

Do Authentic Souvenirs and Co-created Shopping Experiences Enhance Shopping Satisfaction? Evidence from Indonesian Supermarket Tourism

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Abstract

The phenomenon of supermarket tourism has emerged as a new dimension of contemporary tourism, yet research on supermarkets as providers of authentic souvenirs remains limited. This study aims to investigate the influence of souvenir authenticity and collaborative shopping experiences on tourist shopping satisfaction in Indonesia. Using a case study design at representative supermarkets in key destinations (Pasarina in Jakarta, Hokky in Surabaya, and Pepito and Bintang in Bali), the study employs a quantitative approach. Data were collected through purposive sampling from 200 domestic tourists and analyzed using Structural Equation Modeling (SEM-PLS) through SmartPLS 3.2.9. The findings indicate that souvenir authenticity and collaborative shopping experiences positively and significantly influence shopping satisfaction. These results suggest that supermarkets in Jakarta, Surabaya, and Bali are becoming culinary tourism destinations by curating authentic local products, such as artisan chocolate in Jakarta, culinary heritage products Spikoe and Blouder in Surabaya, and geographically based coffee and cocoa in Bali, while offering experiential activities. Managerial implications suggest that integrating local culture into modern retail strategies can enhance destination competitiveness.

Keywords: supermarket tourism; authentic souvenirs; co-creation; shopping experiences; shopping satisfaction

INTRODUCTION

Background

Travel trends in 2025 show an interesting shift: supermarkets are becoming a must-visit destination for international

tourists. According to the Unpack'25 report from the Expedia Group, which reviews travel trends for the coming year, visits to supermarkets abroad have seen a significant shift. Data shows that 39 percent of tourists now make time to stop at



supermarkets while on vacation abroad, and 44 percent of them hunt for unique local items not available in their home countries (CNN Indonesia, 2025). With this trend, supermarket tourism has emerged. According to The New York Times, supermarket tourism is the experience of trying local food or a variety of popular goods to learn more about a city or country (Sepala, 2025). The concept of supermarket tourism originated from the development of shopping tourism, which became popular in the late 20th century.

Shopping tourism initially focused on modern shopping centers, boutiques, or traditional markets. However, as tourists' interest in local lifestyles and authentic experiences increased, attention began to shift to everyday shopping venues, including supermarkets. This phenomenon was first widely observed in developed countries such as Japan, South Korea, and Europe, where foreign tourists were drawn to supermarkets in search of local specialty products, unique foods, and attractive packaging. In Japan, for example, tourists often come to supermarkets to buy various flavors of KitKat and local fast food as souvenirs. Supermarket tourism is also a part of everyday tourism, namely tourism that focuses on the simple experiences and daily lives of local communities. For tourists, visiting a supermarket is not just an economic activity, but also a way to live like a local.

In Indonesia, there were 1,411 supermarket retail outlets across all regions in 2021. Data also shows that the growth in the number of supermarket outlets in Indonesia over the last 5 years has increased from 2017 to 2020. In 2017, Indonesia was recorded as having 1,377 supermarket outlets, which increased to 1,450 in 2020 (Angelia, 2022).



Figure 1. Development of the Number of Supermarkets in Indonesia 2017-2021 (Source: <https://goodstats.id/article/supermarket-dengan-gerai-terbanyak-di-indonesia-2021-QVGHG>)

The following is a list of supermarkets with the largest number of outlets in Indonesia in 2021.



Figure 2. Supermarkets with the Most Outlets in Indonesia in 2021 (Source: <https://goodstats.id/article/supermarket-dengan-gerai-terbanyak-di-indonesia-2021-QVGHG>)

Supermarkets are a form of modern retail that operate on a self-service model and provide a range of daily necessities, especially food products, in one location with an organized layout and minimal service (Kotler & Keller, 2012). Supermarkets emphasize operational efficiency, a wide variety of products, and standardized inventory management to quickly and practically meet customer needs (Levy & Weitz,

2014). Furthermore, Dawson (2007) views supermarkets as modern retail institutions that not only function as a means of distributing consumer goods, but also play a strategic role in shaping market structures and public consumption populations. Meanwhile, Wrigley and Lowe (2002) emphasize that supermarkets are part of a retail system embedded in a specific spatial and economic context, connecting producers, consumers, and regions.

This study focused on tourism supermarkets to examine the authenticity of souvenirs and co-creation within the shopping experience. A Jakpat survey revealed that 63% of respondents had set aside a specific budget for souvenirs, exceeding their budget for clothing and accessories. This demonstrates the importance of souvenir shopping after a trip, especially in Indonesia, where sharing is strongly prevalent (Yohantan, A.Z., 2024).

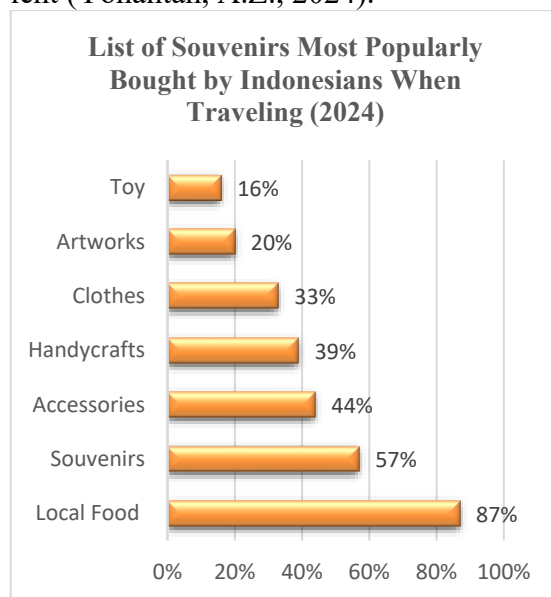


Figure 3. List of souvenirs that Indonesians often buy when traveling (Source: <https://goodstats.id/article/simak-daftar-oleh-oleh-yang-biasa-dibeli-ketika-berlibur-9hT5d>)

An online survey of 400 respondents found that local food is the top choice for both Gen Z (81%) and millennials (90%). Popular local dishes from tourist destinations are often chosen as souvenirs by

Indonesians and are often enjoyed together, fostering closer relationships (Yohantan, A.Z., 2024).

According to Soukhathammavong, B., & Park, E. (2019), tourists seek authentic souvenirs to keep memories of their travels and experiences because souvenirs can represent places and people. A product is considered authentic if it is produced using traditional or artisanal methods (Chen et al., 2025). Authenticity is also associated with tradition, originality, uniqueness, and local distinctiveness (Dumbrovská, V., & Fialová, D., 2020). Indonesia has a variety of local products that reflect the archipelago's regional identity and culture. These products are not only consumer goods but also authentic souvenirs, easily found in modern supermarkets. For example, supermarkets in Indonesia sell many typical foods from various regions, authentic beverage products, processed chocolate products, and local craft products certified by MSMEs. Co-creation is a collaborative process among producers, consumers, local communities, and retailers (supermarkets) to develop a product with added value, market appeal, and stronger authenticity (Campos, A. C. et al., 2018). In the context of Indonesian souvenirs, Co-creation is highly relevant, as MSMEs, cultural communities, and traditional artisans produce a wide range of products.

Representative case studies were conducted across three major Indonesian tourism hubs: Jakarta, Surabaya, and Bali. Specifically, the analysis included Pasarina by Ranch Market (Jakarta), Hokky Supermarket (Surabaya), and both Pepito and Bintang Supermarket (Bali) to ensure a comprehensive geographical and retail diversity."

Research Objectives

The objectives of this study are: (1) to analyze the positive influence of souvenir authenticity in supermarkets Jakarta, Surabaya, and Bali on shopping satisfaction in Indonesia and (2) to analyze the positive influence of co-creation in the

shopping experience in supermarkets Jakarta, Surabaya, and Bali on shopping satisfaction in Indonesia.

LITERATURE REVIEW

Supermarket Tourism

The concept of the Tourism Supermarket has evolved from the traditional Central Place Theory perspective, which viewed retail as merely a provider of basic logistical needs, to an economic geography perspective that views supermarkets as cultural consumption spaces (Wrigley & Lowe, 2002). This transformation is driven by a shift in tourist motivations seeking authenticity in culinary delights, with supermarkets perceived as more "honest" destinations for exploring local lifestyles and regionally superior commodities (Hall & Sharples, 2003). By applying the experience economy and co-creation strategies, modern supermarkets now function as immersive tourism attractions that integrate authentic local products with interactive activities, transforming shopping from a mere economic transaction into a recreational experience that strengthens a region's cultural identity (Terblanche, 2018; Pine & Gilmore, 1998).

Souvenir Authenticity

Souvenirs are a testament to the special moments tourists experience at a destination (Wilkins, 2011). Souvenirs serve as mementos of their travel experiences, and to enhance their experiences, tourists seek authenticity in the souvenirs they purchase (Cave et al., 2013). Souvenir authenticity is defined as the credibility, authenticity, and realism of a product (Lehman et al., 2019).

Tourists prefer to purchase authentic souvenirs because they are more valuable than other souvenirs (Fu et al., 2018). Authentic souvenirs, therefore, refer to objects rooted in a place's culture, heritage, and identity, as well as the uniqueness of specific events or activities at a particular destination (Durko & James, 2016).

Co-creation of Experiences

Co-creation is a collaborative process among tourists, service providers, and local communities to create tourism value and experiences (Campos et al., 2018). Initially, co-creation was developed in storytelling experiences used to increase tourism engagement (Mossberg, 2008). Souvenir co-creation can help understand the efforts involved in the entire souvenir-making process, providing tourists with a different perspective on various emotional, physical, spiritual, and intellectual levels (Pralhad & Ramaswamy, 2004). Consumers can collaborate with companies to create innovations in products and services, which ultimately shape memorable experiences (Chathoth et al., 2016). Co-creation activities begin with a shift in consumer perspective, initially oriented toward experience-centricity (Ramaswamy & Ozcan, 2018).

Shopping Satisfaction

Shopping satisfaction depends on the shopping enjoyment tourists experience (Wong & Wan, 2013) and on the acquisition of product attributes they consider important (Swanson, 2004). Consumer satisfaction arises from the value consumers place on the shopping experience (Carpenter, 2008). Satisfaction is confirmed when post-purchase expectations are nearly equal to or exceed pre-purchase expectations. The expectation disconfirmation paradigm is a valid scheme for analyzing all types of product and service shopping satisfaction, because it focuses on internal processing involving the comparison of actual and expected performance (Choo & Petrick, 2014), regardless of the type of product or service (Lee, Jeon, & Kim, 2011) or its price.

Framework Supermarket Tourism

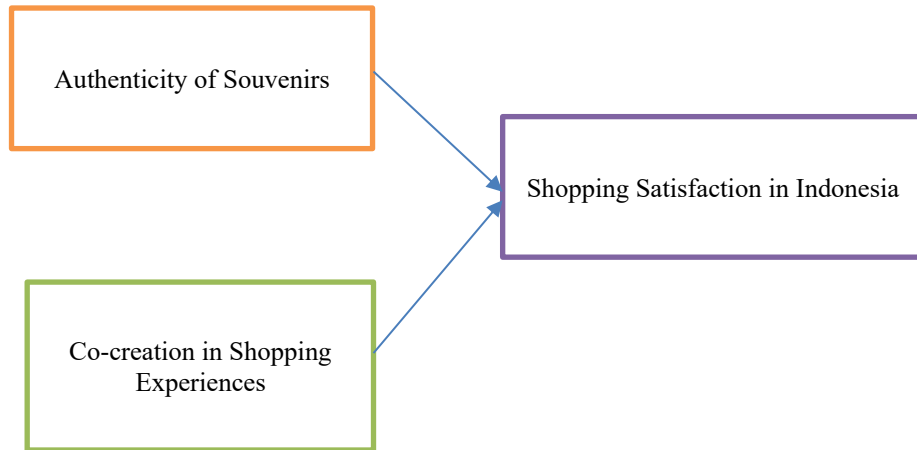


Figure 4. Framework of Thought (Source: Research, 2025)

In literary tourism, making souvenirs authentic and allowing tourists to help create them are key to shopping satisfaction. Authenticity helps tourists see value in what they buy, while co-creation turns shopping into a personal and emotional experience. In Indonesia, where social interaction and hospitality shape the tourism experience, satisfaction depends not only on how genuine the souvenirs are but also on how much tourists take part in making or shaping them. Combining genuine authenticity with visitor involvement gives local shops an edge in satisfying visitors and building long-term loyalty to the destination.

Hypothesis

- H1: The authenticity of souvenirs in supermarkets in Jakarta, Surabaya, and Bali has a positive effect on shopping satisfaction in Indonesia.
- H2: Co-creation in shopping experiences in supermarkets in Jakarta, Surabaya, and Bali has a positive impact on shopping satisfaction in Indonesia.

METHOD

This study employs a quantitative approach and SEM analysis with SmartPLS 3.2.9; sampling techniques are generally random, data collection uses research instruments, and data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

Table 1. Respondent Profile

Respondent Profile		Frequency	Presentation
Gender	Men	72	36.0%
	Woman	128	64.0%
Age	15-25	169	84,5%
	26-35	21	10.5%
	36-45	6	3.0%
	45-60	4	2.0%
Income	500.000-2.000.000	137	68.5%
	2.000.000-5.000.000	27	13.5
	5.000.000-10.000.000	22	11.0%
	on 10.000.000	14	7.0%

Respondent Profile		Frequency	Presentation
City	Jakarta	68	34%
	West Java	81	40,5%
	East Java	2	1.0%
	Central Java	5	2.5%
	Banten	6	3.0%
	Jambi	2	1.0%
	Bali	23	11.5%
	Bangka Belitung	1	0.5%
	Balik Papan	1	1.5%
	Sumatra	5	2.5%
	Tanjung Pinang	1	0.5%
	West Kalimantan	1	0.5%
	Manado	1	0.5%
	NTB/ Lombok	1	0.5%
NTT/Flores	2	1.0%	
Supermarket Areas Visited	Jakarta	169	84,5%
	Surabaya	25	12,5%
	Bali	5	2.5%
Products Purchased as Souvenirs at the Supermarket to Take Home	Local Food	154	77.0%
	Local Goods	40	20.0%
	Local Minimum	6	3.0%
How Many Times Have You Shopped at a Supermarket While in A Trip?	Once	46	23.0%
	Twice	62	31.0%
	Third Time	19	9.5%

Source: Research, 2025.

Data Collection

The independent variables are the authenticity of souvenirs and co-creation in the shopping experience, and the dependent variable is shopping satisfaction in Indonesia. The study population consisted of tourists visiting supermarkets in Jakarta, Surabaya, and Bali. In determining the number of samples, researchers can use the criteria of the number of indicators multiplied by 5 (five) to 10 (ten) (Hair et al., 2013). Then, using the Structural Equation Model (SEM) equation, the recommended sample size is determined in the example to range from 100 to 200. In this study, the number of indicators is 15, so if multiplied by 10, the minimum number of samples is 150 respondents, then rounded up to 200 respondents.

Data Analysis Methods

The data collection technique in this study used Nonprobability Sampling. Nonprobability Sampling is a method in which a population element does not have an equal chance of being selected into the sample. Therefore, the number of people is unknown. The sampling technique used is purposive sampling (Ghozali, I. 2016). The sample consists of people who can provide the desired information; either the person is the only one who knows, or they meet the criteria determined by the researcher. Purposive sampling is sometimes necessary to obtain information from a specific target group. The sample in this study consists of tourists visiting supermarkets (Ghozali, I., and Fuad, 2012). The questionnaire was distributed online via Google

Forms, with 200 questionnaires distributed.

Table 2. Validity Test, Reliability Test, Average Variance Extracted Test, Composite Reliability Test

Variable Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Authentic Souvenirs		0.642	0.878	0.814	Reliable
AoS1	0.790				Valid
AoS3	0.768				Valid
AoS4	0.839				Valid
AoS5	0.806				Valid
Co-Creation in the Shopping Experience		0.612	0.887	0.842	Reliable
COC1	0.772				Valid
COC2	0.775				Valid
COC3	0.822				Valid
COC4	0.768				Valid
COC5	0.774				Valid
Shopping Satisfaction in Indonesia		0.675	0.912	0.879	Reliable
SS1	0.820				Valid
SS2	0.848				Valid
SS3	0.835				Valid
SS4	0.752				Valid
SS5	0.849				Valid

Source: Research, 2025.

RESULTS AND DISCUSSION

The results and discussion section explains the statistical relationships identified in the model and connects them to the broader context of supermarket tourism. By presenting the bootstrapping output first, this section provides a foundation for discussing how souvenir authenticity and co-creation shape shopping satisfaction

among tourists in Indonesia. Figure 5 presents the bootstrapping output of the structural model, showing the direction and strength of the relationships among the variables. To provide a clearer interpretation of these results, Table 3 summarizes the direct effect estimates, standard deviations, p-values, and hypothesis decisions for each proposed relationship.

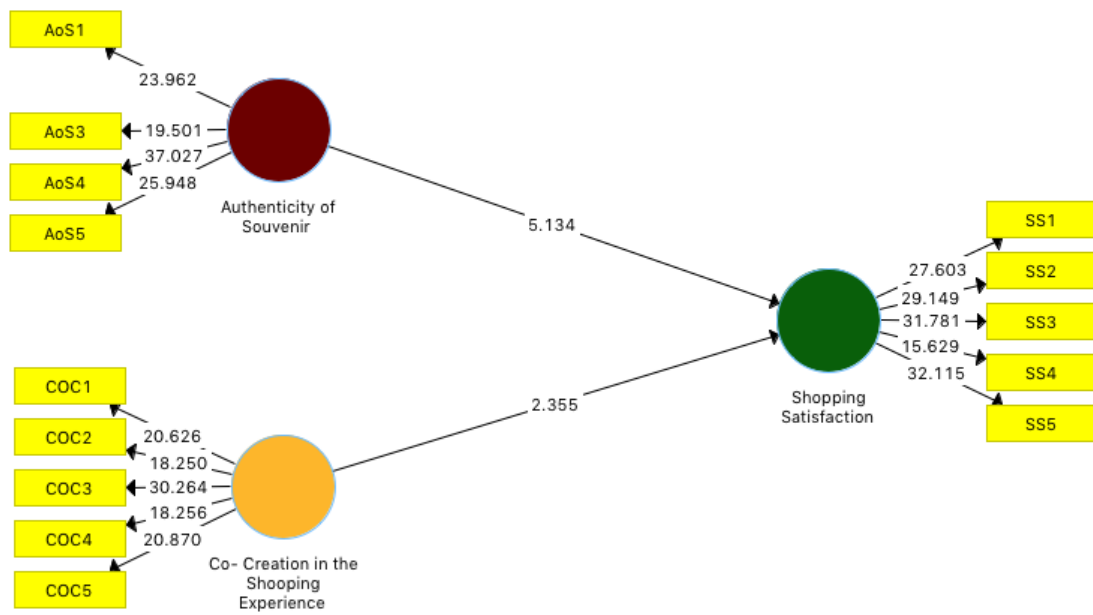


Figure 5. Supermarket Tourism Bootstrapping Results: Souvenir Authenticity & Co-Creation in Shopping Experiences toward Shopping Satisfaction in Indonesia (Source: Data Processing Results with Smart PLS 3.2.9 Software)

Table 3. Supermarket Tourism: Authenticity of Souvenirs & Collaboration in Shopping Experience towards Shopping Satisfaction in Indonesia
Hypothesis Test: Direct Effect Output from Partial Least Square

	Hypothesis Test	Original Sample Estimate	Standard Deviation	P-Value	Hypothesis
H1	The authenticity of souvenirs in supermarkets in Jakarta, Surabaya, and Bali has a positive effect on shopping satisfaction in Indonesia.	0.440	0.086	0.000	H1 Accept
H2	Co-creation in shopping experiences in supermarkets in Jakarta, Surabaya, and Bali has a positive impact on shopping satisfaction in Indonesia.	0.207	0.088	0.019	H2 Accept

Source: Research, 2025.

The authenticity of souvenirs in supermarkets in Jakarta, Surabaya, and Bali has a positive effect on shopping satisfaction in Indonesia

This study finds that the authenticity of souvenirs in supermarkets in Jakarta, Surabaya, and Bali positively affects shopping satisfaction in Indonesia. According to Swanson, K., and Horridge, P. (2006), the authenticity of souvenirs is very important in influencing purchasing decisions, and tourists are less likely to buy souvenirs they perceive as inauthentic. Authenticity is also associated with tradition, originality, uniqueness, and local distinctiveness (Dumbrovská, V., and Fialová, D., 2020). Tourists purchase souvenirs to share their travel experiences with others or to give as souvenirs (Boley, B. B., et al., 2013). Authenticity is one of the most important attributes of a product (Prebensen, N. K., et al. 2013).

In the modern tourism landscape, supermarkets have transformed from simply providing basic necessities into culinary destinations that serve as curators of local cultural authenticity for tourists. This phenomenon demonstrates that through a retail-as-attraction strategy, supermarkets are able to integrate historically valuable and traditional products such as Surabaya's signature Spikoe cake, which maintains a heritage recipe into a more accessible retail ecosystem, thereby strengthening the symbolic value of authenticity (symbolic authenticity) and significantly increasing the satisfaction of tourists' shopping experiences.



Figure 6. Spikoe & Bluder Cakes as Souvenirs at Hokky Supermarket Surabaya (Source: Researcher 2025)

The evolution of the supermarket's role in Indonesia's tourism ecosystem, as observed at Bintang and Pepito Supermarkets in Bali and Hokky Supermarket in Surabaya, emphasizes a paradigm shift from conventional retail spaces to curated cultural destinations. Products with historical and traditional value, such as bluder (European Indonesian culinary heritage), and commodities based on geographical advantages, such as chocolate (cocoa) from Kintamani and Tabanan, are recontextualized through modern retail channels to maintain authenticity. By narratively integrating premium products made with ancient recipes and certified local raw materials, supermarkets not only facilitate access to souvenirs but also strengthen destination identity (place branding), allowing tourists to validate authentic experiences through the consumption of quality local products.



Figure 7. Balinese Chocolate as a Souvenir at Pepito Supermarket in Bali (Source: Researcher 2025)

Balinese coffee is a superior commodity that comprehensively represents the local community's geographical, cultural, and traditional identities. From a tourism management perspective, the authenticity of Balinese coffee is constructed through an integrated, multidimensional framework encompassing the provenance of local raw materials, a distinctive sensory profile, the application of traditional processing techniques, and the manifestation of inherent cultural values. Furthermore, the sustainability of this authenticity is strengthened by the use of packaging and branding elements rooted in local wisdom,

as well as active involvement in local community empowerment, which collectively enhance the product's symbolic value for tourists as part of an authentic tourism experience.



Figure 8. Balinese coffee as a souvenir at Pepito Supermarket in Bali (Source: Researcher 2025)

In addition to culinary commodities such as chocolate and coffee, the personal care product category including local branded beauty products such as Ellips, as well as Balinese soaps and massage oils has become a significant retail segment in attracting the interest of foreign tourists in Bali, particularly the Asian segment in retail centers such as Bintang Supermarket. This phenomenon indicates a shift in tourist consumption behavior, where local personal care products are no longer seen

merely as necessities but are now contextualized as functional souvenirs that can represent the essence of local lifestyles and wellness traditions. The integration of these products into the modern retail ecosystem effectively expands the scope of the tourist shopping experience beyond traditional culinary products, while also emphasizing the strategic role of supermarkets as a primary distribution channel in increasing the economic value of local product-based tourism.



Figure 9. Ellips Beauty Products as Souvenirs at Bintang Supermarket in Bali (Source: Researcher 2025)



Figure 10. Bali Soap and massage oil beauty products as souvenirs at Bintang Supermarket in Bali (Source: Researcher 2025)

Beauty products based on local natural ingredients which combine traditional recipes and regional cultural identity have become an increasingly popular souvenir category among international tourists as authentic representations of destinations. The choice of these body and facial care products as souvenirs by tourists reflects the phenomenon of functional souvenir

consumption, in which products are not only seen as commodities that provide practical benefits but also as cultural artifacts that consolidate travel experiences. Thus, the competitive advantage of local beauty products in the tourism market lies in their ability to articulate local values into forms of product consumption, thereby significantly contributing to tourist satisfaction by fostering an emotional and cognitive connection to the destination's unique characteristics.



Figure 11. Pipiltin Chocolate as a souvenir at Pasarina by Ranch Market Jakarta (Source: Researcher 2025)

Pipiltin Cocoa represents the evolution of artisanal chocolate products in Jakarta, strategically combining premium-quality local cocoa with modern packaging design that reflects the contemporary creativity of the metropolitan city. From the perspective of urban tourism, this product serves as an effective destination branding tool, leveraging creative innovation to transform the superiority of local commodities into authentic yet prestigious souvenirs that meet tourists' expectations. The presence of artisan chocolate like Pipiltin

Cocoa in the modern retail ecosystem not only promotes the diversity of Indonesian cocoa varieties but also strengthens Jakarta's position as a center of culinary creativity that can bridge the values of agricultural traditions with a global urban lifestyle.

Co-Creation in Shopping Experiences in Supermarkets in Jakarta, Surabaya, and Bali has a positive effect on Shopping Satisfaction in Indonesia

The findings of this study indicate that Co-creation in Supermarket Shopping Experiences in Jakarta, Surabaya, and Bali positively affects Shopping Satisfaction in Indonesia. Co-creation is an interaction process in which suppliers, producers, and customers collaborate to create a joint offering (Prebensen, N. K., et al., 2013). Involving tourists in pre-purchase co-creation plays a crucial role in strengthening tourist attachment to souvenirs, as it encourages tourist-destination interaction, facilitates emotional connections, and enhances the overall souvenir consumption experience (Sthapit, E. et al., 2024). Co-creation was initially developed through storytelling experiences to increase tourist engagement (Mossberg, L. 2008). Furthermore, engaging consumers in activities that capture their interest and attention is crucial for co-creation (Andrades, L., & Dimanche, F., 2018).



Figure 12. Product Demo: Excelso Coffee Brewing Process Performed by a Supermarket Waiter (Source: Researcher 2025)



Figure 13. Consumers can try skincare products at Bintang Supermarket (Source: Researcher 2025)



Figure 14. The "Taste of the World" event, which introduced local Indonesian products, was held at a supermarket (Source: <https://www.instagram.com/reel/DO0duICgXTO/>)

The product review experience brings Experiential Marketing and The Experience Economy theory to life. Supermarkets become vibrant educational spaces and promotional centers, not just shopping places. At the booth, direct interaction shortens the distribution chain. This connects MSMEs emotionally with tourists and lets consumers instantly validate products through their senses, reducing perceived risk. This interactive activity increases local product value through cultural and educational stories. It also creates sensory engagement that strengthens brand memory, helping local markets reach global audiences and turning retail facilities into true educational tourism destinations.

CONCLUSION

This study finds that supermarkets in Jakarta, Surabaya, and Bali are becoming culinary tourism destinations by curating authentic local products—such as artisan chocolate in Jakarta, culinary heritage products Spikoe and Blouder in Surabaya, and geographically based coffee and cocoa in Bali—while also offering experiential activities. For example, customers can watch and participate in coffee-brewing demonstrations in Bali and sample personal care products made with local cocoa in Jakarta. The authenticity, conveyed through local ingredients, traditional techniques, and culturally identified packaging, is thus experienced directly. This combination of curated heritage products and sensory tourist engagement strengthens customer satisfaction and positions supermarkets as centers for cultural promotion and local community empowerment.

This study is limited to the analysis of three major urban and tourist areas (Jakarta, Surabaya, and Bali), so the results may not be directly generalizable to the retail industry in rural areas or small towns with different market characteristics and local product supply chains.

AI USE STATEMENT

This article was not written using artificial intelligence (AI). No AI tools were used in the writing, editing, language improvement, data analysis, figure generation, or preparation of this manuscript. The authors take full responsibility for the accuracy, integrity, and originality of the content.

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