

## **ABSTRACT**

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### **THE ROLE OF LOCAL FOOD ATTRIBUTES ON TOURISTS' FUTURE INTENTIONS MODERATED BY FOOD CULTURE DIFFERENCES AT WARUNG BABI GULING PANDE EGI**

(xviii + 126 pages; 6 figures; 52 tables; 16 appendixes)

Nowadays, tourists' future intentions play an essential role in successful destination marketing, and one of the aspects is local food consumption. However, Warung Babi Guling Pande Egi has received numerous complaints about the quality of its food and restaurant services. Therefore, this research is focused on the role of local food attributes on tourists' future intentions moderated by food culture differences at Warung Babi Guling Pande Egi. With quantitative approaches, data was collected through questionnaires by Google Forms that were spread through social media, including LINE, WhatsApp, and Instagram Story, by the writer and friends, with a total collection of 99 respondents. The convenience sampling method was used throughout the time range on September and October. All data passed validity and reliability tests with SPSS 30, and the outer model testing was conducted with SmartPLS 4. Finding shows that each independent variable (FN, FQ, and RQ) is not significant on dependent variable (FI), and the moderator variable (FCD) is not significant on moderating each relationship between independent variable and dependent variable. The  $R^2$  adjusted value of 7.8% indicates that 92.2% of FI is influenced by other variables. These variables can be studied by future researchers, including satisfaction, tourist experience, destination image, and perceived value. Recommendations for the restaurant to pay attention to and improve their restaurant quality.

**Keywords: Hospitality Industry, Restaurants, Food Novelty, Food Quality, Restaurant Quality, Food Culture Differences, Future Intentions, Warung Babi Guling Pande Egi**

References: 140 (2019-2024)

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Saat ini, niat wisatawan di masa depan memainkan peran penting dalam keberhasilan pemasaran destinasi, dan salah satu aspeknya adalah konsumsi makanan lokal. Namun, Warung Babi Guling Pande Egi banyak menerima keluhan mengenai kualitas makanan dan pelayanan restorannya. Oleh karena itu, penelitian ini difokuskan pada peran atribut makanan lokal terhadap niat masa depan wisatawan yang dimoderasi oleh perbedaan budaya makanan di Warung Babi Guling Pande Egi. Dengan pendekatan kuantitatif, pengumpulan data dilakukan melalui kuesioner melalui Google Forms yang disebar melalui media sosial antara lain LINE, WhatsApp, dan Instagram Story yang dilakukan oleh penulis dan kawan-kawan, dengan jumlah koleksi sebanyak 99 responden. Metode convenience sampling digunakan sepanjang bulan September dan Oktober. Seluruh data telah lolos uji validitas dan reliabilitas dengan SPSS 30, dan pengujian model luar dilakukan dengan SmartPLS 4. Temuan menunjukkan bahwa masing-masing variabel independen (FN, FQ, dan RQ) tidak signifikan terhadap variabel dependen (FI), dan variabel moderator (FCD) tidak signifikan dalam memoderasi setiap hubungan antara variabel independen dan variabel dependen. Nilai  $R^2$  yang disesuaikan sebesar 7,8% menunjukkan bahwa 92,2% FI dipengaruhi oleh variabel lain. Variabel-variabel tersebut dapat dipelajari oleh peneliti selanjutnya, antara lain kepuasan, pengalaman wisata, citra destinasi, dan nilai yang dirasakan. Rekomendasi bagi pihak restoran agar memperhatikan dan meningkatkan kualitas restorannya.

**Kata Kunci: Industri Perhotelan, Restoran, Kebaruan Makanan, Kualitas Makanan, Kualitas Restoran, Perbedaan Budaya Makanan, Niat Masa Depan, Warung Babi Guling Pande Egi**

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