The Impact of The Authentic Bali Street Food Consumption Values Toward The Intention To Revisit Bali With Mediation of Place Attachment Among Gen Z In Indonesia

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ABSTRACT

The purpose of this study is to understand the impact of consumption values on intention to revisit and mediation of place attachment on the connection of attitudes and intention to revisit. In context of street food consumption among domestic Gen Z travelers who visit Bali. Data gathered from 287 respondents using non-probability purposive sampling that is analyzed using structural equation modelling (SEM) using SmartPLS 3.3.7. Result shows epistemic value has primary impact on attitudes of domestic Gen Z travelers that is followed by taste value. Moreover, place attachment appears to complementary mediate the relationship between attitude and intention to revisit.

Keywords: Street Food, Culinary Tourism, Gastronomy Tourism, Destination Marketing, Gen Z

1. INTRODUCTION

Street foods are foods and drinks sold by stalls in the street or other public places ready to eat without further processing or preparation (Anelich, 2014). It is very close to daily life of Asian community (Gelb & McGinn, 2019) and is considered as a huge motivation for tourists to visit a destination, especially in Southeast Asian countries (Chavarria and Phakdeeauksorn, 2017). Bali, center of tourism in Indonesia, is named as one of the best street food cities in 2018 (CNN Travel, 2018) with extensive selections of street food with unique characteristics (Kruger, 2014).

In this study, gen Z is chosen specifically because each generation has specific characteristics that differ between generations one another (Kasasa, 2021). Gen Z is the tourist group with highest growth (Han *et al.,* 2017) with very high direct and indirect purchasing power (Forbes, 2021), and is predicted to be the generation with highest yearly income by 2031. This generation has a high willingness to pay for quality products and experience (Egolf, 2019). Gen Z has high tourism interest (UNiDAYS, 2018) and is spending most of their money on food and considers eating as their favorite activities to do when travelling.

The purpose of this study is to see behavior of intention to revisit through their street food consumption experience and the values derived from the consumptions. This behavior is assessed in the demographics of Indonesians who are included in Gen Z to see their experience toward Bali street food through the perspective of theory of consumption values (Sheth *et al.*, 1991) and the behavior formed from their attitude.

2. THEORETICAL REVIEW

Food with good taste proved to be an important attribute in reflecting functional value (Kim dan Eves, 2012; Hendijani, 2016; Pollard *et al.*, 1998). While attitude is defined as general evaluation of a person, object, issue, or matters involving it (Solomon, 2013). High quality foods are able to induce positive

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attitudes, increase satisfaction, and encourage tourists to try more local foods (Hendijani, 2016; Pollard *et al.*, 1998). Therefore, the first hypothesis is:

H1: Taste value has positive and significant effect on tourist attitude toward Bali street food

Health Value is referenced as health benefit or loss given by a food (Zeithaml, 1988). The concept of health value is also closely related to risk of poisoning (Viana, 2013 in Morano, 2018). It promotes positive evaluation towards the food that created a positive attitude among tourists (Pestek & Cinjarevic, 2014). Therefore, the second hypothesis is:

H2: Health value has positive and significant effect on tourist attitude toward Bali street food

Cravens et al. (1988) evaluated value perception as a ratio or trade-off between quality and price. Consumers not only expect to purchase food at a low price, but food that delivers good value for money (Price *et al.*, 2016). Lai (2015) argued that consumers who believe that a restaurant offers good value for money are satisfied consumers who develop a positive attitude toward local foods offered. Therefore, the third hypothesis is:

H3: Price value has positive and significant effect on tourist attitude toward Bali street food

Emotional value refers to perception of usefulness derived from the ability of an option to trigger emotion or other conditions that involves emotion (Sheth *et al.*, 1991) Ajzen (1991) and Chuttur (2009) stated that evaluation and cognition of a consumer toward an object or experience have impacts on attitude. Tourists who experience joyful experiences will induce positive feelings of satisfaction, joyfulness, psychological relaxation, life vitality, and comfort (Kim & Choe, 2019; Ha & Jang, 2010). Therefore, the fourth hypothesis is:

H4: Emotional value has positive and significant effect on tourist attitude toward Bali street food

Interactional value refers to interactions between individuals in eating (Choe dan Kim, 2018). Symons (1994) stated that eating food together with others satisfies the need of interaction that builds a warm atmosphere and encourages socialization. Therefore, the fifth hypothesis is:

H5: Interaction value has positive and significant effect on tourist attitude toward Bali street food

Epistemic value refers to satisfaction gained from a choice to induce curiosity, provide novelty, and/or satisfy the desire for knowledge (Sheth *et al.*, 1991). When a tourist experiences a new experience and feels the urge to learn about food culture in different places, the overall attitude toward local foods will increase (Choe & Kim, 2018). Therefore, the sixth hypothesis is:

H6: Epistemic value has positive and significant effect on tourist attitude toward Bali street food

Through interactions and experience, individuals develop emotional attachment with a place (Proshansky, 1978; Williams *et al.*, 1992). There are at least two unique dimensions of place attachments that have been proven by many researchers which are place identity (Proshansky *et al.*, 1983) and place dependence (Stokols & Shumaker, 1981). Positive attitude toward local food will develop a strong emotional bond between a tourist and a destination developing place attachment (Choe & Kim, 2018). Therefore, the seventh hypothesis is:

H7: Attitude has positive and significant effect on tourists' place attachment toward Bali

Loureiro (2014) argued that behavioural intention indicated the possibility of tourists to revisit in the future and recommend the destination they visited. Phillips *et al*. (2013) and Ryu & Han (2010) argued that tourists who are attached to a place for its food are more likely to revisit and recommend the place and food to others Therefore, the eighth hypothesis is:

H8: Place attachment has positive and significant effect on tourists' intention to revisit Bali

Huang & Hsu (2009) and Lee (2009) argued that tourists' attitude affects their intention to choose or revisit a tourist destination. Attitude developed by tourists toward street food has a strong influence on their next visit to a certain place to look for more street food (Yeap *et al.*, 2019). Therefore, the ninth hypothesis is:

H9: Place attachment is able to mediate the relationship between attitudes and revisit intention

3. RESEARCH METHOD

3.1 Research Design

The purpose of this study is to explore the effect of consumption values (Sheth *et al.*, 1991) consisting taste value, health value, price value, emotional value, interaction/social value, dan epistemic value toward intention to revisit Bali for its street food, mediated by attitude and place attachment among domestic gen Z travellers in Indonesia. Therefore, the theory of consumption values model (Sheth *et al.*, 1991) is used to construct the model of this study.

This research is carried through in conclusive design to test hypotheses using relationships between variables in reference to previous study using single cross-sectional quantitative design from non-probability purposive sampling. Data retrieved are processed and analyzed with structural equation modelling (SEM) for its compatibility and popularity in marketing and consumer behavior research (Hair *et al.*, 2017) using software SmartPLS 3.3.7.
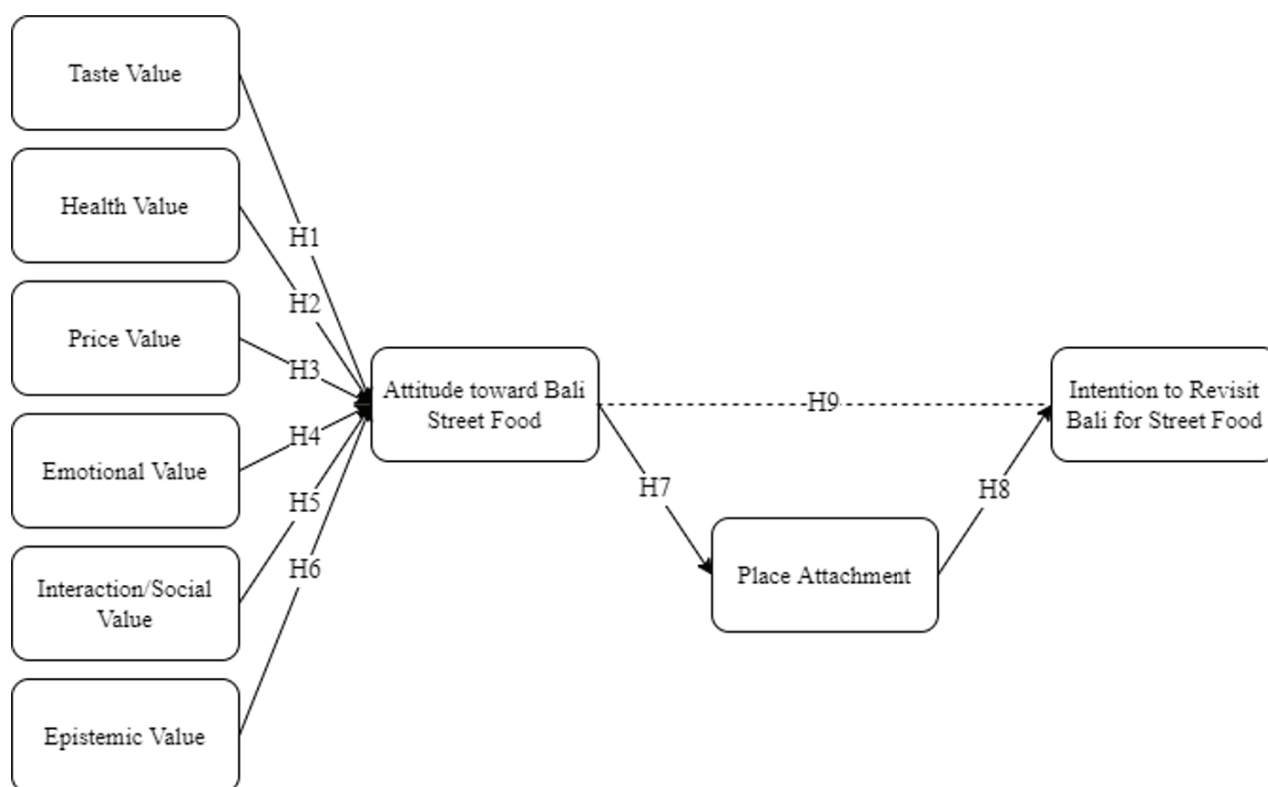
3.2 Research Model

Figure 1. Research Model

3.3. Variable Operationalization

Table 1. Variable Operationalization

Variable	Indicator	Variable Operationalization	Source
Taste Value (TV)	TV1	I think that Bali street food is tasty	Kim & Eves, 2012; Sthapit *et al.*, 2019; Hendijani, 2016; Pollard *et al.*, 1998; Nystrand & Fjørtoft, 2015
	TV2	I think that Bali street food has a high range of variety	
	TV3	I think that Bali street food is of good quality	
	TV4	I think of positive experience with Bali street food taste	
Health value (HV)	HV1	I think that Bali street food is Hygienic	Steptoe *et al.*, 1995; Morano *et al.*, 2018; Viana, 2013; Kim *et al*, 2009
	HV2	I think that Bali street food is healthy	
	HV3	I think that Bali street food is safe to eat	
	HV4	I think that Bali street food is good for my physical and mental health	
Price value (PV)	PV1	I think that Bali street food is reasonably priced	Price, *et al.,* 2016; Cravens *et al.*, 1988; Zeithaml, 1988
	PV2	I think that Bali street food offers value for money	
	PV3	I think that Bali street food offers low price	
Emotional value (EMO)	EMO1	I think that Bali street food makes me feel happy	Sweeney & Soutar, 2001; Sánchez *et al.*, 2006; Dagevos dan Ophem (2013); Mak *et al.*, 2012
	EMO2	I think that Bali street food gives me pleasure	
	EMO3	I think that Bali street food makes me feel excited	
	EMO4	I think that Bali street food entertains me	
Interaction value (IV)	IV1	I think that Bali street food enables me to meet new people with similar interests	Williams & Soutar, 2009; Choe & Kim, 2018; Symons, 1994; Williams *et al.*, 2015
	IV2	I think that Bali street food enables me to have an enjoyable time with friends and/or family	
	IV3	I think that Bali street food increase friendship or kinship/relationship	
	IV4	I experienced delightful interaction with Bali street food vendor	
Epistemic value (EV)	EV1	I think that Bali street food gives me an opportunity to learn about new foods	Ji *et al.*, 2016; Kim dan Choe, 2019; Madaleno *et al.*, 2017; Loureiro, 2014
	EV2	I think that Bali street food enables me to experience authentic (real) Bali cuisine/food	
	EV3	I think that Bali street food makes me want to try more different types of Bali cuisine/food	
	EV4	I think that Bali street food teaches me about the history or cultural tradition of Bali	
Attitude (ATT)	ATT1	I experienced good experience with Bali street food	Martin, 2010; Ajzen & Fishbein, 1977; Woosnam *et al*, 2016
	ATT2	I enjoy Bali street food	
	ATT3	I have positive attitude toward Bali street food	
	ATT4	I like Bali street food	
Place Attachment (PA)	PA1	I am attached to Bali	Proshansky *et al.*, 1983; Moore dan Graefe, 1994; Cohen, 1985; Stokols & Schumacher, 1981
	PA2	Bali is special for me	
	PA3	Bali is a good destination to find street food	
	PA4	Bali street food is unique compared to other destinations	

Table 1. Variable Operationalization (continued)

Variable	Indi-cator	Variable Operationalization	Source
Intention to revisit (INT)	INT1	I will say positive things about Bali street food to other people	Jeong dan Lambert, 2001; Ryu & Han, 2010; Oliver, 1997; Chen & Gursoy, 2001
	INT2	I will recommend Bali street food to families and/or friends	
	INT3	I would like to revisit Bali to explore diverse local foods within the next three years	
	INT4	I would like to travel to Bali for food tourism within the next three years	

3.4. Sample

In this study, respondents are men or women aged between 18-26 years (born between 1995 and 2004), visited Bali for vacation in the last three years and consumed Bali authentic street food on their visit.

4. RESULTS

4.1. Respondent Profile

62,4% respondents are females. Respondents mostly are aged 21 years old with a proportion of 24,4%. Majority of respondents are domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi with 48,4% proportion. Respondent occupations are dominated by students with 61% proportion. Respondents' education level is mostly undergraduate level with a proportion of 79% among all respondents. From average monthly income, 43.2% respondents have income less than 2 million rupiahs per month. Same goes to average monthly expenses, where 54.7% respondents spend less than 2 million rupiahs per month.

4.2. Measurement model

Data gathered are processed using partial least squares (PLS) using SmartPLS 3.3.7. Data are analyzed based on guidelines from Hair *et al.* (2017).

Table 2. Measurement Model Testing

Indikator	Cronbach's Alpha	CR	AVE	Factor Loadings
TV1	0,816	0,878	0,644	0.784
TV2				0.785
TV3				0.810
TV4				0.829
HV1	0,803	0,871	0,629	0.796
HV2				0.761
HV3				0.794
HV4				0.820
PV1	0,709	0,837	0,632	0.827
PV2				0.757
PV3				0.799
EMO1	0,843	0,894	0,679	0.818
EMO2				0.832
EMO3				0.841
EMO4				0.804

Table 2. Measurement Model Testing (continued)

Indikator	Cronbach's Alpha	CR	AVE	Factor Loadings
IV1	0.811	0.875	0.637	0.714
IV2				0.810
IV3				0.855
IV4				0.808
EV1	0.840	0.893	0.675	0.818
EV2				0.820
EV3				0.841
EV4				0.807
ATT1	0.825	0.884	0.657	0.723
ATT2				0.870
ATT3				0.781
ATT4				0.860
PA1	0.839	0.892	0.675	0.820
PA2				0.820
PA3				0.855
PA4				0.789
INT1	0.817	0.879	0.646	0.763
INT2				0.836
INT3				0.791
INT4				0.823

To measure the measurement model, testing of internal consistency, internal reliability, convergent validity, discriminant validity, and multicollinearity are done. The value of cronbach's alpha and composite reliability are assessed with minimum value of 0.7 respectively to be considered valid (Hair et al., 2017). Both of the values are satisfied by each measurement model to fulfil the internal consistency. Furthermore, factor loadings are used to test indicator reliability with a threshold of 0.7 (Hair et al., 2017). Indicator reliability in the study is fulfilled.

On convergent validity, composite reliability (CR) and average variance extracted (AVE) on each variable and factor loading of each indicator are assessed (Hair et al, 2017). Composite reliability and factor loading must have a minimum value of 0.7 and average variance extracted of 0.5. Therefore, convergent validity is fulfilled. As well as discriminant validity which is tested using cross loading, fornell-larcker, heterotrait-monotrait ratio of correlation (HTMT) The value of cross loading is fulfilled with threshold of 0.7, as well as fornell-larcker criterion with its value higher on its construct than to other constructs and HTMT with value under 1 (Henseler et al., 2015) which are fulfilled. Therefore, discriminant validity is satisfied.

Lastly, multicollinearity test is performed, which is measured with outer VIF with maximum value of 5 to show that there is no problem in multicollinearity that is too high (Hair et al., 2017). Each indicator in the measurement model has fulfilled the requirement with highest value on indicator ATT2 with value of 2.240, reflecting no problem in multicollinearity.

4.3. Structural Model

First of structural model, multicollinearity testing is performed with a maximum value of inner VIF of 5 (Hair et al., 2017). The value has been fulfilled in this study with the highest inner VIF of 3.263. Furthermore, coefficient of determination is tested using R^2 which is considered high in consumer

behavior study if valued above 0.2 (Hair et al., 2017). The value has been fulfilled by three latent variables with R^2 on variable attitude of 0.668, place attachment of 0.497, and intention to revisit of 0.575. Test of predictive relevance is also performed using stone-Geisser's Q^2. Predictive relevance is considered fulfilled with Q^2 value of above 0, which specifies 0.431 on attitude, 0.333 on place attachment, and 0.365 on intention to revisit.

Table 3. Direct effects on structural model

	Hypothesis	P oe - cient	T Values	P Values	Conclusion
H1	TV -> ATT	0.250	3.702	0.000	Significant
H2	HV -> ATT	0.051	0.733	0.232	Insignificant
H3	PV -> ATT	-0.001	0.013	0.495	Insignificant
H4	EMO -> ATT	0.122	1.772	0.038	Significant
H5	IV -> ATT	0.178	2.976	0.001	Significant
H6	EV -> ATT	0.337	5.282	0.000	Significant
H7	ATT -> PA	0.705	16.937	0.000	Significant
H8	PA -> INT	0.758	24.544	0.000	Significant

In this research there are 8 direct hypotheses. Significance is tested using a bootstrapping process using one-tailed test type with significance of 0.05 on 5,000 sub-sample to measure one way effect. T-value must value more than 1.645 or less than -1.645 to have a positive or negative effect and p-value of under 0.05. Not all hypotheses have a significant effect. Health value and price value do not have effects toward attitude with t-value respectively: 0.733 and 0.013. Other hypotheses are significant with t-value above 1.645 and p-value above 0.05.

It is found that epistemic value has the highest path coefficient of 0.337 followed by taste value with path coefficient of 0.250. Emotional value and interactional value are also found to have positive and significant effect toward attitude with smaller path coefficients respectively valued at 0.122 and 0.178. Relationships between latent variables are found to be positive and significant. Attitude and place attachment have connection with path coefficient of 0.705, as well relationship of attitude and place attachment have strong effect of 0.758.

Table 4. Mediation testing

	P oe e	T Values	P Values	Conclusion	e o pe
I e e					
ATT -> PA	0.705	16.937	0.000	Significant	
PA -> INT	0.758	24.544	0.000	Significant	
e e					
ATT -> INT	0.395	6.583	0.000	Significant	Complementary Mediation

Mediation hypotheses are used to explore the role of place attachment in mediating the relationship between attitude and intention to revisit. The result found that the relationship of ATT->PA, PA->INT, and ATT->INT have positive and significant direct and indirect effects, validating the relationship to form complementary mediation. Effect on path coefficient with value of 0.705 on path ATT->PA and 0.758 on PA->INT multiplied produce the value of 0.534, bigger than the direct effect of attitude toward intention to revisit, indicating stronger relationship of attitude toward intention to revisit with place attachment as their mediator.

5. DISCUSSION

The result of the study shows that taste value and epistemic value are found to have positive effects with strong path coefficient toward attitude. This aligns with a result from Nystrand & Fjørtoft (2015) that shows food quality correlates significantly with positive evaluation on culinary experience at a tourism destination. The result shows that epistemic value is an important factor in the tourism industry that contributes to positive consumers' attitudes. (Jang & Feng, 2007; William & Soutar, 2009). Furthermore, there are two other values found to have positive and significant effects toward attitude which are emotional value and interaction value. The result from Ha & Jang (2010) shows that tourists who perceive high emotional value of tourism products have a positive effect toward attitude. On the side of interaction value, the findings are aligned with study from Goolaup & Mossberg (2017) for culinary tourism as a chance to socialize with friends and family.

There are two other values affecting attitude, which are health value and price value which are found to have no significant effect. Street food is closely related with health and hygiene issues that are compromised by the sellers as well as buyers (Collier, 2018). Thus, health value is not relevant to gen Z domestic, as shown by Choe & Kim (2018). The finding shows similar results for price value, where Bali street food is sold more costly than in other areas in Indonesia and consumers who visit Bali for tourism have higher willingness to pay for when they are on vacation. Same results are given by Choe & Kim (2018) where tourists who perceive good price value do not necessarily gain a better positive attitude toward local foods in the area.

On attitude toward place attachment, findings in this study aligns with Woosnam et al. (2016) where positive attitudes toward street food from the area form place attachment. Aligning with previous research (Kaltenborn & Williams, 2002; Loureiro, 2014), intention to revisit influence positively and significantly toward intention to revisit. Place attachment role as mediator between the relationship of attitude and intention to revisit are also shown to have positive and significant effect with complementary mediation type of mediation.

6. CONCLUSION

Four values on consumption values, which are taste value, emotional value, interaction value, and epistemic value are found to have positive and significant effect toward tourists' attitude toward Bali street food. Two other values, health value and price value are not found to have an effect toward attitude, thus are not relevant in its correlation with tourists' attitude.

Furthermore, attitude has a positive and significant effect toward place attachment. As well as place attachment that has a positive and significant effect toward intention to revisit. The relationship shows that the higher the attitude of Gen Z domestic tourists toward Bali street food, the higher attachment they get toward Bali. Similarly, the higher attachment domestic gen Z tourists have toward street food Bali, the higher their intention to revisit Bali. Relationships between attitude and intention to revisit are found to be mediated by place attachment complementarily.

7. RECOMMENDATIONS

7.1 Recommendations for Managerial

The results of this study can be used by decision makers in the tourism area and food industry, especially street food, as a reference in understanding tourists' street food consumption when travelling. Decision makers who regulate street food commercial activities can provide training and handbooks for street food providers in Bali. The contents of training and handbooks are based on taste, health value, and authenticity of Balinese street food. Standards and regulations can also be constructed. Health standards can be arranged and become regulated as a base on keeping tourists' and consumers' health and safety by measures such as key performance indicators (KPI). In terms of marketing effort, promotion on Balinese street food industry and promoting private businesses and even on the whole industry can

be performed, especially toward tourists. Communal eating can also be promoted to accommodate tourists visiting in groups by offering menus with large portions meant to be eaten together.

7.2 Recommendations for further studies

This study suggests to do further research when the Bali tourism recovery Covid-19 pandemic is over and to do further research on 5 super priority tourism destinations proposed by the tourism ministry. Further research can also include all age groups inside Gen Z who are born between 1995 and 2010. Furthermore, similar research can be performed in countries that have already regulated healthy standards. Lastly, further research may include functional value from theory of consumption values (TCV) by Sheth *et al.* (1991).

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