

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of Indonesia's most important industries in terms of national development is the tourism sector. It becomes one of the priorities in government development programs. According to Mayasari & Rahardjo (2018), as cited in Soeswoyo et al. (2021), since 2016, Indonesia's tourism industry has grown to become the government's second biggest source of foreign exchange profits. As a national development, Indonesia's tourist industry has grown significantly since 1972. After the independence of Indonesia as a nation, the tourism industry contributed to economic growth for Indonesia. President Soeharto made tourism development in Bali the top priority for Indonesia. Since then, the tourism industry in Bali has contributed to relieve the extreme poverty in the least prosperous province in Indonesia. Bali has a unique traditional culture and natural resources, which attract tourists, especially Westerners. The growing number of tourists, both international and domestic, indicates that Bali is a highly attractive destination. With the heavenly-looking beach, breathtaking sunset, and luxury hotels, Bali has become the dream destination of the tourists. However, the uniqueness of Bali's culture and ethnicity, which could not be found anywhere, is admired by Westerners (Mayuzumi, 2021).

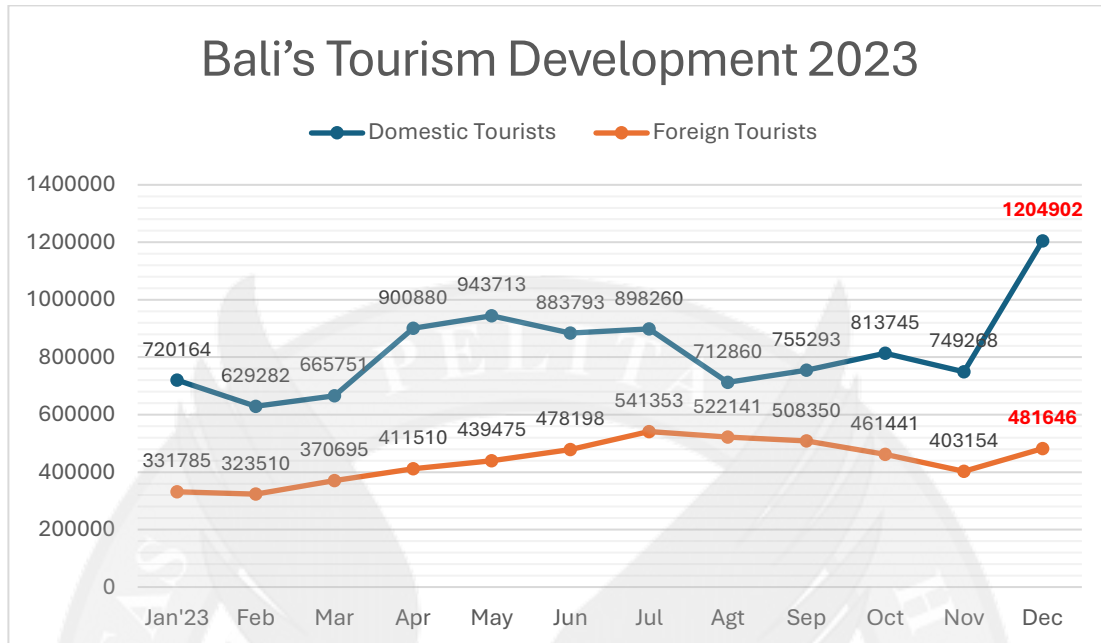


Figure 1.1 Bali's Tourism Development 2023

Source: Prepared by Writer (2024), Badan Pusat Statistik Provinsi Bali (2024)

The data provided by Badan Pusat Statistik (BPS) above shows Bali's tourism growth from January to December 2023. In the data above, the tourism industry of Indonesia was rising. According to the data supplied by BPS, the number of 1,204,902 domestic tourists and 481,646 foreign tourists in Indonesia was reached in December 2023. It was the biggest total number of foreign and domestic tourists in a one-year period. In December 2023, Australian, Indian, and Singaporean citizens became the top three majority of Indonesian foreign tourists. Bangli, Denpasar, and Gianyar became the most popular regencies in Bali visited by foreign tourists in December 2023 (BPS Provinsi Bali, 2024).

According to Suriani & Ariani (2020), the culture and traditions of a local are reflected in the culinary. Suci (1986), as cited in Hendriyani (2020, p. 280), classified Balinese food as two different groups of food; They are both main and side dishes. The main dishes are rice, side dishes, and sambal. Sirtha (1998), as cited in Hendriyani (2020, p. 280), found out that the traditional food in Bali is tied to the value of traditional events that contain Hinduism in mind, not merely serving as the daily requirements of human being. According to Tsai & Wang (2017), as cited in Rousta & Jamshidi (2019), food has become the fundamental element that influences the destination marketing strategies.

In Hasan et al. (2019), cited from Hossain et al. (2015); Kim et al. (2013); Chi & Qu (2008), successful destination marketing relies heavily on tourists' future intentions. It helps the profitability of the tourism industry by reducing promotion and marketing expenses. More than half of any particular destination's tourists are repeat visitors (Wang, 2004), as cited in Hasan et al. (2019). Tourists who have positive intentions for the future are more likely to share personal experiences either through social media or word-of-mouth without any expenses needed. Moreover, lower expenses are needed to attract and retain repeater tourists compared to new tourists (Alegre & Juaneda, 2006; Kim et al., 2013).

According to Rousta & Jamshidi (2019), one of the aspects that influences tourists' future intentions is the local food consumption. Local food consumption contributes to giving various experiences for tourists, which will encourage them to

return and/or recommend destinations to others. Differences in food preference, ingredients, composition, table manner, and dietary habits will be perceived by both international and local tourists. According to Correia et al. (2008), as cited in Kim et al. (2020) about 25 percent of tourists' expenses were spent on food in a destination, which shows that food has an economic influence in the tourism industry.

Previous research has well documented how the food characteristics affect tourists' future intentions (Liu et al., 2020). Although, studies on tourists' future intentions from experiences of local food in destinations are still lacking (Kim et al., 2020). This research expands previous research by evaluating local food attributes that might influence tourists' future intentions. As cited in Kim et al. (2020), Kissileff (2000) defined a food attribute as “a quality of a food that has the potential to have an independent effect on food intake.” According to Choe & Kim (2019), the characteristics that differentiate food from one kind to another refer to local food attributes. In the previous study, local food attributes were divided into three different aspects, including traditional and local cultural related, food quality evaluation, and restaurants' physical or service features (Kim et al., 2020). Therefore, this research focuses on the three attributes moderated by food culture differences.

The first attribute of local food that might influence tourists' future intentions is food novelty. According to Kim et al. (2020), the definition of food novelty is the exoticness of the local food. In another study, Khamis (2022) described novelty as the uniqueness and difference of style of food. Pavlidis & Markantonatou (2020) found

that the uniqueness of every local food is differentiated by the environment, variety, socioeconomic, history and culture, and dietary habits. Richards (2003), as cited in Pavlidis & Markantonatou (2020) found that the major tourists' attraction of Paris was the food markets that were different from Helsinki or New York. In Khamis (2022), it was also found that people who seek food novelty are the people who will try the local food offered at the Egyptian tourist destination, and they are the possible repeat visitors. The experiences gained when tasting local food become the trigger for a destination. Therefore, local food has become a form of tourism attraction (Pavlidis & Markantonatou, 2020).

The second attribute of local food that might influence tourists' future intentions is food quality. According to Kim et al. (2020), food quality is evaluated by the taste and other sensory aspects of the food, as well as the health and nutritional worth of its constituents. In Richardson et al. (2019), food quality is divided into two characteristics, which are the presentation and taste. Jang & Namkung (2009), as cited in Konuk (2019), added that food presentation, tastiness, healthiness, and freshness are included in the criteria of food quality. According to Jacoby (2002), as cited in Konuk (2019), the attributes of food quality can be a stimulus to influence consumers' evaluation, which may grow consumers' future intentions. Kim et al. (2020) found out that food quality as local food attributes positively affect future intentions.

The third attribute of local food that might influence tourists' future intentions is restaurant quality. Kim et al. (2020) classified restaurant quality including the physics

and service of the restaurant. According to Jun et al. (2017), service quality gives satisfaction to consumers to build their loyalty and intention of spreading word-of-mouth. In another study as cited in Kim et al. (2020), Chang et al. (2011) and Mak et al. (2012a) found that service quality is a key factor in determining tourists' intentions for the future. Choe & Kim (2018), Griffith (2006), and Kim et al. (2016) found that restaurant cleanliness is also an important aspect that influences tourists' future intentions. Björk & Kauppinen-Räsänen (2017) and Griffith (2006) also found that restaurants' hygiene condition and atmosphere, which are included as restaurant's attributes, are having an influence on consumers' experience and satisfaction. According to Liu & Tse (2018) and Namkung & Jang (2007), service quality has a role in estimating consumers' intentions (Richardson et al., 2019; Kim et al., 2020).

Another important variable that might moderate tourists' future intentions is food culture differences. According to Wijaya (2019), food culture is judged as a product of standards of behavior towards a product of food standards whether it is a suitable or unsuitable food within a given group of society. The culture that is contained in the food of one place to another is differ. However, it is still lacking of findings towards food culture differences. In Kim et al. (2020), it is said that some evidences were provided in Previous research indicates that food culture has a substantial impact on food consumption in international tourism destinations. According to Kim et al. (2020) found that the moderating variable, food culture differences, has an impact on

food novelty and food quality. However, food culture as moderating variable is not moderating on restaurant quality.

Balinese culinary has the potential to affect tourists' destinations in Bali. The traditional food in Bali contains a story that can be told to tourists. According to Hendriyani et al. (2020), traditional food in Bali is a potential market and has a huge demand by tourists who visit Bali. Therefore, the writer chooses Warung Babi Guling Pande Egi as the object of this research to examine the role of local food attributes on tourists' future intentions moderated by food culture differences.

Warung Babi Guling Pande Egi is a local restaurant that sells “*babi guling*,” or rotating pork, which is a type of food made from female or male piglets whose stomachs are stuffed with spices and vegetables and then roasted while being spun (rolled) until cooked, markings with a change in skin color to brown and crispy. It is located in Banjar Pande, Gianyar. Warung Babi Guling Pande Egi was established on 9 December 2016 and sells about 180 to 200 portions in a day.

The following are the bad reviews given by consumers from September 2023 to August 2024 at Warung Babi Guling Pande Egi for the independent variables of food quality and restaurant quality.

Table 1.1 Consumer's Reviews

Time	Rating	Comments
August 2024	Food: ★☆☆☆☆ Service: ★★★☆☆ Atmosphere: ★★★☆☆	Food is way too spicy. And nothing stands out about the food either.

		And they put wayyyy too much sugar in the juices. We had to leave both our food and drinks unfinished.
August 2024	Food: ★★☆☆☆ Service: ★☆☆☆☆ Atmosphere: ★☆☆☆☆	Unfriendly service!
July 2024	Service: ★☆☆☆☆	Waiting for food took a long time
June 2024	Food: ★☆☆☆☆ Service: ★☆☆☆☆ Atmosphere: ★☆☆☆☆	<p>Don't understand how they get such high rated reviews when I find their food quite bland. I had better Babi Guling from those neighbour Warung.</p> <p>Our guide recommended this so we came and try, saw alot of tourists and locals but the service and food was really dissappointing.</p> <p>Nobody guide us in and we were left to look for our own table, all they tell us is lantai 2 which we couldn't even understand? We also had to wait about 20 mins for them to take our orders.</p> <p>The pork skin is not even crispy, and the rest of the meat is really tough. Also one of the veg seems abit off, me and my husband actually had Bali belly afterwards.</p>
June 2024	Service: ★☆☆☆☆	I'm a regular at eating here, I bought food and takeout today. ask for help from the staff who are a bit impolite to customers, unfriendly and impolite when asking for billing.
June 2024	Food: ★★☆☆☆ Service: ★☆☆☆☆	<p>The first experience was quite impressive, then the second time I couldn't get a place because it was so busy and the most unpleasant thing was my third visit...</p> <p>Our order didn't come, even the table next to us that was further away got its food later.</p> <p>Indeed, we moved tables because of the heavy rain, but when we moved I confirmed that we had moved to the table at the front. And the floor captain said "Yes, it's been noted" that is impressive.</p> <p>But the reality is that the table next to us, which ordered later, got it first. And in the end we left and didn't eat there because we were very disappointed with the service (btw, when we ordered first, the menu book was given first to the foreigner who arrived later).</p> <p>Sorry, I have blacklisted this suckling pig stall from my list.</p>

		Please improve the service again. And don't forget about the service that used to be good because it's busy.
April 2024	Food: ★☆☆☆☆ Service: ★☆☆☆☆ Atmosphere: ★☆☆☆☆	Worst service ever.
April 2024	Service: ★☆☆☆☆	The front waiter was very rude!! 3 times asked nicely* in front of his face, he didn't answer!! Just ignore it! Duh
September 2023	Food: ★☆☆☆☆ Service: ★☆☆☆☆ Atmosphere: ★☆☆☆☆	Bad service
September 2023	Food: ★☆☆☆☆	The skin is so hard, it's hard to bite even if you want to eat it. Where do you order the special package of 2 portions, the skin is the same. Zooonkkkkkkk, just taste the food. Just come here once. Thank You
September 2023	Food: ★★☆☆☆ Service: ★☆☆☆☆ Atmosphere: ★★☆☆☆	Since they didn't give me directions to the store, what's the point? I wanted to. Since I didn't order when I wanted, I haven't even looked at the order or thought about taking it. At that time, all the rice fields were burned, so the atmosphere was not good. The employee just stood there looking in the other direction with a rotten expression on his face (and then the employees laughed and chattered among themselves), but after enduring it, they responded with the same attitude. There was no napkin, they didn't give me a fork, and when I asked when the drinks would be served, I responded with an irritated tone, so my attitude softened. I don't want to go there again. If you don't like local cuisine, just skip the famous local restaurants. The service and the food are all bad anyway. If you like local food, go for cheap food. The staff service was 0 points and the food was not very good, so I just ate it and left, but I was surprised to see that the amount was 0 units less than I expected when I paid. Super cheap ;;;

Source: Prepared by Writer (2024), Google Reviews (2024)

From the table above, it shows that several food quality and restaurant quality issues were complained about by the consumers. For instance, in terms of food quality,

a comment said that the spice at Pande Egi is too spicy and the flavour of babi guling at Pande Egi did not stand out, while another comment said that the spice and smell of babi guling was not strong enough. It is also said that the meat of the babi guling was tough, and the skin of the babi guling was not crispy and hard to bite.

For instance, in terms of restaurant quality, a comment said that the consumers have to wait for staff at Pande Egi after having a seat about twenty minutes before their orders were taken, another comment said that the staffs at Pande Egi are lack of engagement and unfriendly, the way of talking from the staffs is impolite while asking for billing, and the consumers at Pande Egi had waited for too long for the food, and even the food did not come that make the consumers left disappointed. Based on the reviews above, there is still lacking of food quality and restaurant quality at Warung Babi Guling Pande Egi. Therefore, it becomes the challenges for Warung Babi Guling Pande Egi to improve their food quality and restaurant quality.

For the independent variable of food novelty, the writer conducted a pre-test survey to assess food novelty at Warung Babi Guling Pande Egi. The following are the results from 30 respondents' pre-test survey.

Table 1.2 Pre-Test Survey

No.	Indicators	Yes	No
1	It was an opportunity to taste unknown food.	7	23
2	It was an opportunity to taste exotic ingredients.	4	26
3	It was an opportunity to taste authentic Balinese food.	7	23

4	It was an opportunity to taste local food with local people and foreign tourists.	10	20
5	It was an opportunity to experience the exotic ambiances of Balinese local restaurants.	6	24

Source: Prepared by Writer (2024)

From the table above, it can be seen that most of the respondents think that babi guling is a familiar food in Bali and Pande Egi is not the only restaurant that serve babi guling in Bali, the ingredients used for making babi guling is familiar and Pande Egi is not the only restaurant that use the ingredients, babi guling at Pande Egi does not enough to represent the authenticity of Balinese food, the food is similar with other restaurants that serve babi guling, the experience of tasting local food with local people and foreign tourists at Pande Egi is similar to other restaurants, and the exoticness of Bali ambience at Pande Egi is similar to other restaurants. In conclusion, there is still lacking of food novelty at Warung Babi Guling Pande Egi. Therefore, it becomes the challenges for Warung Babi Guling Pande Egi to improve their food novelty. Warung Babi Guling Pande Egi have to retain the novelty of “*babi guling*” while modifying it to the modest style of enjoying it to attract younger generations (NusaBali, 2021).

Based on the explanation and background study mentioned above, the writer is motivated to determine the dimensions that influence tourists’ future intentions, such as food novelty, food quality, and restaurant quality that are moderated by food culture differences. Therefore, the title of this research is “THE ROLE OF LOCAL FOOD ATTRIBUTES ON TOURISTS’ FUTURE INTENTIONS MODERATED BY FOOD CULTURE DIFFERENCES AT WARUNG BABI GULING PANDE EGI.”

1.2 Problem Limitation

This research has several limitations because of the restricted time and budget. This research uses only five variables: three independent variables (food novelty, food quality, restaurant quality), one dependent variable (future intentions), and one moderating variable (food culture differences). The scope is limited to foreign and domestic tourists who have experienced the dining services at Warung Babi Guling Pande Egi. Data will be collected through surveys administered to consumers within September and October 2024. The respondent does not represent any specific region or country of tourists.

1.3 Problem Formulation

Based on the description above, the problem formulation in this research is as follows:

1. Does food novelty positively influence tourists' future intentions at Warung Babi Guling Pande Egi?
2. Does food quality positively influence tourists' future intentions at Warung Babi Guling Pande Egi?
3. Does restaurant quality positively influence tourists' future intentions at Warung Babi Guling Pande Egi?
4. Does food culture differences positively act as a moderator between food novelty and tourists' future intentions at Warung Babi Guling Pande Egi?

5. Does food culture differences positively act as a moderator between food quality and tourists' future intentions at Warung Babi Guling Pande Egi?
6. Does food culture differences positively act as a moderator between restaurant quality and tourists' future intentions at Warung Babi Guling Pande Egi?

1.4 Objective of the Research

The objectives of this research are as follows:

1. To identify whether food novelty positively influences tourists' future intentions at Warung Babi Guling Pande Egi.
2. To identify whether food quality positively influences tourists' future intentions at Warung Babi Guling Pande Egi.
3. To identify whether restaurant quality positively influences tourists' future intentions at Warung Babi Guling Pande Egi.
4. To identify whether food culture differences positively act as moderator between food novelty and tourists' future intentions at Warung Babi Guling Pande Egi.
5. To identify whether food culture differences positively act as moderator between food quality and tourists' future intentions at Warung Babi Guling Pande Egi.
6. To identify whether food culture differences positively act as moderator between restaurant quality and tourists' future intentions at Warung Babi Guling Pande Egi.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

Theoretical benefits include enhancing understanding and literature in the food and beverage environment, specifically regarding the impact of food novelty, food quality, restaurant quality, and food culture differences on tourists' future intentions, and other relevant information for researchers and readers.

1.5.2 Practical Benefit

1. For the restaurant

This study will provide recommendation to the management of the restaurant on how to strengthen their food novelty, improve their food and restaurant quality, and also to understand how the food culture differences moderate between local food attributes and tourists' future intentions.

2. For the writer

This study will provide knowledge and understanding about tourists' future intentions related to food novelty, food quality, restaurant quality, and food culture differences.

3. For the other researchers

This study will provide references to other researchers about the food novelty, food quality, restaurant quality, and food culture differences

towards tourists' future intentions at the authentic local food restaurant in Bali.

