EXPLORING CULINARY DESTINATION IMAGE: PERSPECTIVE RESIDENT AND TOURIST

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ABSTRACT

The creative economy is currently developing in Indonesia. Culinary is one of the sectors that contribute significantly to the creative economy. These developments have an impact on the increasingly tight competition so that the need for the development of culinary destinations in each region. Competition in the competitive culinary market, business people, need to create an appropriate strategy related to the image of destinations including for Bandung culinary destinations. This research has a purpose of discussing the relationship of destination image (cognitive image and affective image), customer satisfaction, and buying intention. This study uses 414 samples of the population and tourists in Bandung, Indonesia. The result of the research shows that cognitive image and affective image influence consumer's satisfaction, the cognitive image does not affect buying intention and affective image influence buying intention.

Keyword:
Culinary, Destination Image, Satisfaction, Buying Intention

1. INTRODUCTION

Culinary is one of the sectors that contribute significantly to the creative economy. The development of the creative economy is significant because it can increase the value added of a product that causes the increase in the price of a product. Different value added from each culinary can be the main attraction for the destination [1, 2]. The attractiveness made a characteristic of a destination, so it can be a strategy to be able to distinguish one destination with another [3]. Many countries are developing economy creative, one of them is Indonesia. Indonesia is striving to improve the creative economy with the Badan Ekonomi Kreatif (Bekraf) of the Republic Indonesia. Based on Bekraf, culinary contributes the most to the creative economy of 41.4% [4]. The significant contribution of culinary in the field of the creative economy shows that customer demand for culinary is higher so that the impact of more business in the field of culinary.

Bandung is one of the cities in Indonesia that is often visited by tourists both from domestic and international. Based on the Laporan Kinerja Kementerian, Bandung is a city that has international awards and is a tour of destinations of interest by tourists [5]. So the more demand from the customer will be more and more offers from culinary business in Bandung. In the year 2016, culinary industry in Bandung amounted to 795 consisting of 396 types of specialty restaurants, 372 restaurants, 14 cafes and 13 bars [6]. The growing culinary industry in Bandung, the competition is getting tougher. Competition is tight causing culinary business in Bandung today can not only rely on culinary served for customers. Culinary businesspeople need a deep understanding to build long-term relationships with customer.

Bandung is often visited by tourists to be one proof that Bandung has an image in the minds of the customer. Bandung image is formed in the minds of the customer to be one of the motivations of the customer to come to the city of Bandung. The image of culinary destinations in Bandung can be a strategy for business people to be a differentiator between culinary products to one another. In the past study, it was explained that the image of the destination consisted of the cognitive image and affective image that influenced intention to eat destination foods [7]. Other studies have found that the indirect effect on behavioral intention through satisfaction [8]. So past research can be concluded that cognitive and affective image has an impact on customer satisfaction and buying intention. This study has three objectives. First, the purpose of this study discusses the influence of destination image, customer satisfaction and buying intention. Second, this study was also conducted to compare the perception of residents and tourists in Bandung to the image of culinary destinations. Final, research aims to compare the culinary model for residents and tourists in Bandung.

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2. LITERATURE REVIEW

Based on the purpose of this research, this research uses destination image variable, customer satisfaction and buying intention. So in this section, the researchers explain these variables.

2.1. Destination Image

The image of a destination is an impression or an overall behavior derived from a person's perception [9]. That is two components that make up the destination image are cognitive image and affective image [10, 9, 11].

The cognitive image is the result of information by someone who is accepted and then forms a particular attitude toward the destination [12]. In addition to the knowledge, to build a cognitive image is required belief in services to be obtained from the destination [13]. The formation of the cognitive image comes from all the attributes of destinations that are tangible [14, 15]. The tangible properties possessed by cognitive image make it easier for customers to see and feel the dimensions of the cognitive image-forming size significantly [16].

Customer emotion affects the customer when assessing the affective image of a destination [17]. Customer emotion affects the customer when assessing the affective image of a destination [18, 19]. The feelings/emotions that a person feels are different from others, so the evaluation done by everyone will be different. One of the factors that influence the evaluation of affective image is the cognitive image. This is supported by the previous research which states that the cognitive image positively affects the image affective. [20, 21, 22]. From the result of the discussion from the destination image, hence can be drawn hypothesis as follows:

H1: Cognitive imagery significantly affects the affective image

2.2. Customer Satisfaction

Customer satisfaction is a result of customer experience after using a product[23, 24]. The past study explains that customer satisfaction concepts are of two types: transaction-specific and cumulative [25]. *Transaction-specific is an assessment obtained from the evaluation after* [26]. *Cumulative is the overall evaluation of purchases and experiences during consumption over time* [27]. Satisfaction is an important thing that must be given by culinary destination service provider to the customer. The satisfied customer is a valuable resource for the company because it affects high consumer loyalty to a product [28]. Consumer satisfaction is influenced by the existence of physical evidence and the influence of pleasant feelings offered from the destination image. [29]. In past research, cognitive image and affective image affect consumer satisfaction. [30]. So from the results of the discussion variable consumer satisfaction then it can be hypothesised that:

H2: Cognitive image significantly affects customer satisfaction

H3: Affective image significantly affects customer satisfaction

2.3. Buying Intention

Buying intentions have an essential role in decision making [31, 32] because the intention is a level of customer perception of purchasing behavior that will do [33]. Buying intentions affect future purchases. Factors that influence the occurrence of buying intentions are situational factors, i.e., personal or social factors that affect the customer purchasing environment [34]. Buying intentions can occur when the consumer is satisfied that the reality that the consumer is getting is more significant than his guess [35]. So when consumers feel satisfied, then consumers will have the interest to buy. From the discussion on variable intention buying can be drawn hypothesis as follows:

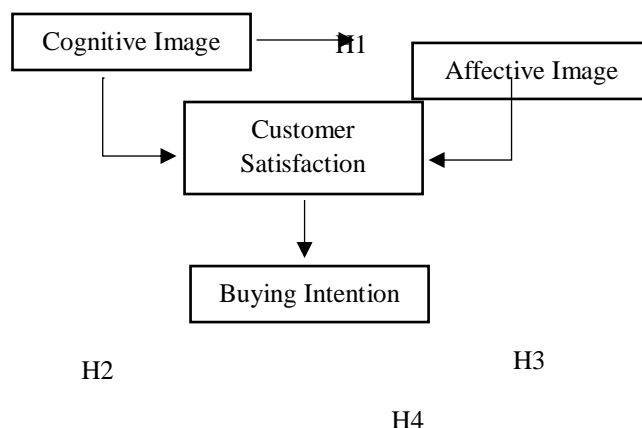H4: Customer satisfaction significantly affects buying intentions.

Figure 1. Conceptual Model

3. RESEARCH METHODS

A population is an object which, according to the researcher, has predetermined quality and characteristics while the sample is part of the number and characteristics of a population [36]. The subjects of this study are residents and tourists both

from domestic and international have visited culinary destinations in the city of Bandung. This research uses simple random sampling technique, which is randomly selected sample so that everyone can be chosen [37]. This study uses primary data. Primary data obtained from questionnaires distributed to respondents. The questionnaire uses a likert scale of 1-5 which means 1 strongly disagree to 5 which means strongly agree.

The data collected amounted to 214 residents, 200 domestic tourists, and 50 international tourists. The sample used in this study meets the minimum requirement to use a multivariate analysis that is ten times the number of instruments in the survey [38]. To know the identifying characteristics of respondents used by IBM SPSS Statistics 22. To identify the verified model correctly or not used SEM based Partial Least Square (PLS). But before knowing the model is tested to determine the validity of the reliability of the construct. PLS is a technique that uses small and medium sample data as well as non-normative data to assess latent construction [39]. The technique used in SEM-PLS is also used to estimate the coefficient path in the structural model [38].

4. DATA ANALYSIS

Table 1 Respondent Characteristics

Variable	Description	Resident		Tourist	
		F	(%)	F	(%)
Gender	Male	95	44.39	133	53.20
	Female	119	55.61	117	46.80
Age	17-25	101	47.20	89	35.60
	25-35	51	23.83	93	37.2
	36-45	36	16.82	45	18
	>45	26	12.15	29	11.6
Highest education level	<High School	9	4.21	16	6.4
	High School	117	54.67	94	37.6
	Bachelor/ Diploma	84	39.25	117	46.8
	Post Graduate	4	1.87	23	9.2
Occupation	Student	102	47.66	103	41.2
	Private Employee	44	20.56	54	21.6
	Government employee	8	3.74	14	5.6
	Entrepreneur	23	10.75	30	12
	Others	37	17.29	49	19.6

The female dominates this research in the population of 55.61% while the dominant by the male is 53.2%. The age of 17-25 also dominated respondents at the resident of 47.20% and the tourists dominated by the age of 25-35 by 37.2%. The last education of resident respondents in high school dominance is 56.67% while the domination of bachelor/diploma is 46.8%. 47.66% dominated population and tourist samples for the population sample and 41.2% for tourist samples.

Table 2 Characteristics of Touristic Demographic Frequency

Variable	Description	Domestic tourist		International tourist		The number of tourist	
		F	%	F	%	F	%
Number of visits to Bandung	<3 times	43	17.2	30	60	73	29.2
	3-5 times	40	36	12	24	52	20.8
	>5 times	117	46.8	8	16	125	50
Motivation to Bandung	Culinary tour	14	7	8	16	22	8.8
	Family Affair	57	28.5	12	24	69	27.6
	Shopping	12	6	7	14	19	7.6
	Visit tour place	102	51	13	26	115	46
	Others	15	7.5	10	20	25	10

50% The sample of domestic tourists and international tourist who have visited Bandung more than five times. But for international tourists as much as 60% less than three times visiting Bandung. The primary motivation of domestic tourists and international tourists to Bandung is 46% due to the desire to visit tour place and 27.6% due to family affairs.

Table 3 Haterotrait-Monotrait Ratio (HMTM)

	Affective Image		Buying Intention		Cognitive Image	
	R	T	R	T	R	T
Affective Image						
Buying Intention	0.53	0.64				
Cognitive Image	0.48	0.53	0.34	0.42		
Customer Satisfaction	0.6	0.77	0.72	0.83	0.41	0.63

*R= Resident, T=Tourist

This study uses Haterotrait-Monotrait Ratio (HMTM) to examined construct discriminant validity [40] which results are available in Table 3. Table 3 shows that discriminant validity between constructs is by the requirements. The data is subject to the condition because the value of HTMT is less than 0.9 [41].

Table 4 Goodness of Fit (GoF) Index

Variable	Resident			Tourist		
	AVE	R²	Q²	AVE	R²	Q²
Cognitive Image	0.528			0.572		
Affective Image	0.665	0.145	0.089	0.690	0.185	0.117
Customer Satisfaction	0.750	0.300	0.204	0.688	0.471	0.304
Buying Intention	0.746	0.394	0.274	0.731	0.454	0.309
Average Score	0.74	0.32		0.74	0.41	
AVE*R²		0.24			0.30	
GoF=√(AVExR²)		0.49			0.55	

This research uses SmartPLS 3.0 to test the hypothesis proposed in this research. The structural model is performed to assess the significance and path coefficients by performing 5000 repetitions by checking using the bootstrap procedure [39]. he mean results of the geometric mean and R2 to determine the value of the model match. Table 4 shows the GoD value of the model of 0.49 for the population and 0.55 for the tourist so that the model of tourist and population needs has considerable

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satisfaction, like the GoF values above 0.36 [42]. In this study found that the proposed model for the image of culinary destinations can be used to sample residents and tourists.

The strength of the independent variable to the dependent variable comes from the value of R2. Cognitive imagery shows that the strength of affective image of 14.5% (population) and 18.5% (tourists). R2 is divided into 3 groups: strong group (R2 = 0.76), medium group (R2 = 0.33) and weak group (R2 = 0.19) [39]. So based on that opinion can be concluded that R2 tourists and residents between small, medium and large.

This study uses the predictive sample reuse technique (Q²) to assess the construct relevance prediction [39]. Q2 is the result of the use of PLS models and parameters that data destruction empirically. Table 4 shows that all constructs have Q2 which is above the recommended cut-off and the result is a positive value [39]. All constructs are acceptable because they have predictive relevance following the terms. In table 5 presented the results of hypothesis testing.

Table 5 Structural Estimates

Hypothesis	Resident		Tourist		Multi- Group Analysis	
	β	t-value	β	t-value	β Differences	P-value
H1: **Cognitive Image =>** **Affective Image**	0.381	5.603 **	0.430	7.154 **	0.049	0.70
H2: **Cognitive Image =>** **Customer Satisfaction**	0.178	2.350 **	0.278	4.009 **	0.101	0.83
H3: **Affective Image =>** **Customer Satisfaction**	0.263	3.443 **	0.309	4.327 **	0.046	0.68
H4: Customer Satisfaction **=> Buying Intention**	0.504	7.994 **	0.562	7.601 **	0.057	0.73

**Significant at p<0.01, *Significant at p<0.05

Table 5 shows the relationship between the variables tested and the hypothesis. The results of the study found that there is an unsupported relationship because of significant p> 0.05, i.e., the cognitive image on buying intention (H2) (value β 0.107 in population and -0.004 in tourists). β values for other pathways (2,350 to 7,994 in population and 4,009 to 7,601 in tourists) were all significant at p <0.01. Thus, Table 5 shows a positive relationship for residents and tourists between the components of the cognitive image and affective image (H1), cognitive image and consumer satisfaction (H2), affective

image and consumer satisfaction (H3), consumer satisfaction and buying intent (H4)

Multi-group Analysis
This study tested the difference value between the construct path relationship between two samples to perform multi-group analysis [41]. Table 5 is the result of a multi-group analysis test showing that the difference between paths is too narrow. Table 5 shows that there is no significant variation between the tested relationship between residents and tourists. So from the results of this analysis found that the relationship between the contracts tested differs significantly between tourists and residents.

5. DISCUSSION
This research was conducted to discuss the effect of the image of culinary destinations (cognitive image and affective image), consumer satisfaction and buying intention. Based on this research, a new understanding because no past research discusses the problems contained in this study. This research is also conducted to compare the model and get a comparison of the perception of the population and the tourists to the image of culinary tourism destination, consumer satisfaction and buying intention.

First, the findings of this study are cognitive image and affective image significantly affect customer satisfaction. This finding is consistent with the results of previous studies which suggest that cognitive and affective images have a positive relationship [43]. These findings can be utilized by business managers to provide attributes of cognitive image and affective image to make the customer feel satisfied with culinary destinations.

Second, the cognitive image significantly does not affect purchasing intentions. These findings have different results from previous studies [44, 43] which suggest that cognitive image influences are buying intentions. These findings suggest that business people can not rely on cognitive image to build their culinary business image. These findings suggest that when a businessperson promotes his culinary can not only depend on things that are tangible.

Third, based on the results of the characteristics of the population and tourism found a factor that makes tourists and residents do not do buying intention. These results indicate that differences from past studies suggest that different behaviors are required for tourists and residents to avoid conflict [45]. The resident does not want to do buying intention because the resident tries destinations in Bandung

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and does not require a great effort to get culinary in Bandung because it is from the frequency of dominant people attending culinary in Bandung more than five times a month. Tourists have no intention to buy culinary influenced because the primary motivation tourist who comes to Bandung is to visit tourist destination and family affairs, not for the culinary destination. From the findings of this study can facilitate the business people of culinary destinations in a destination not to distinguish in providing culinary services to tourist and resident. Then, the destination business people also do not need to perform different behavior towards tourists but keeps the same response in serving the resident or tourist.

Last, the study found that affective image affects buying intentions. This finding is following past research which states that the affective image and purchase intentions have a positive relationship [10, 43]. Thus, managers of culinary tourism business can create an affective image in its industry. Culinary business people must be able to create culinary destinations that involve emotion to make resident and tourist have the intention of buying.

6. LIMITATION & SUGESSTION

First, Limitations associated with this research is the sample used in this study is a culinary customer in Bandung, Indonesia. Culture can influence customer behavior because the culture in a place will be different from the culture that exists in the area or another country. Thus, the model should be able to test tourists and residents in culinary destinations elsewhere or other countries.

Second, past research shows that not only the image of destination and customer satisfaction can influence buying intention, but there are other variables such as perceived value. To know the variables that affect the buying intention, the necessary research involving the image of destination and customer satisfaction and added other variables that affect the intention to buy. New variables entered into the comparator with destination image variable and customer satisfaction to know the indirect relationship between destination image to buying intention.

Third, buying intention is only measured after making a culinary purchase. The researcher recommends that there is research to know before and after the purchase of culinary. Since it is most likely before and after the purchase, it will result in different judgments due to limited knowledge when not yet making a purchase.

Finally, there are still many stakeholders who have not been studied in this study. So that the required research that makes other stakeholders to be sampled, not only focuses on residents and tourists. If research is conducted involving other stakeholders, research can result in a thorough assessment.

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