DOES FOOD TOURISM EXPERIENCE AFFECT TOURISTS' SUBJECTIVE WELL-BEING?

An Undergraduate Research Report

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FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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DOES FOOD TOURISM EXPERIENCE AFFECT TOURISTS' SUBJECTIVE WELL-BEING?

An Undergraduate Research Proposal

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A THESIS

This thesis has been prepared and submitted to satisfy the final examination requirements for the Bachelor's degree in the Management Study Program.

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DOES FOOD TOURISM EXPERIENCE AFFECT TOURISTS' SUBJECTIVE WELL-BEING?

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DECLARATION ORIGINALITY

I, the below-signed, hereby declare the following regarding the originality and authenticity of the thesis submitted:

I hereby assert that this thesis contains no previously submitted text, either in entire or in part, for any academic degree.

Furthermore, I assert that, to the best of my knowledge and belief, all sources from other authors have been duly recognized, and no material from external sources has been included without proper attribution into this thesis without proper acknowledgment in the text and bibliography. Any external sources used in the development of this work were properly cited in accordance with scholarly guidelines. Suppose any aspect of this assertion is later revealed to be untrue. In that event, I indicate my willingness to face the consequences outlined in the relevant regulations and accept any consequent punishment or discipline.

Yogyakarta, Mei 03, 2025



Author,

Sania Puspita Sari

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Yogyakarta, April 20, 2025



Sania Puspita Sari

MOTTO

"Step with knowledge, fight with determination, and succeed with courage."

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ABSTRACT

Food tourism has become a significant element of the travel industry, enhancing tourists' subjective well-being. This study examines the direct impact of food tourism experiences on tourists' subjective well being, focusing on four major cities in Indonesia: Jakarta, Surabaya, Surakarta, and Yogyakarta. The research investigates three primary variables food sensory experience, food service experience, and food environmental experience and their influence on tourists' well-being. A quantitative approach was adopted, with data collected from 249 respondents through an online survey. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrate that all three variables of food tourism experiences significantly affect tourists' subjective well-being. These findings highlight the importance of food tourism in enhancing the overall travel experience, providing practical insights for tourism professionals, local businesses, and policymakers seeking to improve destination appeal and tourist satisfaction.

Keywords: Food Tourism, Tourist Satisfaction, Subjective Well-Being, Culinary Experience, Tourism Industry

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ABSTRAK

Wisata kuliner telah menjadi elemen penting dalam industri pariwisata, yang berperan dalam meningkatkan kesejahteraan subjektif wisatawan. Penelitian ini mengkaji dampak langsung pengalaman wisata kuliner terhadap kesejahteraan subjektif wisatawan, dengan fokus pada empat kota besar di Indonesia: Jakarta, Surabaya, Surakarta, dan Yogyakarta. Penelitian ini menyelidiki tiga variabel utama pengalaman sensorik makanan, pengalaman pelayanan makanan, dan pengalaman lingkungan makanan serta pengaruhnya terhadap kesejahteraan wisatawan. Pendekatan kuantitatif digunakan dengan mengumpulkan data dari 249 responden melalui survei daring. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa ketiga variabel pengalaman wisata kuliner secara signifikan mempengaruhi kesejahteraan subjektif wisatawan. Temuan ini menegaskan pentingnya wisata kuliner dalam meningkatkan pengalaman perjalanan secara keseluruhan, serta memberikan wawasan praktis bagi para profesional pariwisata, bisnis lokal, dan pembuat kebijakan yang ingin meningkatkan daya tarik destinasi dan kepuasan wisatawan.

Kata kunci: Wisata Kuliner, Kepuasan Wisatawan, Kesejahteraan Subjektif, Pengalaman Kuliner, Industri Pariwisata

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Culinary tourism has increasingly emerged as a vital component in destination marketing, as it has the potential to boost tourist arrivals and create opportunities to enrich holistic travel experiences (Björk & Kauppinen-Räisänen, 2016). This development underscores the increasing acknowledgment of culinary experiences as vital components of holistic tourism offerings, catering to both sensory pleasure and mental wellness. Beyond enhancing sensory pleasure, culinary experiences also serve as a medium for intercultural communication among global communities (Cohen & Avieli, 2004). By engaging deeply with local cuisine, travelers can embark on more authentic journeys and develop a deeper appreciation for the cultural heritage of their destinations. Furthermore, such engagement generates significant local economic impacts by fostering job creation in the restaurant sector and related services (Hjalager & Richards, 2003). Accordingly, culinary tourism has become a strategic element in differentiating destinations, particularly in the highly competitive global tourism market.

Over the past decade, culinary tourism has evolved from a mere dining activity into a profound cultural experience that not only delights the senses but also contributes to tourists' emotional well-being. Scholars such as Frisvoll, Forbord, and Blekesaune

(2016) Reveals that consuming local cuisine in rural tourism settings enhances tourists' satisfaction and strengthens their connection to the destination. Their study found that authentic culinary experiences can enrich the overall travel experience and improve subjective well-being through emotional engagement and the creation of positive memories. This perspective reflects a broader trend in the tourism industry, where the experiential quality of culinary engagements is increasingly recognized as a key determinant of overall well-being. Integrating these insights provides a compelling rationale for examining the multifaceted dimensions of culinary experiences and their implications for tourist satisfaction and subjective well-being.

Restaurants play a central role in culinary tourism, serving not only as dining venues but also cultural hubs where local traditions are preserved and shared with visitors. International platforms like Taste Atlas enhance the visibility of these establishments by rating them based on popularity, quality, and reputation across various countries. According to Taste Atlas (2024), major Indonesian cities such as Jakarta, Surabaya, Surakarta, and Yogyakarta have become key culinary destinations thanks to their iconic local dishes. Establishments such as Soto Betawi Jakarta, Rawon in Surabaya, Nasi Liwet in Surakarta, and Gudeg in Yogyakarta not only serve authentic meals but also reflect the rich cultural traditions of their respective cities, making them prime attractions for both domestic and international visitors.

Major cities in Indonesia, including Jakarta, Surabaya, Surakarta, and Yogyakarta, offer culinary experiences that combine unique flavors with elements of

local culture. For instance, venues such as Soto Betawi Haji Husen in Jakarta, Rawon Setan in Surabaya, Nasi Liwet Bu Wongso Lemu in Surakarta, and Gudeg Yu Djum in Yogyakarta have become widely recognized culinary icons. These establishments deliver exceptional taste through authentic dishes, distinctive sensory experiences, quality service, and unique atmospheres. These factors create rich culinary tourism experiences that enhance local cultural appeal and fosters emotional connections with travelers (Hwang & Choi, 2020).

Beyond mere gustatory pleasure, culinary tourism can enhance travelers' subjective well-being. Restaurants can positively influence tourists' perceptions of a destination by integrating sensory experiences, high-quality service, and a comfortable ambiance (Chen & Liu, 2019). When visitors feel satisfied, it contributes to a positive travel experience and supports their emotional well-being. In deriving satisfaction from local cuisine, travelers forge deeper connections with the local culture, thereby enriching their journeys holistically.

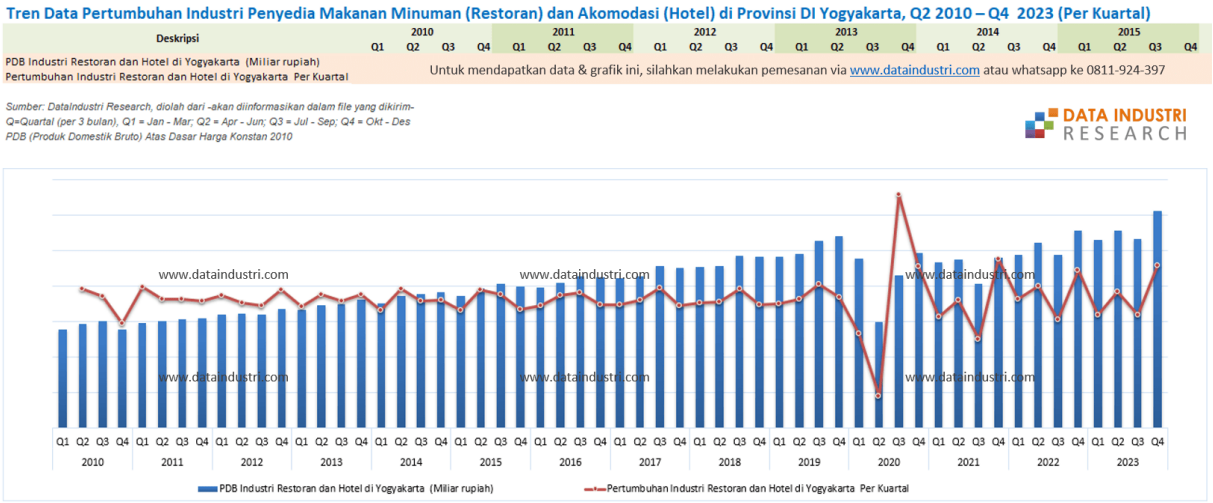


Figure 1.1 Growth Data of the Restaurant and Hotel Industry in Yogyakarta, 2010–2023 (Data Industri Research, 2023a)

Figure 1.1 illustrates the growth trend of food and beverage providers (restaurants) and accommodation (hotels) within the Yogyakarta Special Administrative Region from the Q2 of 2010 to the Q4 of 2023 (Data Industri Research, 2023a). The diagram illustrates the sector's share in GDP, measured using 2010 constant prices as the baseline on constant 2010 prices and quarterly growth rates. The graph shows a stable growth trend over the years, with a gradual increase in the total GDP contribution as indicated by the blue bars. However, the red line representing the growth rate reveals significant fluctuations during certain key periods. The year 2020 marked a noticeable disruption due to the COVID-19 outbreak, with a sharp decline in the Q2 due to travel restrictions, closures in tourism and the restaurants, as well as the tourism industry's intrinsic susceptibility to international disruptions.

Nevertheless, between 2021 and 2022, a gradual recovery became apparent, particularly from the third quarter of 2021, driven by easing government policies, increased public mobility, and the industry's adaptation to health protocols. A marked recovery in the fourth quarter of 2021 signaled the return of consumer confidence in travel and dining out. By the fourth quarter of 2023, the sector's GDP contribution reached its highest level, indicating a full recovery and a maturing industry. This chart highlights the importance of the restaurant and hotel sectors as economic pillars in Yogyakarta, serving not only local needs but also significantly contributing to the

tourism industry (Data Industri Research, 2023a). Despite the severe challenges during the pandemic, the sector's resilience is evident in its rapid recovery, innovation, and adaptation, including improvements in digital service offerings and initiatives promoting sustainable tourism, thereby playing a strategic role in maintaining regional economic stability and fostering long-term growth as well as broader regional development.

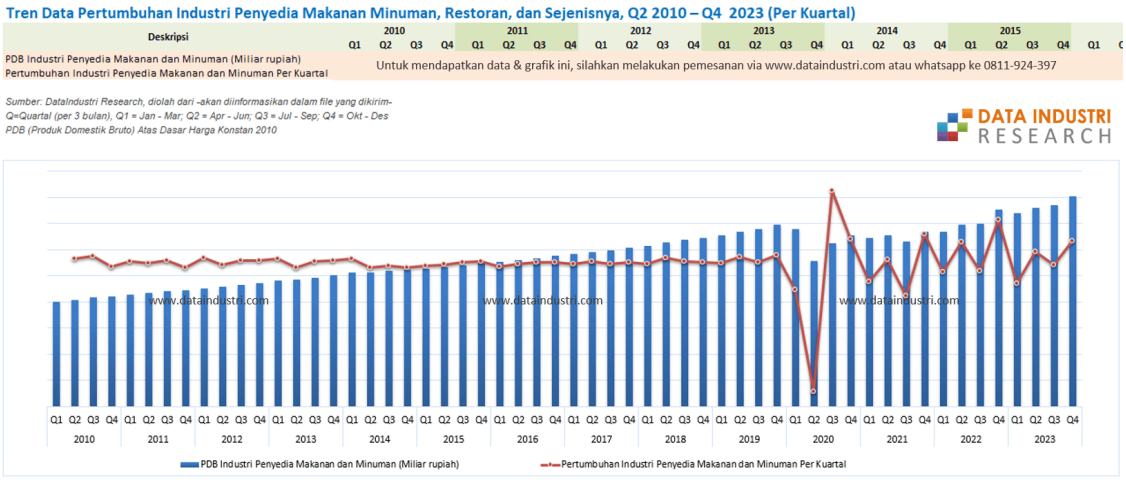


Figure 1.2: Growth Data of the Food, Beverage, and Restaurant Industry in Indonesia, 2010–2023 (Data Industri Research, 2023b).

Figure 1.2 displays the growth trend of Indonesia's food, beverage, restaurant, and related sectors from from Q2 2010 through Q4 2023. The chart shows the notable impact of these sectors on Indonesia's GDP, adjusted to 2010 constant price levels (Badan Pusat Statistik, 2023). Overall, the GDP value of the food and beverage sector steadily increased during this period, reflecting its crucial role in supporting the national economy. Although the sector's GDP contribution was modest initially, it

gradually experienced significant growth, reaching its peak in 2023. The post-COVID-19 recovery momentum, particularly during 2021 and 2022, has been one of the primary drivers behind this surge.

The food and beverage sector is also pivotal in driving regional and national economic growth. In addition to serving as a cornerstone of the tourism industry, this sector significantly impacts job creation and the increase of regional incomes. According to the Indonesian Ministry of Industry, the food and beverage sector accounted for 39.10% of the non-oil and gas manufacturing GDP and 6.55% of the total national GDP in 2023 (Kementerian Perindustrian Republik Indonesia, 2024). These figures underscore the industry's position as a fundamental driver of the national economy, serving as a key indicator of consumer spending capacity and behavioral patterns in Indonesia. With its consistent growth trajectory, this sector holds significant potential to continue contributing to economic stability and progress in the future. Moreover, its influence is reflected not only in economic metrics but also in the culinary experiences that attract domestic and international tourists.

Within this context, restaurants in Jakarta, Surabaya, Surakarta, and Yogyakarta play a crucial role in delivering the culinary experiences tourists seek. Many of these establishments have maintained high standards in food quality, authenticity, and service, consistently meeting and often exceeding tourist expectations (Yusuf & Suryani, 2021). However, to sustain this success, restaurant operators must continually address challenges that could affect customer satisfaction. These challenges include

maintaining consistency during peak tourist seasons and adapting to shifting consumer preferences without compromising authenticity (Rahmawati & Wijaya, 2022). By innovating in line with modern trends while preserving traditional values, these establishments can broaden their appeal to a wider audience and target market. Although many tourists appreciate a traditional ambiance, others may desire modern facilities and higher standards of cleanliness, indicating areas for improvement to enhance satisfaction (Setiawan et al., 2020). Hence, gaining insight into the varying preferences of tourists is vital to strengthening the food and beverage industry's role as a critical element in shaping the tourism experience.

Satisfaction in the context of culinary tourism is a multidimensional construct that encompasses sensory pleasure, service quality, environmental factors, and emotional fulfillment (Oliver, 2014). A thorough understanding of these dimensions is essential for stakeholders such as restaurant managers who aim to enhance the tourist experience and promote positive outcomes. Visitor satisfaction plays a crucial role in tourism by supporting the long-term viability of a destination. It significantly shapes the overall experience and affects future behaviors like repeat visits and word-of-mouth recommendations (Chen & Chen, 2010). For example, in Yogyakarta, tourist satisfaction with culinary experiences is influenced not just by the flavor and standard of food, but also by how authentic the experience feels, the warmth of service, and the atmosphere in which the meal is enjoyed (Wijaya et al., 2018). A high level of satisfaction generates positive emotions and directly affects tourists' subjective well-

being and loyalty to the destination (Kim et al., 2015). Therefore, improving these aspects of the visitor experience is a key strategy in ensuring the long-term success of tourism destinations.

Beyond encouraging loyalty, the satisfaction experienced by tourists also has a significant psychological effect, particularly in enhancing subjective well-being. Positive culinary experiences offer not only temporary pleasure but can also elevate visitors' moods, promote relaxation, and contribute to overall happiness and life satisfaction (Sirgy, 2019). This highlights that culinary tourism is not merely about dining out; it serves as a medium for enriching both the emotional and sensory dimensions of the travel experience. In culturally rich cities such as Jakarta, Surabaya, Surakarta, and Yogyakarta, culinary tourism plays a key role in introducing local culture through distinct flavors and social interactions. For instance, dining at establishments like Soto Betawi in Jakarta, Rawon in Surabaya, Nasi Liwet in Surakarta, and Gudeg in Yogyakarta enables tourists to experience a deeper connection with local culture, thereby enhancing their subjective well-being and strengthening their attachment to the destination (Uysal et al., 2016).

Beyond its psychological impact, the various elements that shape the culinary experience require deeper analysis. The sensory, service, and environmental components make a unique contributions to overall tourist satisfaction. Research indicates that the sensory quality of food, such as taste, texture, and aroma, is a critical determinant of satisfaction and significantly influences visitors' emotional responses

(Choe & Kim, 2018). Furthermore, the quality of service in culinary tourism, characterized by courteous staff and efficient service, is a key factor in enhancing visitors' positive perceptions of a destination (Harrington et al., 2016).

The distinctive characteristics of these components can be observed across various culinary tourism destinations in Indonesia. Especially in Yogyakarta, dining options range from traditional street-side eateries to modern cafés, each offering a unique atmosphere that reflects local culture (Wijaya et al., 2022). Jakarta, as the capital, is renowned for its diverse culinary offerings, such as Soto Betawi, which attracts both domestic and international tourists (Oktaviani et al., 2021). In Surabaya, regional specialties like Rawon showcase authentic local flavors, while in Surakarta (Solo), traditional dishes such as Nasi Liwet reinforce the city's historical and cultural identity. Collectively, the holistic uniqueness of culinary experiences in these cities contributes significantly to tourist satisfaction and subjective well-being. Enhancing these aspects can, therefore, significantly enhance the overall tourism experience across these four urban destinations.

Internal factors, such as individual attitude, serve as a key factor in influencing culinary experiences, as well as external factors influencing the tourist experience. Beyond sensory, service, and environmental aspects, a tourist's attitude, defined as the the tendency to react positively or negatively toward an object or experience is frequently influenced by pre-existing beliefs, personal values, and anticipated outcomes (Quintal et al., 2010), is pivotal. A positive attitude can increase a traveler's

openness to new experiences, thereby amplifying the benefits obtained from culinary activities.

This attitudinal factor is evident in tourists' preferences for local cuisine across various cities. In Yogyakarta, for instance, visitors' attitudes toward local dishes such as Gudeg affect not only their satisfaction with the culinary experience but also their perception of the city's cultural value (Kim & Eves, 2012). In Jakarta, tourists exhibit an appreciation for culinary innovation and diversity, while in Surabaya, there is a pronounced appreciation for the authentic flavors of regional specialties, reinforcing the authenticity of the experience (Björk & Kauppinen-Räisänen, 2014). In contrast, in Surakarta, such attitudes reflect a respect for traditional culinary practices which, although simple, are rich in cultural meaning. By understanding these attitudes, marketing strategies and the development of culinary tourism products can be more carefully adapted to accommodate the varying expectations and desires of tourists.

On top of that, technological advancements serve as a key factor in influencing tourists' culinary experiences. With the proliferation of social media platforms, sharing culinary experiences has become a popular activity among travelers, influencing the travel choices of prospective visitors and strengthening loyalty toward specific destinations (Meretse et al., 2016). This phenomenon has transformed the way destinations promote themselves and interact with potential visitors online. In Yogyakarta, tourists' posts about Gudeg generate a strong emotional appeal through authentic narratives and images. In Jakarta, the presence of food markets frequently

provides visually compelling content for international audiences. In Surabaya, traditional culinary attractions such as Rawon Setan inspire authentic content that contributes to a positive city image. Meanwhile, in Surakarta, the simple charm of traditional dishes like Nasi Liwet serves as a unique attraction often shared on social media. Through various channels, these tourist narratives about the four cities enhance their appeal and reputation as premier culinary tourism destinations.

The contribution of culinary experiences to tourists' subjective well-being further underscores the importance of developing culinary tourism. As documented in studies conducted at other destinations, tourists' subjective well-being can be significantly influenced by their satisfaction with local culinary experiences (Yang et al., 2024). In Yogyakarta, the culinary culture, with its authenticity and distinctiveness, offers unique experiences that foster a strong emotional attachment. In Jakarta, travelers appreciate a fusion of global and local culinary elements, enhancing the city's appeal as a modern destination. Surabaya, with its traditional flavors, provides a balance between authenticity and hospitality, while Surakarta emphasizes the profound culinary culture that promotes respect and emotional connection.

Recent research highlights how sensory experiences strongly influence tourists' satisfaction levels and their overall sense of well-being. For example, Choe and Kim (2018) found that the sensory dimensions of culinary experiences, including taste, aroma, visual presentation, and texture, are essential in deepening emotional connection and boosting overall contentment. Their study revealed that enriched

sensory input contributes to the formation of lasting positive memories and fosters destination loyalty (Choe & Kim, 2018).

In parallel, Liu, Zhang, & Wang (2019) reported that active engagement in culinary experiences not only augments immediate pleasure but also strengthens emotional attachment to the destination. Their research highlights the mediating role of emotional engagement, whereby culinary experiences improve subjective well-being through increased emotional involvement. These findings underscore the necessity of incorporating both emotional and sensory dimensions in comprehensive models of culinary tourism (Liu, Zhang, & Wang, 2019).

Although substantial literature has documented the psychological and emotional benefits of culinary tourism, further in-depth research is required to deepen our understanding of its impact in Indonesian cities such as Yogyakarta, Jakarta, Surabaya, and Surakarta. Despite evidence of culinary tourism's contribution to tourist satisfaction and subjective well-being, studies focusing specifically on these cities remain limited, leaving a critical gap in our comprehension of how local culinary experiences influence overall well-being (Chandra et al., 2020).

Empirical evidence further substantiates the pivotal role of culinary experiences, with current industry surveys indicating that over 65% of tourists prioritize authenticity and quality in culinary engagements when choosing a destination. Garcia et al. (2021) demonstrated a robust positive correlation between

high-quality culinary experiences and enhanced subjective well-being, as well as an increased likelihood of revisiting the destination. By focusing on specific attributes such as sensory quality, service level, environmental ambiance, and tourist attitudes, this research intends to offer meaningful perspectives on the primary factors influencing tourist satisfaction in culinary tourism. thereby highlighting the practical investing in the development of culinary tourism plays a crucial role in fostering sustainable growth for tourist destinations (Garcia et al., 2021).

In the main article referenced in this study, the primary study cited in this research examines how food tourism experiences influence tourists' subjective well-being (Yang et al., 2024), it was found that the mediating variables, namely tourist attitude and tourist satisfaction, tourists' subjective well-being is significantly and positively influenced. This study, which uses Structural Equation Modeling (SEM), shows that both tourist attitude and satisfaction serve as key mediators between food tourism experiences encompassing sensory, service, and environmental aspects and the emotional and psychological effects on tourists. The study highlights that positive attitudes towards food and high levels of satisfaction are key drivers in enhancing the overall well-being of tourists, making these variables crucial in shaping the overall tourist experience.

Based on the robust empirical findings from Yang et al. (2024), this thesis does not require a re-examination or additional discussion of the mediating roles of tourist attitude and satisfaction. These variables have already been thoroughly examined and

validated in the main article, providing a solid foundation for understanding their influence on subjective well-being within the scope of food tourism. As such, this research will concentrate on exploring the direct effects of food sensory, service, and environmental experiences on tourists' subjective well-being, without revisiting the mediating roles of tourist attitude and satisfaction.

Drawing on the work of Yang et al. (2024), this study seeks to expand the current literature and enhance understanding of the direct connection between food tourism experiences and subjective well-being. The results from the main article underline the significance of these mediating variables, and their well-established role allows this thesis to focus on other aspects of food tourism that influence tourist well-being.

1.2 Research Problem

This study examines how culinary tourism experiences, comprising three primary elements - food sensory experience, food service experience, and food environmental experience, influence tourists' subjective well-being, mediated by attitudes and satisfaction.

1.3 Research Questions

Based on the background and research problem previously outlined, this study poses the following research questions:

1. What is the effect of food sensory experience on tourist attitude?
2. What is the impact of food service experience on tourist Attitude?
3. What is the impact of food environmental experience on tourist attitude?
4. What is the effect of food sensory experience on tourist satisfaction?
5. What is the impact of food service experience on tourist satisfaction?
6. What is the impact of food environmental experience on tourist satisfaction?
7. What is the impact of food sensory experience on tourist subjective well-being?
8. What is the effect of food service experience on tourist subjective well-being?
9. What is the impact of food environmental experience on tourist subjective well-being?
10. What is the impact of tourist attitude on tourist satisfaction?
11. What is the impact of tourist attitude on tourist subjective well-being?
12. What is the impact of tourist satisfaction on tourist subjective well-being?

1.4 Research Objectives

Based on the background and research problem previously outlined, the objectives of this study are as follows:

1. To analyze the effect of food sensory experience on tourist attitude.
2. To analyze the impact of food service experience on tourist attitude.
3. To analyze the impact of food environmental experience and tourist attitude.
4. To analyze the effect of food sensory experience on tourist satisfaction.
5. To analyze the impact of food service experience on tourist satisfaction.
6. To analyze the impact of food environmental experience on tourist satisfaction.
7. To analyze the impact of food sensory experience and tourist subjective well-being.
8. To analyze the effect of food service experience on tourist subjective well-being.
9. To analyze the impact of the food environmental experience on the subjective well-being of tourists.
10. To analyze the impact of tourist attitude on tourist satisfaction.
11. To analyze the impact of tourist attitude and tourist subjective well-being.
12. To analyze the impact of tourist satisfaction on tourist subjective well-being.

1.5 Research Benefits

1.5.1 Theoretical Benefits

This study makes a theoretical contribution to the field of culinary tourism by exploring how specific attributes of culinary experiences such as the sensory quality of food, service quality, the ambiance of dining environments, and tourist attitudes influence both satisfaction and the subjective well-being of tourists in the culinary contexts of Yogyakarta, Jakarta, Surabaya, and Surakarta. By integrating these factors into a model of tourist behavior and well-being, the study enriches the theoretical framework in tourism and hospitality management (Kim et al., 2021). Furthermore, this research examines the tourist attitudes and satisfaction, offering deeper insights into the mechanisms by which culinary experiences affect subjective well-being. This theoretical advancement enhances our understanding of the interaction between cultural experiences and psychological outcomes in tourism studies.

1.5.2 Practical Benefits

The results of this study offer practical insights for a range of stakeholders in the tourism sector, particularly local restaurants and food vendors in Yogyakarta, Jakarta, Surabaya, and Surakarta. By identifying key factors that enhance tourist satisfaction and well-being, restaurants can adjust their offerings to better meet visitor preferences. An understanding of the importance of sensory quality may encourage chefs to focus on authentic flavors and presentation, while insights into service quality

and environmental ambiance can lead to improved staff training and restaurant design (Yusuf & Suryani, 2021). Additionally, tourism authorities and policymakers can use the data from this study to inform marketing strategies aimed at promoting Yogyakarta, Jakarta, Surabaya, and Surakarta as premier culinary destinations. Highlighting the unique cultural aspects of dishes such as Gudeg, Soto Betawi, Rawon Setan, and Nasi Liwet Bu Wongso Lemu Has the potential to draw more tourists. Addressing the identified challenges is expected to enhance overall tourist satisfaction and Support the sustainable growth of the tourism industry. (Rahmawati & Wijaya, 2022).

1.5.3 Academic Benefits

For the academic community, this study offers:

1. Empirical Data

The research provides empirical evidence on the connection between food tourism experiences and subjective well-being. in the Indonesian context, thereby filling gaps in the existing literature (Stone et al., 2018). It provides additional data and understanding specifically for the cities of Yogyakarta, Jakarta, Surabaya, and Surakarta.

2. Methodological Contributions

By employing a quantitative approach to evaluate tourists' attitudes and satisfaction, this study advances the methodological framework used in tourism research.

3. Basis for Future Research

The results could provide a basis for comparative studies in different cultural contexts or for exploring additional factors that influence tourist well-being, thus fostering further academic research in this field.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Cognitive Theory of Emotion

The Cognitive Theory of Emotion was first introduced by Lazarus (1991) in the context of emotion psychology to explain how cognitive processes are essential in shaping emotions. This theory emerged from research on the relationship among stress, emotion, and individuals' cognitive evaluations of the situations they experience. In this context, Lazarus demonstrated that emotions are not automatic responses to stimuli but are instead influenced by individuals' interpretations and assessments of events. This view was further developed through experimental studies that illustrated how individuals evaluate events as beneficial, threatening, or irrelevant to their well-being, and how these evaluations subsequently affect their emotional responses (Smith & Lazarus, 1993)

The evaluative process in this theory consists of both primary and secondary appraisals, as explained by Smith and Lazarus (1993). The primary appraisal evaluates the immediate effects of an event on the individual, On the other hand, the secondary appraisal assesses the individual's capacity to handle the event. Studies by Tong and Shang (2020) confirm that these two stages determine the intensity of the emotion experienced. Furthermore, research in psychology has demonstrated the relevance of

this theory for explaining inter-individual variations in emotions based on different experiences and contexts (Kirby & Smith, 2000). Additional research by Moors et al. (2013) supports the integration of cognitive processes with physiological responses in the generation of emotions.

Izard (2018) further explained that the interaction among external stimuli, physiological conditions, and cognitive processes lies at the core of this theory. In this regard, research has shown that past experiences significantly affect how individuals evaluate current stimuli. Building on this foundation, the theory has been utilized in numerous studies to explore the connection between emotions and situational assessments in various disciplines, such as psychology, education, and tourism.

In the realm of tourism, the theory of experiential value is pertinent for elucidating how travel experiences influence emotions and well-being. Research by Frisvoll, Forbord, and Blekesaune (2016) demonstrates that tourists' consumption of local food in rural settings enhances their satisfaction and emotional well-being. Their study reveals that authentic culinary experiences not only enrich the overall travel experience but also foster positive emotions and lasting memories. This aligns with the broader trend in the tourism industry, in which the quality of culinary experiences is progressively acknowledged as a crucial factor influencing tourists' subjective well-being. Integrating these insights provides a compelling rationale for examining the multifaceted dimensions of culinary experiences and their implications for tourist satisfaction and emotional well-being.

2.1.2 Subjective Well-Being

The concept of subjective well-being was first formulated by Diener (1984) as a framework for individuals' subjective evaluation of their level of happiness and life satisfaction. This theory emerged from research in positive psychology that focused on understanding the factors influencing human quality of life. Diener and his colleagues developed subjective well-being into two primary components: The cognitive aspect, which entails the logical evaluation of overall life satisfaction, and the affective aspect, which pertains to the experience of both positive and negative emotions in everyday life (Diener, Oishi, & Tay, 2018).

Further research supports this concept, as described by Kim, Woo, and Uysal (2015), who showed that meaningful experiences can enhance subjective well-being both in everyday life and within the tourism context. Chen et al. (2022) found that positive experiences can enhance positive emotions and diminish negative ones, thereby directly contributing to an individual's quality of life. This theory continues to evolve and is applied across multiple disciplines, including sociology, management, and tourism, to understand the relationship between subjective experiences and overall well-being.

Within tourism, subjective well-being is essential in assessing how travel experiences affect an individual's happiness. Uysal & Sirgy (2016) explain that external factors such as social interactions, the authenticity of experiences, and sensory

engagement can enhance the affective dimension of subjective well-being. Previous studies have also shown that these factors enrich the meaning of life, strengthen social relationships, and result in deeper satisfaction. Therefore, the theory of subjective well-being provides a strong theoretical basis for comprehending how travel experiences influence the quality of life.

2.1.3 Food Tourism Experiences

Culinary tourism has evolved into one of the primary motivations behind global travel, local cuisine frequently acts as a key draw for tourists. (Ellis et al., 2018). Local culinary experiences not only offer sensory enjoyment but also function as a medium for understanding the culture and traditions of a destination. According to the World Tourism Organization (UNWTO, 2019) highlights that culinary tourism is the fastest-expanding sector within the tourism industry, vital in promoting sustainable development and boosting the competitiveness of destinations.

Culinary tourism is defined as a series of activities that involve interacting with food, culture, and the local environment, thereby providing multisensory experiences and a deep cultural understanding (Okumus et al., 2018). This encompasses both the behaviors and emotions of tourists as they participate in culinary activities, such as savoring local dishes, discovering culinary traditions, and exploring a variety of foods that showcase the distinct cultural heritage of a destination. Research by Stone et al.

(2019) emphasizes that authentic culinary experiences can increase the perceived value of a destination, making them a strategic element in global tourism development.

In the age of the experience economy, tourists are progressively looking for meaningful experiences, including those related to cuisine. Pine and Gilmore (1999) argue that the value in tourism has moved beyond just products and services to include significant experiences. In the culinary context, such experiences involve multisensory engagement, including taste, aroma, texture, and visual presentation of food, as well as the ambiance and social interactions that accompany them (Hosany & Witham, 2010). Further studies have shown that culinary experiences can enrich cultural understanding and enhance tourists' well-being through unique and authentic encounters (Kivela & Crotts, 2016)

According to the existing literature, culinary tourism experiences consist of three main components: the food itself, the tourist as a consumer, and the place. These components interact to create a memorable experience (Mkono et al., 2018). It is in line with Björk & Kauppinen-Räisänen (2016) stating that elements such as food authenticity, restaurant design, atmosphere, and the behavior of tourists themselves play significant roles in shaping tourists' perceptions and satisfaction (). Additionally, social interaction, whether with service staff or fellow tourists, further enriches the experience, creating deep emotional bonds between tourists and the destination (Sthapit et al., 2017).

Research by Tsai and Wang (2017) identified four dimensions of culinary experiences: Consumer Return On Investment (CROI), service quality, aesthetics, and enjoyment. CROI refers to the value tourists perceive based on the time, money, and emotional resources they invest in the experience. Service quality reflects tourists' views on the interactions with staff and service providers. Aesthetics focuses on the ambiance and design of the dining environment, enjoyment, on the other hand, focuses on the emotional and fun elements of the experience. These dimensions provide a framework for evaluating how tourists assess their experiences, this, in turn, influences their satisfaction and loyalty to the destination (Kim & Eves, 2015).

The concept of a Memorable Dining Experience (MDE) developed by Tsaur and Wang (2017) also serves as an important reference for understanding the dynamics of culinary tourism. The MDE scale includes aspects such as extraordinary service behaviors, the quality and visual appeal of food, and the ambiance and perceived value. Stone et al. (2018) corroborates this concept demonstrating that these elements can create lasting memories that influence tourists' emotions, strengthen their bonds with the destination, and enhance their subjective well-being.

Theoretically, culinary tourism not only offers sensory experiences but also involves profound emotional and social dimensions. Research has shown that local cuisine can serve as a medium for understanding traditions and culture, offering authentic experiences that create emotional connections with a destination (Kim & Hall, 2019). Tourists' engagement in culinary activities such as learning to cook

traditional dishes or sampling local foods enhances the overall value of their experience, resulting in positive psychological and emotional impacts.

Culinary tourism can be understood as a complex interplay of sensory, emotional, and social elements that creates a unique experience for each tourist. This makes culinary tourism a key element of the tourism industry, Having the ability to enhance the connection between tourists and destinations while enhancing the quality of experiences and overall well-being.

2.2 Variables Explanation

2.2.1 Food Tourism Experience

Food Tourism Experience refers to the overall encounter tourists have with culinary tourism, encompassing the sensory qualities of food, the level of service, and the setting where the food is enjoyed. Each of these factors greatly influences tourists' perceptions, satisfaction, and, in the end, their subjective well-being. According to Kim and Eves (2012), food tourism is a multifaceted experience that goes beyond just the food itself, involving various factors that shape a tourist’s overall culinary experience. Although often discussed as a collective concept, this current research treats Food Sensory Experience, Food Service Experience, and Food Environmental Experience are distinct factors, each playing an independent role in shaping the tourist’s experience and overall satisfaction.

2.2.1.1 Food Sensory Experience

Food Sensory Experience focuses on the sensory aspects of the food encountered during a culinary tourism experience, which include taste, aroma, texture, and visual presentation. These sensory characteristics are crucial in influencing tourists' overall satisfaction and emotional reactions.. As noted by Blichfeldt and Halkier (2014), an intense and satisfying sensory experience can leave a lasting impression on tourists, influencing their future decisions to revisit a destination. It is widely acknowledged in food tourism literature that these sensory factors are integral in determining the perceived quality of a culinary experience. Thus, the Food Sensory Experience is considered a primary variable in food tourism, as it significantly impacts both satisfaction and subjective well-being.

2.2.1.2 Food Service Experience

Food Service Experience pertains to the interactions between tourists and the service staff at dining venues, including restaurants or food establishments. This factor encompasses elements like staff hospitality, service speed, attentiveness to customer needs, and the capacity to offer helpful and insightful information about the food and destination. Berry (1988) highlights that service quality is a key

determinant of customer satisfaction, particularly in the context of culinary tourism. The way tourists perceive the service provided, whether positive or negative, directly influences their overall satisfaction and their emotional attachment to the destination. Hence, food service experience Is an important factor that significantly influences tourists' culinary tourism experience and their overall well-being.

2.2.1.3 Food Environmental Experience

Food Environmental Experience refers to the physical ambiance and setting of the dining venue, which includes factors such as cleanliness, interior design, cultural atmosphere, and overall ambiance. The setting in which food is enjoyed can greatly improve or diminish the overall quality of the food tourism experience. As Kim, Eves, and Scarles (2009) point out, a well-maintained and culturally enriching environment adds considerable value to the food experience, strengthening the perception of the culinary destination from the tourists' perspective. The physical and cultural aspects of the dining venue serve as important contributors to satisfaction, emotional engagement, and the overall impression of the destination. Therefore, Food Environmental Experience is treated as an independent variable,

contributing uniquely to both satisfaction and tourists' subjective well-being.

2.2.2 Tourist Attitude

Tourist attitude pertains to their perceptions, beliefs, and evaluations that tourists hold regarding their culinary experiences. According to Ajzen's (1991) theory, personal attitudes are crucial in influencing intentions and behaviors. This attitude can be either positive or negative, depending on the culinary experience. Bigné et al. (2001) showed in their research that a positive attitude toward travel experiences it is closely linked to tourist satisfaction, which, in turn, affects their subjective well-being.

2.2.3 Tourist Satisfaction

Tourist satisfaction refers to the overall assessment of experiences by tourists they obtain during their culinary journeys. Oliver (1997) states that satisfaction arises from comparing tourists' expectations with the actual experiences they encounter. Satisfying culinary experiences, whether in terms of food quality, service, or environment, can enhance tourist satisfaction. Lee and Chang (2012) found that high levels of satisfaction are closely linked to increased loyalty toward specific destinations.

2.2.4 Tourist Subjective Well-Being

Tourist subjective well-being is the perception of tourists regarding their overall well-being as a result of culinary experiences. Diener (1984) describes subjective well-being as a blend of life satisfaction, positive emotions, and the relative absence of negative emotions. In the context of culinary tourism, enjoyable experiences resulting from interactions with food, service, and environment can contribute to the psychological as well as the emotional well-being of tourists. Kim et al. (2018) propose that positive culinary experiences can improve tourists' happiness and mental well-being, thereby affecting their overall quality of life.

2.3 Formulation of Hypotheses

This section outlines the formulation of hypotheses derived from the interactions between the main variables in the study: Food Sensory Experience, Food Service Experience, Food Environmental Experience, Tourist Attitude, Tourist Satisfaction, and Tourist Subjective Well-Being. The purpose of these hypotheses is to examine the ways in which these variables influence and interact with one another, shaping the overall experience and well-being of tourists. The proposed hypotheses are logically constructed and grounded in the existing body of literature, as described below.

2.3.1 The Impact of Food Tourism Experience on Tourist Attitude

In the context of food tourism, tourist attitude refers to the overall perception that tourists have towards a destination, shaped by their experiences. Attitudes are emotional and cognitive evaluations that influence future behaviors such as satisfaction, loyalty, as well as the willingness to suggest the destination to others.. Meanwhile, food tourism experience is a multifaceted concept that Encompasses the sensory qualities of food, the level of service, and the setting where the food is enjoyed. Each of these elements plays a crucial role in influencing tourists' perceptions of the destination.

Food experiences are known to influence how tourists view the destination, with positive experiences enhancing their perceptions and fostering favorable attitudes. For example, a highly satisfying food sensory experience (such as exquisite taste or aroma), excellent service, and an appealing dining the environment can all play a part in creating a positive overall impression of the destination. These elements are integral in forming the attitudes that tourists carry with them, which, in turn, influence their decisions to return or share positive feedback about the destination. Given the role of food in shaping tourist experiences, this study hypothesizes that food sensory, service, and environmental experiences each have a distinct impact on tourists' attitudes.

H1: Food sensory experience influences tourist attitude.

H2: Food service experience influences tourist attitude

H3: Food environmental experience influences tourist attitude.

2.3.2 The Impact of Food Tourism Experience on Tourist Satisfaction

Tourist satisfaction relates to the emotional condition that tourists experience after interacting with a destination or product. Within the realm of food tourism, satisfaction is strongly influenced by the quality of the food, the service offered, and the setting in which the dining experience takes place. Satisfaction is often regarded as a crucial factor that leads to repeat visits and recommendations, making it a key outcome of food tourism experiences.

Food sensory experience, food service experience, and food environmental experience all play significant roles in shaping tourist satisfaction. For example, the quality of food (taste, texture, aroma) can directly affect a tourist's level of satisfaction, as can the service quality (including hospitality, efficiency, and staff helpfulness) and the environment (such as comfort, aesthetics, and cleanliness) in which the food is consumed. When all these factors align to provide an enjoyable and memorable food experience, tourists are more inclined to be pleased with their visit. The hypotheses in this section explore how each of the food tourism experience factors - sensory, service, and environmental, contributes to overall tourist satisfaction.

H4: Food sensory experience influences tourist satisfaction.

H5: Food service experience influences tourist satisfaction.

H6: Food environmental experience influences tourist satisfaction.

2.3.3 The Impact of Food Tourism Experience on Tourist Subjective Well-Being

Tourist subjective well-being relates to the emotional and mental benefits that tourists gain from their experiences. It involves a person's overall sense of happiness, life satisfaction, and positive emotions resulting from their experiences. In the context of food tourism, well-being is influenced not only by the sensory enjoyment of food but also by the social and cultural engagement that comes with the experience.

Food tourism is known to provide both short-term pleasures (such as sensory enjoyment from food) and long-term emotional benefits (such as creating lasting memories, building connections with local cultures, and experiencing social bonding). The food sensory experience, food service experience, and food environmental experience are expected to directly affect tourists' emotional satisfaction, which significantly contributes to improving their overall well-being. This examines the positive impact of each dimension of the food tourism experience on tourists' subjective well-being. The hypotheses focus on how each of these factors contributes to tourists' happiness and life satisfaction during their travels.

H7: Food sensory experience influences tourist subjective well-being.

H8: Food service experience influences tourist subjective well-being.

H9: Food environmental experience influences tourist subjective well-being.

2.3.4 The Impact of Tourist Attitude on Tourist Satisfaction

Tourist attitude plays a key role in forming initial impressions of a destination and also greatly influences tourist satisfaction.. The attitudes formed through food experiences, whether positive or negative, can influence how satisfied tourists feel after the experience. A favorable attitude toward the destination and its cuisine offerings enhances the likelihood that tourists will be satisfied with their visit. The more favorable the tourist's attitude toward the destination's food offerings, the more likely they are to appreciate the food experience, feel satisfied, and have a positive emotional response. This relationship emphasizes the importance of shaping tourists' attitudes, as a positive attitude can contribute to a more enjoyable and satisfactory visit.

H10: Tourist attitude influences tourist satisfaction.

2.3.5 The Impact of Tourist Attitude on Tourist Subjective Well-Being

The connection between tourist attitude and subjective well-being is also vital in food tourism. A positive attitude towards food experiences can significantly enhance emotional and psychological outcomes, such as happiness and life satisfaction. When tourists have a favorable attitude toward the food they encounter during their travels, this can increase their enjoyment and overall well-being. A positive attitude towards food tourism experiences fosters greater engagement and emotional satisfaction, which enhances tourists' well-being both during and after the visit. This relationship suggests

that cultivating positive attitudes towards Food tourism can serve as a powerful means of enhancing tourists' overall well-being.

H11: Tourist attitude influences tourist subjective well-being.

2.3.6 The Impact of Tourist Satisfaction on Tourist Subjective Well-Being

Tourist satisfaction directly and significantly affects tourists' subjective well-being. Satisfaction derived from food tourism experiences influences not only immediate emotional reactions but also long-term well-being. Tourists who are satisfied with their food experiences are likely to report higher levels of happiness and satisfaction with their overall trip. Satisfaction is crucial in influencing tourists' emotional responses, contributing to their overall sense of well-being. This relationship underscores the importance of ensuring that tourists are satisfied with their food tourism experiences, as satisfaction is a major driver of emotional and psychological health.

H12: Tourist satisfaction influences tourist subjective well-being.

2.4 Previous Research

Table 2.1 Previous Research

	Researcher Name and Year	Variable Relationship	Context or Object of Research	Result
1	(Yang et al., 2024)	The influence of culinary tourism experiences on tourists' subjective well-being	Barbecue Food Tourism in Zibo, China	Sensory experiences, service quality, and the environment significantly enhance tourists' subjective well-being.
2	(Kim et al., 2018)	The value of local food consumption on attitudes and the image of tourist destinations	*Culinary Tourism in Korea*	Local food consumption value significantly improves tourist attitudes, destination image, and behavioral intentions.
3	(Björk & Kauppinen-Räisänen, 2016)	Culinary experience on tourist behavior	Culinary Tourism in Europe	Local culinary experiences contribute significantly to

				tourists' loyalty behavior towards a destination.
4	(Badu-Baiden & Kim, 2022)	Local food consumption and subjective well-being	Culinary Tourism in Ghana	Memorable Local Food Consumption Experiences (MLFCEs) Greatly influence tourists' subjective well-being and their behavioral intentions in a positive way.
5	(Choe & Kim, 2018)	The value of local food consumption on tourists' perceptions and experiences	Culinary Tour in Taiwan	The value of local food consumption contributes to positive perceptions and the well-being of tourists
6	(Lin et al., 2014)	Culinary experience on tourist	Hot Spring Tourism in Taiwan	Culinary experiences significantly

		motivation and satisfaction		increase traveler motivation and travel satisfaction
7	(Su et al., 2020)	Culinary experiences on subjective well-being and destination loyalty	Culinary Tourism in Southeast Asia	Culinary experiences significantly influence tourists' subjective well-being and destination loyalty.
8	(Huang et al., 2023)	Slow food experience on tourists' quality of life	Slow Food Tourism in Taiwan	Slow food experiences greatly enhance tourists' quality of life.
9	(Richards, 2021)	Gastronomic experience on tourist behavior	Culinary Tourism in Global Destinations	Gastronomic experiences significantly Boost tourists' likelihood to return and share electronic word-of-mouth (eWOM)

				(electronic Word of Mouth).
10	(Mak et al., 2017)	Culinary tourism motivation towards subjective well-being	Culinary Tour in Hong Kong	Culinary tourism motivation has a significant effect on tourists' subjective well-being and their travel experience.

Table 2.1 Previous research related to the research topic.

Table 2.1 shows that numerous previous studies have examined culinary tourism experiences and their impact on tourists subjective well being. Yang et al. (2024) investigated culinary experiences in Zibo, China, revealing that sensory, service, and environmental experiences significantly influence tourists subjective well being through the impact of tourist attitudes and satisfaction. This study highlights the importance of a holistic experience in enhancing tourist well-being. Kim et al. (2018) emphasized the value of local food consumption in shaping tourists attitudes, destination image, and behavioral intentions, underscoring that local cuisine plays a pivotal role in building a positive perception of a destination. Meanwhile, Björk and Kauppinen-Räisänen (2016) concluded that local culinary experiences in Europe significantly contribute to tourists loyalty toward destinations, including their intention to revisit. Badu-Baiden and Kim (2022 explored memorable local food consumption experiences (MLFCEs) and found a

significant positive impact on both tourists' subjective well-being and their destination loyalty. Choe and Kim (2018) added that the value derived from local food consumption not only affects tourists' positive perceptions but also enhances their well-being during culinary journeys.

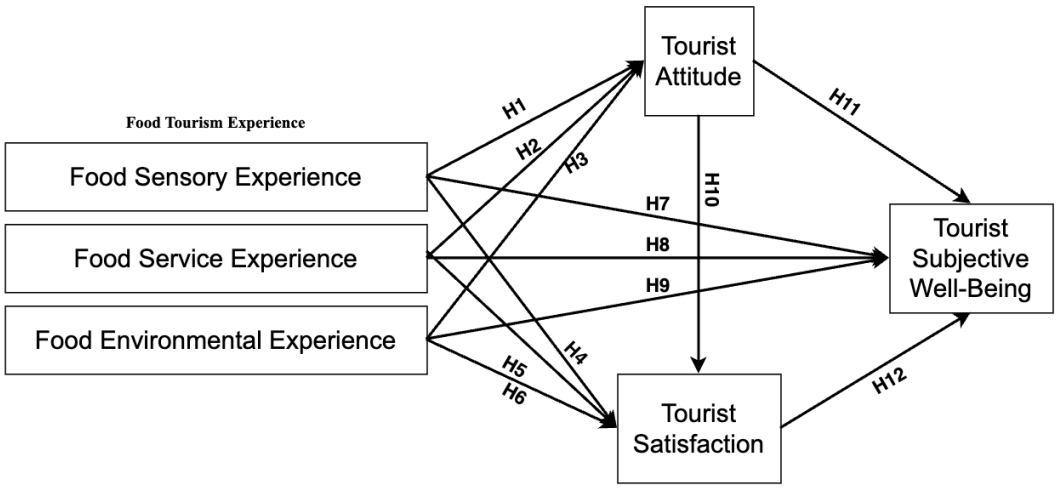
Lin et al. (2014) examined the relationship between culinary experiences and tourist motivation and satisfaction in Taiwan, demonstrating that culinary experiences are crucial for creating satisfying travel experiences. In the Southeast Asian context, Su et al. (2020) noted that culinary experiences not only boost tourists' subjective well-being but also increase their loyalty toward destinations. Huang et al. (2023) discussed slow food tourism experiences in Taiwan and discovered their impact on tourists' quality of life, emphasizing more deliberate and meaningful culinary encounters. Richards (2021) explained that gastronomic experiences increase tourists' intentions to revisit a destination and share their experiences via electronic word of mouth (eWOM), indicating that gastronomic elements significantly influence tourist behavior. Finally, Mak et al. (2017) examined culinary motivation as a factor influencing both tourists' subjective well-being and their overall travel experiences, revealing that culinary motivation contributes significantly to achieving tourist well-being during journeys.

Overall, these studies provide robust evidence that culinary tourism experiences are closely linked to tourists' subjective well-being. Dimensions such as sensory

experiences, service quality, environmental factors, and the cultural and local value of food play critical roles in creating meaningful and satisfying travel experiences.

2.5 Research Framework

Figure 2.1 Research Framework



Source: Primary Data Processed, 2025

H1: Food sensory experience influences tourist attitude.

H2: Food service experience influences tourist attitude.

H3: Food environmental experience influences tourist Attitude.

H4: Food sensory experience influences tourist satisfaction.

H5: Food service experience influences tourist satisfaction.

H6: Food environmental experience influences tourist satisfaction.

H7: Food sensory experience influences tourist subjective well-being.

H8: Food service experience influences tourist subjective well-being.

H9: Food environmental experience influences tourist subjective well-being.

H10: Tourist attitude influences tourist satisfaction.

H11: Tourist attitude influences tourist subjective well-being.

H12: Tourist satisfaction influences tourist subjective well-being.

CHAPTER III

RESEARCH METHOD

3.1 Research Design

This study employs a quantitative approach with an explanatory design. The quantitative approach focuses on collecting data in numerical form and applying statistical analyses to test the formulated hypotheses (Creswell, 2018). This research study aims to identify causal relationships between culinary tourism experiences, specifically, sensory, service, and environmental experiences, and tourists' subjective well-being, with tourist attitude and satisfaction. An explanatory design is used because the research seeks to explore causal relationships among variables, thereby enabling the researcher to understand the impact of each independent variable on the dependent variable.

3.2 Research Variables

According to Arikunto (1998), research variables are the central objects of a study. In this study, the operational definitions of variables are divided into three main categories: independent variables, mediating variables, and the dependent variable.

3.2.1 Independent Variables

Independent variables are those that are systematically manipulated or observed to determine their effect on other variables. In this study, the independent variables (X) consist of three dimensions of Food Tourism Experience:

1. Food Sensory Experience (X1): Encompassing taste, aroma, food presentation, and other sensory attributes.

2. Food Service Experience (X2): Including service quality, speed of service, and staff hospitality.

3. Food Environmental Experience (X3): Covering the dining atmosphere, cleanliness, and the design or layout that affects comfort.

3.2.2 Mediating Variables

Mediating variables serve as intermediaries that bridge the effects of the independent variables on the dependent variable. In this study, there are two mediating variables (M):

1. Tourist Attitude (Mediator 1): The attitudes or perceptions that tourists form based on their culinary tourism experiences.

2. Tourist Satisfaction (Mediator 2): The level of satisfaction experienced by tourists after engaging in culinary tourism.

3.2.3 Dependent Variable

The dependent variable (criterion variable) is measured as a result of the influence or manipulation of the independent variables, and is also affected by the mediating variables. In this study, the dependent variable (Y) is:

1. Tourist Subjective Well-Being (Y): Reflecting the tourists' subjective well-being as indicated by their feelings of happiness, satisfaction, and overall well-being during or after their culinary experiences.

This research study aims to determine how food sensory experience, food service experience, and food environmental experience affect tourist subjective well-being both directly and indirectly through tourist attitude and tourist satisfaction.

3.3 Operational Definition of Variables and Research Instruments

The operational definitions of the variables in this study are as follows:

3.3.1 Food Sensory Experience

Food sensory experience refers to tourists' perceptions of the taste, aroma, and presentation of the food they enjoy during culinary tourism. This experience encompasses aspects such as the flavor and uniqueness of the dishes served (Choe & Kim, 2018). Operationally, Food sensory experience is measured using several indicators that reflect the quality of taste, texture, aroma, and presentation of food in culinary settings. A positive sensory

experience directly increases both satisfaction and subjective well-being by creating strong memories that motivate tourists to revisit and recommend the venue. The measurement is conducted using the FSE code with four items adapted from Yang (2024), as presented in Table 3.1:

Table 3.1 Measurement of Food Sensory Experience Based on FSE Codes

Code	Indicator
FSE 1	In my opinion, restaurant [X] smells good.
FSE 2	In my opinion, restaurant [X] has food that looks interesting.
FSE 3	In my opinion, restaurant [X] has delicious food.
FSE 4	In my opinion, restaurant [X] has pleasant food texture.

Source: Primary Data Processed, 2025

3.3.2 Food Service Experience

Food service experience pertains to the engagement between tourists and restaurant personnel during a culinary excursion. This includes factors such as staff hospitality, service speed, and the ability of the staff to provide relevant information about the food served (Jeaheng et al., 2020). Operationally, it is measured using several

indicators that capture the quality of interactions between staff and tourists, service responsiveness, and staff professionalism. High-quality service can enhance the overall impression of a culinary destination and improve both tourist attitude and satisfaction. For example, friendly staff can create a welcoming atmosphere that contributes to tourists' subjective well-being. This experience is measured using five items with the FSEX code adapted from Yang (2024), as shown in Table 3.2:

Table 3.2 Measurement of Food Service Experience Based on FSEX Codes

Code	Indicator
FSEX 1	In my opinion, the staff at restaurant [X] are very friendly.
FSEX 2	In my opinion, the staff at restaurant [X] were very helpful.
FSEX 3	In my opinion, the staff at restaurant [X] are very nice.
FSEX4	In my opinion, the staff at restaurant [X] are very polite.
FSEX 5	In my opinion, the staff at restaurant [X] has very fast service.

Source: Primary Data Processed, 2025

3.3.3 Food Environmental Experience

Food environmental experience refers to the physical ambiance of the dining venue, including décor, cleanliness, and overall comfort (Tsai et al., 2017). A clean, attractive, and comfortable environment enhances the dining experience by not only providing physical comfort but also improving tourists' perceptions of food quality and service. This dimension also includes factors such as décor, music, lighting, and seating arrangements, which all contribute to a comprehensive culinary experience. In this study, the variable FEE is measured using three items adapted from Yang (2024), as presented in Table 3.3:

Table 3.3 Measurement of Food Environment Experience Based on FEE Codes

Code	Indicator
FEE 1	In my opinion, the environment at restaurant [X] is very aesthetically pleasing.
FEE 2	In my opinion, the decoration of the restaurant [X] is very attractive in general.
FEE 3	In my opinion, the style of restaurant [X] is very impressive.

Source: Primary Data Processed, 2025

3.3.4 Tourist Attitude

Tourist attitude refers to the tendency of tourists to evaluate their culinary experiences either positively or negatively. This attitude includes both emotional and cognitive evaluations of the local food consumed (Su et al., 2021). It is measured through indicators that capture perceptions of food quality, willingness to recommend, and views on the culinary culture represented by the food. A positive attitude toward local cuisine enhances satisfaction and influences tourists' intentions to revisit. Tourist attitude is measured using the TA code with four items adapted from Yang (2024), as shown in Table 3.4:

Table 3.4 Measurement of Tourist Attitude Based on TA Codes

Kode	Indicator
TA 1	In my opinion, I was happy with the food at restaurant [X].
TA 2	In my opinion, I enjoyed the food at restaurant [X]
TA 3	In my opinion, I feel that restaurant [X] can meet my needs.
TA 4	In my opinion, I feel that restaurant [X] can meet my needs.

Source: Primary Data Processed, 2025

3.3.5 Tourist Satisfaction

Tourist satisfaction is the overall evaluation of the culinary experience by tourists, encompassing sensory, service, and environmental aspects (Su et al., 2021). It is measured through indicators that reflect satisfaction with food taste, service quality, and the dining environment. Tourist satisfaction arises from the comparison between expectations before the visit and the actual experience; satisfaction occurs when the experience aligns with or surpasses those expectations. This variable is measured using the TS code with three items adapted from Yang (2024), as presented in Table 3.5:

Table 3.5 Measurement of Tourist Satisfaction Based on TS Codes

Kode	Indicator
TS 1	In my opinion, I was satisfied with my visit to the restaurant [X].
TS 2	In my opinion, compared to my expectations, I was satisfied with my visit to the restaurant [X].
TS 3	In my opinion, compared to the ideal situation, I was satisfied with my visit to the restaurant [X].

Source: Primary Data Processed, 2025

3.3.6 Subjective Well-Being:

Subjective well-being refers to the overall evaluation of one's life following the culinary experience, encompassing feelings of happiness and satisfaction with the experience (Diener, 2016). It is measured through indicators that include positive life evaluations, feelings of happiness after enjoying local cuisine, and overall satisfaction with the culinary experience. Subjective well-being is a primary goal of culinary tourism, as tourists seek not only culinary pleasure but also experiences that enhance their quality of life. Positive culinary experiences can have long-term effects on tourists' emotional well-being, making them feel happier and more satisfied with life. In this study, subjective well-being is measured using the SWB code with three items adapted from Yang (2024), as shown in Table 3.6:

Table 3.6 Measurement of Subjective Well-Being Based on SWB Codes

Kode	Indicator
SWB 1	In general, I consider myself a very happy person.
SWB 2	Compared to most of my peers, I consider myself happier.
SWB 3	In general, I am very happy and enjoying life.

Source: Primary Data Processed, 2025

3.4 Data Collection Methods

3.4.1 Introduction

This study employs a survey method for data collection. Data collection is a systematic procedure used to gather and document information relevant to the research topic. This process may involve various techniques, such as surveys, interviews, observations, experiments, or document analysis, depending on the research purpose and the nature of the investigation. The primary goal of this method is to obtain accurate and relevant data that can be analyzed, interpreted, and used to draw valid conclusions. Therefore, selecting an appropriate data collection method is crucial to ensure the success and validity of the study (Creswell, 2014).

3.4.2 Types of Data Required

According to Saunders, Lewis, and Thornhill (2016), primary data is defined as information collected directly from its source. In this study, primary data is obtained directly from the research subjects, allowing the investigation to be based on firsthand information rather than solely relying on secondary sources. Methods such as surveys, interviews, observations, or experiments typically generate primary data. One of the main advantages of using primary data is that it provides the researcher with full control over the data collection process, yielding deeper and more focused insights into the research topic. Consequently, primary data is a valuable asset in research, as it enables more detailed and directed analysis of the phenomenon under study.

3.4.3 Data Collection Technique

This study utilizes an online questionnaire as the primary instrument for data collection. Specifically, primary data is gathered through a closed-ended questionnaire employing a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" (Likert, 1932). The questionnaire includes items related to food sensory experience, food service experience, food environmental experience, tourist attitude, tourist satisfaction, and tourist subjective well-being. The questionnaire is carefully designed to ensure the collection of all necessary data, with items developed based on previous studies to test the existing hypotheses. As noted by Bryman (2016), a questionnaire is a structured research instrument consisting of a series of questions intended to capture all core aspects of the topic under discussion. Questionnaires may be administered via various channels, such as telephone, mail, or face-to-face interviews. Special attention is given to ensure that the questionnaire items are clear and unambiguous, thereby minimizing potential confusion among respondents. Additionally, to measure participants' perceptions, this study employs the Likert Scale, originally developed by Rensis Likert. This scale is widely recognized for its effectiveness in measuring attitudes, opinions, and perceptions regarding specific social phenomena (Creswell, 2014). Data is gathered through an online survey using Google Forms, which is shared through social media platforms like WhatsApp and Telegram, and through Meta's platform (e.g., Facebook and Instagram) to reach respondents quickly, in a structured manner, and to target specific respondent groups.

3.5 Population and Sample

3.5.1 Population

The study population comprises tourists who visit culinary destinations in Indonesia. Population refers to the complete set of individuals who exhibit the characteristics being studied (Sekaran & Bougie, 2020).

3.5.2 Sample

A sample is a subset of the population selected to represent the entire group's characteristics. The sampling technique used in this study is purposive sampling. This ensures that the final sample accurately represents individuals who possess the necessary characteristics for the study (Creswell, 2018). The inclusion criteria for this study are as follows:

1. Tourists who have consumed the signature cuisine of Yogyakarta, Jakarta, Surabaya, and Surakarta.

2. Tourists who have visited these culinary destinations at least by the year 2023.

3. Tourists aged 18 years and older.

The selection of Yogyakarta, Jakarta, Surabaya, and Surakarta was based on their recognition as prominent culinary destinations in Indonesia,

particularly highlighted in Taste Atlas (2024), which ranks these cities highly for their distinct and iconic culinary offerings. The year 2023 was selected to ensure that the data remains recent and relevant. This also minimizes the risk of forgetting details of culinary experiences, as tourists' memories of their visits to these cities will still be fresh and vivid. The inclusion of tourists aged 18 years and older aligns with the legal definition of adulthood in Indonesia. According to Indonesian law, individuals aged 18 and older are considered legal adults, with the ability to make independent decisions and engage in travel and tourism activities without parental consent.

According to Hair et al. (2019), the required sample size should be commensurate with the number of indicators and the complexity of the model. They recommend a minimum ratio of 5:1 to 10:1 between the number of respondents and the number of indicators. In this study, with 22 indicators, a minimum of 110 respondents (5:1 ratio) or 220 respondents (10:1 ratio) is required. To ensure the representativeness and robustness of the findings, this study involves 249 respondents, all of whom are tourists visiting culinary destinations in the specified cities.

3.6 Research Objective

The primary objective of this study is to analyze the impact of culinary tourism experiences on tourists' subjective well-being, while considering the effects of tourist

attitude and satisfaction. The study aims to elucidate how culinary experiences in these cities influence tourists, particularly regarding their subjective well-being and overall satisfaction. The research sample consists of tourists who have visited culinary destinations in recent years, ensuring a comprehensive and representative understanding of the relationship between culinary experiences and their impact on tourist well-being and satisfaction.

This study focuses on culinary tourism experiences in four major Indonesian cities - Yogyakarta, Jakarta, Surabaya, and Surakarta, each renowned for its distinctive gastronomic heritage. These four cities were selected as research sites based on their established reputations as premier culinary destinations in Indonesia, each offering unique cultural and gastronomic experiences (Taste Atlas, 2024). The research emphasizes the iconic local dishes that serve as cultural markers in these cities. In Yogyakarta, the investigation centers on Gudeg, exemplified by establishments such as Gudeg Yu Djum Restaurant. In Jakarta, the study examines the traditional Soto Betawi, often encountered at venues like Haji Husen Restaurant. In Surabaya, the focus is on Rawon, a signature dish prominently featured at Rawon Setan Restaurant. In Surakarta, the research explores Nasi Liwet, with notable examples including Nasi Liwet Bu Wongso Lemu Restaurant.

3.7 Validity and Reliability Test

3.7.1 Likert Scale Questionnaire

In designing the questionnaire, this research employs a five-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). A Likert scale consists of a series of questions or statements, where respondents were prompted to indicate their level of agreement (Hair et al., 2014). This approach facilitates the collection of quantifiable data that reflects the attitudes, perceptions, and preferences of respondents. This Likert scale is detailed in Table 3.7:

Table 3.7 Likert Scale

No.	Description
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Undecided/Neutral (RR)
4	Agree (S)
5	Strongly Agree (SS)

Source: Primary Data Processed, 2025

3.7.2 Validity Test

Instrument validity is a critical component of research, ensuring that the measurement tools, such as questionnaires accurately capture the intended construct or variable. In this study, emphasis is placed on content validity, which assesses whether the questionnaire adequately reflects the measurement objectives (Zikmund et al., 2013). One common method for evaluating content validity is to examine the correlation between each item's score and the overall instrument score (Malhotra, 2010).

Validity testing in this study was performed using statistical software (SPSS for Windows version 29). A significant correlation between an individual item's score and the total score is taken as evidence that the instrument is valid (Hair et al., 2014). Ensuring high validity provides researchers with confidence that the collected data accurately represents the studied variables, thereby minimizing the risk of drawing erroneous conclusions. In practical terms, confirming an instrument's validity is essential for maintaining data quality and ensuring that measurements align with the study's objectives. Validity reflects the degree to which the data truly represent the variable of interest, which in turn reinforces the reliability and overall integrity of the research findings.

3.7.3 Reliability Test

The reliability test assesses the consistency and stability of a research tool in capturing the same phenomenon across multiple uses. A reliable instrument produces stable and consistent results upon multiple administrations. In this research, reliability is evaluated using the Cronbach's Alpha method, which can be accessed through SPSS for Windows version 29. Sekaran and Bougie (2016) state that an instrument is deemed reliable if its Cronbach's Alpha value is greater than 0.6. Instruments that obtain a higher alpha value demonstrate adequate consistency, ensuring robust data and facilitating accurate and meaningful analysis. Therefore, conducting a reliability test is a crucial step in confirming that the instrument consistently produces dependable data, which in turn reinforces the credibility of the research findings.

3.8 Data Analysis Techniques and Hypothesis Testing

This research uses Partial Least Squares (PLS) analysis alongside Structural Equation Modeling (SEM) through SmartPLS software to test the hypothesized relationships. PLS is a robust least squares estimation method that aligns with the correlation or variance matrix. In this context, variance refers to the degree to which individual data points differ from the mean deviate from the mean, essentially representing the average of the squared standard deviations (Haryono, 2017).

PLS-SEM is used to examine the predictive relationships among latent constructs by evaluating inter-construct influences. A major benefit of PLS-SEM is its ability to support hypothesis testing without requiring a robust theoretical foundation, as it is a nonparametric technique that makes fewer assumptions. The model's predictive accuracy is measured by the coefficient of determination (R^2), which is especially valuable in studies focused on theory development (Haryono, 2017).

In PLS-SEM, model evaluation is split into two components: the outer model (measurement model) and the inner model (structural model). The adequacy of the outer model is assessed using indicators like the square root of the Average Variance Extracted (AVE), outer loadings, Cronbach's Alpha (CA), and Composite Reliability (CR). In contrast, the inner model is evaluated through measures of multicollinearity, path significance (via path analysis), and predictive capabilities as indicated by R-squared and Q-squared values. Model estimation is then performed using PLS Bootstrapping and Blindfolding techniques. Detailed explanations of each test are provided in the following sections.

3.8.1 Outer Model Estimation

In the first step of this study, the validity and reliability of the indicator items are assessed. Once these items are confirmed to be valid and reliable, they are further analyzed using SmartPLS software to determine the significance of the proposed hypotheses.

3.8.1.1 Validity Test

SmartPLS uses two main models to assess validity: discriminant validity and convergent validity. An indicator is considered valid if it meets the specified criteria for both types of validity. The following subsections detail these tests:

3.8.1.1.1 Discriminant Validity

Discriminant validity is used to determine whether the items of one construct are distinct from the items measuring other constructs. This is typically assessed using the square root of the Average Variance Extracted (AVE) based on Fornell-Larcker's (1981) criterion, which stipulates that the square root of the AVE for each construct should exceed its correlations with other constructs. In addition, the Heterotrait-Monotrait (HTMT) ratio is applied, with acceptable values typically less than 0.85 to 0.90. Meeting these criteria indicates that the items uniquely represent their intended construct.

3.8.1.1.2 Convergent Validity

Convergent validity assesses whether items that are intended to measure the same construct are highly correlated. This is evaluated by examining outer loadings and the Average Variance Extracted (AVE). Hair et al. (2017) recommend that outer loadings should exceed 0.50 and that the AVE should be greater than 0.50. When these

conditions are met, the items are deemed to possess adequate convergent validity, confirming that they are appropriately grouped under the same construct.

3.8.1.2 Reliability Test

In SmartPLS, reliability is assessed by evaluating the consistency of indicator items using Cronbach's Alpha and Composite Reliability. For each measure, a value exceeding 0.60 is generally considered acceptable (Hair et al., 2008). An indicator item meeting these criteria is regarded as reliable; otherwise, it is deemed unreliable. The overall evaluation of the measurement model is summarized in Table 3.8 below.

Table 3.8 Measurement Model (Outer Model)

Parameter			Standard
Validity	Discriminant	*Square Root AVE*	Fornell-Lacker's Criterion
		HTMT	≤ 0.85 - 0.90
	Convergent	Outer Loading	≥ 0.50
		AVE	> 0.50
Reliability		*Cronbach's Alpha (CA)*	> 0.60
		Composite Reliability (CR)	> 0.60

Source: Primary Data Processed, 2025

3.8.2 Inner Model Estimation (Structural Model)

Within the inner (structural) model, the overall model fit is evaluated using several key measures: the multicollinearity test (via the Variance Inflation Factor, VIF), path significance (assessed by t-values and p-values), and predictive capabilities (measured by R-Square and Q-Square). Model estimation is conducted using SmartPLS with the PLS Bootstrapping method.

3.8.2.1 Multicollinearity Test

The purpose of the multicollinearity test is to determine whether there is excessive correlation among the items in the model—a condition that is highly undesirable. According to Hair (2017), multicollinearity is evaluated using the Variance Inflation Factor (VIF). A good multicollinearity result is indicated by a VIF score of ≥ 0.50; if the score falls below 0.50, it suggests that items in the research model are too highly correlated.

3.8.2.2 Path Coefficient (Path Analysis)

Path analysis is used to assess the significance of the hypothesized relationships. In SmartPLS, the path coefficients are computed using bootstrapping techniques and are evaluated based on their t-values and p-values. A hypothesis is considered significant if the t-value exceeds 1.96 and the p-value is less than 0.05. This analysis also reveals the direction of the relationships, indicating whether the influence is positive or negative.

3.8.2.3 Predictive Capabilities

Predictive capabilities in SmartPLS measure the extent to which independent (exogenous) variables can predict the dependent (endogenous) variables. This is assessed using two metrics: R-Square and Q-Square.

3.8.2.3.(1) R-Square (R^2)

R^2 is a statistical measure used to determine the predictive power of the structural model for each dependent variable (endogenous). It indicates the percentage of the variance in the dependent variable that is explained by the independent variable (exogenous). A strong model is indicated by an R^2 value of 0.75 (75%), a moderate model by an R^2 value of 0.50 (50%), and a weak model by an R^2 value of 0.25 (25%) (Hair et al., 2017). Table 3.9 below shows these values:

Tabel 3.9 Standard Score *R-Square*

	Standard Score	Model
R-Square	0.75	Strong
	0.50	Moderate
	0.25	Weak

Source: Primary Data Processed, 2025

Table 3.9 shows that a strong R^2 score (0.51-0.75) indicates a strong influence of the independent variables (exogenous) on the dependent variable (endogenous) in the study. A moderate R^2 score (0.26-0.50) suggests a moderate influence of the independent variable (exogenous) in predicting the dependent variable (endogenous). This indicates that there may be other unknown variables that can impact the dependent variable (endogenous). A low R^2 score of 0-0.25 suggests that the independent variable (exogenous) has a weak influence on predicting the dependent variable (endogenous).

3.8.2.3.(2) Q square (Q^2)

Additionally, examining the R^2 score results, the PLS-SEM model can also be evaluated by considering Q^2. Q^2 is an out-of-sample structural model indicator that serves as an accurate data predictor not used in model estimation (Hair et al., 2017). The test criteria require a Q^2 score greater than 0. A Q^2 score greater than 0 indicates that the model has predictive relevance, while a Q^2 score less than 0 indicates that the model lacks predictive relevance (Ghozali, 2015).

3.9 Pilot Tests

Pilot testing is conducted to evaluate the validity and reliability of the questionnaire before it is administered to the full sample. The objective is to confirm that each questionnaire item is both valid and reliable for use in the study. This pilot validity test employs the Pearson product-moment correlation method using IBM SPSS

version 29. In this test, each item's score is correlated with the total score of the questionnaire, and decisions regarding validity are made based on Table 3.10:

Table 3.10

Comparison of R-value and R-table

Comparing R-Value with R Table	
If R-value > R-table	Valid
If R-value < R-table	Invalid

Source: Secondary Data 2025

The R-table value is determined by referring to the number of samples used at a 5% significance level (0.05). The corresponding statistical value can be found in Table 3.11.

Table 3.11

R - Table Value

N	Significance Level		N	Significance Level		N	Significance Level	
	5%	10%		5%	10%		5%	10%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317

6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.060	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	50	0.281	0.364			

Source: Secondary Data 2025

Table 3.12

Significance Value (Sig.)

The Significance Value (Sig.)	
If Significance Value < 0.05 =	Valid
If Significance Value > 0.05	Not Valid

Source: Secondary Data 2025

Further, reliability testing is performed to determine the degree to which the instrument is free from measurement error (Ghozali, 2017). A questionnaire is considered reliable if respondents provide consistent answers over time. This pilot test uses IBM SPSS version 29 to calculate Cronbach's Alpha. A variable is deemed reliable if its Cronbach's Alpha is greater than 0.60; if it is less than 0.60, the variable is considered unreliable (Ghozali, 2011). The pilot test was conducted with 30 respondents in February 2025 using a 17-item questionnaire.

The validity test results for these items are considered valid based on two Pearson validity test criteria. First, the calculated R-value for all 17 items exceeds the R Table value for a sample size of 42 at a 5% significance level (0.304). Second, the significance values for all 17 items are below 0.05 (51). The validity test results are presented in Table 3.7.

Table 3.13

The Results of Pearson Product-Moment Validity Test

Variable	Indicator	Item-Total Correlation	Rtable 5%	Sig.	Result
Food Sensory Experience	FSE 1	0.895	0.361	0.000	Valid
	FSE 2	0.739	0.361	0.000	Valid
	FSE 3	0.841	0.361	0.000	Valid
	FSE 4	0.801	0.361	0.000	Valid
Food Service Experience	FSEX 1	0.657	0.361	0.000	Valid
	FSEX 2	0.700	0.361	0.000	Valid
	FSEX 3	0.847	0.361	0.000	Valid
	FSEX 4	0.800	0.361	0.000	Valid
	FSEX 5	0.765	0.361	0.000	Valid
Food Environmental Experience	FEE 1	0.871	0.361	0.000	Valid
	FEE 2	0.897	0.361	0.000	Valid
	FEE 3	0.882	0.361	0.000	Valid

Tourist Attitude	TA1	0.640	0.361	0.000	Valid
	TA2	0.793	0.361	0.000	Valid
	TA3	0.827	0.361	0.000	Valid
	TA4	0.847	0.361	0.000	Valid
Tourist Satisfaction	TS1	0.688	0.361	0.000	Valid
	TS2	0.585	0.361	0.000	Valid
	TS3	0.775	0.361	0.000	Valid
Subjective Well-being	SWB1	0.799	0.361	0.000	Valid
	SWB2	0.643	0.361	0.000	Valid
	SWB3	0.658	0.361	0.000	Valid
6 Variables	22 Indicator	All Valid			

Source: Primary Data Processed 2025

Table 3.13 shows that all indicators have a calculated r score > r table (0.361) and a significance score < 0.05. This means that all the indicators in this research have been proven to be valid. After the validity test is carried out, the indicator items are tested for reliability. Items are declared reliable if the Cronbach alpha value is > 0.60

(Hair et al, 2008). The results of the reliability test on the 17 questionnaire indicator items are shown in Table 3.14 below:

Table 3.14 Reliability Test Results

Variable		Cronbach's Alpha		Number of question items	Result
Food Sensory Experience	FSE 1	0.891	0.887	4	Reliable
	FSE 2	0.885			
	FSE 3	0.884			
	FSE 4	0.889			
Food Service Experience	FSEX1	0.890	0.886	5	Reliable
	FSEX 2	0.888			
	FSEX 3	0.882			
	FSEX 4	0.885			
	FSEX 5	0.886			
	FEE 1	0.891			

Food Environmental Experience	FEE 2	0.895	0.893	3	Reliable
	FEE 3	0.893			
Tourist Attitude	TA1	0.889		4	Reliable
	TA2	0.891			
	TA3	0.883			
	TA4	0.886	0.887		
Tourist Satisfaction	TS1	0.887		3	Reliable
	TS2	0.898			
	TS3	0.889	0.891		
Subjective Well-being	SWB1	0.887		3	Reliable
	SWB2	0.891			
	SWB3	0.895	0.783		
6 Variables	22 Indicator			22 Questions	All Reliable

Source: Primary Data Processed 2025

The results of Table 3.14 above show that all variables have a score > 0.60, indicating that they are reliable. **FSE1** has a Cronbach's Alpha score of 0.891 (> 0.60), **FSE2** has a Cronbach's Alpha score of 0.885 (> 0.60), **FSE3** has a score of 0.884 (> 0.60), **FSE4** has a score of 0.889 (> 0.60), **FSEX1** has a score of 0.890 (> 0.60), **FSEX2** has a score of 0.888 (> 0.60), **FSEX3** has a score of 0.882 (> 0.60), **FSEX4** has a score of 0.885 (> 0.60), **FSEX5** has a score of 0.886 (> 0.60), **FEE1** has a score of 0.891 (> 0.60), **FEE2** has a score of 0.895 (> 0.60), **FEE3** has a score of 0.893 (> 0.60), **TA1** has a score of 0.889 (> 0.60), **TA2** has a score of 0.891 (> 0.60), **TA3** has a score of 0.883 (> 0.60), **TA4** has a score of 0.886 (> 0.60), **TS1** has a score of 0.887 (> 0.60), **TS2** has a score of 0.898 (> 0.60), **TS3** has a score of 0.889 (> 0.60), **SWB1** has a score of 0.887 (> 0.60), **SWB2** has a score of 0.891 (> 0.60), and **SWB3** has a score of 0.895 (> 0.60).

3.10 Research Procedure

The research is conducted through the following sequential stages:

1. **Development of the Theoretical Framework:** Identifying relevant theories and previous research findings to form the basis for the hypotheses.
2. **Questionnaire Development:** Designing the research instrument based on the operational definitions of the variables.
3. **Pre-test/Pilot Test:** Administering a pilot questionnaire to 30 respondents to verify the instrument's validity and reliability.

4. **Data Collection:** Data from 249 respondents were gathered using purposive sampling. The questionnaire is distributed via Google Forms and social media platforms.
5. **Data Processing:** Analyzing the collected data using SPSS for descriptive statistics and PLS-SEM for Structural Equation Modeling.
6. **Data Analysis:** Employing SEM to test the proposed hypotheses.
7. **Interpretation of Results:** Interpret the outcomes of the analysis and draw conclusions from the study.

3.10 Research Ethics

This study complies with established research ethics principles. These include obtaining informed consent from respondents prior to completing the questionnaire, ensuring the anonymity of respondents' data, and guaranteeing that the data collected is used solely for academic purposes. Respondents are provided with clear information about the study's objectives, and their participation is entirely voluntary, with no negative consequences for those who decline to participate (Sekaran & Bougie, 2020).

CHAPTER IV

RESULTS & DISCUSSIONS

This chapter presents the results and discussion of research on The Effect of Food Tourism Experiences on Tourists' Subjective Well Being: A Case Study in Jakarta, Surabaya, Surakarta, and Yogyakarta. The study utilized primary data obtained from questionnaires distributed on Meta Platform (e.g, WhatsApp and Instagram Stories). A total of 249 respondents met the criteria and were included in this study, with data collected from January 31, 2025, to February 13, 2025. The results of the data are presented through a descriptive analysis of respondent characteristics and SEM analysis.

4.1 RESULTS

4.1.1 Respondent Description Analysis

This section describes the characteristics of the respondents, including:

4.1.1.1 The Cities Visited

Out of the four cities under study, the most visited city was Surabaya with 86 responses or 34.5%, followed by Jakarta 74 responses or 29.7%, Surakarta with 55 responses or 22.1%, and Yogyakarta with 34 responses or 13.7%. The data on respondent characteristics based on the city visited are shown in Table 4.1.

Table 4.1

Respondent Characteristics by the City Visited

City	Amount	Percentage
Jakarta	74	29.7%
Surabaya	86	34.5%
Surakarta	55	22.1%
Yogyakarta	34	13.7%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.2 Main Purpose of Visit

The second characteristics of respondents are the characteristics based on the purpose of their visit to the destination city. These purposes are categorized into seven categories. Based on the data received, the majority of respondents (249 people) visited the city for business purposes, with 54 respondents or 21.7%, followed by vacation purposes with 44 respondents or 17.7%. The data on respondent characteristics based on the visit purpose are presented in Table 4.2 below.

Table 4.2

Respondent Characteristics by Main Purpose of Visit

Purpose	Amount	Percentage
Visiting friends	43	17.3%
Business	54	21.7%
Vacation	44	17.7%
Cultural Destination	42	16.9%
Health Purpose	28	11.2%
Culinary Purpose	37	14.9%
Others	1	0.4%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.3 The Year of Visiting the City

the third characteristics of respondents are the characteristics based on the year they visited the destination city. The duration of the visits is categorized into three groups. Based on the data received, the majority of respondents (249 people) visited the city most frequently in 2024, with 116 respondents or 46.6%, followed by 105 respondents or 42.2% in 2023. The data on respondent characteristics based on the year they visited the city are demonstrated in Table 4.3:

Table 4.3

Respondent Characteristics by the Duration of the Visits

Year	Amount	Percentage
2023	105	42.2%
2024	116	46.6%
2025	28	11.2%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.4 Domicile

The fourth characteristics of respondents are based on place of residence or domicile. Domiciles are categorized into 38 Provinces. Based on the data received, the majority of respondents (249 people) are the majority of travelers who live in South Sumatra, 24 respondents or 9.6%, followed by Jambi, 23 respondents or 9.2%. The results of this characteristics are displayed in Table 4.4:

Table 4.4

Respondent Characteristics by Domicile

Province	Amount	Percentage
Nanggroe Aceh D.	22	8.8%
North Sumatera	21	8.4%

South Sumatera	24	9.6%
West Sumatera	21	8.4%
Bengkulu	20	8.0%
Riau	21	8.4%
Riau Islands	20	8.0%
Jambi	23	9.2%
Lampung	20	8.0%
Bangka Belitung	21	8.4%
Banten	3	1.2%
DKI Jakarta	5	2.0%
West Java	6	2.4%
Central Java	5	2.0%
DIY	7	2.8%
East Java	6	2.4%
Bali	4	1.6%
Others Province	0	0 %
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.5 Gender

There are two groups of respondents in terms of gender characteristics: male and female. Based on the data received, the majority of respondents (249 people) were male, totaling 149 individuals or 59.8%, while female respondents totaled 100 individuals or 40.2%. The data on respondent characteristics based on gender are presented in Table 4.5:

Table 4.5

Respondent Characteristics by Gender

Gender	Amount	Percentage
Man	149	59.8%
Woman	100	40.2%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.6 Marital Status

The respondents in this study are also grouped based on marital status. Based on the data obtained, the majority of respondents (249 people) were married, totaling 153 individuals or 61.4%, followed by unmarried respondents totaling 96 individuals or 38.6%. The data on respondent characteristics based on marital status are shown in Table 4.6.

Table 4.6

Respondent Characteristics by Marital Status

Status	Amount	Percentage
Married	153	61.4%
Not married yet	96	38.6%
Widower/widow	0	0 %
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.7 Ages

The respondents in this study are also grouped by age in five-year interval. Based on the data received, the majority of respondents (249 people) were aged 18-23 years, totaling 87 individuals or 34.9%, followed by those aged 24-29 years and 36-40 years, each with 54 individuals or 21.7% The data on respondent characteristics based on age are demonstrated in Table 4.7:

Table 4.7

Respondent Characteristics by Age

Ages	Amount	Percentage
<18 years old	0	0%
18 - 23 years old	87	34.9%

24 - 29 years old	54	21.7%
30- 35 years old	43	17.3%
36 - 40 years old	54	21.7%
>40 years old	11	4.4%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.8 Last Diploma Education

Regarding the respondents' highest level of education, this study used five groups of education levels. Based on the data received, the majority of respondents (249 people) held a bachelor's degree (S1), totaling 112 individuals or 45.0%, followed by those with a Senior High School education, totaling 95 individuals or 38.2 %. The data on respondent characteristics based on education are displayed in Table 4.8 below.

Table 4.8

Respondent Characteristics by Education

Education	Amount	Percentage
Senior High School	95	38.2%
Diploma	42	16.9%
S1 (Bachelor's Degree)	112	45.0%
S2 (Master's Degree)	0	0 %
S3 (Doctoral)	0	0 %

Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.9 Respondent Occupation

In this category, the majority of respondents in this study were students. The occupational groups in this study are divided into seven categories. Based on the data obtained, most respondents (249 people) were students, totaling 84 individuals or 33.7%, followed by private sector employees, totaling 66 individuals or 26.5%. The data on respondent characteristics based on occupation are shown in Table 4.9:

Table 4.9

Respondent Characteristics by Occupation

Occupation	Amount	Percentage
Student	84	33.7%
Private Employee	66	26.5%
Civil Servant/Army/Police	40	16.1%
Housewife	2	0.8 %
Business Owner	57	22.9 %
Retired	0	0 %
Others	0	0 %
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.10 Monthly Revenue

In this study, the characteristics of respondents based on monthly revenue are categorized in nominal intervals of 2 million rupiah, resulting in six categories. Based on the data received, the majority of respondents (249 people) earned a monthly revenue of 4-6 million rupiah, totaling 108 individuals or 43.4%. The data on the characteristics of respondents based on monthly revenue are shown in Table 4.10.

Table 4.10

Respondent Characteristics by Monthly Revenue

Monthly Revenue	Amount	Percentage
< 2 million Rupiah,	41	16.5%
2-4 million Rupiah,	63	25.3%
4-6 million Rupiah,	108	43.4%
6-8 million Rupiah,	33	13.3%
8-10 million Rupiah,	3	1.2 %
10 million Rupiah	1	0.4%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.1.11 Respondents' Religion

For the religion characteristics, it is classified into six categories. Based on the data received, the majority of respondents (249 people) are Muslims, totaling 222

individuals or 89.2%, followed by Christians, totaling 8 individual or 3.2 %. The data on respondent characteristics based on religion are shown in Table 4.11.

Table 4.11

Respondent Characteristics by Religion

Religion	Amount	Percentage
Islam	222	89.2%
Christian	8	3.2%
Catholic	7	2.8%
Budha	7	2.8%
Hindu	3	1.2 %
Konghucu	2	0.8%
Total	**249**	**100%**

Source: Primary Data Processed, 2025

4.1.2 Variable Description

Based on the data gathered, the respondents' answers were compiled and subsequently analyzed to determine the descriptive responses on each item of the variables. The items in this research scale consist of 5 answer choices, in which a score of 1 represents the ideal minimum score, and a score of 5 represents the ideal maximum score. The interval value can be calculated using the following formula:

Interval = Ideal maximum value - Ideal minimum value

Interval Class

Interval = 5 - 1 = 0.8

5

Based on the interval values, the respondents' assessments are based on the criteria shown in Table 4.12:

Table 4.12

Reliability Test

Interval	Category
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

Source: Primary Data Processed, 2025

Referring to Table 4.12, a score range of 1.00 to 1.80 indicates a “strongly disagree” response, a score of 1.81 to 2.60 signifies “disagree,” a score of 2.61 to 3.40 denotes a “neutral” stance, a score of 3.41 to 4.20 represents “agree,” and a score of 4.21 to 5.00 corresponds to “strongly agree.”

4.1.2.1 The Variable Food Sensory Experience

Reliability test is used to determine the influence of food tourism experience on food sensory experience based on respondents' assessments. The results of the descriptive analysis of these two variables are shown in Table 4.13:

Table 4.13

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	PS1/FSE1	In my opinion, restaurant [X] smells good.	4.681	Strongly Agree
2.	PS2/FSE2	In my opinion, restaurant [X] has food that looks interesting.	4.641	Strongly Agree
3.	PS3/FSE3	In my opinion, restaurant [X] has delicious food.	4.585	Strongly Agree
4.	PS4/FSE4	In my opinion, restaurant [X] has pleasant food texture.	4.661	Strongly Agree

Source: Primary Data Processed, 2025

4.1.2.2 The Variable Food Service Experience

Reliability test here is used to determine the influence of food tourism experience on food service experience based on respondents' assessments. The results of the descriptive analysis of the food service experience variable are presented in Table 4.14:

Table 4.14

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	PP1/FSEX1	In my opinion, the staff at restaurant [X] are very friendly.	4.637	Strongly Agree
2.	PP2/FSEX2	In my opinion, the staff at restaurant [X] were very helpful.	4.649	Strongly Agree
3.	PP3/FSEX3	In my opinion, the staff at restaurant [X] are very nice.	4.573	Strongly Agree
4.	PP4/FSEX4	In my opinion, the staff at restaurant [X] are very polite.	4.661	Strongly Agree
5.	PP5/FSEX5	In my opinion, the staff at restaurant [X] has very fast service.	4.649	Strongly Agree

Source: Primary Data Processed, 2025

4.1.2.3 The Variable Food Environmental Experience

This analysis is used to determine the influence of food tourism experience on food environmental experience based on respondents' assessments. The results of the descriptive analysis of the food environmental experience variable are demonstrated in Table 4.15:

Table 4.15

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	PL1/FEE1	In my opinion, the environment at restaurant [X] is very aesthetically pleasing.	4.629	Strongly Agree
2.	PL2/FEE2	In my opinion, the decoration of the restaurant [X] is very attractive in general.	4.540	Strongly Agree
3.	PL3/FEE3	In my opinion, the style of restaurant [X] is very impressive.	4.476	Strongly Agree

Source: Primary Data Processed, 2025

4.1.2.4 The Variable Tourist Attitude

Reliability test here is used to determine the influence of tourist attitude according to respondents' assessments. The results of the descriptive analysis of the tourist attitude variable are shown in Table 4.16.

Table 4.16

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	SW1/TA1	In my opinion, I was happy with the food at restaurant [X].	4.524	Strongly Agree

2.	SW2/TA2	In my opinion, I enjoyed the food at restaurant [X].	4.516	Strongly Agree
3.	SW3/TA3	In my opinion, I feel that restaurant [X] can meet my needs.	4.492	Strongly Agree
4.	SW4/TA4	In my opinion, I feel that restaurant [X] can meet my needs.	4.573	Strongly Agree

Source: Primary Data Processed, 2025

4.1.2.5 The Variable Tourist Satisfaction

For this variable, reliability test is used to determine the influence of tourist satisfaction according to respondents' assessments. The results of the descriptive analysis of the tourist satisfaction variable are displayed in Table 4.17.

Table 4.17

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	KW1/TS1	In my opinion, I was satisfied with my visit to restaurant [X].	4.319	Strongly Agree
2.	KW2/TS2	In my opinion, compared to my expectations, I was satisfied with my visit to restaurant [X].	4.589	Strongly Agree
3.	KW3/TS3	In my opinion, compared to the ideal situation, I was satisfied with my visit to restaurant [X].	4.609	Strongly Agree

Source: Primary Data Processed, 2025

4.1.2.6 The Variable Subjective Well-Being

Reliability test is used to determine the influence of subjective well-being according to respondents' assessments. The results of the descriptive analysis of the variable are shown in Table 4.18.

Table 4.18

Reliability Test Results

No.	Code	Statements	Mean	Description
1.	KS1/SWB1	In general, I consider myself a very happy person.	4.577	Strongly Agree
2.	KS2/SWB2	Compared to most of my peers, I consider myself happier.	4.637	Strongly Agree
3.	KS3/SWB3	In general, I am very happy and enjoying life	4.589	Strongly Agree

Source: Primary Data Processed, 2025

4.1.3 Outer Model Estimation (Measurement Model)

In this study, SmartPLS software is utilized to perform the outer model estimation, commonly referred to as the measurement model, in order to evaluate the validity and reliability of the constructs. This model illustrates how the observable indicators serve as proxies for the underlying latent variables. The process is divided

into two primary stages: the first involves assessing validity, comprising both discriminant and convergent validity tests, and the second entails evaluating reliability, which is measured using Cronbach's Alpha (CA).

4.1.3.1 Validity Test

4.1.3.1.1 Discriminant Validity Test

Discriminant validity test is used to test whether questionnaire items are different from items in other groups (factors/variables) (Cooper & Schindler, 2014). The method of assessment is conducted by examining the cross-loading values of the indicators for the intended construct and comparing them with the cross-loading values of the indicators for other constructs. The criteria require that the cross-loading value must be greater than those of other constructs, and must also exceed 0.7 (Abdillah, W., & Hartono, J. 2015). The cross-loading value in this study can be seen in Table 4.19.

Table 4.19 Cross-Loading values of Food Tourism.

Experience Variable between indicators

Var.	Food Tourism Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well Being
Food Sensory Experience				
FSE1	0.864	0.719	0.733	0.811
FSE2	0.857	0.694	0.705	0.772

FSE3	0.880	0.740	0.787	0.801
FSE4	0.801	0.601	0.667	0.676
Food Service Experience				
FSEX1	0.877	0.750	0.730	0.778
FSEX2	0.833	0.671	0.704	0.687
FSEX3	0.827	0.664	0.725	0.736
FSEX4	0.790	0.609	0.664	0.730
FSEX5	0.784	0.587	0.693	0.702
Food Environmental Experience				
FEE1	0.811	0.616	0.649	0.680
FEE2	0.789	0.833	0.783	0.743
FEE3	0.820	0.846	0.821	0.790

Source: Primary Data Processed, 2025

Table 4.20

Cross-loading values of the Tourist Attitude Variable between indicators

Var.	Food Tourism Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well Being
TA1	0.809	0.848	0.790	0.773

TA2	0.796	0.890	0.806	0.748
TA3	0.606	0.843	0.701	0.595
TA4	0.646	0.826	0.703	0.690

Source: Primary Data Processed, 2025

Table 4.21

Cross-loading values of the Tourist Satisfaction Variable between indicators

Var.	Food Tourism Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well Being
TS1	0.728	0.842	0.838	0.652
TS2	0.738	0.760	0.885	0.694
TS3	0.800	0.688	0.865	0.753

Source: Primary Data Processed, 2025

Table 4.22

Cross-Loading values of the Tourist Subjective

Well-Being Variable between indicators

Var.	Food Tourism Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well Being
SWB1	0.793	0.732	0.713	0.879
SWB2	0.794	0.711	0.704	0.882
SWB3	0.780	0.740	0.720	0.871

Source: Primary Data Processed, 2025

Table 4.22 shows that the cross-loading value of each indicator on the intended latent variable is greater than the indicators on other latent variables. Testing discriminant validity can also be done by comparing the Fornell-Larcker Criterion and the AVE root value for each construct with the correlation value between constructs in the model. The Fornell-Larcker Criterion indicates good discriminant validity (Ghozali & Latan, 2015). The results of the Fornell-Larcker Criterion are presented in Table 4.23.

Table 4.23

Discriminant Validity Test with Fornell-Larcker Criterion

	Food Environmental Experience	Food Sensory Experience	Food Service Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well-Being
Food Environmental Experience	0.865					
Food Sensory Experience	0.861	0.886				
Food Service Experience	0.816	0.872	0.862			
Tourist Attitude	0.891	0.778	0.763	0.852		
Tourist Satisfaction	0.873	0.818	0.817	0.884	0.863	
Tourist Subjective Well-being	0.853	0.867	0.844	0.828	0.812	0.877

Source: Primary Data Processed, 2025

According to the Fornell-Larcker criterion, for discriminant validity to be established, the AVE root must exceed the correlations between constructs. While most constructs in Table 4.23 meet the minimum AVE root threshold, the high correlations between constructs such as food sensory experience and food service experience suggest that these constructs may not be sufficiently distinct.

The square root of the Average Variance Extracted (AVE) for each construct is shown along the diagonal in the table, with values generally greater than 0.5, indicating good convergent validity. However, when compared with the correlations between constructs, some constructs exhibit correlations higher than their AVE root values, such as food environmental experience with an AVE root of 0.865, but a correlation of 0.891 with tourist attitude, suggesting potential overlap between the constructs.

4.1.3.1.2 Convergent Validity Test

The convergent validity test is used to test whether the research questionnaire items have been grouped according to their respective categories (variables). The convergent validity test is tested using two methods, outer loading and AVE. Indicators can be said to be valid if they have an outer loading value> 0.5 (Hair et al. 2017), and other criteria are that each latent variable must have an AVE value> 0.5 (Hair et al. 2017). The results of the outer loading test for each indicator can be seen in Tables 4.24 to 4.29.

Table 4.24

Test of Convergent validity with Outer Loading

Food Sensory Experience

Variable	Indicator	Outer Loading	Description
Food Sensory Experience	FSE1	0.864	Valid
	FSE2	0.857	Valid
	FSE3	0.880	Valid
	FSE4	0.801	Valid

Source: Primary Data Processed, 2025

Table 4.25

Test of Convergent validity with Outer Loading

Food Service Experience

Variable	Indicator	Outer Loading	Description
Food Service Experience	FSEX 1	0.877	Valid
	FSEX2	0.833	Valid
	FSEX3	0.827	Valid
	FSEX4	0.790	Valid
	FSEX5	0.784	Valid

Source: Primary Data Processed, 2025

Table 4.26

Test of Convergent validity with Outer Loading

Food Environmental Experience

Variable	Indicator	Outer Loading	Description
Food Environmental Experience	FEE1	0.811	Valid
	FEE2	0.789	Valid
	FEE3	0.820	Valid

Source: Primary Data Processed, 2025

Table 4.27

Test of Convergent validity with Outer Loading

Tourist Attitude

Variable	Indicator	Outer Loading	Description
Tourist Attitude	TA1	0.848	Valid
	TA2	0.890	Valid
	TA3	0.843	Valid
	TA4	0.826	Valid

Source: Primary Data Processed, 2025

Table 4.28

Test of Convergent validity with Outer Loading Tourist Satisfaction

Variable	Indicator	Outer Loading	Description
Tourist Satisfaction	TS1	0.838	Valid
	TS2	0.885	Valid
	TS3	0.865	Valid

Source: Primary Data Processed, 2025

Table 4.29

Test of Convergent validity with Outer Loading

Tourist Subjective Well-Being

Variable	Indicator	Outer Loading	Description
Tourist Subjective Well-Being	SWB1	0.879	Valid
	SWB2	0.882	Valid
	SWB3	0.871	Valid

Source: Primary Data Processed, 2025

Table 4.30

Convergent validity test with AVE

H1	AVE	Description
Food Sensory Experience	0.748	Valid

Food Service Experience	0.785	Valid
Food Environmental Experience	0.743	Valid
Tourist Attitude	0.726	Valid
Tourist Satisfaction	0.744	Valid
Tourist Subjective Well-Being	0.770	Valid

Source: Primary Data Processed, 2025

Hair et al. (2017) assert that an AVE (Average Variance Extracted) score greater than 0.5 is considered adequate, indicating good convergent validity. Table 4.30 presents the AVE scores for each variable in this study, showing that all variables exceed the threshold of 0.5. Specifically, the food sensory experience, food service experience, and food environmental experience have AVE scores of 0.748, 0.785, and 0.743, respectively, all indicating valid convergent validity. Additionally, tourist attitude and tourist satisfaction have AVE scores of 0.726 and 0.744, while tourist subjective well-being has an AVE score of 0.770, all of which are classified as valid.

These findings confirm that the AVE scores of all the variables used in this research are well above the recommended threshold of 0.5, and there are no indications of errors in the measurement. Based on the results of the discriminant and convergent validity tests, all measurement items in this research model are valid for both discriminant and convergent validity. This suggests that the items in the research

questionnaire are distinct from those of other variable groups and have been appropriately categorized according to their respective variables.

4.1.3.2 Reliability Test

The reliability test is aimed to test the consistency between indicator items. There are two approaches taken when testing reliability: Composite Reliability (CR) and Cronbach's Alpha (CA). Each approach has a standard score of > 0.60. A good Composite Reliability score is > 0.60 (Hair et al., 2008), and a good Cronbach's Alpha also has a score > 0.60 (Ghozali, 2011). The Cronbach's Alpha (CA) and Composite Reliability (CR) table results are shown in Table 4.31:

Table 4.31

Cronbach's Alpha (CA)

Composite Reliability (CR)

	Cronbach's Alpha (CA)	Composite Reliability (CR) (rho-a)	Composite Reliability (CR) (rho-c)	Critical Value
Food Sensory Experience	0.826	0.847	0.898	0.60
Food Service Experience	0.908	0.913	0.936	0.60
Food Environmental Experience	0.913	0.915	0.935	0.60
Tourist Attitude	0.874	0.879	0.914	0.60

Tourist Satisfaction	0.828	0.828	0.897	0.60
Tourist Subjective Well-Being	0.850	0.851	0.909	0.60

Source: Primary Data Processed, 2025

Table 4.31 shows that all six variables - food sensory experience, food service experience, food environmental experience, tourist attitude, tourist satisfaction, and tourist subjective well-being, exceed the critical value of 0.60 for both Cronbach's Alpha (CA) and Composite Reliability, as measured by rho_A and rho_C. Specifically, the Cronbach's Alpha values range from 0.826 to 0.913, indicating good internal consistency. Composite Reliability (rho_A) values range from 0.828 to 0.915, and Composite Reliability (rho_C) values range from 0.897 to 0.963. These results confirm that all constructs used in the model demonstrate strong reliability, with all values exceeding the critical threshold of 0.60, indicating that the measurement scales are reliable and consistent.

Tables 4.32 to 4.37 present the results of the multicollinearity test at the indicator level, as indicated by each item's Variance Inflation Factor (VIF). In general, a VIF value below 5 (and certainly below 10) suggests that there is no problematic collinearity among indicators (Hair et al., 2011). In other words, the indicators are not excessively correlated with one another, thereby reducing the likelihood of inflated standard errors or unstable parameter estimates in subsequent analyses.

Table 4.32

Multicollinearity Test (Indicator)

Food Sensory Experience

Variable	Indicator	VIF Indicator	Description
Food Sensory Experience	FSE1	6,386	Valid
	FSE2	4,768	Valid
	FSE3	5,276	Valid
	FSE4	3,727	Valid

Source: Primary Data Processed, 2025

Table 4.33

Multicollinearity Test (Indicator)

Food Service Experience

Variable	Indicator	VIF Indicator	Description
Food Service Experience	FSEX 1	6,900	Valid
	FSEX2	5,034	Valid
	FSEX3	4,237	Valid
	FSEX4	3,355	Valid
	FSEX5	3,394	Valid

Source: Primary Data Processed, 2025

Table 4.34

Multicollinearity Test (Indicator)

Food Environmental Experience

Variable	Indicator	VIF Indicator	Description
Food Environmental Experience	FEE1	4,441	Valid
	FEE2	4,588	Valid
	FEE3	5,016	Valid

Source: Primary Data Processed, 2025

Table 4.35

Multicollinearity Test (Indicator)

Variable	Indicator	VIF Indicator	Description
Tourist Attitude	TA1	2,120	Valid
	TA2	2,732	Valid
	TA3	2,386	Valid
	TA4	2,035	Valid

Source: Primary Data Processed, 2025

Table 4.36

Multicollinearity Test (Indicator)

Variable	Indicator	VIF Indicator	Description

Tourist Satisfaction	TS1	1,712	Valid
	TS2	2,174	Valid
	TS3	1,944	Valid

Source: Primary Data Processed, 2025

Table 4.37

Multicollinearity Test (Indicator)

Variable	Indicator	VIF Indicator	Description
Tourist Subjective Well-Being	SWB1	2,098	Valid
	SWB2	2,168	Valid
	SWB3	1,982	Valid

Source: Primary Data Processed, 2025

From the table, all indicators exhibit VIF values below 10 and are labeled "Valid," indicating that none of the items show significant multicollinearity issues. Although a few indicators exceed the more conservative threshold of 5, they remain under 10, which many researchers still consider acceptable in practice. As a result, all listed indicators can be retained for further modeling, reinforcing the robustness and reliability of the measurement model.

4.1.4 Inner Model Estimation (Structural Model)

After conducting the validity and reliability tests of the outer model, which confirmed the overall questionnaire items, the subsequent step is the data analysis stage of the inner model (structural model) for hypothesis testing. The inner model was tested using several approaches, which are explained and proven below.

4.1.4.1 Multicollinearity Test

The multicollinearity test is an approach used to test structural models for high correlation between items. High correlation between variable items in the model is highly undesirable as it results in a bad inner model or multicollinearity, indicating problems in the model that can cause redundancy. According to Hair et al. (2017), the multicollinearity test is conducted using the Variance Inflation Factor (VIF). The multicollinearity test results can be presented in Table 4.38 when the VIF score is greater than 0.5.

Table 4.38

Multicollinearity Test

	Food Environmental Experience	Food Sensory Experience	Food Service Experience	Tourist Attitude	Tourist Satisfaction	Tourist Subjective Well-Being
Food Environmental Experience				4,152	7,528	7,760

Food Sensory Experience				5,811	5,821	5,879
Food Service Experience				4,489	4,570	4,857
Tourist Attitude					4,964	6,368
Tourist Satisfaction						6,267
Tourist Subjective Well-being						

Source: Primary Data Processed, 2025

Based on the results presented in Table 4.38, none of the constructs exhibits problematic collinearity. In multicollinearity testing, a Variance Inflation Factor (VIF) below 5 (or, in some cases, below 10) is generally regarded as acceptable (Hair et al., 2011). As shown in the table, the VIF values for all constructs, food environmental experience, food sensory experience, food service experience, tourist attitude, tourist satisfaction, and tourist subjective well-being are well below the critical threshold. Specifically, the VIF values range from 4,152 to 7,760, with none exceeding the limit of 10, indicating that no pair of variables is excessively correlated. Consequently, these findings confirm that the subsequent structural analysis can proceed without concerns of inflated standard errors or unstable parameter estimates due to multicollinearity

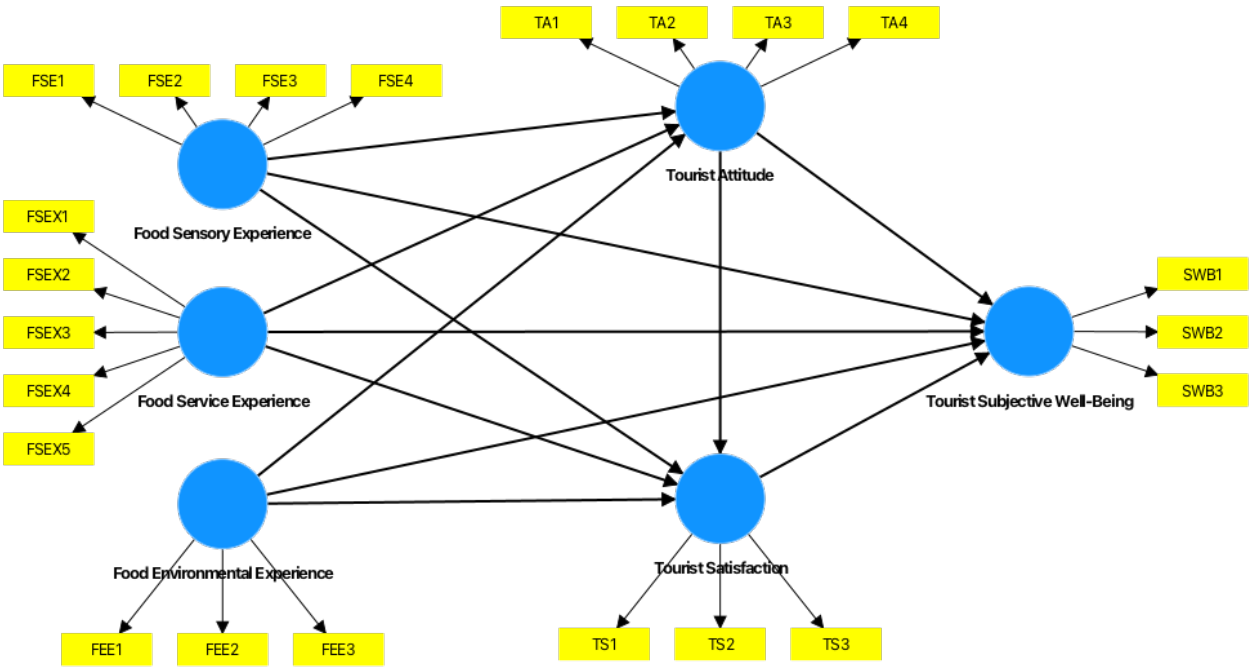


Figure 4.1 CFA Smart PLS diagram (Source Primary Data, 2025)

4.1.4.2 Path Coefficient (Path Analysis)

The path coefficient is used to display the results of the compiled hypotheses. This test is calculated using the bootstrapping technique. The significance of hypothesis testing is assessed based on the t-value and p-value. It is considered significant if the t-value score is greater than 1.96 and the p-value is less than 0.05. Path coefficients can also indicate the direction of the significant relationship, whether it is negative or positive, by considering the original sample scores. The results of hypothesis testing are shown in Table 4.39:

Table 4.39

Hypothesis Testing Table

Code	Variable	Original Sample (O)	T Statistic	P Value	95% Interval Path Thrust Coefficient		F Square	Conclusion
					Lower Limit	Upper limit		
H1	Food Sensory Experience → Tourist Attitude	0.847	34,483	0.000	0.799	0.894	2,535	Supported
H2	Food Service Experience → Tourist Attitude	0.451	6,455	0.000	0.315	0.588	0,359	Supported
H3	Food Environmental Experience → Tourist Attitude	0.227	3,886	0.000	0.139	0.415	0.081	Supported
H4	Food Sensory Experience → Tourist Satisfaction	0.398	6,285	0.000	0.261	0.535	0.137	Supported
H5	Food Service Experience → Tourist Satisfaction	0.285	3,561	0.000	0.129	0.441	0.075	Supported
H6	Food Environmental Experience → Tourist Satisfaction	0.318	4,027	0.000	0.167	0.469	0.086	Supported
H7	Food Sensory Experience → Tourist Subjective Well-Being	0.205	2,943	0.000	0.068	0.342	0.046	Supported

H8	Food Service Experience → Tourist Subjective Well-Being	0.233	3,107	0.000	0.088	0.378	0.052	Supported
H9	Food Environmental Experience → Tourist Subjective Well-Being	0.269	3,642	0.000	0.122	0.416	0.067	Supported
H10	Tourist Attitude → Tourist Satisfaction	0.502	7,709	0.000	0.369	0.625	0,444	Supported
H11	Tourist Attitude → Tourist Subjective Well-Being	0.512	4,938	0.000	0.310	0.713	0,202	Supported
H12	Tourist Satisfaction → Tourist Subjective Well-Being	0,359	3,487	0.000	0,158	0,563	0,099	Supported

Source: Primary Data Processed, 2025

Table 4.39 demonstrates that all four proposed hypotheses are supported, as indicated by t-statistics exceeding 1.96 and p-values below 0.05. The details are as follows:

1. **Food Sensory Experience → Tourist Attitude**

   With a path coefficient of 0.847, a t-statistic of 34,483, and a p-value of 0.000, this link is 5% significant. These findings suggest that when tourists perceive high-quality sensory features of food (e.g., taste, scent, presentation), they have a more positive opinion regarding the destination or overall trip experience.

2. **Food Service Experience → Tourist Attitude**

This path has a coefficient of 0.451, as evidenced by a t-statistic of 6,455 and a p-value of 0.000. The findings suggest that providing speedy, courteous, and professional service in culinary settings adds greatly to developing positive tourist perceptions, emphasizing the importance of frontline staff performance in improving the overall travel experience.

3. **Food Environmental Experience → Tourist Attitude**

With a coefficient of 0.277, a t-statistic of 3,886, and a p-value of 0.000, environmental characteristics of culinary tourism, such as atmosphere, cleanliness, and restaurant design, have a significant impact on tourist perceptions. A pleasant dining setting encourages visitors to generate positive perceptions of the venue.

4. **Food Sensory Experience → Tourist Satisfaction**

With a coefficient of 0.398, a t-statistic of 6,285, and a p-value of 0.000, this path demonstrates that sensory qualities of food have a considerable influence on tourist pleasure. High-quality flavors, fragrances, and presentation can significantly increase a visitor's overall satisfaction with their vacation.

5. **Food Service Experience → Tourist Satisfaction**

The path coefficient of 0.285, along with a t-statistic of 3,561 and a p-value of 0.000, demonstrates that the service component significantly contributes to satisfaction. Attentive and efficient service creates a positive impression, increasing the tourist's overall sense of satisfaction.

6. **Food Environmental Experience → Tourist Satisfaction**

With a coefficient of 0.318, a t-statistic of 4,027, and a p-value of 0.000, this finding emphasizes the significance of environmental influences in predicting pleasure. Interior design, comfort, and general ambiance can help travelers have a better dining experience and feel more satisfied.

7. **Food Sensory Experience → Tourist Subjective Well-Being**

A coefficient of 0.205, a t-statistic of 2,943, and a p-value of 0.003 suggest that high-quality food sensory experiences can improve visitors' subjective well-being. When tourists enjoy pleasant tastes and scents, their travel experiences become more memorable and gratifying.

8. **Food Service Experience → Tourist Subjective Well-Being**

With a path coefficient of 0.233, a t-statistic of 3,107, and a p-value of 0.002, the results indicate that the service component has a significant impact on subjective well-being. Effective and friendly service can increase emotional satisfaction, resulting in a greater sense of well-being.

9. Food Environmental Experience → Tourist Subjective Well-Being

This path, with a coefficient of 0.269, a t-statistic of 3,642, and a p-value of 0.000, demonstrates that an appealing dining atmosphere might boost overall pleasure and life satisfaction while traveling. A pleasant environment encourages favorable emotional responses, which improves subjective well-being.

10. Tourist Attitude → Tourist Satisfaction

The path coefficient of 0.502, along with a t-statistic of 7,709 and a p-value of 0.000, demonstrates a significant positive influence of tourist attitude on satisfaction. When tourists have positive attitudes molded by quality food, service, and surroundings, they are more likely to report overall pleasure with their vacation.

11. Tourist Attitude → Tourist Subjective Well-Being

Supported by a path coefficient of 0.512, a t-statistic of 4,938, and a p-value of 0.000, this finding underscores that a positive attitude has a direct and significant effect on subjective well-being. Tourists who feel positive about their experiences tend to report increased happiness and life satisfaction throughout their travels.

12. Tourist Satisfaction → Tourist Subjective Well-Being

Finally, with a coefficient of 0.359, a t-statistic of 3,487, and a p-value of 0.000, this path demonstrates the importance of satisfaction in improving subjective well-being. Tourists who are satisfied with their culinary experiences are more likely to report higher levels of overall happiness and a deeper sense of fulfillment.

4.1.4.3 Determination Coefficient (R-Square)

The R^2 test shows that the independent variable (exogenous) accurately predicts the dependent variable (endogenous). Table 4.40 presents the factors used in this study: tourist attitude, tourist satisfaction, and tourist subjective well-being variables.

Table 4.40 displays the R^2 values for the study's three endogenous constructs: tourist attitude, satisfaction, and subjective well-being. The results show that the exogenous variables account for 71.7% of the variance in tourist attitude, 84.0% of the variance in tourist satisfaction, and 71.6% of the variance in tourist subjective well-being. Hair et al. (2017) reported that R^2 values above 0.50 indicate moderate to high predictive accuracy. As a result, these data validate the proposed model's great predictive potential, emphasizing the role of external influences in affecting tourists' views, contentment, and subjective well-being. Table 4.40 presents the R^2 test results.

Table 4.40

R Square

Variable	Original Sample (O)
Tourist Attitude	0.717
Tourist Satisfaction	0.840
Tourist Subjective Well-Being	0.716

Source: Primary Data Processed, 2025

4.1.4.4 Predictive Relevance / Blindfolding (Q Square)

Q square (Q^2) is an out-of-sample structural model indicator or an accurate data predictor that is not used in model estimation (Hair et al., 2017). The Q^2 test is conducted using PLS Predict and only carried out on the dependent variable. The model is said to have predictive ability if the dependent variable score> 0 (Hair et al, 2017). If it is less than zero, it means that the research model has no predictive ability. The Q^2 test results are shown in Table 4.41:

Table 4.41

Q Square

Variable	Q Predict
Tourist Attitude	0.711
Tourist Satisfaction	0.762

Tourist Subjective Well-Being	0.784

Source: Primary Data Processed, 2025

The results indicate that the variables in this study have scores greater than 0.7 (Abdillah, W., & Hartono, J. 2015). Specifically, tourist attitude scored 0.711, tourist satisfaction scored 0.762, tourist subjective well-being scored 0.784. These results indicate that the model is effective in predicting outcomes. It is worth noting that the food tourism experience variable, which is the independent variable, received a score of 0.

4.1.4.5 SRMR

SRMR stands for Standardized Root Mean Square Residual. It is a model fit metric that calculates the difference between the data correlation matrix and the estimated model correlation matrix. According to Yamin (2022), an SRMR value less than 0.08 indicates a satisfactory model fit. The model's estimation result is 0.075, indicating an adequate fit. The saturated model yields 0.086, indicating an acceptable fit. Empirical data can help to understand how variables in a model influence one another. Table 4.42 shows the results of the SRMR table test.

Table 4.42

SRMR Tabel

	Saturated model	Estimated model
SRMR	0.075	0.086

Source: Primary Data Processed, 2025

4.2 Discussion

This section discusses the findings derived from the structural model analysis regarding the food sensory experience, food service experience, and food environmental experience on tourist attitude, tourist satisfaction, and tourist subjective well-being. The discussion integrates the findings of this study with previous literature, particularly comparing them with the results from the main article by Yang et al. (2024). It also reflects in the varying impacts on these variables and provides a nuanced understanding of their effects.

4.2.1 The Impact of Food Sensory Experience on Tourist Attitude

The analysis indicates that Food Sensory Experience has a positive and significant effect on Tourist Attitude, as evidenced by a path coefficient of 0.847, a T-statistic of 34.483, and a p-value of 0.000, with a 95% confidence interval of [0.799, 0.894] and an f^2 value of 2.535 (see Table 4.39). These results exceed the conventional thresholds ($T > 1.96$; $p < 0.05$), suggesting that high-quality sensory attributes such as

taste, aroma, and presentation strongly enhance tourists' overall attitude toward the destination or trip.

This aligns with Björk and Kauppinen-Räisänen (2016), who suggested that sensory experiences such as taste and aroma significantly influence tourists' perceptions and attitudes toward a destination. The results in this research study further support this, showing that the quality of food experiences, particularly sensory factors such as taste and texture, directly shapes positive attitudes. Meanwhile, Yang et al. (2024) revealed the positive influence of sensory experiences on attitudes, but their focus was primarily on the overall satisfaction and not specifically on sensory experiences as a distinct factor. The present study thus offers a more specific understanding of how food sensory experience affects attitudes. Based on these findings, it can be concluded that sensory experiences play a positive role in shaping tourist attitudes, which are essential for a positive travel experience.

4.2.2 The Impact of Food Service Experience on Tourist Attitude

The second path shows that Food Tourism Experience (see Table 4.39) positively and significantly influences Tourist Satisfaction, with a path coefficient of 0.451, a T-statistic of 6.455, and a p-value of 0.000 (95% CI: [0.315, 0.588], $f^2 = 0.359$). Although the magnitude of this effect is somewhat lower than that of Food Sensory Experience on Tourist Attitude, it remains robust and practically meaningful. This finds that food service experience significantly influences tourist attitude. Good service

quality, including aspects such as hospitality, promptness, and professionalism, was found to create favorable perceptions of the destination.

This finding is consistent with Hwang et al. (2020), who suggested that service experiences play a key role in shaping tourists' attitudes toward a destination. When compared to Yang et al. (2024), the current study aligns with their findings but also extends them by highlighting that service experiences interact with sensory and environmental aspects to shape tourist attitudes more holistically. Food service experience is thus an important determinant of a positive tourist attitude, supporting the notion that service quality is critical for enhancing overall perceptions of food tourism destinations.

4.2.3 The Impact of Food Environmental Experience on Tourist Attitude

Food Environmental Experience also demonstrates a positive and significant impact on Tourist Attitude (see Table 4.39), as indicated by a path coefficient of 0.227, a T-statistic of 3.886, and a p-value of 0.000 (95% CI: [0.139, 0.415], $f^2 = 0.081$). These values suggest that ambiance, cleanliness, and overall restaurant design play a notable role in shaping visitors' attitudes. This result underscores the importance of creating a welcoming and aesthetically pleasing dining environment.

This result aligns with Kim et al. (2009), who argued that the dining environment plays an essential role in shaping the emotional experience of tourists. This research study emphasizes that a well-maintained, culturally immersive

environment, which includes the ambiance, cleanliness, and aesthetic appeal of the dining setting, is critical for fostering positive attitudes toward a destination. When compared with the results from Yang et al. (2024), there are a few similar findings; however, they do not focus as much on the role of environmental aspects in shaping tourist attitudes. This research study provides a positive understanding of how environmental factors, along with food and service, contribute to overall tourist satisfaction and destination loyalty.

4.2.4 The Impact of Food Sensory Experience on Tourist Satisfaction

The relationship between Food Sensory Experience and Tourist Satisfaction (see Table 4.39), is confirmed by a path coefficient of 0.398, a T-statistic of 6.285, and a p-value of 0.000 (95% CI: [0.261, 0.535], $f^2 = 0.137$). This suggests that when tourists perceive the taste, aroma, and presentation of local cuisine to be highly appealing, they are more likely to feel satisfied with their overall trip. The study found that food sensory experience has a significant positive effect on tourist satisfaction.

This finding aligns with Kim et al. (2015), who suggested that sensory experiences are crucial in determining tourists' satisfaction with food-related activities. The findings from this current research support the idea that food quality, especially sensory qualities such as taste and texture, contributes substantially to overall satisfaction levels. When comparing with Yang et al. (2024), there is a similar positive outcome regarding sensory experiences. However, did not delve deeply into the

sensory dimensions. Thus, this research study extends their findings by highlighting the direct influence of sensory experiences on satisfaction.

4.2.5 The Impact of Food Service Experience on Tourist Satisfaction

Further analysis reveals that Food Service Experience exerts a positive and significant effect on Tourist Satisfaction (see Table 4.39), evidenced by a path coefficient of 0.285, a T-statistic of 3.561, and a p-value of 0.000 (95% CI: [0.129, 0.441], f^2 = 0.075). Although this effect size is moderate, it remains statistically relevant, highlighting the importance of courteous, efficient service. This research supports the notion that food service experience positively impacts tourist satisfaction. The findings show that friendly and efficient service enhances tourists' overall satisfaction with food tourism experiences.

This is consistent with Bae et al. (2017), who found that service quality is a significant determinant of satisfaction. Compared to Yang et al. (2024), who also emphasized the role of service in satisfaction, this research study builds on their work by showing that service quality interacts with other variables, such as sensory and environmental experiences, to influence satisfaction more profoundly. Hence, the service experience contributes positively to overall satisfaction, indicating a positive effect on the tourist experience.

4.2.6 The Impact of Food Environmental Experience on Tourist Satisfaction

The relationship between food environmental experience and tourist Satisfaction (see Table 4.39), with a path coefficient of 0.318, a T-statistic of 4.027, and a p-value of 0.000 (95% CI: [0.167, 0.469], f^2 = 0.086), Food Environmental Experience also contributes meaningfully to Tourist Satisfaction. The ambiance, decor, and overall atmosphere of a dining venue can enhance the visitor's sense of comfort and enjoyment, ultimately elevating satisfaction levels. The findings also confirm that food environmental experience has a positive impact on tourist satisfaction.

Kim et al. (2009) and Lee et al. (2012) highlighted that a pleasant environment significantly boosts satisfaction. This current study corroborates their findings, showing that the ambiance, cleanliness, and cultural authenticity of food tourism establishments are integral to shaping satisfaction. Yang et al. (2024) also observed the positive effects of the environment; their focus was broader and did not emphasize the integrated effect of sensory, service, and environmental factors. This current research provides a more comprehensive understanding of how these dimensions collectively enhance satisfaction, thus confirming the positive role of food environmental experiences.

4.2.7 The Impact of Food Sensory Experience on Tourist Subjective Well-Being

The effect of Food Sensory Experience on Tourist Subjective Well-Being (see Table 4.39), is demonstrated by a path coefficient of 0.205, a T-statistic of 2.943, and

a p-value of 0.000 (95% CI: [0.068, 0.342], $f^2 = 0.046$). The findings from this study indicate that food sensory experience significantly influences tourist subjective well-being. Sensory experiences, particularly those involving taste, aroma, and texture, are central to tourists' emotional satisfaction, which in turn enhances their overall well-being.

This result aligns with Choe and Kim (2018), who emphasized the psychological benefits of sensory experiences in food tourism. The current study strengthens Choe and Kim (2018) by confirming that sensory enjoyment not only contributes to immediate satisfaction but also has lasting effects on tourists' emotional states, underscoring the substantial role of sensory engagement plays in shaping subjective well-being. Compared to Yang et al. (2024), there is a similarity on the positive effects of food experiences on well-being. While Yang et al. (2024) address the general impact of food tourism, it does not focus specifically on sensory experiences as a distinct factor. This current research thus extends the previous research by providing a more targeted analysis of sensory experiences, demonstrating their critical role in emotional well-being, thereby reinforcing the positive impact of sensory engagement on overall satisfaction.

4.2.8 The Impact of Food Service Experience on Tourist Subjective Well-Being

The impact of Food Service Experience on Tourist Subjective Well-Being (see Table 4.39) is indicated by a path coefficient of 0.233, a T-statistic of 3.107, and a p-

value of 0.000 (95% CI: [0.088, 0.378], $f^2 = 0.052$). In line with expectations, food service experience was found to significantly affect tourists' subjective well-being. High-quality service, characterized by friendly and attentive staff, contributes significantly to tourists' emotional satisfaction and overall well-being.

This finding supports Berry (1988), who highlighted the importance of service quality in shaping customer satisfaction and emotional responses. This research study corroborates Berry (1988), demonstrating that service excellence not only enhances satisfaction but also improves tourists' emotional well-being during their visit. Compared with Yang et al. (2024), who also found a positive impact of service experiences on satisfaction and well-being, this research builds upon their work by offering a deeper exploration of the specific service elements that directly affect tourists' emotional states. Thus, food service experience plays a positive role in enhancing emotional health, furthering the understanding of how service quality influences well-being.

4.2.9 The Impact of Food Environmental Experience on Tourist Subjective Well-Being

The effect of Food Environmental Experience on Tourist Subjective Well-Being (see Table 4.39) is demonstrated by a path coefficient of 0.269, a T-statistic of 3.642, and a p-value of 0.000 (95% CI: [0,122, 0.416], $f^2 = 0.067$). This study further confirms that food environmental experience positively impacts tourist subjective well-

being. The physical environment in which food is consumed, including the factors such as ambiance, cleanliness, and cultural authenticity, has a direct effect on tourists' emotional satisfaction.

This research finding aligns with Kim et al. (2009), who found that a pleasant dining environment significantly enhances satisfaction and emotional well-being. The current study highlights the importance of a well-maintained and culturally immersive environment, suggesting that these environmental factors contribute significantly to tourists' emotional engagement and their overall well-being. Compared to Yang et al. (2024), who found that environmental factors influence satisfaction, this research study goes a step further by explicitly linking these factors to emotional well-being. This provides a more comprehensive understanding of how the environment plays a critical role in shaping tourists' perceptions and emotional outcomes, ultimately contributing to their positive well-being.

4.2.10 The Impact of Tourist Attitude on Tourist Satisfaction

Tourist Attitude emerges as a strong predictor of Tourist Satisfaction (see Table 4.39), with a path coefficient of 0.502, a T-statistic of 7.709, and a p-value of 0.000 (95% CI: [0.369, 0.625], $f^2 = 0.444$). The research findings indicate that tourist attitude has a significant positive effect on tourist satisfaction. Tourists with positive attitudes towards food tourism experiences are more likely to report greater satisfaction with their visit.

This is consistent with Yang et al. (2024), who suggested that attitudes formed through food tourism experiences influence overall satisfaction. This research extends Yang et al. (2024) by showing that attitudes formed not only through sensory and service experiences but also through environmental factors contribute to higher satisfaction levels. Thus, the relationship between attitude and satisfaction is positive, further reinforcing the importance of cultivating favorable attitudes to enhance the overall tourism experience.

4.2.11 The Impact of Tourist Attitude on Tourist Subjective Well-Being

The analysis also shows that Tourist Attitude significantly influences Tourist Subjective Well-Being (see Table 4.39), as indicated by a path coefficient of 0.512, a T-statistic of 4.938, and a p-value of 0.000 (95% CI: [0.310, 0.713], $f^2 = 0.202$). This underscores the psychological dimension of travel, where a positive outlook can heighten overall well-being. This also reveals that tourist attitude positively influences tourist subjective well-being. Tourists with positive attitudes towards food tourism experiences tend to report higher levels of happiness and life satisfaction.

This aligns with Kim et al. (2018), who demonstrated that positive attitudes toward food tourism experiences contribute significantly to overall well-being. This current study strengthens Kim et al. (2018) by showing that tourist attitude serves as a bridge between food experiences and emotional well-being, confirming the mediating role of attitude in shaping tourists' emotional outcomes. Therefore, the influence of

attitude on well-being is positive, reinforcing the idea that attitudes formed during travel play a crucial role in enhancing overall life satisfaction.

4.2.12 The Impact of Tourist Satisfaction on Tourist Subjective Well-Being

Finally, Tourist Satisfaction exerts a statistically significant impact on Tourist Subjective Well-Being (see Table 4.39), with a path coefficient of 0.359, a T-statistic of 3.487, and a p-value of 0.000 (95% CI: [0.158, 0.563], $f^2 = 0.099$). This indicates that when tourists feel gratified with their overall culinary experiences, they are more likely to report heightened levels of well-being

Satisfied tourists report higher levels of emotional well-being, reinforcing the findings of Liu et al. (2019), who emphasized the direct relationship between satisfaction and life satisfaction. This current study further demonstrates that satisfaction with food tourism experiences not only influences tourists' immediate emotional states but also contributes to their long-term well-being. This finding extends the work of Yang et al. (2024), who also identified satisfaction to be an important determinant of well-being but did not thoroughly explore the multifaceted nature of satisfaction. Therefore, satisfaction with food tourism experiences has a positive impact on tourists' overall emotional health, further enhancing our understanding of its role in shaping well-being.

CHAPTER V

CONCLUSIONS

This chapter synthesizes the research findings on the influence of food sensory experiences, food service experiences and food environmental experiences on tourists' subjective well-being in Jakarta, Surabaya, Surakarta, and Yogyakarta. It provides an in-depth discussion of the conclusions drawn, explores the theoretical and practical implications, discusses the limitations of the study, and outlines recommendations for future research.

5.1 Conclusions

1. **Food Sensory Experience Has a Positive Impact on Tourist Attitude.**

   Food sensory experience has the most significant and direct effect on tourist attitude compared to food service experience and food environmental experience.

2. **Food Service Experience Has a Positive Impact on Tourist Attitude.**

   Food service experience significantly influences tourist attitude. The quality of service, including staff hospitality and attentiveness, positively impacts tourists' perceptions, although its effect is slightly weaker than food sensory experience.

3. **Food Environmental Experience Has a Positive Impact on Tourist Attitude.**

Food environmental experience was found to positively affect tourist attitude. The ambiance, cleanliness, and cultural setting of dining venues play a role in shaping tourists' perceptions. However, this variable has the least impact on tourist attitude when compared to the other two variables, which are food sensory experience and food service experience.

4. **Food Sensory Experience Has a Positive Impact on Tourist Satisfaction.**

Food sensory experience significantly influences tourist satisfaction. Sensory factors such as taste, texture, and aroma of food were found to be the most significant determinants of satisfaction, surpassing both food service experience and food environmental experience.

5. **Food Service Experience Has a Positive Impact on Tourist Satisfaction.**

Food service experience was found to positively influence tourist satisfaction. Factors such as hospitality and efficiency are crucial

for overall satisfaction. However, the impact is moderate compared to food sensory experience which has a stronger effect on satisfaction.

6. **Food Environmental Experience Has a Positive Impact on Tourist Satisfaction.**

Food environmental experience contributes positively to tourist satisfaction. The environment, including cleanliness and ambiance, enhances satisfaction. However, this variable has the smallest impact on satisfaction compared to the other two variables, which are food sensory experience and food service experience.

7. **Food Sensory Experience Has a Positive Impact on Subjective Well-Being.**

Food sensory experience was found to significantly enhance tourist subjective well-being. Sensory enjoyment, particularly through food quality, plays a major role in improving tourists' emotional well-being. This variable has the strongest effect on subjective well-being compared to the other two which are food service experience and food environmental experience.

8. **Food Service Experience Has a Positive Impact on Tourist Subjective Well-Being.**

Food service experience positively influences tourist subjective well-being. High-quality service enhances emotional satisfaction and contributes to well-being, but its impact is moderate compared to food sensory experience, which has a stronger influence on well-being.

9. **Food Environmental Experience Has a Positive Impact on Tourist Subjective Well-Being.**

Food environmental experience positively affects tourist subjective well-being. The physical environment, such as the restaurant's ambiance and cleanliness, contributes to tourists' emotional satisfaction. However, its impact on well-being is the smallest when compared to food sensory experience and food service experience.

10. **Tourist Attitude Has a Positive Impact on Tourist Satisfaction.**

Tourist attitude was found to have a positive effect on tourist satisfaction. Positive attitudes toward food tourism experiences are linked to higher levels of satisfaction.

11. **Tourist Attitude Has a Positive Impact on Tourist Subjective Well-Being.**

Tourist attitude significantly influences tourist subjective well-being. Tourists who develop positive attitudes towards their food

tourism experiences report higher levels of emotional well-being, contributing to their overall life satisfaction.

12. **Tourist Satisfaction Has a Positive Impact on Tourist Subjective Well-Being.**

    Tourist satisfaction was found to have a significant positive effect on tourist subjective well-being. Satisfied tourists experience higher emotional well-being, and this satisfaction influences both immediate happiness and long-term emotional health.

5.2 Implications of the Research

The outcomes of this study have far-reaching implications across theoretical, practical, and academic domains.

5.2.1 Theoretical Implications

This research would make a contribution to the tourism literature by integrating multiple dimensions of culinary experiences into one comprehensive model. It deepens our understanding of how sensory, service, and environmental elements collectively influence tourists' subjective well-being. In addition, cross-cultural perspectives of this study also underscore the importance of cultural authenticity in shaping tourist experiences, suggesting that local culinary traditions are not

merely consumption events but are deeply intertwined with cultural identity and emotional satisfaction.

5.2.2 Practical Implications

Practically, this research would make a contribution to the policymakers. The research highlights the need to invest in quality enhancements within the food tourism sector. Industry applications for restaurant owners and tourism operators can leverage the study's findings to improve service delivery, refine menu offerings, and redesign dining spaces to maximize sensory appeal and overall satisfaction.

5.2.3 Academic Implications

1. Empirical Foundation: The study provides empirical data that enriches the academic debate on culinary tourism and well-being. It bridges gaps in previous research by simultaneously considering multiple dimensions of the culinary experience and their indirect effects via attitude and satisfaction.

2. Methodological Contributions: Employing Partial Least Squares (PLS) Structural Equation Modeling (SEM), this study offers a methodological framework that can be replicated in

future research. The approach provides a robust means of assessing complex relationships in tourism studies.

3. Future Curriculum Development: The insights gained from this research can be integrated into academic curricula related to tourism and hospitality management, providing students with up-to-date empirical evidence and theoretical frameworks that are directly relevant to the industry.

5.3 Research Limitations

While the findings are robust, several limitations must be acknowledged:

5.3.1 Geographical Constraints

The research was conducted exclusively in four major Indonesian cities: Jakarta, Surabaya, Surakarta, and Yogyakarta. Although these cities are renowned for their culinary offerings, the results may not be generalizable to other regions or countries with different culinary cultures and tourism dynamics.

5.3.2 Sample Characteristics

Despite the statistically adequate research sample, it may not fully capture the diversity of tourists in terms of age, socioeconomic background, and cultural orientation. As the sample primarily includes domestic tourists, the findings might differ when applied to international visitors or other demographic groups.

5.3.3 Scope of Variables

This study focuses on three primary variables of food tourism experiences: food sensory experience, food service experience, and food environmental experience. These variables were chosen based on their significant influence on tourist attitudes, satisfaction, and subjective well-being, as established in the literature. However, other potentially influential factors, such as digital engagement (e.g., the influence of social media), cultural immersion activities, or economic variables, are not fully explored in this study. While these factors may also contribute to tourists' experiences and well-being, they are outside the scope of this research.

5.3.4 Research Design Limitations

The cross-sectional design of the study provides a snapshot of tourist experiences at a single point in time. This limits the ability to assess the long-term impact of food tourism on subjective well-being. A longitudinal design would allow for the examination of changes over time and the sustainability of the observed effects.

5.3.5 Measurement Limitations

Although validated scales were used to measure sensory experience, service quality, environmental ambiance, attitude, satisfaction, and subjective well-being, self-report measures can be subject to bias. Future studies could incorporate objective measures or triangulate data sources to mitigate these limitations.

5.4 Recommendations for Future Research

Building on the current study's findings and limitations, several recommendations are proposed for future investigations:

5.4.1 Expand Geographical Scope

It is recommended that future research consider extending the geographical boundaries beyond the four cities examined in this study.

Including a more diverse range of destinations both within Indonesia and internationally would enhance the generalizability of the findings and allow for cross-cultural comparisons.

5.4.2 Diversify Participant Profiles

It is recommended that future researchers should aim for a more heterogeneous sample to gain a more comprehensive understanding of how different tourist demographics respond to food tourism experiences. Thus, future studies could target specific groups, such as international tourists, different age cohorts, or tourists with varying levels of culinary expertise.

5.4.3 Integrate Additional Variables

It is recommended that future studies incorporate additional variables such as technological factors (e.g., the influence of social media and online reviews), cultural immersion activities, and economic indicators (e.g., pricing strategies or economic impact analyses). Such variables could provide a more nuanced understanding of the complex

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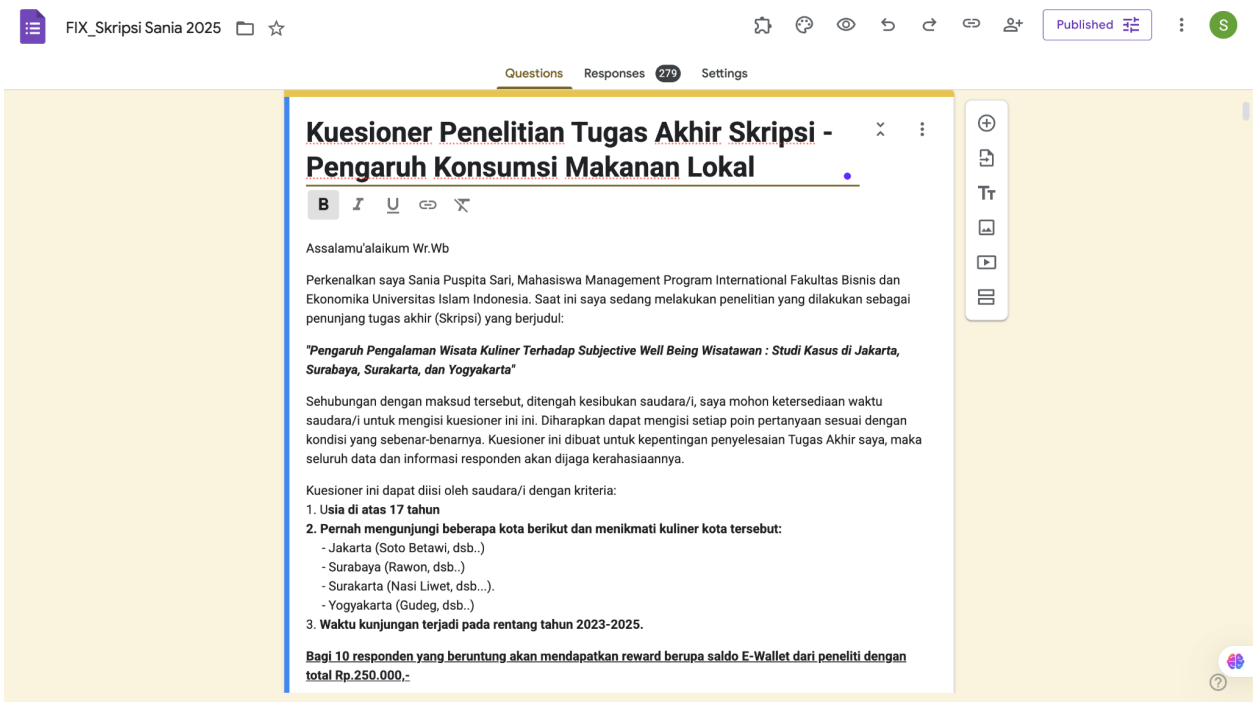
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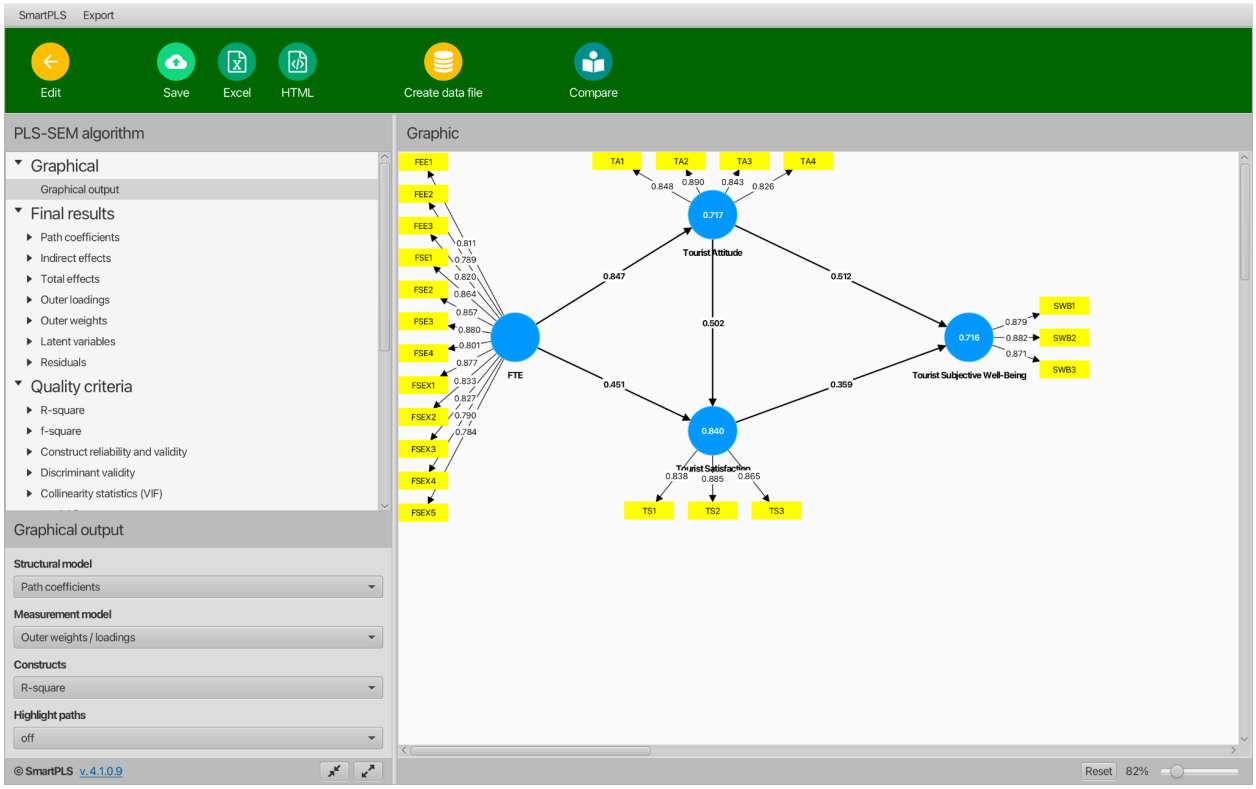
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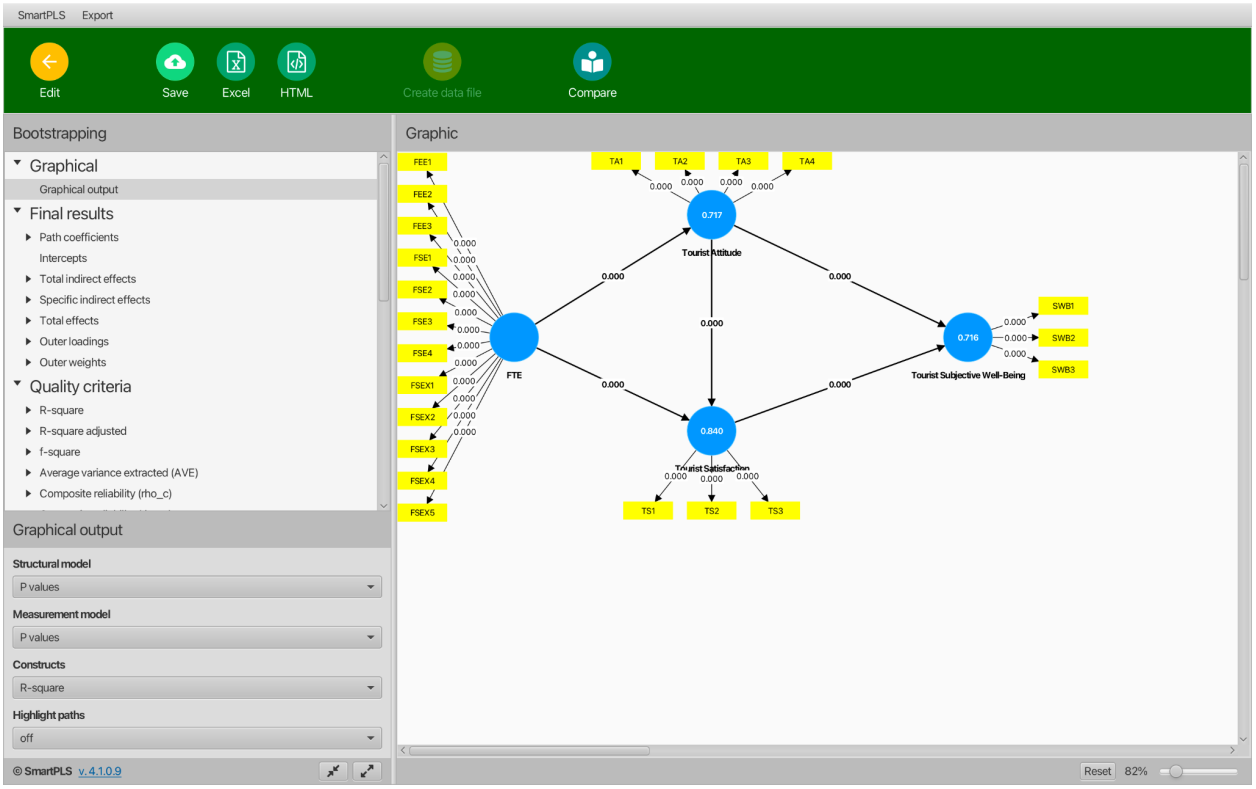
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APPENDICES


FIX_Skripsi Sania 2025
Published
Questions
Responses 279
Settings
Kuesioner Penelitian Tugas Akhir Skripsi - Pengaruh Konsumsi Makanan Lokal
Assalamu'alaikum Wr.Wb
Perkenalkan saya Sania Puspita Sari, Mahasiswa Management Program International Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian yang dilakukan sebagai penunjang tugas akhir (Skripsi) yang berjudul:
"Pengaruh Pengalaman Wisata Kuliner Terhadap Subjective Well Being Wisatawan : Studi Kasus di Jakarta, Surabaya, Surakarta, dan Yogyakarta"
Sehubungan dengan maksud tersebut, ditengah kesibukan saudara/i, saya mohon ketersediaan waktu saudara/i untuk mengisi kuesioner ini ini. Diharapkan dapat mengisi setiap poin pertanyaan sesuai dengan kondisi yang sebenar-benarnya. Kuesioner ini dibuat untuk kepentingan penyelesaian Tugas Akhir saya, maka seluruh data dan informasi responden akan dijaga kerahasiaannya.
Kuesioner ini dapat diisi oleh saudara/i dengan kriteria:
1. Usia di atas 17 tahun
2. Pernah mengunjungi beberapa kota berikut dan menikmati kuliner kota tersebut:
- Jakarta (Soto Betawi, dsb..)
- Surabaya (Rawon, dsb..)
- Surakarta (Nasi Liwet, dsb...).
- Yogyakarta (Gudeg, dsb..)
3. Waktu kunjungan terjadi pada rentang tahun 2023-2025.
Bagi 10 responden yang beruntung akan mendapatkan reward berupa saldo E-Wallet dari peneliti dengan total Rp.250.000,-


SmartPLS
Export
Edit
Save
Excel
HTML
Create data file
Compare
PLS-SEM algorithm
Graphical
Graphical output
Final results
Path coefficients
Indirect effects
Total effects
Outer loadings
Outer weights
Latent variables
Residuals
Quality criteria
R-square
f-square
Construct reliability and validity
Discriminant validity
Collinearity statistics (VIF)
Graphical output
Structural model
Path coefficients
Measurement model
Outer weights / loadings
Constructs
R-square
Highlight paths
off
© SmartPLS v. 4.1.0.9
Graphic
FEE1
FEE2
FEE3
FSE1
FSE2
FSE3
FSE4
FSEX1
FSEX2
FSEX3
FSEX4
FSEX5
FTE
TA1
TA2
TA3
TA4
0.717
Tourist Attitude
0.847
0.512
0.502
0.451
0.359
0.716
Tourist Subjective Well-Being
SWB1
SWB2
SWB3
0.840
Tourist Satisfaction
TS1
TS2
TS3
Reset
82%



Saya sudah berusia di atas 17 tahun dan bersedia mengikuti survei ini

Dari kota berikut, manakah yang paling akhir pernah anda kunjungi?

Jakarta

Surabaya

Surakarta

Yogyakarta

Tidak ada

Apa tujuan utama anda mengunjungi kota tersebut?

jika tidak mengunjungi kota di atas, mohon maaf anda bukan target responden penelitian ini. thank you

Mengunjungi
Bisnis
Liburan
Tujuan Budaya
Tujuan Kesehatan
Tujuan Kuliah
Other

Pada tahun berapakah anda melakukan wisata tersebut?
jika terjadi sebelum 2023, mohon maaf anda bukan target responden penelitian ini. thank you
2023
2024
2025
Add Other

Apakah anda ketika mengunjungi kota tersebut anda sempat menikmati Kuliner Kota tersebut
jika tidak sempat, mohon maaf anda bukan target responden penelitian ini. thank you
Ya
Tidak sempat

Mohon tuliskan tempat makan dimana anda menikmati makanan tersebut

1. Menurut saya, restoran [X] memiliki bau makanan yang enak
2. Menurut saya, restoran [X] memiliki makanan yang terlihat menarik
3. Menurut saya, restoran [X] memiliki makanan yang terasa enak
4. Menurut saya, restoran [X] memiliki tekstur makanan yang menyenangkan

1. Menurut saya, staf di restoran [X] sangat ramah.
2. Menurut saya, staf di restoran [X] sangat membantu.
3. Menurut saya, staf di restoran [X] sangat baik.
4. Menurut saya, staf di restoran [X] sangat sopan.
5. Menurut saya, staf di restoran [X] memiliki layanan yang sangat cepat.

1. Menurut saya, Lingkungan di restoran [X] sangat menarik secara estetika.
2. Menurut saya, dekorasi restoran [X] sangat menarik secara general.
3. Menurut saya, gaya restoran [X] sangat mengesankan.

1. Menurut saya, saya merasa senang dengan makanan di restoran [X] .
2. Menurut saya, saya merasa menikmati makanan di restoran [X]
3. Menurut saya, saya merasa restoran [X] dapat memenuhi kebutuhan saya.
4. Menurut saya, saya merasa restoran [X] sangat menarik bagi wisatawan

1. Menurut saya, saya merasa puas dengan kunjungan ke restoran [X]
2. Menurut saya, Dibandingkan dengan ekspektasi saya, saya puas dengan kunjungan saya ke restoran [X]
3. Menurut saya, Dibandingkan dengan situasi yang ideal, saya puas dengan kunjungan saya ke restoran [X]

1. Secara umum, saya menganggap diri saya orang yang sangat bahagia
2. Dibandingkan dengan kebanyakan rekan-rekan saya, saya menganggap diri saya lebih bahagia
3. Secara umum saya sangat bahagia dan menikmati hidup

Domisili anda pada saat ini
Nanggroe Aceh Darussalam
Sumatera Utara

Sumatera Barat

Riau

Kepulauan Riau

Jambi

Bengkulu

Sumatera Selatan

Kepulauan Bangka Belitung

Lampung

Banten

DKI Jakarta

Jawa Barat

Jawa Tengah

DI Yogyakarta

Jawa Timur

Bali

Nusa Tenggara Barat

Nusa Tenggara Timur

Kalimantan Barat

Kalimantan Tengah

Kalimantan Selatan

Kalimantan Timur

Kalimantan Utara

Sulawesi Utara

Sulawesi Tengah

Sulawesi Selatan

Sulawesi Barat

Sulawesi Tenggara

Gorontalo

Maluku

Maluku Utara

Papua

Papua Barat

Papua Tengah

Papua Pegunungan

Papua Selatan

Papua Barat Daya

Luar Negeri