

Tourist Loyalty Model Visiting Culinary Tourism Destinations

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ABSTRAK

Sebagian besar destinasi wisata kuliner di Kota Palembang belum dibuka untuk melayani pengunjung sejak pandemi Covid-19 terjadi pada awal tahun 2020. Hal ini berdampak pada intensitas kunjungan wisatawan ke destinasi wisata kuliner di Kota Palembang yang mengalami penurunan. Kemudian, penurunan pengalaman kuliner, kebersihan, kenyamanan destinasi wisata kuliner, dan layanan pengelolaan destinasi. Tujuan dari penelitian ini adalah untuk menganalisis hubungan antara pengalaman wisatawan, persepsi nilai, kualitas destinasi, kepuasan, dan loyalitas wisatawan. Jenis penelitiannya adalah penelitian kuantitatif dengan pendekatan kausalitas. Populasi penelitian adalah wisatawan lokal yang sudah datang ke destinasi wisata kuliner di Palembang minimal 2 kali. Purposive sampling digunakan untuk menentukan responden dengan sampel sebanyak 216. Persamaan struktural digunakan sebagai metode analisis. Hasil penelitian menjelaskan bahwa tidak ada hubungan linier antara pengalaman wisata dan kepuasan wisatawan. Nilai persepsi, kualitas destinasi, dan kepuasan wisatawan berhubungan linier. Pengalaman wisata, kualitas destinasi, dan loyalitas wisatawan tidak terkait linier. Persepsi nilai dan loyalitas wisatawan terkait secara linier. Kemudian, kepuasan wisatawan dan loyalitas wisatawan terkait linier. Penelitian ini dapat menjadi acuan bagi pengelola destinasi wisata untuk menjaga loyalitas wisatawan yang berkunjung ke destinasi wisata kuliner, dan menjadi acuan bagi riset selanjutnya dalam pemasaran destinasi.

ABSTRACT

Most of the culinary tourism destinations in Palembang City have not opened to serve visitors since the Covid-19 pandemic occurred in early 2020. This has an impact on the intensity of tourist visits to culinary tourism destinations in Palembang City which has decreased. Then, decrease in the culinary experience, cleanliness, comfort of culinary tourism destinations, and destination management services. The purpose of the study was to analyze the connection between the experience of tourists, value perception, destination quality, satisfaction, and tourist loyalty. The type of research is quantitative research with a causality approach. The population of the study is local travelers who have come to culinary tourism destinations in Palembang at least 2 times. Purposive sampling was used to determine the respondents with a sample of 216. Structural equations are used as a method of analysis. The outcomes of the study explain that there is no linear association between tourist experience and satisfaction of tourists. Value of perception, destination quality, and satisfaction of tourists are linearly related. Tourist experience, destination quality, and tourist loyalty are not linearly related. Value perception and tourist loyalty are linearly related. Then, tourist satisfaction and tourist loyalty are linearly related. This research can be a reference for tourist destination managers to maintain the loyalty of tourists visiting culinary tourism destinations, and become a reference for the next research in destination marketing.

1. INTRODUCTION

Tourism is one sector that significantly impacts a country's economic development along with various related sectors. The tourism sector contributes to foreign trade-offs in the country, expanding job opportunities and sources of revenue (S. H. Kim et al., 2013; Wang et al., 2017). In addition, demographic, socioeconomic, and technological changes and innovations in tourism are reputable to extraordinary rivalry amongst destinations of tourists which has grown significantly over the last few years. The rapid growth and diversification of the tourism industry encourage the development of the tourism sector as the

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fastest-growing economic field in various countries (Alam & Paramati, 2016; J. Chi, 2021). Tourism as a service industry that is experiencing rapid growth plays a role in encouraging regional economic progress with various new destinations (Beerli-Palacio & Martín-Santana, 2018; Chaulagain et al., 2019). Indonesia has many potential tourist destinations such as cultural tourism, historical tourism, culinary tourism, and natural tourism destinations. South Sumatra as a province in Indonesia has a variety of natural, cultural, historical, and local culinary treasures that can be an attraction for tourists to visit. Palembang is one of the cities in South Sumatra with a variety of tourist attractions that have become tourist destinations. Culinary tourism has developed rapidly in Palembang, with many areas being developed into culinary tourism areas. Visitors can visit various culinary tourism objects such as the 26 Ilir area, Kuto Market, the Kambang Iwak area, and the Bukit Kecil area. Visitors who come to culinary tourism destinations can enjoy a variety of local foods and drinks. Visitors will get the experience of enjoying memorable local culinary delights by tasting a variety of culinary delights. The managers of culinary tourism destinations also always emphasize the quality factors of the culinary served, comfort, safety, and cleanliness in serving visitors while at the destination. The existence of services from the best managers of culinary tourism destinations is expected to make visitors feel satisfied and will encourage visitors to continue to come to culinary tourism destinations.

However, since the Covid-19 pandemic occurred in early 2020, most of the culinary tourism destinations in Palembang City have not opened to serve visitors. This has an impact on the intensity of tourist visits to culinary tourism destinations in Palembang City which has decreased. In addition, with the conditions during Covid 19 and post-Covid-19, many culinary businesses experienced business setbacks and reduced the number of employees. This has an impact on the small number of culinary managers serving a variety of culinary menus, declining service quality due to a shortage of employees serving visitors, and decreasing comfort and cleanliness in culinary tourism destinations because many supporting facilities are damaged or missing. In the results of the post-covid 19 preliminary surveys in January 2022, some visitors who assessed the culinary experience and the quality of the destination decreased, making visitors feel dissatisfied and think again about being willing to return to culinary destinations. This phenomenon is interesting for conducting in-depth studies to find out whether culinary tourism visitors experience a decrease in satisfaction and loyalty to return to culinary tourism destinations triggered by a decrease in a culinary experience, destination management services, comfort, and cleanliness of culinary tourism destinations.

The managers of tourist destinations must be capable of developing marketing tactics to attract travelers who come to the destination by offering a variety of uniqueness to deliver a momentous tourist experience. Positive tourist experiences related to services, products, and other destination resources play an important role in increasing tourist interest in visiting the destination. Tourists' best and most beautiful experiences need to be provided by tourism destination managers and related parties to coordinate the improvement of tourist experiences and manage their expectations (Adhikari & Bhattacharya, 2016; Hwang & Seo, 2016). The visiting experience is determined by visitor satisfaction (Del Chiappa et al., 2013; Forgas - Coll et al., 2017). Tourist experience acts as the most notable predictor of tourist satisfaction. The creative tourist experience is a good predictor of tourist satisfaction (Ali et al., 2016; Chang, L. L. et al., 2014). The tourism experience is driven by tourist satisfaction (J. H. Kim, 2018; Song et al., 2013). The emotional experiences trigger customer satisfaction (Abror et al., 2019; Ratnasari et al., 2020). The experience of tourists stimulates tourist satisfaction (Preko et al., 2020; Su et al., 2020). The experience of tourist plays a role in encouraging tourist satisfaction (Azis et al., 2020; Pai et al., 2020). In contrast, the experience of tourists does not significantly affect tourist satisfaction (Aşan et al., 2020; Manthiou et al., 2014).

Experience is either the foremost booster of tourist behavioral intentions, which includes everything tourists go through at their destination (Coudounaris & Sthapit, 2017; Sthapit et al., 2020). Memories of travel experiences are the only most crucial fount of information for a person in form of word of mouth and forming return visit decisions (Coudounaris & Sthapit, 2017; Sthapit et al., 2020). The manager of tourist destinations should be capable to attract tourists to be able to visit again and ensure that tourists who have visited have good satisfaction with the tourist experience. Tourist destination managers hope that tourists will choose tourist destinations, and then tourists will return to tourist destinations and encourage them to other parties. Previous research has indicated that experience is a crucial element for trippers in increasing their contentedness and in reaching good behavior (H. Kim et al., 2015; Sie et al., 2021). Past travel experiences are a fount of personal information for destination choice, revisit intention, and WoM (Cho et al., 2020; Takata & Hallmann, 2022). The tourist experience is the notable driver of revisit intention (Hu & Shen, 2021). The tourism experiences influence future behavioral intentions (J. H. Kim, 2018; Song et al., 2013). The emotional experiences affect the behavioral intentions of tourists (Abror et al., 2019; Ratnasari et al., 2020). The experience of tourist has a clout on tourist

loyalty (Azis et al., 2020; Pai et al., 2020). On the contrary, the travel experience has no prominent effect on tourist loyalty (H. Moon & Han, 2018; Sangpikul, 2018). Value perception is one of the critical determining factors of customer behavior (Prentice, 2013; Wu, 2014). Destination marketers give important attention and emphasis to perceived value because a destination can have a competitive advantage based on the power of creating and disseminating the destination's important values. The value perception has a positive clout on satisfaction of tourist (H. Kim et al., 2015; Sie et al., 2021). The value perception significantly clout tourist satisfaction (Pandža Bajš, 2015; Prebensen et al., 2014). The clout of value perception on satisfaction of tourist was positive and valuable (Hasan et al., 2020; Sun et al., 2013). The value perception significantly affects visitor satisfaction (Abbasi et al., 2021; Soliman, 2021). The value perception affects tourist satisfaction with cruisers (Chua et al., 2015; Shahijan et al., 2018). The link betwixt value perception and tourist satisfaction, and discover that tourist satisfaction was significantly driven by value perception (K. H. Kim & Park, 2017; M. Kim & Thapa, 2018). Customers respond to services provided by service companies in the form of value. The customer's view regarding the benefits obtained from a product and the number of sacrifices incurred to get the product are represented in the form of value perception. The value perception significantly clout tourist behavioral intentions (K. S. Moon et al., 2013; Yamaguchi et al., 2015). The clout of value perception on tourist loyalty was positive and significant (Hasan et al., 2020; Sun et al., 2013). The perceived value significantly influences the behavioral intention of visiting tourists in the future (Pandža Bajš, 2015; Prebensen et al., 2014). The perception of value affects word of mouth (Basri et al., 2016; Jalilvand et al., 2017). The perceived value significantly influences visitors' revisit intentions (Abbasi et al., 2021; Soliman, 2021). Moreover, perceived value has no reaction on intention to return to tourist destinations (Chua et al., 2015; Shahijan et al., 2018).

The association betwixt destination quality, the satisfaction of tourists, and tourist intention to behave in the situation of rural tourism (Rajaratnam et al., 2015; Widjaja et al., 2020). The results of the survey stated that the quality of the destination had a crucial direct and indirect impact on satisfaction and intention to behave. Quality perception of a destination and satisfaction has a significant correlation that travelers who recognize higher quality are more probable to experience and be satisfied with the destination (Jeong & Kim, 2020; H. Moon & Han, 2018). The perception of destination quality has a notable and positive direct clout on satisfaction of tourist (S. H. Kim et al., 2013; Wang et al., 2017). The driver of satisfaction is the perception of the quality of the facility or the most notable dimension of the destination (Hossain et al., 2015; C. Le Chi, 2016). The perception of destination quality affects tourist satisfaction (Hossain et al., 2015; C. Le Chi, 2016). The quality of destination services significantly affects visitor satisfaction (Abbasi et al., 2021; Soliman, 2021). Managers of tourist destination have to pay concern to the quality of the destination so that it is able to attract tourists' behavioral intentions. Tourism as an activity that provides services is characterized by intangible activities, so improving the quality of destinations becomes a challenge for tourism destination managers. If the quality of the destination is not good or even bad, then the evaluation of tourists as regards the quality of the destination will be lower than before, and they will tend to feel dissatisfied. The perception of quality of destination significantly and directly affects loyalty (Rajaratnam et al., 2015; Widjaja et al., 2020). The quality of the destination as a predictor variable of chain message intentions and the desire to revisit tourist destinations (Hossain et al., 2015; C. Le Chi, 2016). WoM is absolutely influenced by perceptions of destination quality (S. H. Kim et al., 2013; Wang et al., 2017). The quality of destination services significantly clout the visitor's revisit intention (Abbasi et al., 2021; Soliman, 2021). On the other hand, directly and indirectly the quality of the destination is not significantly related to the behavioral intention of tourists (Su et al., 2020; Wu & Li, 2017). The perception of destination quality did not have a positive and prominent clout on WoM messages. The perception of destination quality did not affect tourist loyalty (Hossain et al., 2015; C. Le Chi, 2016).

Satisfaction of tourists is a strong criterion of behavioral intention (Del Chiappa et al., 2013; Forgas - Coll et al., 2017). Amused travelers are inclined to inform their experiences with other individuals (Hultman et al., 2015; Kumar & Kaushik, 2017). Previous research supports the link betwixt satisfaction and recommendations of experience in tourism (S. H. Kim et al., 2013; Wang et al., 2017). The recommendation is an additional predominant element, satisfied travelers will have the potential to visit again and tell others about destinations to others (Hasan et al., 2020; Sun et al., 2013). The relationship of satisfaction and loyalty positively and significantly (Alrawadieh et al., 2019; J. H. Kim, 2018). The tourist satisfaction encourages tourists' intention to return to cultural tourism (Coudounaris & Sthapit, 2017; Rasoolimanesh et al., 2022). Customer satisfaction affects behavioral intentions (Abror et al., 2019; Ratnasari et al., 2020). Satisfaction of tourist has an relation on tourist loyalty (Preko et al., 2020; Su et al., 2020). The tourist satisfaction significantly drives tourist loyalty (Chiu et al., 2016; Liu et al., 2017). Higher satisfaction will spur future tourist intentions to return to tourist destinations (An et al., 2019; So et al., 2022). Tourist loyalty is directly triggered by the satisfaction of tourists visiting tourist destinations. In

various studies in the tourism industry that examine the behavior of returning tourists, satisfaction acts as an antecedent variable, and mediates the intention to revisit (Cho et al., 2020; Takata & Hallmann, 2022).

In tourism studies, the connection between experience of tourism, value perception, destination quality, satisfaction, and loyalty of tourists has been well-established in certain studies in field tourism (Loi et al., 2017; Seetanah et al., 2020). Various previous research findings, especially regarding the link between tourist experience, perceived value, destination quality, tourist satisfaction and loyalty have not been consistent and often contradictory. Therefore, these contradictory findings require more research to re-examine this relationship in different contexts. This study tries to answer the above problems related to culinary tourism destinations and overcoming the gap in the existing literature. The research aims to measure the influence of tourist experience, perceived value, and quality of destinations on tourist satisfaction. Then, measuring the influence of tourist experience, perceived value, and quality of destinations on tourist loyalty, and the effect of satisfaction on tourist loyalty.

2. METHODS

The type of research is quantitative research with a causality research approach that measures the link between research variables. The sampling technique used is non-probability sampling. Purposive sampling technique was used to determine research respondents with a total sample of 216 respondents who would be distributed evenly to 4 culinary destinations in Palembang. The respondent of the investigation is local travelers that have visited culinary destinations in Palembang at least 2 times such as the 26 Ilir culinary tourism area, Kuto culinary tourism, Kapitan Village culinary tourism, and Kuto Besak Fort culinary tourism. This study uses primary data obtained by survey method by distributing questionnaires directly to respondents. Questionnaires were distributed in hardcopy and softcopy via Google Form. The questionnaire on tourist experiences was adopted from (Sangpikul, 2018; Wang et al., 2017). The value perception of the questionnaire was adapted from Song's research. The quality of the destination conformed to (Castillo Canalejo & Jimber del Río, 2018; Eusébio & Vieira, 2013). Tourist satisfaction was conformed to (Eusébio & Vieira, 2013). Tourist loyalty was conformed to (Eusébio & Vieira, 2013). Data analysis in this study used quantitative analysis with the analytical formula employed is the analysis of structural equation. The test of validity and reliability was carried out using CFA. This study uses the test of convergent validity and reliability. This study also calculates the reliability value with Cronbach's approach and CR. AVE was used to appraise the validity of convergent, with the proposed AVE limit value is 0.5.

3. RESULTS AND DISCUSSIONS

Results

Based on the measurement of reliability presented in Table 1, evaluation of validity was undertaken with comparing the correlation value with the r table value with a level (α) of 0.05, which was 0.1335. If the value of the Pearson correlation product moment is higher than the table r-value, the indicator or question item is declared feasible and vice versa. From the results of the analysis, it is discovered that all indicators (observed) are valid by looking at the Pearson Correlation product moment value $>$ r table .1335. This explains that all research instruments can be used. The alpha coefficient (Cronbach alpha) has a value of $>$.60 which is in the range of .756 to .886 so it is stated that all research variables are reliable and have high accuracy to be used as variables (constructs) in the study. Composite reliability (C.R) values for the travel experience, value perception, the quality of destination, satisfaction of tourists, and tourist loyalty span from 0.886 to 0.898. These results explain that the instrument of research has high reliability and it is at the requisited value, namely .70 for alpha and .60 for C.R.

Table 1. Measurement of Reliability

Variables	Cronbach α	Composite Reliability (C.R)
Travel experience	.756	.890
Value perception	.819	.907
Destination quality	.886	.984
Tourist satisfaction	.839	.964
Tourist loyalty	.871	.977

CFA analysis is used to examine the quality of all estimates, such as discriminant and convergent validity tests that have been presented in Table 2. The validity of convergent results is supported by the

iability of item, C.R, and AVE. Reliability of items indicates the number of variances in items that underlies the constructs, and the t-value related with any loading of standard is significant ($p < .01$), indicating the item is reliable. The estimate of reliability of construct must be suited to or higher than 0.7 and for the AVE, the measure of the amount of variance described by the is concept higher than 0.5. The reliability of each construct of research get beyond the acceptable standard recommended, and the mean-variance extraction from a travel experience, value perception, the quality of destination, satisfaction of tourists, and tourist loyalty is higher than 0.5. The result show that the reliability and validity measurement of item is magnificent.

Table 2. Measurement of Validity

Constructs	Items	Stand. Load	t- value	AVE
Travel experience	TE1	0.762	10.837	0.619
	TE2	0.752	7.325	
	TE3	0.822	7.320	
	TE4	0.848	10.710	
	TE5	0.745	-	
Value perception	VP1	0.836	8.261	0.663
	VP2	0.715	6.587	
	VP3	0.775	10.544	
	VP4	0.858	9.738	
	VP5	0.877	-	
Destination quality	DQ1	0.891	10.321	0.614
	DQ2	0.819	9.318	
	DQ3	0.822	12.639	
	DQ4	0.899	-	
Tourist satisfaction	TSF1	0.925	11.093	0.624
	TSF2	0.733	9.367	
	TSF3	0.901	7.570	
	TSF4	0.695	9.671	
	TSF5	0.659	-	
Tourist loyalty	TLY1	0.813	-	0.618
	TLY2	0.937	10.078	
	TLY3	0.917	10.365	
	TLY4	0.844	9.444	

To determine the goodness of fit criteria we use: absolute fit measured, incremental fit measured and parsimonious fit measured which can be seen in [Table 3](#).

Table 3. The GoF Index

The g.o.f index	Results	c.o value	Criteria
Probability	.043	> 0.05	Confirm
CMIN/DF	1.228	< 2.00	Confirm
GFI	.944	> 0.90	Confirm
IF	.991	> 0.90	Confirm
TLI	.981	\geq 0.95	Confirm
CFI	.990	> 0.95	Confirm
RMSEA	.033	< 0.08	Confirm

Based on SEM results in [Figure 1](#) and estimation structural equation analysis in [Table 4](#), to find out if the hypothesis is confirmed by the facts or not, the value of probability of the Critical Ratio (C.R) is conformed = 5%. If the standardized coefficient proportions is positive and the value of probability is < 5% or the value of the CR is larger than the t table (2.0), it could be deduced that the tests of hypothesis is confirmed by the facts (significantly verified).

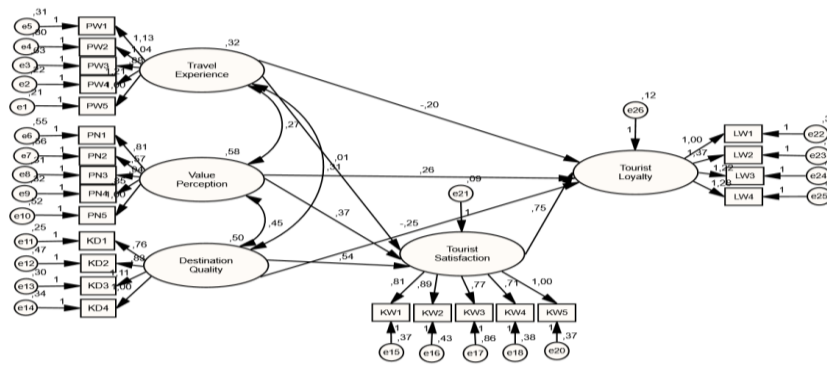


Figure 1. SEM Results

Table 4. Estimation Structural Equation Analysis

Hypothesis	Standard est.	C.R	Standard error	P value	description
Travel experience → tourist satisfaction	0.008	0.061	0.125	0.952	Rejected
Value perception → of tourist satisfaction	0.365	3.026	0.121	0.002	Received
Destination quality → tourist satisfaction	0.540	3.164	0.171	0.002	Received
Travel experience → tourist loyalty	0.196	1.622	0.121	0.105	Rejected
Value perception → tourist loyalty	0.258	1.943	0.133	0.050	Received
Destination quality → tourist loyalty	0.249	1.215	0.205	0.224	Rejected
Tourist satisfaction → tourist loyalty	0.753	3.609	0.209	0.000	Received

Discussion

Based on the calculation results, the standard estimated value is .008, the C.R value is .061 and the P value is .952, so hypothesis 1 is rejected. It implies no linear connection betwixt the experience of travel and satisfaction of tourist. The magnitude of the impact of the experience of travel on travelers' satisfaction is .008 or 0.8%. This research is disparate from the previous research which explains that the experience of tour and the satisfaction of travelers correlate (Chiu et al., 2016; Forgas - Coll et al., 2017; J. H. Kim, 2018). However, this study supports the similar experiments which reveal that tourist experience does not significantly affect satisfaction of tourist (Aşan et al., 2020; Manthiou et al., 2014). The outcomes of the study explain that tourist experience during visiting culinary tourism destinations does not encourage increased tourist satisfaction. The concept of tourist experience is triggered by the creation and consumption of tourism products and other products that not only provide experiences for visitors but also create sensory feelings when visitors directly or indirectly come into contact with products, managers and the environment on unequal occasions. In the context of culinary tourism, experience is related to service elements such as culinary presentation methods, serving times, culinary prices. However, due to the Covid-19 conditions, many culinary tourism managers cannot display experiences in terms of internal and external atmosphere, such as non-varied food menus, no live music, and other aspects that meet the needs of tourists so as not to make visitors feel satisfied.

Based on the calculation results, the standard estimated value is .365, the C.R value is 3.026 and the P value is .002, so hypothesis 2 is accepted. It implies a linear association betwixt value perception and tourist satisfaction. The magnitude of the impact of value perception on the satisfaction of tourists is .365 or 36.5%. This research supports the similar research that has been done who describe that value perception and travelers' satisfaction have a linear connection (Abbasi et al., 2021; Hasan et al., 2020; H. Kim et al., 2015; Pandža Bajs, 2015). The outcomes of the study elucidate that the higher tourist perceptions of the values that apply to culinary tourism at Palembang, the level of satisfaction of tourist higher after visiting culinary destinations. The atmosphere of the dining area, culinary quality, culinary prices, and management services as a complement to the perception of value have variations in various restaurants that can encourage visitor satisfaction. Visitor satisfaction, both positive and negative, is triggered by a variety of value attributes based on gender, visitor age and visit intensity. The implications of the results of this study explain that culinary tourism managers must be aware of the expectations and needs of visitors. In addition, culinary tourism managers must be able to determine the quality of service to meet higher levels of value and tourist satisfaction. Based on the calculation results, the standard estimated value is .540, the C.R value is 3.164 and the P value is .002, so hypothesis 3 is accepted. It implies a correlation betwixt the quality of the destination and the satisfaction of tourists. The magnitude

of the quality of the destination effect on the satisfaction of tourists is .540 or 54%. This research is in line with previous research which states that the quality of destination and satisfaction of tourist have a linear connection (Abbasi et al., 2021; Hossain et al., 2015; C. Le Chi, 2016; Marinkovic et al., 2014). Customer satisfaction is influenced by perceptions of destination quality, because satisfaction comes from high destination quality. This study explains that culinary tourism managers have succeeded in presenting a variety of high-quality services to meet visitor expectations. Tourists will form their expectations about a destination before they visit and will feel satisfaction if what is expected is in accordance with reality. This implies that if tourists feel the quality of the destination is high and tourist expectations are met, then the perception of tourists about the destination will also increase. Therefore, it could be said that quality of the destination has a prominent clout on satisfaction of tourist.

Based on the calculation results, the standard estimated value is 1.96, the value of C.R is 1.622 and the P value is .105, so hypothesis 4 is rejected. It implies that the experience of travel and tourist loyalty does not have a linear relationship. The magnitude of the clout of the experience of tour on the loyalty of travelers is 196 or 19.6%. This research is different from previous research which explains that the experience of tour is related to the loyalty of travelers (Azis et al., 2020; Cho et al., 2020; J. H. Kim, 2018; Ratnasari et al., 2020; Sthapit et al., 2020). However, this study supports similar research which states that experience of tourist has no notable upshot on tourist loyalty (H. Moon & Han, 2018; Sangpikul, 2018). The outcomes of the survey explained that the experience of travelers visiting culinary tourism destinations is not able to enhance loyalty. Travel experience describes visitors' interactions with online and offline environments, employees at tourist destinations, and interactions with other visitors. Customer experience can be created by managing interactions between visitors both directly and indirectly, where this activity can have an impact on developing positive attitudes and visitor decision making that encourages the desire to return to culinary tourism destinations. However, due to the outbreak of Covid-19 in 2020 to 2021, most culinary tours have been closed or opened in a limited manner. This has an impact on the decrease in visitors coming to culinary tours, causing interaction between visitors and employees, and other visitors to decrease and will directly reduce the desire to come back to culinary tourism destinations.

Based on the calculation proceeds, the standard estimated value is .258, the value of C.R is 1.943 and the P value is .050, so hypothesis 5 is accepted. It implies that value perception and tourist loyalty have a linear relationship. The magnitude of the effect of the value perception on the loyalty of travelers is .258 or 25.8%. This survey supports the previous study which state that the value perception and tourist loyalty have a good relationship (Abbasi et al., 2021; Hasan et al., 2020; Jalilvand et al., 2017; Pandža Bajš, 2015). However, this study differs from the previous research which states that perceived value does not affect the intention to return to destinations (Chua et al., 2015; Shahijan et al., 2018). The most important factor influencing the perception of value in culinary tourism destinations is emotion, which includes factors such as pleasurable experiences, feelings of relaxation, positive feelings, comfort, satisfaction and loyalty. In addition, self-concept has the most important role, with various factors such as speed of service, freshness, and satisfaction. The quality of culinary tourism is assessed by visitors and can be measured by various service dimensions. The results of the study show that managers of culinary tourism destinations pay attention to various destination attributes when managing destinations to provide loyalty to visitors. The outcomes of the study could be explained that the value perception of tourists during to come to culinary destinations would encourage tourists to revisit culinary tourism destinations. Perceived value becomes a benchmark in the total assessment based on what visitors believe or feel at a certain time and place which is of value compared to the amount or form obtained while at the destination.

Based on the calculation results, the standard estimated value is .249, the value of C.R is 1.215 and the P value is .224, so hypothesis 6 is rejected. It implies that destination quality and tourist loyalty do not have a good correlation. The magnitude of the clout of the quality of destination on travelers' loyalty is .249 or 24.9%. This research is different from the previous research which declare that the quality of destination and tourist loyalty have a linear relationship (Abbasi et al., 2021; C. Le Chi, 2016; Rajaratnam et al., 2015). On the other hand, this study supports the similar research shows the perception of destination quality does not affect tourist loyalty (Hossain et al., 2015; Wu & Li, 2017). This study found an insignificant relationship between perceptions of destination quality and travelers' loyalty. Visitors will provide an assessment of the quality of the destination during their visit to culinary tourism destinations, which can cause feelings of dissatisfaction or satisfaction. Satisfaction will encourage visitors to intend to return to culinary tourism destinations. If visitors feel satisfied with the quality of the destination, they will recommend culinary tourism destinations to other parties. However, if visitors do not feel satisfaction related to the quality of the destination, then visitors will not be willing to return to culinary tourism destinations, and often share bad stories with those about the destination. The outcomes of the analysis imply positive tourist destination quality perceptions are not assured to persuade to tourist loyalty as

long as tourists are not satisfied with the tourist destination. The quality possessed by culinary destinations at Palembang has not been able to trigger tourists to visit again. Based on the calculation results, the standard estimated value is .753, the C.R value is 3.609 and the P value is .000, so hypothesis 7 is accepted. It implies that traveler's satisfaction and travelers' loyalty have a linear relationship. The magnitude of the impact of the satisfaction of tourists on the loyalty of tourists is .753 or 75.3%. This investigation bolsters the similar study which explains that travelers satisfaction and travelers loyalty have a linear relationship (An et al., 2019; Castellanos-Verdugo et al., 2016; Chiu et al., 2016; Forgas - Coll et al., 2017; Hultman et al., 2015; H. Kim et al., 2015; Preko et al., 2020; Rasoolimanesh et al., 2022; Ratnasari et al., 2020). The output of the research explains the level of traveler's satisfaction higher when come to culinary destinations, the more it will encourage tourists to visit culinary tourism destinations. The most important factor that plays a role in driving the planning and development of tourism products and services is visitor satisfaction. Tourist destination managers must understand the role of satisfaction as a driver in offering tourism products or services. The various needs and expectations of visitors from the various services offered at tourist destinations must be the concern of culinary tourism managers. Managers of culinary tourism destinations must be able to meet tourist expectations to increase satisfaction which will lead to good visitor attitudes and loyalty.

4. CONCLUSION

This research provides valuable theoretical implications in the context of tourist behavior towards culinary destinations. Based on research findings, it is suggested that managers of the culinary tourism industry are able to encourage tourists to feel more satisfied when visiting culinary tourism destinations and be able to generate loyalty to culinary tourism. Satisfied diners are triggered by quality food, skilled and well-behaved employees, comfortable and relaxed atmosphere, and comprehensive service quality. Therefore, managers of culinary tourism destinations must provide instructions to employees to make good quality food, orders delivered on time, behave well and the best culinary dishes to be served to visitors. In addition, the physical environment is more attractive to build satisfaction and sustainable loyalty behavior. Visitors will be able to enjoy culinary delights with attractive layouts such as furniture, lighting, seating arrangements, color themes and music. Then, feedback from visitors becomes an important medium to find out the level of expectations and services that have been provided. If the visitor has felt the level of satisfaction from food and place services optimally, then the visitor will show high loyalty attributes.

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