of perceived value on tourist loyalty

H7: Tourist satisfaction mediates the effect of perceived value on tourist loyalty

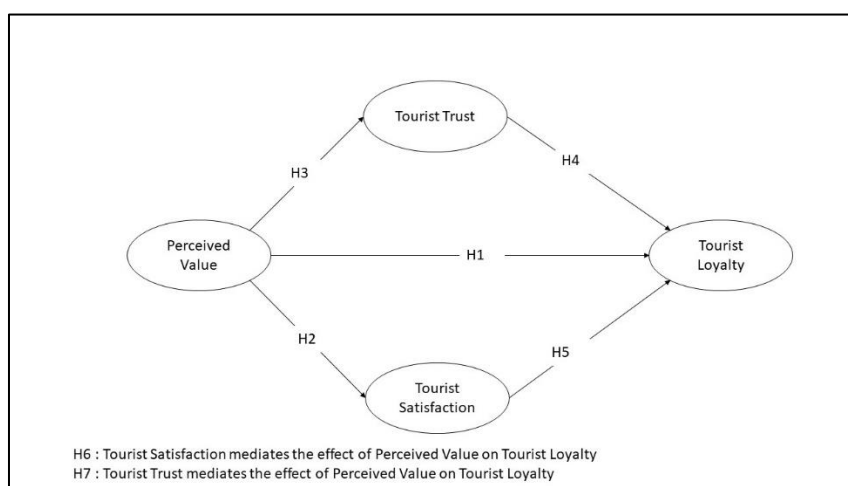


Figure 1: Conceptual Model

METHOD

Two hundred respondents participated in this study. The respondents were recruited from several gastronomy tourism destinations in East-Java Province Indonesia. Based on demography analysis the respondents participated in this study are: 52.5% are male; 33.5% are aged between 31 and 40; 62% have postgraduate education and 57% has income below Rp.5.000.000 per month. The detil demography profiles can be seen at table 1.

Table 1: Demography Profiles

| Variables | | n | % |
|-----------|-----------------------------|-----|------|
| Gender | Male | 105 | 52,5 |
| | Female | 95 | 47,5 |
| Age | < 20 | 12 | 6 |
| | 20 - 30 | 55 | 27,5 |
| | 31 - 40 | 67 | 33,5 |
| | 41 - 50 | 42 | 21 |
| | 51 - 60 | 17 | 8,5 |
| | > 60 | 7 | 3,5 |
| Education | High school | 13 | 6,5 |
| | Diploma | 55 | 27,5 |
| | Undergraduate | 124 | 62 |
| | Postgraduate | 6 | 3 |
| | Doctoral | 2 | 1 |
| Income | < Rp. 5.000.000 | 114 | 57 |
| | Rp. 5.000.000 - 10.000.000 | 67 | 33,5 |
| | Rp. 10.000.000 - 15.000.000 | 16 | 8 |
| | > Rp. 15.000.000 | 3 | 1,5 |

To test the proposed hypotheses, this study used partial least squares technique (PLS) with smartPLS software. In analysing the data, three steps analysis were conducted the first step was outer model evaluation. Outer model evaluation was reflected through convergent validity, discriminant validity and reliability. The second step is inner model evaluation. For inner model evaluation, this study relied on the score of coefficient of determination (R²) and predictive relevance (Q²). The last step is hypothesis test. To test the hypothesis alpha was set in the level of 5%.

DATA ANALYSIS

Outer Model Evaluation

An inner model evaluation was conducted to confirm the measures used in this study. To evaluate the measures this study refers to three indicators. They are convergent validity, discriminant validity and reliability. The following section discusses the results of analysis. This study tested convergent validity through the score of outer loading and AVE. To be free

from convergent validity problems, each item's outer loading must be higher than 0.7 and the score of AVE larger than 0.5. The analysis showed that the outer loading scores varied between 0.808 and 0.927 and the AVE varied between 0.690 and 0.811. These findings indicated that there is no convergent validity problems detected.

This study employs the Fornell larcker criterion to detect discriminant validity problems. The results of the Fornell larcker criterion indicated that the square root of AVE for each construct is larger than the correlation between constructs. Hence, there is no discriminant validity problems were found.

Composite reliability issues were detected through the score of composite reliability. To be free from reliability problems, the score of composite reliability must be larger than 0.7. The reliability test showed that the score of composite reliability are ranged between 0.913 and 0.936. This finding means all constructs are free from reliability problems. Table 2 showed the results of outer model evaluation.

Table 2: Outer Model Evaluation

| | | OL | AVE | CR | CL | CT | CS | PV |
|----|------|-------|-------|-------|-------|-------|-------|-------|
| CL | CL1 | 0.900 | 0.811 | 0.928 | 0.901 | | | |
| | CL2 | 0.939 | | | | | | |
| | CL3 | 0.861 | | | | | | |
| CT | CS1 | 0.787 | 0.779 | 0.913 | 0.626 | 0.883 | | |
| | CS2 | 0.902 | | | | | | |
| | CS3 | 0.927 | | | | | | |
| | CS4 | 0.924 | | | | | | |
| CS | CT1 | 0.895 | 0.786 | 0.936 | 0.786 | 0.759 | 0.887 | |
| | CT2 | 0.919 | | | | | | |
| | CT3 | 0.832 | | | | | | |
| PV | EPV1 | 0.730 | 0.690 | 0.930 | 0.693 | 0.704 | 0.754 | 0.831 |
| | EPV2 | 0.879 | | | | | | |
| | EPV3 | 0.840 | | | | | | |
| | EPV4 | 0.849 | | | | | | |
| | EPV5 | 0.808 | | | | | | |
| | EPV6 | 0.868 | | | | | | |

Inner Model Evaluation

An inner model evaluation was conducted to confirm the robustness of the research model. Two indicators name coefficient determination and predictive relevance were used to evaluate the inner model. The statistical analysis showed that the score of coefficient determination ranged between 0.496 and 0.641 and all constructs have the predictive relevant scores of more than 0. For that reason, the proposed model is robust enough to test. Table 3 shows the summary of the inner model evaluation

Table 3: Inner Model Evaluation

| | R Square | Q2 |
|----|----------|-------|
| CL | 0.641 | 0.583 |
| CS | 0.568 | 0.631 |
| CT | 0.496 | 0.531 |
| PV | | 0.560 |

Hypothesis Test

Seven hypotheses were tested in this study. Hypothesis 1 suggests that perceived value has a positive significant effect on tourist loyalty. The statistical test found that there is a positive significant effect of perceived value on tourist loyalty ($b = 0.234$; $t = 2.088$). Hypothesis 1 is supported. Hypothesis 2 predicted the effect of perceived value on customer satisfaction. The hypothesis test indicated that perceived value significantly affects customer satisfaction ($b = 0.754$; $t = 20.089$), hence Hypothesis 2 is supported. The effect of perceived value on customer trust was suggested by Hypothesis 3. The statistical estimation found that perceived value has a positive significant effect on customer trust ($b = 0.704$; $t = 13.404$). Hypothesis 3 is supported. The effect of customer trust on customer loyalty was predicted by Hypothesis 4. However, this study did not reveal the significant effect of customer trust on customer loyalty. Thus Hypothesis 4 is not supported. While there is no significant effect of customer trust on customer loyalty, this study showed that customer satisfaction has a positive significant effect on customer loyalty as suggested by Hypothesis 5 ($b = 0.611$; $t = 7.496$). The indirect effects of perceived value on customer loyalty were suggested by Hypothesis 6 and 7. The statistical estimation found that only customer satisfaction significantly mediated the effect of perceived value on customer loyalty ($b = 0.461$; $t = 6.981$). Thus only Hypothesis 6 is supported. Table 4 summarizes the results of hypothesis test.

Table 4: Hypothesis Test

| Hypothesis | Path | b | t-stat | |
|------------|----------------|--------|--------|-----|
| H1 | PV -> CL | 0.234 | 2.088 | Sig |
| H2 | PV -> CS | 0.754 | 20.089 | Sig |
| H3 | PV -> CT | 0.704 | 13.404 | Sig |
| H4 | CT -> CL | -0.002 | 0.020 | NS |
| H5 | CS -> CL | 0.611 | 7.496 | Sig |
| H6 | PV -> CS -> CL | 0.461 | 6.931 | Sig |
| H7 | PV -> CT -> CL | -0.002 | 0.020 | NS |

DISCUSSION

Two research objectives were addressed by this study. This study aims to investigate the relationship among perceived value, customer trust, and customer satisfaction in predicting Indonesian gastronomy tourist loyalty. In addition, this study tries to determine the mediating role of customer satisfaction and trust in the relationship between perceived value and customer loyalty. The following section discusses the results of the data analysis.

First, this study found that perceived value has a positive significant effect on tourist loyalty. This positive significant effect means the higher value perceived by gastronomy tourists, the higher their loyalty toward the gastronomy destination will be. This finding strengthens previous studies explaining the importance of perceived value on customer loyalty (Ali et al., 2020; Wai Lai, 2019). Similar to its effect on tourist loyalty, this study reveals the positive significant effect of perceived value on tourist satisfaction. The effect of perceived value on satisfaction in accord to the previous studies suggested that value is an important element of satisfaction (Akhoondnejad, 2016; Wai Lai, 2019). Apart from its effects on loyalty and satisfaction, this study showed that having higher perceived value benefits for tourist destination management as perceived value enhances tourist trust. This study found that the higher perceived value, the higher tourist trust. The effect of perceived value on tourist trust similar to the findings of Aydin and Özer (2005). Tourist trust and satisfaction were predicted as determinants of tourist loyalty. The data analysis found that tourist trust does not have a significant effect on tourist loyalty. However, this study indicated that tourist satisfaction has a positive significant effect on tourist loyalty. This finding means the higher tourist satisfaction is, the higher tourist loyalty will be. The significant effect of tourist satisfaction on tourist loyalty strengthens previous studies suggesting the significant effect of satisfaction on loyalty (Alves et al., 2019; Fernandes & Cruz, 2016). Apart from the relationship among perceived value, tourist satisfaction, trust and loyalty, this study also determines the mediating roles of tourist trust and tourist satisfaction in the relationship between perceived value and tourist loyalty. The mediation analysis found that tourist satisfaction significantly mediated the effect of perceived value on tourist loyalty. As the perceived value has a direct effect on tourist loyalty, satisfaction provides a partial mediation effect. After completing the research objectives this study provides both theoretical and practical contributions. From a theoretical standpoint, this study provides a comprehensive conceptual model integrating perceived value and customer relationship quality model. The concept of customer relationship quality suggested that the long-term relationship between customers and business organization can be enhanced if customers trust and are satisfied with the business organization. However, this concept does not give any concern on what has been sacrificed and received by the customers. Thus, by integrating customer relationship quality and perceived value the model is more comprehensive. The second theoretical contribution is about the mediating role of tourist satisfaction in the relationship between perceived value and loyalty. The finding enriches the theory of customer relationship quality by explaining the antecedent of trust and satisfaction. For practical contribution, this study provides a guideline for gastronomy tourism management to enhance a long term relationship with the tourist. This study explains that to have long-term relationship gastronomy tourism management must be able provide high value as it will bring satisfaction, trust and loyalty among tourists.

CONCLUSION

Based on the discussion, it is concluded that perceived value is the determinant of customer loyalty, customer trust and customer satisfaction. In addition, this study indicated that satisfaction has a positive significant effect on loyalty. Apart from its direct effect, perceived

value has an indirect effect on tourist loyalty mediated by tourist satisfaction. While this study provides both theoretical and practical contributions, there are some limitations were recognized. First, this study only focussed on tourist visiting gastronomy tourism destination. Hence, the future study might replicate the model on another tourism setting. Second, this study employed perceived value, trust and satisfaction to predict loyalty. The future study might add additional variable to improve the predictive power.

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