The Influence of Gastronomic Tourism on Tourist Satisfaction in Gianyar Regency

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ABSTRACT

This research attempts to examine the effects of gastronomic perceived value, gastronomic image, and gastronomic experience on both gastronomic satisfaction and visitor loyalty in Gianyar Regency, as well as to investigate the influence of gastronomic satisfaction on visitor loyalty. A casual quantitative research design was employed, with data collected via survey questionnaires. The results reveal that both gastronomic perceived value and gastronomic experience positively affect gastronomic satisfaction and visitor loyalty. While gastronomic satisfaction significantly boosts visitor loyalty, gastronomic image—despite enhancing satisfaction—does not directly impact visitor loyalty.

Keywords: Gastronomic Perceived Value; Gastronomic Image; Gastronomic Experience; Gastronomic Satisfaction; Visitor Loyalty

Pengaruh Wisata Gastronomi terhadap Kepuasan Wisatawan di Kabupaten Gianyar

ABSTRAK

Studi ini menguji pengaruh gastronomic perceived value, gastronomic image, dan gastronomic experience memengaruhi satisfaction dan visitor loyalty selain itu, menguji pengaruh gastronomic satisfaction terhadap visitor loyalty di kabupaten Gianyar. Penelitian ini mengadopsi pendekatan kuantitatif kausal. Pengumpulan data dalam penelitian ini dilakukan dengan metode survei. Instrumen yang digunakan untuk survei ini adalah kuesioner, yang kemudian disebarkan kepada responden. Terungkap bahwa gastronomic perceived value dan gastronomic experience secara signifikan meningkatkan baik gastronomic satisfaction maupun visitor loyalty. Selain itu, penelitian ini memperlihatkan adanya pengaruh positif dari gastronomic satisfaction terhadap visitor loyalty. Sementara itu, gastronomic image terbukti memiliki dampak positif terhadap gastronomic satisfaction, namun tidak terhadap visitor loyalty.

Kata Kunci: *Gastronomic Perceived Value; Gastronomic Image; Gastronomic Experience; Gastronomic Satisfaction; Visitor Loyalty*

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INTRODUCTION

Culinary tourism is increasingly recognized as a crucial aspect of travel, enabling tourists to gain deep insights into local culture through the enjoyment of regional cuisine. While culinary arts represent an important cultural product, gastronomic tourism extends beyond simple culinary enjoyment. It involves not only savoring food and beverages but also an in-depth exploration of cuisine—from ingredient selection and cooking techniques to presentation and the aesthetic appeal of dishes (Fossali, 2008). Indonesia offers tremendous potential for gastronomic tourism through its diverse traditional cuisines, each enriched with captivating cultural narratives. In this context, Bali stands out as a destination where culinary traditions and philosophical perspectives on food merge. Among Bali's nine regencies and cities, Gianyar Regency emerges as a premier tourist destination. Rich in Hindu culture, it features historical temples and famed Hindu kingdoms—such as Goa Gajah, Gunung Kawi, and the ancient Nekara in Desa Pejeng—as well as striking palaces including Puri Gianyar, Puri Blahbatuh, and Puri Ubud. The presence of landmarks like the Tampaksiring State Palace and a vibrant community of artists further enhance its cultural allure.

Part of Gianyar Regency, the Ubud District is renowned both nationally and internationally. In December 2023, the Ministry of Tourism and Creative Economy, in collaboration with UNWTO, selected Ubud as a pilot project for developing gastronomic tourism in Bali—owing to its readiness and high stakeholder collaboration (Liputan6.com, 2023). Ubud's rich gastronomic culture is underscored by iconic features such as the reliefs on Pura Yeh Pulu, which illustrate traditional practices like livestock raising, farming, and hunting, and by its celebrated Subak irrigation system. Moreover, the pervasive Tri Hita Karana philosophy, emphasizing harmony among humans, nature, and the divine, further defines its cultural identity.

Cultural factors strongly influence tourists' destination choices and food preferences (Lounge, 1991). Guided by consumer behavior theory, tourists' perceptions shape their expectations and, ultimately, their purchase intentions. A satisfying food and beverage experience not only encourages repeat visits but also sparks positive word-of-mouth (Rodríguez et al., 2020). According to Nehemia (2019), enhancing gastronomic satisfaction relies on three key aspects: perceived value, gastronomic image, and gastronomic experience. High tourist satisfaction, in turn, cultivates visitor loyalty—defined as consistent purchasing behavior or revisiting within a designated timeframe (Griffin, 2010).

Gastronomic perceived value experience contributes significantly in shaping customer satisfaction. Sugandini et al. (2018) define gastronomic perceived value as the advantage that consumers attribute to a product based on their consumption experience. This assessment is based on the benefits received relative to the efforts expended (Julianti & Satya, 2021; Komala et al., 2019). Ambalao et al. (2022) the study found that the relationship between perceived gourmet value and loyalty is significantly mediated by customer pleasure. Similarly, Juliana et al. (2022) demonstrate that higher gastronomic perceived value significantly enhances gastronomic satisfaction. Wahyuni & Ihsanuddin (2019) also confirmed that perceived value significantly and positively affects customer satisfaction. Therefore, we propose:

H_1: Gastronomic perceived value positively influences gastronomic satisfaction.

Customer loyalty is nurtured through a combination of exceptional food, unforgettable experiences, and outstanding service. The higher the perceived value of a product, the more satisfied customers become, as they believe that the benefits derived from using the product justify the costs and sacrifices incurred. Mowiling and Wahyudi (2019) higher customer happiness is a direct result of improved product quality. In practice, high-quality products consistently elicit greater satisfaction, as customers readily recognize and appreciate the elevated quality they receive. Research by Fadiryana & Chan (2019) demonstrates that the perceived value of gastronomy significantly influences loyalty to tourist destinations. Therefore, the proposed hypothesis is:

H_2: Gastronomic perceived value positively influences visitor loyalty.

Gastronomic image refers to the overall impression that tourists form regarding their travel experience. It plays a central role in shaping how tourists interpret what they see and feel during their visit (Ghafari et al., 2017). Moreover, advancements in information technology have led to widespread sharing of experiences on social media, which significantly influences public perceptions of tourist destinations.

According to Kotler and Keller (2018), satisfaction is the emotional response—either happiness or disappointment—that arises from comparing the perceived performance of a product (or outcome) with one's expectations. Tjiptono (2019) argues that customer satisfaction stems from a comparison between expectations established before purchase and the actual performance experienced afterward. Empirical research by Bestari et al. (2022), Fadiryana & Chan (2019), and Juliana (2019) demonstrates that gastronomic image significantly impacts gastronomic satisfaction. Based on these findings, we propose:

H_3: Gastronomic image positively influences gastronomic satisfaction.

Visitor loyalty is demonstrated when customers exhibit consistent purchasing behavior, such as making at least two purchases within a specified timeframe (Griffin, 2010:04). Sari and Giantari (2020) contend that repurchase intention results from an evaluative process in which customers assess the products they consume, leading to a greater chance of repeat purchases when the experience is positive. Moreover, advancements in information technology have led to the widespread sharing of experiences on social media, which significantly influences public perceptions of tourist destinations. Research by Bestari et al. (2022), Fadiryana & Chan (2019), and Juliana (2019) indicates that gastronomic image significantly influences gastronomic satisfaction. Based on these insights, we propose:

H_4: Gastronomic image positively influences visitor loyalty.

Gastronomic experience refers to the overall emotional response—whether happiness or disappointment—elicited by the service provided at a tourist destination (Juliana et al., 2022). When tourists enjoy a satisfying experience at a destination, it contributes to a generally pleasant impression. By meeting customers' needs, organizations can secure a competitive advantage. Service quality and customer satisfaction are key success factors for achieving this edge (Sawitri et al., 2013). Research by Pramono et al. (2022), Kartika & Harahap (2019),

and Febrianto (2018) demonstrates that gastronomic experience significantly influences gastronomic satisfaction, leading us to propose:
H_5: Gastronomic experience positively influences gastronomic satisfaction.

Customer loyalty arises when customers develop trust after using a product (Ariningsih, 2009). Such loyalty promotes the company through word-of-mouth referrals and serves as a valuable business reference. The quality of an experience significantly influences enjoyment and, in turn, impacts loyalty (Wu & Li, 2014). According to Chiu and Cho (2019), customer satisfaction—shaped by previous purchase experiences—significantly influences consumers' intentions to repurchase. Larasati and Baehaqi (2022) found that perceived quality significantly influences repurchase intention through consumer satisfaction. Therefore, the greater the perceived quality of a product, the higher the consumer satisfaction, which in turn indirectly enhances repurchase intention. Therefore, the hypothesis proposed is:
H_6: Gastronomic experience positively influences visitor loyalty.

Gastronomic satisfaction is reflected in the experiences of tourists (Fitrizal et al., 2021). In tourism, customer satisfaction is a critical factor, as it directly influences the likelihood of repeat visits. When a destination meets or exceeds expectations, tourists become satisfied, which in turn fosters visitor loyalty. Research by Dam & Dam (2021) indicates that gastronomic satisfaction influences subsequent tourist behavior, while research by May et al. (2020), Juliana et al. (2022), and Khairusy et al. (2021) demonstrates that gastronomic satisfaction positively impacts visitor loyalty. Therefore, we propose:
H_7: Gastronomic satisfaction positively influences visitor loyalty.

RESEARCH METHODOLOGY

The study utilizes a causal quantitative research design, which examines cause-and-effect relationships. The study population consists of all tourists who have visited Gianyar Regency. A non-probability approach was used for sampling, indicating that population members had unequal probabilities of selection. Specifically, purposive sampling is employed to select respondents based on predetermined criteria (Sugiyono, 2018). Data was collected through surveys by disseminating questionnaires, with each item measured on a 5-point Likert scale (Sugiyono, 2018).

According to data from the Gianyar Regency Tourism Office, 116,417 domestic tourists visited Gianyar Regency in 2022. Given the extensive population size, examining every element was impractical; consequently, the sample size was calculated using Slovin's formula (Sugiyono, 2018), as follows:

$$n = \frac{N}{1+(N \times e^2)} \quad \text{.....(1)}$$

Where:
n : Sample size
N : Total population
e^2 : The percentage of sampling errors is 5%
If included in the Slovin formula, the sample obtained will be:

$$n = \frac{116.417}{1+(116.417 \times 0{,}05^2)}$$

n = 398,63 person

As therefore, 399 responders was the rounded minimum sample size, which is considered adequate for the study (Gay & Diehl, 1992). To test the hypotheses, a Partial Least Squares Structural Equation Model (PLS-SEM) was employed using SmartPLS software. The exogenous variables in this study include gastronomic perceived value, gastronomic image, and gastronomic experience, while the endogenous variables comprise gastronomic satisfaction and visitor loyalty.

PLS-SEM analysis involves a two-stage procedure. The initial stage, the Measurement Model (Outer Model) Test, evaluates the validity and reliability of each indicator's construct. Convergent validity is assessed by examining the correlation between item scores and construct scores, with a loading factor of 0.60 or higher (Chin, 1998) and an Average Variance Extracted (AVE) exceeding 0.5 indicating validity. Reliability is determined using Cronbach's alpha and composite reliability, with values above 0.70 for both measures considered reliable. The subsequent stage, the Structural Model Test, analyzes the relationships between constructs. R-square is used to quantify the explanatory power of exogenous variables on endogenous variables, with values of 0.75, 0.50, and 0.25 representing good, moderate, and weak influence, respectively (Ghozali, 2018). Path coefficients are estimated via bootstrapping, and significance is established if the t-value exceeds 1.96 at the 5% level.

RESULTS AND DISCUSSION

This study was conducted in Gianyar Regency, Bali Province. It focused on companies in the culinary sector offering Balinese cultural cuisine. The distribution of the administered questionnaires is shown in Table 1. A response rate of 147% indicates a very good outcome (Yang & Miller, 2008).

Table 1. Results of the Questionnaire Distribution

Minimum questionnaires collected	399	respondents
Questionnaires received	585	respondents
Questionnaire answers not meeting the criteria	0	respondents
Questionnaire answers meeting the criteria	585	respondents
Response rate	147%	

Source: Research Data, 2024

The first stage of the SEMPLS analysis is to perform a measurement model (outer model) test. Figure 1 displays the output of the PLS Algorithm, showing that all indicators have values greater than 0.7, which confirms the model's viability for further analysis.

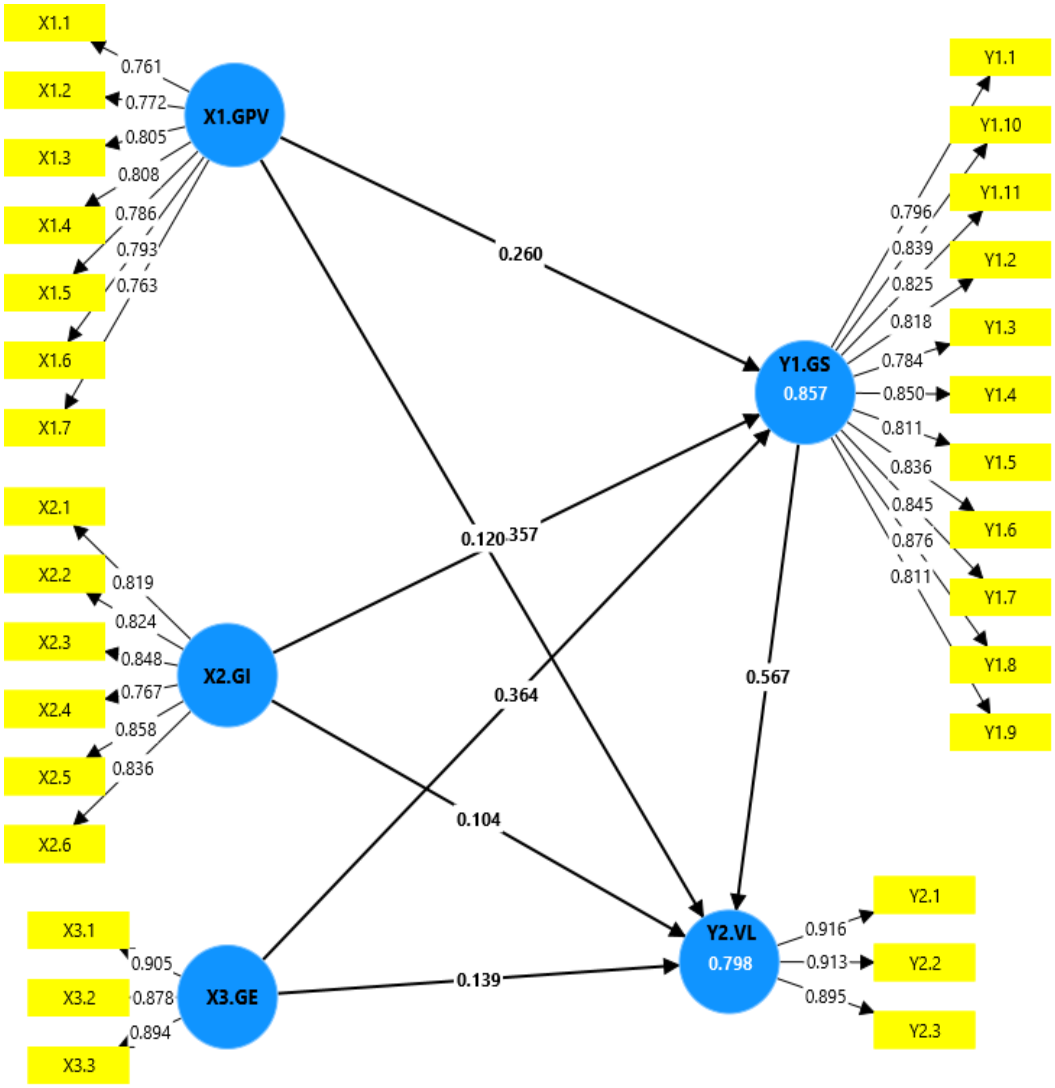

Figure 1. Outer Model

Source: Research Data, 2024

The subsequent tests include the outer loading test, the discriminant validity test, and the validity and reliability tests. The results of outer loading test are shown in Table 2, those of the discriminant validity test in Table 3, and those of the validity and reliability tests in Table 4.

Tabel 2. ***Outer Loadings***

	X1.GPV	X2.GI	X3.GE	Y1.GS	Y2.VL	Note
X1.1	0.761					Significant
X1.2	0.772					Significant
X1.3	0.805					Significant
X1.4	0.808					Significant
X1.5	0.786					Significant
X1.6	0.793					Significant
X1.7	0.763					Significant
X2.1		0.819				Significant
X2.2		0.824				Significant
X2.3		0.848				Significant
X2.4		0.767				Significant
X2.5		0.858				Significant
X2.6		0.836				Significant
X3.1			0.905			Significant
X3.2			0.878			Significant
X3.3			0.894			Significant
Y1.1				0.796		Significant
Y1.10				0.839		Significant
Y1.11				0.825		Significant
Y1.2				0.818		Significant
Y1.3				0.784		Significant
Y1.4				0.850		Significant
Y1.5				0.811		Significant
Y1.6				0.836		Significant
Y1.7				0.845		Significant
Y1.8				0.876		Significant
Y1.9				0.811		Significant
Y2.1					0.916	Significant
Y2.2					0.913	Significant
Y2.3					0.895	Significant

Source: Research Data, 2024

Table 2 shows that all variables in the outer loading test have loading factors above 0.70, which, according to Hair et al. (2014), confirms the model's suitability.

Table 3. Discriminant Validity Test

	X1.GPV	X2.GI	X3.GE	Y1.GS	Y2.VL
X1.1	**0.761**	0.625	0.626	0.613	0.602
X1.2	0.772	0.681	0.648	0.665	0.642
X1.3	0.805	0.659	0.606	0.673	0.652
X1.4	0.808	0.678	0.623	0.692	0.636
X1.5	0.786	0.689	0.632	0.666	0.652
X1.6	0.793	0.671	0.603	0.679	0.596
X1.7	0.763	0.636	0.582	0.668	0.607
X2.1	0.755	0.819	0.709	0.745	0.718
X2.2	0.687	0.824	0.693	0.722	0.654
X2.3	0.722	0.848	0.743	0.759	0.735
X2.4	0.691	**0.767**	0.667	0.689	0.601
X2.5	0.690	0.858	0.706	0.757	0.690
X2.6	0.646	0.836	0.717	0.730	0.703
X3.1	0.706	0.779	0.905	0.771	0.751
X3.2	0.711	0.731	**0.878**	0.785	0.733
X3.3	0.689	0.779	0.894	0.784	0.708
Y1.1	0.697	0.776	0.785	0.796	0.743
Y1.10	0.730	0.729	0.714	0.839	0.736
Y1.11	0.672	0.730	0.708	0.825	0.759
Y1.2	0.694	0.754	0.745	0.818	0.715
Y1.3	0.654	0.713	0.700	**0.784**	0.682
Y1.4	0.703	0.769	0.763	0.850	0.761
Y1.5	0.682	0.685	0.677	0.811	0.673
Y1.6	0.718	0.734	0.697	0.836	0.737
Y1.7	0.713	0.747	0.709	0.845	0.741
Y1.8	0.729	0.744	0.749	0.876	0.759
Y1.9	0.728	0.698	0.700	0.811	0.726
Y2.1	0.731	0.769	0.764	0.807	0.916
Y2.2	0.719	0.776	0.772	0.797	0.913
Y2.3	0.729	0.713	0.695	0.805	**0.895**

Source: Research Data, 2024

The discriminant validity test results indicate that each indicator has a stronger association with its respective construct than it does with constructs in other groups (Haryono, 2016). This confirms the discriminant validity of the variables X1, X2, X3, Y1, and Y2, shown in Table 3.

Table 4. Validity and Reliability Tests

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Gastronomic Perceived Value	0.895	0.896	0.918	0.615
Gastronomic Image	0.906	0.908	0.928	0.682
Gastronomic Experience	0.872	0.872	0.921	0.796
Gastronomic Satisfaction	0.954	0.954	0.960	0.684
Visitor Loyalty	0.894	0.894	0.934	0.825

Source: Research Data, 2024

The validity of the measures in this study is confirmed by composite reliability (rho-a) values exceeding 0.7 (Hair et al., 2014) and average variance extracted (AVE) values above 0.5 (Chin, 1998), as shown in Table 4. Furthermore, the model demonstrates reliability, with Cronbach's alpha and composite reliability (rho-c) values being greater than 0.7 (Hair et al., 2014).

R-squared measures how much of the variation in the dependent variable can be explained by the independent variables. Ghozali (2018) states that a higher R-square value signifies a greater explanatory power of the independent variables. Chin (1998) provides a qualitative assessment of R-square values: 0.19 (weak), 0.33 (moderate), and 0.67 (strong). Table 5 presents the results of this test.

Tabel 5. R Square

	R-square	R-square adjusted
Gastronomic Satisfaction	0.857	0.856
Visitor Loyalty	0.798	0.797

Source: Research Data, 2024

In Table 5, gastronomic satisfaction has an R-square value of 0.857, which means that 85.7% of the variance in gastronomic satisfaction is explained by gastronomic perceived value, gastronomic image, and gastronomic experience, while the remaining 14.3% is attributed to other factors. Similarly, the visitor loyalty variable has an R-square value of 0.798, indicating that 79.8% of visitor loyalty is influenced by gastronomic satisfaction, with the remaining 20.2% due to other influences. Both values suggest a strong explanatory power. The next test is the effect size test, which is assessed using the f-square statistic. According to Savitri et al. (2021), an f-square value of 0.35 indicates a strong effect, 0.15 indicates a moderate effect, and 0.02 indicates a weak effect. Table 6 presents the f-square values.

Table 6. F Square

	X1.GPV	X2.GI	X3.GE	Y1.GS	Y2.VL
X1.GPV				0.128	0.017
X2.GI				0.170	0.009
X3.GE				0.237	0.020
Y1.GS					0.228
Y2.VL					

Source: Research Data, 2024

Based on Table 6, the influence of perceived gastronomic value on gastronomic satisfaction is 0.128, which is considered weak. The influence of gastronomic image on gastronomic satisfaction is 0.170, and that of gastronomic experience is 0.237; both are considered moderate. Regarding visitor loyalty, the influences of perceived gastronomic value (0.017), gastronomic image (0.009), and gastronomic experience (0.020) are all considered weak. In contrast, the influence of gastronomic satisfaction on visitor loyalty is 0.228, which is considered moderate.

The second stage involves conducting hypothesis testing using bootstrapping. The bootstrapping output results are shown in Figure 4.2.

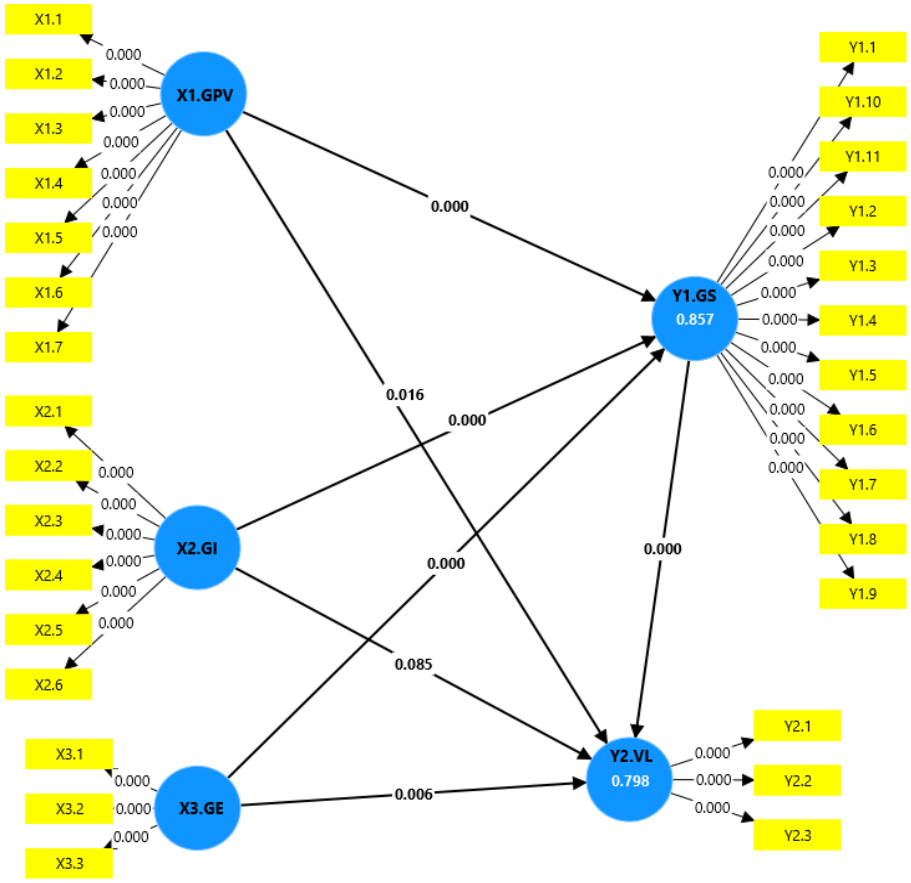

Figure 2 Bootstrapping – Inner Model

Source: Research Data, 2024

Table 7. Descriptive Statistics

Name	Mean	Median	Scale min	Scale max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
D1	1.142	1.000	1.000	4.000	0.436	14.142	3.555	0.000
D2	1.379	1.000	1.000	6.000	0.769	13.574	3.215	0.000
D3	2.728	3.000	1.000	5.000	0.890	1.133	0.808	0.000
D4	2.877	3.000	1.000	5.000	1.010	-0.236	-0.041	0.000
D5	1.814	2.000	1.000	5.000	0.868	3.293	1.534	0.000
X1.1	4.176	4.000	1.000	5.000	0.700	1.945	-0.827	0.000
X1.2	4.166	4.000	1.000	5.000	0.708	0.602	-0.626	0.000
X1.3	4.113	4.000	1.000	5.000	0.745	0.322	-0.559	0.000
X1.4	4.166	4.000	1.000	5.000	0.754	1.480	-0.859	0.000
X1.5	4.222	4.000	1.000	5.000	0.722	1.183	-0.800	0.000
X1.6	4.121	4.000	1.000	5.000	0.754	0.678	-0.661	0.000
X1.7	3.887	4.000	1.000	5.000	0.821	-0.251	-0.345	0.000
X2.1	4.231	4.000	1.000	5.000	0.689	1.354	-0.778	0.000
X2.2	4.106	4.000	1.000	5.000	0.753	0.417	-0.563	0.000
X2.3	4.238	4.000	1.000	5.000	0.674	2.338	-0.863	0.000
X2.4	4.133	4.000	1.000	5.000	0.744	0.470	-0.620	0.000
X2.5	4.135	4.000	1.000	5.000	0.751	0.916	-0.736	0.000
X2.6	4.166	4.000	1.000	5.000	0.727	0.945	-0.694	0.000
X3.1	4.250	4.000	1.000	5.000	0.691	1.691	-0.843	0.000
X3.2	4.209	4.000	1.000	5.000	0.697	1.450	-0.765	0.000
X3.3	4.135	4.000	1.000	5.000	0.702	1.165	-0.640	0.000
Y1.1	4.215	4.000	1.000	5.000	0.688	1.516	-0.751	0.000
Y1.2	4.132	4.000	1.000	5.000	0.717	0.807	-0.591	0.000
Y1.3	4.075	4.000	1.000	5.000	0.740	0.294	-0.501	0.000
Y1.4	4.183	4.000	1.000	5.000	0.723	1.059	-0.728	0.000
Y1.5	4.048	4.000	1.000	5.000	0.783	0.412	-0.598	0.000
Y1.6	4.190	4.000	1.000	5.000	0.718	1.516	-0.799	0.000
Y1.7	4.176	4.000	1.000	5.000	0.675	1.514	-0.663	0.000
Y1.8	4.149	4.000	1.000	5.000	0.702	1.207	-0.662	0.000
Y1.9	4.111	4.000	1.000	5.000	0.718	1.123	-0.668	0.000
Y1.10	4.120	4.000	1.000	5.000	0.735	1.462	-0.788	0.000
Y1.11	4.138	4.000	1.000	5.000	0.721	0.869	-0.626	0.000
Y2.1	4.200	4.000	1.000	5.000	0.681	1.731	-0.762	0.000
Y2.2	4.222	4.000	1.000	5.000	0.678	1.860	-0.801	0.000
Y2.3	4.185	4.000	1.000	5.000	0.692	0.932	-0.635	0.000

Source: Research Data, 2024

Descriptive statistics in Table 7 indicate that the average generation participating in gastronomic tourism is 1.142, suggesting that the majority of respondents belong to the Millennial and Gen Z generations. The average expenditure for

gastronomic experiences is 1.379, indicating that during their gastronomic tourism in Gianyar Regency, respondents spent between IDR 250,000 and IDR 500,000. The average number of companions visiting is 2.728, suggesting that most tourists travel with family and friends. The average interest level in gastronomic tourism is 2.877, suggesting that tourists are drawn by affordable prices and dishes tailored to their preferences. Furthermore, the average frequency of visits is 1.814, meaning that tourists typically visit 2–3 times. Both the kurtosis and skewness values lie between -2 and 2, confirming that the data are normally distributed. Table 7 demonstrates that all data are normally distributed.

To understand the structural relationships among latent variables, hypothesis testing is conducted on the path coefficients by comparing the p-value with an alpha level of 0.05 or the t-statistic with a threshold of 1.96. Using the bootstrapping method in SmartPLS V4, seven hypotheses were tested, with the resulting p-values and t-statistics serving as the basis for evaluation.

The Standardized Root Mean Square Residual (SRMR) evaluates the mismatch between the empirical and theoretical correlation matrices. As Hair et al. (2021) suggest, an SRMR below 0.08 signifies acceptable model fit. In this study, the SRMR value of 0.044 (see Table 8) confirms that the research model demonstrates good fit.

Table 8. SRMR

	Original sample (O)	Sample mean (M)	95%	99%
Saturated model	0.044	0.029	0.032	0.033
Estimated model	0.044	0.029	0.032	0.033

Source: Research Data, 2024

Table 9. Specific Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1.GPV -> Y1.GS -> Y2.VL	0.148	0.148	0.028	5.274	0.000
X2.GI -> Y1.GS -> Y2.VL	0.203	0.203	0.035	5.748	0.000
X3.GE -> Y1.GS -> Y2.VL	0.207	0.207	0.032	6.512	0.000

Source: Research Data, 2024

As shown in Table 9, the analysis of indirect effects indicates a significant indirect relationship between gastronomic perceived value and visitor loyalty. This finding is confirmed by a t-statistic of 5.274, which surpasses the t-table value of 1.96, and a p-value of 0.000, below the 0.05 significance level. Gastronomic image also has a significant indirect influence on visitor loyalty, with a t statistic of 5.748, surpassing the 1.96 t-table value and a 0.000 p-value, which is less than 0.05. Furthermore, gastronomic experience significantly impacts visitor loyalty indirectly, with a t statistic of 6.512, showing a t-statistic greater than the critical value of 1.96, and a p-value of 0.000, which is below the 0.05 threshold.

Table 10. Inner Model - Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Gastronomic Perceived Value -> Gastronomic Satisfaction	0.260	0.260	0.035	7.370	0.000
Gastronomic Perceived Value -> Visitor Loyalty	0.120	0.120	0.050	2.421	0.016
Gastronomic Image -> Gastronomic Satisfaction	0.357	0.357	0.043	8.339	0.000
Gastronomic Image -> Visitor Loyalty	0.104	0.103	0.061	1.720	0.085
Gastronomic Experience -> Gastronomic Satisfaction	0.364	0.364	0.036	10.051	0.000
Gastronomic Experience -> Visitor Loyalty	0.139	0.139	0.050	2.775	0.006
Gastronomic Satisfaction -> Visitor Loyalty	0.567	0.568	0.069	8.196	0.000

Source: Research Data, 2024

The importance of hypothesis testing is illustrated by Savitri et al. (2021), who point out that a t-statistic greater than 1.96 (at the 5% significance level) is considered significant. Consistent with this, Table 10 shows a significant influence of gastronomic perceived value on gastronomic satisfaction, with a t-statistic of 7.370 and a p-value of 0.000. These results lead to the acceptance of the first hypothesis. These findings strengthen the research of Juliana et al. (2022) and Wahyuni & Ihsanuddin (2019), which found that gastronomic perceived value significantly impacts gastronomic satisfaction. This aligns with consumer behavior theory, which suggests that perceived value provides a balance between what customers expect from a dining experience and what they perceive as a reward for their time, money, and effort.

The perceived value of gastronomy has an influence on visitor loyalty with a t-statistic value of 2.421 > 1.96 and a p-value of 0.016 < 0.05. This means that the second hypothesis is accepted. The findings here align with the research conducted by Fadiryana & Chan (2019) and Prabandari (2020). The gastronomic image has a positive impact on gastronomic satisfaction, as evidenced by a t-statistic value of 8.339 > 1.96 as well as a p-value of 0.000 < 0.05. This finding supports the acceptance of the third hypothesis. These findings reinforce the research of Bestari et al. (2022), Fadiryana & Chan (2019), and Juliana (2019), which demonstrates a significant influence of gastronomic image on gastronomic satisfaction.

The gastronomic image fails to have a positive impact on visitor loyaltyindicated by its t-statistic value of 1.720 < 1.96 and a p-value of 0.085 > 0.05. This implies that the fourth hypothesis is rejected. This outcome contradicts the research by Bestari et al. (2022), Fadiryana & Chan (2019), and Juliana (2019). A t-statistic value of 10.051 > 1.96 and a p-value of 0.000 < 0.05 indicate that gastronomic satisfaction is favorably influenced by the gastronomic experience. This indicates the acceptance of the fifth hypothesis. This result reinforces the research by Pramono et al. (2022), Kartika & Harahap (2019), and Febrianto (2018), which proves that the gastronomic experience significantly affects gastronomic satisfaction.

The relationship gastronomic satisfaction and tourist loyalty was positive, with a statistical t-value of 8,196 > 1.96 and a p value of 0.001 < 0.05. This indicates the acceptance of the seventh hypothesis. These findings substantiate the research conducted by Wu & Li (2014) and Chiu & Cho (2019). Gastronomic satisfaction had a positive effect on visitor loyalty with a statistical t-value of 8,196 > 1.96 and a p value of 0.001 < 0.05. This implies that the seventh hypothesis is accepted. These results reinforce research from Dam & Dam (2021), Juliana et al. (2022), Khairusy et al. (2021), May et al. (2020) proving the gastronomic satisfaction has a favorable influence on visitor loyalty.

CONCLUSION

The research outcomes indicate a positive impact of perceived gastronomic value, gastronomic image, and gastronomic experience on gastronomic satisfaction. Moreover, the research demonstrates that perceived gastronomic value, gastronomic experience, and gastronomic satisfaction positively affect visitor loyalty. Nevertheless, gastronomic image does not seem to have a positive impact on visitor loyalty.

These results align with the proposed hypothesis concerning the relation between gastronomic image and visitor loyalty, and they suggest the need for more in-depth analysis to understand why gastronomic image does not positively affect visitor loyalty.

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