

Consumer Demographics as a Moderator in the Influence of Culinary Experiences on Hedonistic Well-being and Recurring Visit Intentions

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Consumer Demographics as a Moderator in the Influence of Culinary Experiences on Hedonistic Well-being and Recurring Visit Intentions

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Abstract — This study investigates the impact of culinary experiences on hedonic well-being and the propensity for repeat visit intentions within the realm of culinary tourism. A primary focus is to understand the moderating role of consumer demographics in this relationship. Research was conducted in specialty culinary locations across East Java, utilizing purposive sampling and a structural equation model supported by the PLS program. The findings underline a significant positive correlation between culinary experiences and hedonic well-being, and between hedonic well-being and intentions to revisit. However, consumer demographics such as age, gender and job type did not moderate the relationship between culinary experience and hedonic well-being. The results, represented by p-values <0.01 and path coefficients of 0.79 and 0.66 respectively, illuminate the integral role of exceptional culinary encounters in elevating consumers' joy, satisfaction and sense of belonging, encouraging Recurring Visit Intentions. In contrast, demographic variables with larger associated p-values (0.46, 0.43, and 0.37) failed to significantly influence this relationship. Consequently, the emphasis is on enhancing the quality of culinary experiences rather than focusing on demographic aspects to foster overall consumer gratification and nurture recurring culinary tourism.

Keywords — *Culinary Experience; Hedonic Well-Being; Recurring Visit Intentions; Consumer Demographics.*

1. Introduction

In an era characterized by an exponential surge in global tourism, modern travelers ardently seek out immersive culinary adventures. They look beyond the comforts of known flavors or the bare necessity to ward off hunger. Instead, they are deeply intrigued by savoring and understanding the nuanced symphony of a locale's cuisines, a delightful dance of senses that serves as a passage into culture comprehension through gastronomic revelry. Particularly in unfamiliar territories, every bite into the local cuisine unfolds a chapter of the destination's story, raising expectations, and becoming a tantalizing source of intrigue and anticipation.

Food, indeed, has become the pulsating heart of the tourism sector that beats in sync with transportation, accommodation, and attractions. It is the mellifluous rhythm that carries tourists through experiential symphonies (Chang, Kivela, & Mak, 2011). Each dish, be it a comforting echo of home or a tantalizing dive into novelty, weaves tales of traditions, underpinning the narrative that paints the picture of a place (Cohen & Avieli, 2004). Every spoonful, hence, is an entrée into a territory beyond the surface—a pathway into its heartbeat, its essence. As a microcosm of regional destinations, culinary experiences enhance the magnetism of locales-breathing life into the pages of travelogues through the flavorsome

grammar of its unique culinary dialect that binds taste, tradition, and travel. Food has evolved an evolution spurred by global tourism. It has shape-shifted from being a means to meet physiological needs to an immersive cultural phenomenon. It has become the cornerstone of unforgettable leisure experiences where tasting a region's tradition, understanding its history, and experiencing its uniqueness through its culinary offerings dispatch the visitors on an ethereal journey through time.

This paper delves into the role consumer demographics play in moderating the relationship between these sensorial culinary escapades and the subsequent hedonic well-being they induce, as well as the impact on recurring visit intentions. Herein, we explore how the fundamental human necessity of food has transcended into an emotional exploration of gastronomic landscapes, weaving a tangled web of connections between tourists, locales, cultures, and their reciprocal influence on each other. With each gastronomic wonder that is devoured and each authentic culinary tradition that is sampled, the paper unravels the potential impact on the holistic travel experience. Thus, it shines a light on the critical consideration of consumer demographics in understanding this intricate interplay and drawing insightful strategies for the culinary tourism sector.

Previous research has focused on conceptualizing models for memorable culinary experiences and

developing measurement scales. Quan and Wang (2004) introduced a model that positions culinary experience as a consumer need to feed oneself, emphasizing the importance of unique food for creating an unforgettable culinary journey. Culinary experiences have become significant tourist attractions (Cohen & Avieli, 2004), and culinary tourism now serves as a vital element in destination marketing strategies (du Rand & Heath, 2006). Food-related tourism can contribute to regional development, enhancing a destination's attractiveness (Boyne, Hall, and Williams, 2003). Furthermore, unlike other travel activities, food can typically be enjoyed beyond seasonal constraints (Kivela & Crotts, 2006). Previous studies also suggest that unique and diverse foods can create strong impressions, motivating tourists' intentions to visit and revisit.

Food types, ingredients, culinary styles, and gastronomic fusions have the advantage of being distinct to a place (Nelson, 2016). Prior research emphasizes the importance of accounting for demographics and travel characteristics when studying tourism (Stapit & Coudounaris, 2018). Different traveler profiles can result in varied behaviors (Cambra-Fierro, Pérez & Grott, 2017).

Two primary philosophical traditions exist in understanding and achieving the good life (Ryan & Deci, 2001): the hedonic view and the eudaimonic principle (Voigt, Howat, & Brown, 2010). This study focuses on hedonic well-being, which encompasses positive emotions, happiness, and pleasure (Vada et al., 2019). Hedonic well-being relates to experiencing greater satisfaction with life and more pleasant emotions, traditionally connected with subjective well-being (SWB) (Diener, 1984). Sirgy and Uysal (2016) argue that joy, satisfaction, and pleasure enhance hedonic happiness. Gilbert and Abdullah's (2004) study demonstrates that vacations have the potential to increase traveler happiness levels, which ultimately leads to improved hedonic well-being. Additionally, Stapit and Coudounaris (2018) found a positive relationship between hedonism dimensions inherent in culinary experiences that impact Recurring Visit Intentions.

This research sets out to scrutinize the role of culinary experiences in shaping hedonic well-being, alongside its implications for Recurring Visit Intentions, utilizing consumer demographics as a potential moderating variable in the culinary tourism sector of East Java. To better understand the phenomena under examination and to frame the successive investigations, the following chapter presents an in-depth review of the relevant literature, exploring the existing theories and findings pertinent to culinary experiences, hedonic well-being, Recurring Visit Intentions, and the influence of consumer demographics. This literature review will serve as the foundation for the research model and hypotheses development, placing the

current study within the broader discourse of culinary tourism research.

2. Literature Review

2.1 Culinary Tourism

There are multiple definitions of culinary tourism, but the majority of them involve activities tailored to attract tourists who value the uniqueness of specific foods and beverages. Long (1998) first coined the term 'culinary tourism' to convey the concept of understanding culture through food (Wolf, 2004), stating that "culinary tourism is about experiencing food, discovering culture and history through food, and participating in food-related activities that create unforgettable experiences" (Long, 2004). Culinary tourism encompasses a wide range of food and beverage activities developed for visitors and includes the cultural exploration of a region's dishes. Wolf (2004) posits that culinary tourism exists within the context of agricultural tourism (e.g., agritourism vacations, visits to farmers' markets, and orchards) and specifically emphasizes the pursuit and enjoyment of prepared foods and beverages. Ignatov and Smith (2006) suggest that the term "culinary" can apply to ingredients, prepared food, drinks, food production, motivation, activities, institutional structures, and food tourism itself. Scholars propose defining culinary tourism as "travel in which the acquisition or consumption of regional food (including beverages), or the observation and study of food production (from farms to cooking schools), constitutes a significant motivation or activity." Culinary-related experiences may include, but are not limited to, traditional or high-quality dining experiences.

2.2 Culinary Experience

A culinary experience is a consumer experience associated with a practical need to nourish oneself or an experience that highlights the importance and uniqueness of food, resulting in a memorable encounter. Indicators assessed include: (a) Standard experiences; familiarity; family experiences, joy or pleasure; unhappiness, frustration (Sutton 2001); (b) Occasions such as family events, repetition (Sutton 2001); holidays; family rituals; types of meals or snacks (Lupton 1994); (c) Departure from everyday life (Kivela and Crotts 2009); (d) Individual Traits: status-seeking, individualism, novelty-seeking (Sutton 2001); sentimentality; specific emotions (Lupton 1994); food reflecting one's lifestyle; learning about local culture; hands-on learning; prestige.

2.3 Hedonic Well-being

Hedonic well-being is characterized by emotional positivity, happiness, and pleasure (Vada et al., 2019), and

is related to increased experiences, pleasant emotions, and life satisfaction. According to Sirgy and Uysal (2016), joy, satisfaction, and pleasure enhance hedonic well-being (psychological) (Sirgy & Uysal, 2016). Studies by Gilbert and Abdullah (2004) reveal that holidays have the potential to elevate tourists' happiness levels, thereby contributing to more favorable hedonic well-being. Indicators for measurement include: feeling happy, fulfilled, ideal, joyful, and satisfied.

2.4 Recurring Visit Intentions

Recurring Visit Intentions refer to the behavioral intention or travelers' willingness to return to a destination multiple times. If recurring visit intentions are a crucial variable in gauging tourist interest in repeat visits, other factors must also be considered to influence travelers in creating recurring visit intentions for a specific tourism destination. One such factor is: the memorable experiences gained during a traveler's visit.

2.5 Consumer Demographics

Consumer demographics represent the characteristics and background of consumers when making decisions. Prior research has emphasized the importance of demographics and travel characteristics in tourism studies (Sthapit & Coudounaris, 2018). Different traveler profiles can lead to varied behaviors (Cambra-Fierro, Pérez & Grott, 2017). Gender has been deemed a significant determinant of tourist behavior and can be used in market segmentation (Um & Crompton, 1992), while McGehee, Kim, and Jennings (2007) highlight the value of indicators such as gender, origin region, and generational status. The conceptual framework is organized and illustrated in the following figure.

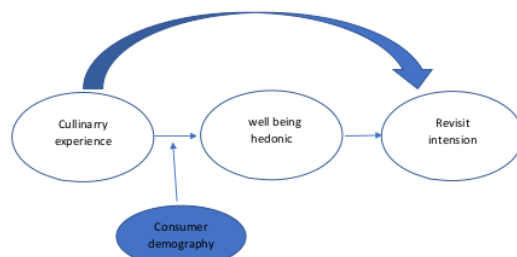


Fig.1: Conceptual framework

3. Method

In this study, given its quantitative approach, it follows the principles of positivist ontology and objectivist epistemology. Positivist ontology acknowledges an

independent and objective reality "out there" that can be measured and studied using suitable methods. It presumes that the world operates based on unchanging, natural laws and mechanisms. Therefore, the culinary experience, hedonic pleasure, and Recurring Visit Intentions are viewed as independent realities that can be objectively measured and examined.

Correspondingly, objectivist epistemology asserts that knowledge is external to the individual and can be objectively discovered through rigorous methods. It suggests that there are invariant phenomena and facts in the world waiting to be discovered if one applies the correct methods. Thus, the current study aligns with objectivist epistemology in the sense that it assumes that the nature of culinary experience and its impact on hedonic pleasure and Recurring Visit Intentions can be objectively measured through quantitative methods, and generalizable facts can be derived from these measurements.

This study uses the explanatory research design under the quantitative research paradigm known for its systematic and empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. It is particularly useful in understanding the 'cause-effect' relationship between different constructs, allowing us to explore the relationships between culinary experience, hedonic pleasure, and Recurring Visit Intentions. In this case, we're examining how a better culinary experience contributes to higher hedonic pleasure, which boosts Recurring Visit Intentions.

Causal research methodology, as implied in the study, seeks to identify the cause-effect relationships linking the variables in question. Here, the variables are the aspects that constitute culinary experiences (e.g., taste, ambience, service quality, presentation) and their downstream effects on the perceived hedonic pleasure derived from the dining experience and the subsequent Recurring Visit Intentions among the customers. By examining these relationships and understanding the dynamics between these variables, practitioners in the field can devise effective strategies to enhance the dining experience, maximize customer pleasure, and increase the likelihood of customers revisiting their restaurants.

In essence, the application of a positivist ontology and objectivist epistemology, combined with the explanatory and causal research design in this study, reflects an understanding of reality as one that is objective, measurable, and consistent – enabling this research to determine reliably the factors contributing to the hedonic pleasure derived from culinary experiences, and its influence on customer Recurring Visit Intentions. Thus, these philosophical underpinnings and research approach allow for an in-depth understanding of the phenomena in

question, with implications for both further academic research on related subjects, and for practical applications within the hospitality industry.

3.1 Population and Sample

The population of this study consists of all consumers who have visited culinary tourism destinations in East Java. Specific study objects include leading culinary attractions in East Java, such as Rawon Nguling, Pecel Madiun Soto Lamongan, and Rujak Cingur Suroboyo. The samples are determined using a purposive sampling method with the criterion: individuals who have visited a culinary destination in East Java at least once. The total number of samples equals 10 times the number of indicators (10 x 19 = 190 respondents) (Hair, 2010).

Data Analysis Techniques - Structural Equation Modeling (SEM) is employed for data analysis, with WARP PLS software used to test the hypothesis.

4. Findings

4.1 Measurement Model Testing (Outer Model)

To ensure the accuracy and credibility of research findings, it is essential to thoroughly test the instruments used for data collection. In this study, we employ standardized validity and reliability testing techniques to

evaluate the quality and consistency of the measuring instruments. In particular, we focus on validating and testing the questionnaire's ability to effectively explore the constructs of culinary experience, hedonic pleasure, and Recurring Visit Intentions.

4.2 Validity Test

The validity test examines the questionnaire's ability to capture the essence of the constructs under examination. In other words, it ensures the questions are well-understood by respondents and accurately assess the intended constructs. Researchers can determine the validity of indicators in the outer model through the outer loading score, which is attained via Partial Least Squares (PLS) data analysis techniques. By referring to Wiyono's (2011) criteria, convergent validity can be demonstrated when the loading factor value falls between 0.50 and 0.60, indicating sufficient validity. This viewpoint aligns with Abdillah and Hartono's (2015) proposition, which suggests that loading scores ranging from 0.5 to 0.7 signify a valid measure.

In applying these criteria to the current study, an analysis of the questionnaire items' outer loading scores will be conducted to gauge how well the survey captures the intended constructs. It is crucial that the measures align with the established validity criteria to ensure the research findings are valid and actionable.

Table 1: Measurement Validity convergent

	cullexp	wellbei	revinte	age	gender	jobs	gender*	age *cu	job* cul	S.E	P value
exp1	0.741	0.453	0.358	-0.019	-0.219	-0.038	-0.416	-0.884	0.505	0.063	<0.001
exp2	0.752	0.034	-0.021	-1.215	-0.450	1.075	-0.334	-1.055	1.073	0.063	<0.001
exp3	0.586	0.178	-0.285	-0.396	0.229	0.330	0.126	-1.071	1.237	0.065	<0.001
exp4	0.768	0.151	0.095	0.518	0.135	-0.504	-0.303	-0.242	-0.013	0.063	<0.001
exp5	0.707	-0.335	-0.210	0.407	0.153	-0.488	0.320	1.211	-0.881	0.063	<0.001
exp6	0.633	0.101	-0.085	-0.133	-0.306	0.199	0.497	0.575	-0.390	0.064	<0.001
exp7	0.665	-0.325	-0.184	-0.275	0.094	0.510	0.273	-0.038	-0.103	0.064	<0.001
exp8	0.690	-0.278	0.245	1.074	0.414	-1.023	-0.007	1.545	-1.386	0.064	<0.001
well1	0.167	0.871	0.398	0.140	-0.053	-0.241	-0.046	0.111	-0.215	0.061	<0.001
well2	0.237	0.864	0.327	0.024	-0.083	0.077	-0.198	0.037	-0.328	0.061	<0.001
well3	-0.196	0.757	-0.202	0.602	0.385	-0.450	0.141	0.356	-0.188	0.063	<0.001
well4	-0.322	0.627	-0.759	-0.953	-0.277	0.771	0.166	-0.635	0.976	0.064	<0.001
rev1	-0.076	-0.044	0.905	-0.102	0.067	-0.080	0.147	-0.026	0.236	0.061	<0.001
rev2	-0.056	0.716	0.664	-0.315	-0.189	0.457	-0.259	0.492	-0.614	0.064	<0.001
rev3	0.130	-0.534	0.816	0.369	0.080	-0.283	0.047	-0.372	0.238	0.062	<0.001
usi	-0.000	0.000	-0.000	1.000	-0.000	-0.000	-0.000	-0.000	0.000	0.060	<0.001
gender	-0.000	0.000	0.000	-0.000	1.000	0.000	-0.000	-0.000	0.000	0.060	<0.001
jobs	0.000	-0.000	-0.000	0.000	0.000	1.000	0.000	-0.000	0.000	0.060	<0.001
gender*	0.000	-0.000	0.000	-0.000	-0.000	-0.000	1.000	-0.000	0.000	0.060	<0.001
age *cu	-0.000	0.000	-0.000	0.000	0.000	-0.000	0.000	1.000	0.000	0.060	<0.001
job* cul	-0.000	0.000	-0.000	0.000	0.000	-0.000	0.000	0.000	1.000	0.060	<0.001

Based on Table 1 above, it can be observed that all indicators fulfill the convergent validity condition, as the loading factors are above 0.50.

The discriminant validity indicated by cross-loading factors, is utilized to determine whether a construct has

adequate discrimination. This can be assessed using a method that compares the loading value on the targeted construct, this value must be larger than the loading value for other constructs.

Table 2: Measurement Validity Discriminant

	cullexp	wellbei	revinte	age	gender	jobs	gender*	age *cu
exp1	0.585	0.510	0.443	-0.144	0.275	-0.204	0.153	-0.196
exp2	0.638	0.488	0.424	-0.229	0.194	-0.172	0.177	-0.088
exp3	0.571	0.484	0.352	-0.208	0.359	-0.236	0.236	-0.150
exp4	0.637	0.508	0.345	-0.115	0.326	-0.220	0.069	-0.203
exp5	0.677	0.515	0.298	-0.187	0.196	-0.211	0.230	-0.020
exp6	0.581	0.507	0.384	-0.156	0.039	-0.088	0.464	-0.097
exp7	0.597	0.431	0.319	-0.090	0.266	0.003	0.382	-0.323
Exp8	0.645	0.512	0.414	-0.069	0.305	-0.128	0.025	0.049
well1	0.493	0.581	0.455	-0.207	0.271	-0.179	0.230	-0.086
well2	0.511	0.589	0.452	-0.134	0.314	-0.092	0.202	-0.148
well3	0.482	0.639	0.379	-0.120	0.385	-0.126	0.158	-0.040
well4	0.413	0.636	0.193	-0.421	0.155	-0.268	0.326	0.036
rev1	0.393	0.443	0.646	-0.198	0.285	-0.087	0.246	0.066
rev2	0.409	0.558	0.613	-0.140	0.286	0.066	0.185	0.049
rev3	0.417	0.335	0.734	0.039	0.300	0.048	0.223	-0.120
usi	-0.176	-0.239	-0.120	0.731	-0.181	0.530	-0.161	0.099
gender	0.305	0.370	0.333	-0.190	0.766	-0.095	0.062	-0.152
jobs	-0.198	-0.195	-0.008	0.556	-0.095	0.767	-0.018	0.125
gender*	0.256	0.278	0.257	-0.169	0.062	-0.018	0.764	-0.328
age *cu	-0.153	-0.091	0.004	0.097	-0.143	0.117	-0.308	0.717
job* cul	0.070	0.062	0.158	0.117	-0.015	-0.020	-0.254	0.581

4.3 Reliability Test

Beyond validity, we must also assess the reliability of the research instrument. As discussed earlier, Cronbach's alpha and composite reliability are two parameters employed to determine measurement reliability in a study. By achieving reliability scores within the suggested ranges mentioned previously, researchers can establish that their instruments can consistently measure the constructs under investigation.

Two common parameters used to assess the reliability of a study instrument include composite reliability and Cronbach's alpha (Sholihin & Ratmoko, 2013). Composite reliability represents the overall reliability of a multi-item scale (such as a questionnaire consisting of several questions meant to measure a singular construct). An

instrument's composite reliability is deemed adequate when the value achieved is above 0.70 (Wiyono, 2011).

On the other hand, Cronbach's alpha is a statistical measure of internal consistency or "how closely related a set of items are as a group". A Cronbach's alpha value of over 0.60 (Abdillah & Hartono, 2015) is generally acceptable and indicates good internal consistency, although researchers do prefer a higher value closer to 0.70 to 0.95.

In essence, for the findings of a study to hold significant value, the employed measuring tools or instruments must hold strong reliability and validity. By ensuring these two factors, researchers can enhance the credibility and authenticity of their findings, making their research more robust and impactful.

Table 3: Composite reliability measurement

	cullexp	wellbei	revinte	age	gender	jobs	gender*	age *cu	job* cul
R squared		0.620	0.434						
Adj R squared		0.612	0.431						
Composite Reliability	0.881	0.864	0.841	1,000	1,000	1,000	1,000	1,000	1,000
Cronbach alpha	0.846	0.788	0.712	1,000	1,000	1,000	1,000	1,000	1,000

Due to the composite reliability value of each variable being greater than 0.7, it can be concluded that all questionnaire items are reliable. Furthermore, based on the Cronbach's Alpha reliability test, which yields a value greater than 0.6, the reliability of all the questionnaire items can be further affirmed.

With careful examination of both validity and reliability is instrumental in ensuring the credibility and accuracy of the study's findings. By performing rigorous tests as outlined above, researchers can ascertain that their instruments precisely measure the constructs of interest and accurately depict the realities of the phenomena under investigation. Consequently, the insights gleaned from the data are considered more reliable, leading to a greater understanding of the relationships between culinary experience, hedonic pleasure, and Recurring Visit Intentions, which ultimately allows for the development of effective strategies in the hospitality industry.

4.4 Goodness Test Model (Model Fit)

This test is utilized to assess the suitability of the research model, referred to as model fit. The table provided below indicates the model fit and quality indices test results.

Table 4: The Goodness of Fit Results

Size	Mark	criteria
Average path coefficient (APC)	(APC)=0.300, P<0.001	Accept if p value <0.05
Average R squared (ARS)	(ARS)=0.527, P<0.001	Accept if p value <0.05
Average adjusted R squared (AARS)	(AARS)=0.521, P<0.001	Accept if value <0.05
Average stock VIF (AVIF)	(AVIF)=1.877,	Accept if value <5
Average full collinearity VIF	(AFVIF)=3.244	Accept if <5
Tenenhaus GOF	(GoF)=0.673	Low>0.1, med>0.25, high>0.36
Symson's paradox ratio (SPR)	(SPR)=0.400	Accept if>0.7
R squared contribution ratio (RSSR)	(RSCR)=0.984	Accept if>0.9
Statistical suppression ratio (SSR)	(SSR)=1,000	Accept if >0.7
Non-linear bivariate causality direction ratio	NLBCDR)= 0.700,	Accept if>=0.7

The test outcomes of the research model in question exhibit satisfactory results for the goodness of fit. This implies that the model has a substantial capacity to predict actual conditions in the field effectively.

4.5 Structural Model Testing (Inner Model)

The inner model, or structural model, primarily tests the influence between latent variables. It could also be considered as testing the hypotheses between various latent variables. The relationship between latent variables in the research model can be observed from the estimation results of the path coefficients and significance levels (p-value) which use a 5% significance level. The following output image illustrates the connection between latent variables.

To test the proposed research hypothesis, the p-value size can be examined. If the p-value is less than 0.05, the research hypothesis stating an influence of the exogenous variable on the endogenous variable is accepted. Conversely, if the p-value exceeds 0.05, the research hypothesis stating an influence of the exogenous variable on the endogenous variable is rejected. The path analysis test results demonstrate that the culinary experience has a significant positive influence on hedonic well-being, with a p-value less than 0.01 (below 0.05) and a path coefficient value of 0.79. Additionally, hedonic well-being has a significant positive influence on Recurring Visit Intentions, with a p-value less than 0.01 (below 0.05) and a path coefficient of 0.66. However, age, gender, and employment type do not moderate the influence between culinary experience and hedonic well-being, as their respective p-values of 0.46, 0.43, and 0.37 are greater than 0.05, suggesting that these three demographic variables do not moderate the influence of culinary experience on hedonic well-being.

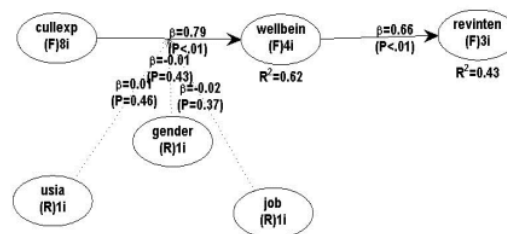


Fig.1: Path analysis results

4.6 Path Analysis Test Findings

The path analysis test results provide critical insights into understanding the dynamics between culinary experience, hedonic well-being, and Recurring Visit Intentions in the context of this study. The outcomes yield important information about the relationships, revealing path coefficients and levels of significance that demonstrate how these factors interact and influence each other.

Influence of Culinary Experience on Hedonic Well-Being - According to the path analysis results, culinary experience significantly influences hedonic well-being positively, indicated by a p-value of less than 0.01 (which is below the acceptance significance threshold of 0.05). This finding points to the significant role that a high-quality culinary experience plays in promoting hedonic well-being among customers. Additionally, the path coefficient, which measures the strength of the relationship between these two variables, is 0.79. This score indicates a relatively strong direct relationship between culinary experience and hedonic well-being: better culinary experiences likely result in higher degrees of hedonic pleasure or well-being.

Influence of Hedonic Well-Being on Recurring Visit Intentions - The results also reveal that hedonic well-being influences Recurring Visit Intentions significantly and positively. The p-value is less than 0.01 (below the standard significance threshold of 0.05), suggesting a significant relationship between hedonic well-being and Recurring Visit Intentions. Thus, when customers derive pleasure (hedonic well-being) from a culinary experience, the likelihood of intending to revisit the establishment increases.

The path coefficient for this relationship is 0.66, which demonstrates a moderately strong relationship between hedonic well-being and Recurring Visit Intentions. This underscores the importance of executing culinary experiences that boost hedonic pleasure, a significant predictor of customers' intentions to revisit the establishment.

Role of Demographic Factors - The study examined demographic variables - age, gender, and type of work - as potential moderating factors between culinary experience and hedonic well-being. However, the p-values for these were 0.46, 0.43, and 0.37 respectively, which are above the standard significance threshold of 0.05. As a result, these demographic variables, as per the data, do not have a significant moderating effect on the influence that culinary experience exerts on hedonic well-being.

In short, the findings reveal important implications for stakeholders in the hospitality industry. Primarily, enhancing culinary experiences is crucial for boosting hedonic well-being, which in turn, significantly influences customers' intention to revisit. While the effects of demographic factors on this dynamic were explored, they are not found to hold significant moderating influence on the relationship between culinary experience and hedonic well-being.

These insights can be utilized to develop strategies that improve culinary experiences, boost customer satisfaction,

and increase revisit rates, thereby enhancing overall business performance. Ultimately, the key lies in creating culinary experiences that contribute positively towards customers' hedonic well-being, shaping their intentions to revisit in the future.

5. Discussion

The primary tenet of this research revolves around the proposition that a consumer's culinary experience significantly shapes their hedonic pleasure, which subsequently encourages Recurring Visit Intentions. The findings corroborate prior research attesting to the instrumental role of culinary experiences in influencing the hedonic pleasure of consumers.

On a deeper level, these findings point towards the importance of several facets of a culinary experience. Firstly, the taste of the food served remains paramount. A diverse range of tastes, the freshness of ingredients, and skillful blending of seasonings can add layers of enjoyment to the culinary experience (Quan & Wang, 2004). Food texture also has a profound influence on the overall sensory landscape of an eating experience. Tastes vary according to the food's texture; crunchy edibles inspire a different hedonic response than smoot or goeey ones (Szczesniak, 2002).

Furthermore, the aesthetic setup and ambiance of the venue significantly contribute to the overall satisfaction derived from the culinary experience (Ryu & Jang, 2007). The impact of venue atmosphere on the overall culinary experience points towards the potential value addition that thoughtful layout and design could offer to culinary establishments.

Moreover, the presentation of the food strongly influences the perceived quality and taste, enhancing desirability (Zellner et al., 2014). Excellent service is another key facet that shapes culinary experiences, as friendly, respectful, and knowledgeable staff contribute to an overall sense of comfort and satisfaction (Sulek & Hensley, 2004). Collectively, these factors highlight the complexity and multifaceted nature of culinary experiences and underline that quality service, ambiance, and food presentation are just as crucial as the food's taste itself.

The findings also resonate with past studies (Sirgy & Uysal, 2016; Stapit and Coudounaris, 2018) pointing towards the influence of hedonic pleasure on the desire of consumers to revisit a venue. The capacity of hedonic pleasure to foster Recurring Visit Intentions holds imperative implications for the culinary and hospitality industry. By improving the quality of their food, service, and ambiance, businesses can enhance the hedonic pleasure of their customers, thereby increasing the likelihood of

repeat visits. Interestingly, the study's results contrast the assertions of previous researchers, such as that of Cambra-Fierro, Pérez & Grott (2017), implying that demographic profiles significantly influence behavioral dynamics in a culinary setting. Our findings reflect that demographics, such as age, gender, and employment type, do not moderate the impact of culinary experiences on hedonic pleasure. This carries critical implications for market segmentation strategies commonly employed in the culinary industry. It indicates that such demographic profiles may not predict variances in the impact of culinary experiences as significantly as typically expected. This could urge culinary businesses to focus more on improving core culinary experiences, such as food quality, service, and ambiance rather than bending over backwards to accommodate demographic variables.

These findings contribute to the broader theory of consumer behaviour, particularly with a focus on the hospitality sector. They provide deeper insights into the role of hedonic pleasure in shaping consumer behaviour, suggesting that the desire to seek pleasure and joy is a more vital determinant of behaviour than previously deemed.

Moreover, the study sheds light on potential gaps in our understanding of consumer behaviour theories. Despite widespread assumptions, demographic factors such as age, gender, and employment type may not profoundly moderate the relationship between culinary experiences and hedonic pleasure. Bringing it all together, the study offers several vital takeaways. The most significant one is the affirmative relationship between hedonic pleasure derived from a culinary experience and the consumers' intention to revisit the venue. However, it is not the demographic profiles, but integral facets of a culinary experience, like taste, texture, venue atmosphere, food presentation, and service quality, that primarily shape this hedonic pleasure. By distilling these aspects, businesses can refine their strategies to improve the overall culinary experience, subsequently fostering greater hedonic pleasure and encouraging more repeat visits from satisfied customers. Thus, creating pleasurable culinary experiences could be the recipe for success in the culinary and hospitality industry.

6. Implications

6.1 Theoretical Implications

The data derived from this study adds a considerable contribution to tourism literature by exploring multiple elements of a culinary experience and how it impacts hedonic pleasure. It advances the understanding of the consequences of creating memorable culinary experiences in culinary tourism contexts, unifying several dimensions

to offer a more comprehensive view. Moreover, it reinforces the notion that a positive culinary experience strongly influences the tourists' intent to revisit, strengthening this correlation which was somewhat nebulous in previous studies.

However, the study confronts existing beliefs held in culinary and tourism research about the moderating role of demographic factors. It argues that demographic attributes do not significantly impact the relationship between the culinary experience and hedonic well-being. This could lead to a paradigm shift, warranting more exploratory and comprehensive research in this area.

6.2 Practical Implications

From a practical standpoint, this study provides valuable insights for culinary venue managers. By revealing the necessity of well-managed experiences that deliver hedonic pleasure to the consumers, this study underpins the importance of factors like quality of the food, service, cleanliness, and atmosphere. These elements are no longer mere components of restaurant management; they are pivotal parts of an integrated strategy to increase customer retention.

However, as the study highlights the irrelevance of demographic factors in influencing the relationship between culinary experience and hedonic pleasure, it challenges the conventional perspective that customer segmentation based on demographic variables leads to effective marketing strategies. Instead, focusing on customer experience could be a more productive way to generate visitor satisfaction and retention.

7. Conclusion

The researchers conclude that the culinary experience is key to drive consumer's hedonic pleasure while the intent to revisit due to this pleasure is vital for the sustainability of the culinary tourism sector. This study, however, contradicts the belief that demographic factors play a significant role in moderating this relationship. It sheds light on the potential dissonance between assuming the importance of demographic factors and their actual impact on the relationship between culinary experience and hedonic pleasure.

8. Limitations and Recommendations

8.1 Limitations

Notably, this study faces certain limitations, particularly in data collection, as it examined several culinary tourism destinations in East Java. The sampled

destinations might not fully reflect the vast culinary offerings and food experiences in East Java, leaving room for more comprehensive studies.

8.2 Recommendations

Moving forward, future research should focus on Broadening the geographical scope. Future studies could embrace a larger number of culinary tour destinations to collect more diverse data, both inside and outside East Java. Methodology improvement. The sample size or statistical techniques could be enhanced to ensure the results regarding the insignificant moderating role of demographic factors are robust. Exploring other potential moderating variables. Personality traits, cultural forces, behavioral inclinations, or economic considerations are examples of variables that might offer deeper insights into the consumer's culinary experience and hedonic pleasure. These recommendations, if taken into consideration, could open new avenues of research, toy with different concepts and models, and add new perspectives to the culinary tourism landscape. The objective is to build upon this study and further enrich our understanding of culinary experiences and their influence on hedonic pleasure and intent to revisit.

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