

Factors Influencing Tourist's Decision-Making in Consuming Local Culinary in Yogyakarta

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Abstract

This study examined the factors influencing tourists' decision-making in consuming local culinary in the Special Region of Yogyakarta, focusing on gudeg as the city's culinary icon. Based on the Consumption Value Theory, the research analyzed the effects of Tourist's Local Food Consumption Value (TLFCV), Tourist's Local Food Experiential Value (TLFEV), Attitude Toward Local Food (ATLF), and Food Destination Image (FDI) on Behavioral Intention (BIs). A survey of 220 tourists who had previously consumed gudeg was conducted using purposive sampling, and the data were analyzed with SEM-PLS. Results showed that TLFCV and TLFEV significantly influenced ATLF, while TLFEV also affected FDI. ATLF had a significant positive effect on BIs, whereas TLFCV did not significantly affect FDI, and FDI did not significantly affect BIs. These findings emphasize the importance of consumption and experiential values in strengthening tourists' behavioral intention in consuming local culinary.

Keywords: consumption value, culinary experience, behavioral intention.

Introduction

Tourism has become one of the strategic sectors in Indonesia's national economic development, contributing significantly to state revenues, job creation, and community welfare. At the same time, it introduces cultural richness, natural resources, and local wisdom to the international community. In Indonesia, tourism has emerged as a major driver of regional development, especially in areas with unique cultural, historical, and natural attractions. However, this sector is also highly vulnerable to global challenges such as pandemics and geopolitical tensions, as well as domestic dynamics including infrastructure, regulations, and shifts in tourist preferences (Azzahra, 2023).

Recent statistical data highlight fluctuations in Indonesia's tourism revenues. In the fourth quarter of 2024, tourism income reached USD 4,074.20 million, down from USD 5,163.58 million in the previous quarter (Trading Economics, 2025). These variations underline the need for diversification strategies that go beyond destination promotion, focusing on innovative tourism products capable of creating added value and authentic experiences for visitors. One such promising form of diversification is culinary tourism, which integrates cultural identity with tourists' experiences.

Local culinary products are increasingly recognized as an essential element of tourist experiences. Data from Good Stats indicate that traditional Indonesian food remains a primary choice for young generations, with 45% preferring local dishes over junk food, snacks, or instant food (Shafina, 2023). This demonstrates that despite

globalization pressures, local food retains strong cultural and emotional relevance. However, regional disparities exist. For instance, Yogyakarta, one of Indonesia's premier cultural tourism destinations, recorded the lowest number of culinary businesses among the top ten provinces – only 236 enterprises compared to 5,159 in Jakarta (Angelina, 2022). This gap suggests untapped opportunities in leveraging local culinary heritage for tourism and economic growth.

Yogyakarta's culinary landscape, rich in intangible cultural values, plays a central role in shaping its tourism identity. According to UNESCO, local cuisine forms part of intangible cultural heritage, reflecting traditions, community practices, and locally sourced ingredients. Among Yogyakarta's diverse traditional foods, *gudeg* stands out as its most iconic culinary symbol. Not only does it represent cultural continuity, but it also dominates tourists' food preferences, ranking highest in culinary consumption and souvenirs (Wonderful Indonesia, 2023). Despite this, research indicates that the region's culinary business development does not yet fully reflect its cultural and market potential.

Understanding tourists' decision-making process in consuming local culinary products becomes essential in bridging this gap. Decision-making, as defined by Kotler et al. (2021), is a process involving need recognition, gathering, evaluation of alternatives, and purchase decisions. Specifically, in culinary tourism, Soltani et al. (2021) emphasize the influence of psychological and social factors, where tourists weigh cultural values, past experiences, and social influence when deciding to try local food. Such decisions are further linked to behavioral intention, which refers to tourists' readiness to act based on prior experiences and attitudes (Ajzen, 1991; Kotler et al., 2021).

This study adopts Consumption Value Theory (CVT) (Sheth et al., 1991) as the grand theoretical framework, focusing on the role of consumption and experiential values in shaping attitudes and destination image. Specifically, four factors are investigated by Tourist's Local Food Consumption Value (TLFCV), Tourist's Local Food Experiential Value (TLFEV), Attitude Toward Local Food (ATLF), and Food Destination Image (FDI), and their collective impact on Behavioral Intentions (BIs). Previous studies confirm their significance in international contexts, but empirical research in Indonesian culinary tourism, particularly with a focus on *gudeg* Yogyakarta, remains limited (Dedeoğlu et al., 2022; Hashemi et al., 2023; Park & Widyanta, 2022; Soltani et al., 2021; Zhu et al., 2024).

Therefore, this research aims to analyze how consumption value, experiential value, attitude, and destination image influence tourists' behavioral intentions toward consuming local culinary products in Yogyakarta, with a specific focus on *gudeg*. The novelty of this study lies in applying CVT within the Indonesian domestic tourism context, contributing both theoretically by enriching the literature on culinary tourism decision-making and practically by providing insights for policymakers, local culinary entrepreneurs, and tourism marketers in strengthening Yogyakarta's culinary tourism appeal.

Method

This study was conducted in the Special Region of Yogyakarta, focusing on *gudeg* as the city's most iconic traditional dish and culinary attraction. The research employed

a quantitative design based on Consumption Value Theory (Sheth et al., 1991). The constructions included Tourist's Local Food Consumption Value (TLFCV) and Tourist's Local Food Experiential Value (TLFEV) as exogenous variables, while Attitude Toward Local Food (ATLF), Food Destination Image (FDI), and Behavioral Intention (BIs) served as endogenous variables.

The population comprised tourists who had consumed *gudeg* in Yogyakarta between 2023 and 2025. Purposive sampling was used with criteria such as being at least 20 years old and having prior *gudeg* experience. Based on 22 indicators, a minimum of 220 respondents was required (Hair et al., 2014), and data were collected using structured questionnaires. Validity was tested with Pearson correlation, while reliability was measured using Cronbach's Alpha ($\alpha \geq 0.70$) (Ghozali, 2018).

Table 1. Operational Definition of Variables

Variable	Indicator	Sources
BIs	Recommendation, Revisit, Return plan	Salamah et al. (2021); Thio et al. (2024)
ATLF	Cognitive, Affective, Motivational, Emotional	Hussain et al. (2023)
FDI	Consistency, Culinary experience, Culture, Atmosphere	Salamah et al. (2021)
TLFCV	Taste, Health, Price, Emotion, Prestige, Interaction, Epistemic	Soltani et al. (2021); Cole et al. (2002)
TLFEV	ROI, Service, Aesthetics, Playfulness	Soltani et al. (2021)

Data analysis employed Structural Equation Modeling with Partial Least Squares (SEM-PLS). The outer model was assessed through convergent validity, discriminant validity, AVE (≥ 0.50), and composite reliability (≥ 0.70). The inner model was evaluated using R^2 values and hypothesis testing via bootstrapping with t-statistics ≥ 1.96 (Ghozali, 2018). This approach enabled rigorous testing of how consumption and experiential values influence tourists' attitudes, destination image, and behavioral intention toward consuming *gudeg*.

Result and Discussion

Result

The study involved 220 respondents who had consumed *gudeg* during their visit to Yogyakarta. The demographic analysis shows that the majority were female (70.9%) and within the age group of 20–29 years (76.4%). Most respondents came from Bengkulu Province (37.3%), followed by Bengkulu Selatan (8.2%) and Jakarta (7.5%), while a small proportion were foreign tourists from Japan (0.9%). Regarding frequency of consumption, 36.8% had consumed *gudeg* more than three times, while 31.8% had consumed it only once, suggesting that *gudeg* is both an attraction for first-time tasters and a repeated consumption choice.

The descriptive analysis was conducted on five latent variables: Behavioral Intention (BI), Tourist's Local Food Consumption Value (TLFCV), Tourist's Local Food Experiential Value (TLFEV), Attitude Toward Local Food (ATLF), and Food Destination Image (FDI).

Table 2. Operational Definition of Variables

Variable	Mean	SD	Interpretation
BIs	4,23	1,110	High
TLFCV	4,35	0,877	High
TLFEV	4,35	0,815	High
ALTF	4,29	0,923	High
FDI	4,37	0,826	High

Source: Primary Data Processed, 2025

The results indicate that all variables scored above 4.0, which is categorized as high. This reflects that respondents generally hold positive perceptions of *gudeg* in terms of its consumption value, experiential value, attitude, and image, leading to strong behavioral intentions. The outer model assessment was performed using SmartPLS 4.0. The PLS algorithm result is illustrated below:

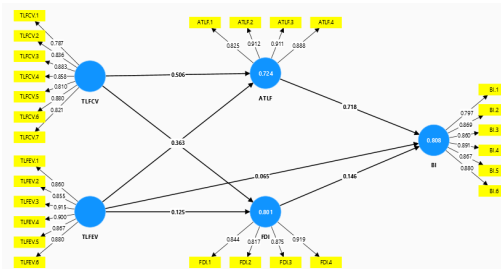


Figure 1. PLS Algorithm Result
Source: Primary Data Processed, 2025

The outer model assessment showed that all indicators had loading factors above 0.70, indicating strong convergent validity. All constructions fulfill validity and reliability requirements. Attitude toward Local Food (ATLF) (AVE = 0.783; CR = 0.935) shows strong convergence and reliability. Behavioral Intention (BI) itself has high construct validity (AVE = 0.742; CR = 0.945). Food Destination Image (FDI) (AVE = 0.748; CR = 0.922), Traditional Local Food Consumption Value (TLFCV) (AVE = 0.705; CR = 0.944), and Traditional Local Food Experience Value (TLFEV) (AVE = 0.774; CR = 0.954) are also valid and reliable. Since all AVE values exceed 0.50 and all CR values exceed 0.70, the measurement model is robust.

The inner model was evaluated through the bootstrapping procedure to test the relationships among constructs. The hypothesis testing results are summarized as follows:

Table 3. Hypothesis Testing Results

Hypothesis	Path	Coefficient	t- Statistik	p- Value	Result
H ₁	TLFCV → ATLF	0,506	3,507	0,000	Supported
H ₂	TLFCV → FDI	0,780	7,038	0,000	Supported
H ₃	TLFEV → ATLF	0,363	2,537	0,011	Supported
H ₄	TLFEV → FDI	0,125	1,047	0,295	Not Supported
H ₅	ALTV → Bis	0,718	10,633	0,000	Supported
H ₆	FDI → BIs	0,146	1,945	0,052	Not Supported

Source: Primary Data Processed, 2025

The results show that TLFCV significantly affects both ATLF ($\beta = 0.506$; $p < 0.001$) and FDI ($\beta = 0.780$; $p < 0.001$), indicating that tourists' perceived value of gudeg strongly shapes their attitudes and destination image. TLFEV positively influences ATLF ($\beta = 0.363$; $p = 0.011$) but has no significant effect on FDI. The strongest relationship is found between ATLF and BI ($\beta = 0.718$; $p < 0.001$), confirming that positive attitudes toward gudeg directly drive consumption intention. In contrast, FDI shows only a marginal and insignificant effect on BI ($\beta = 0.146$; $p = 0.052$). The inner model shows strong explanatory power. ATLF has an R^2 of 0.724, meaning 72.4% of its variance is explained by predictors. FDI achieves $R^2 = 0.801$, reflecting good predictive accuracy. BI records the highest $R^2 = 0.808$, indicating that 80.8% of the variance in tourists' behavioral intention to consume gudeg is explained by ATLF, TLFCV, TLFEV, and FDI. Discussion The findings of this study highlight the crucial role of consumption and experiential values in shaping tourists' attitudes and behavioral intentions toward local food, specifically gudeg in Yogyakarta. First, Tourists' Local Food Consumption Value (TLFCV) was found to significantly influence Attitude Toward Local Food (ATLF) ($t = 3.507$; $p < 0.001$). This confirms that when tourists perceive gudeg as valuable not only functionally but also socially and emotionally, they develop a more positive attitude toward it. This result is consistent with Consumption Value Theory (Sheth et al., 1991), which argues that consumer behavior is shaped by multiple value dimensions, and is supported by previous research emphasizing the role of consumption value in forming positive attitudes toward local cuisine (Rehman et al., 2021; Salamah et al., 2021; Soltani et al., 2021; Thio et al., 2024). Similarly, TLFCV also had a significant positive effect on Food Destination Image (FDI) ($t = 7.038$; $p < 0.001$). This suggests that tourists' perception of gudeg as culturally and emotionally valuable strengthens their overall perception of Yogyakarta as an attractive culinary destination. This aligns with earlier studies that showed that high culinary consumption value enhances the image of the food destination (Choe, 2018; Salamah et al., 2021; Zhu et al., 2024). On the experiential side, Tourists' Local Food Experiential Value (TLFEV) significantly influenced ATLF ($t = 2.537$; $p = 0.011$), confirming that memorable multisensory experiences with gudeg—such as taste, authenticity, and cultural interaction—create positive attitudes (Salamah et al., 2021; Sheth et al., 1991; Soltani et al., 2021). However, TLFEV did not significantly affect FDI ($t = 1.047$; $p = 0.295$), indicating that while personal experiences enhance individual attitudes, they are not sufficient to shape the broader image of Yogyakarta as a culinary

destination. This may be attributed to the dominance of other factors, such as promotion, popularity, and social media trends, especially among younger tourists (Gen Z). The strongest effect was observed between ATLF and Behavioral Intention (BI) ($t = 10.633$; $p < 0.001$). This shows that tourists with positive attitudes toward *gudeg* are more likely to consume it again, recommend it, and integrate it into their travel experience. This finding reinforces the centrality of attitude as a predictor of behavioral intention (Salamah et al., 2021; Sheth et al., 1991; Soltani et al., 2021). In contrast, FDI did not significantly affect BI ($t = 1.945$; $p = 0.052$), suggesting that destination image alone is not a sufficient driver of consumption intention. Instead, tourists tend to rely more on direct experiences and the perceived value of the food itself rather than general perceptions of the destination (Choe, 2018; Hashemi et al., 2023).

Conclusion

This study investigated the determinants of tourists' decision-making in consuming local culinary products, focusing on *gudeg* in Yogyakarta with 220 respondents using SEM-PLS. The results show that consumption value (TLFCV) and experiential value (TLFEV) significantly shape attitude toward local food (ATLF), while only TLFCV enhances food destination image (FDI). Furthermore, ATLF strongly predicts behavioral intention (BI), whereas FDI has no significant effect, highlighting that attitude is the key determinant of tourists' intention to consume *gudeg*.

Theoretically, this research strengthens Consumption Value Theory and Social Learning Theory, emphasizing the role of value and attitudes in shaping behavior. Practically, it offers insights for *gudeg* entrepreneurs and policymakers to enhance product value, authenticity, and culinary branding. However, the study is limited to Yogyakarta and a single culinary product, with a quantitative design that lacks deeper motivational insights. Future studies should expand to other destinations and apply mixed methods to enrich the understanding of culinary tourism behavior.

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