

KUALITAS PENGALAMAN KULINER YOGYAKARTA DAN PENGARUHNYA TERHADAP KEPUASAN DAN NIAT BERPERILAKU WISATAWAN DOMESTIK DAN MANCANEGERA

Joane Christi Suwono, Fedryan

Program Manajemen Perhotelan, Program Studi Manajemen, Universitas Kristen Petra

Jl. Siwalankerto 121-131, Surabaya

Email: Joannesuwono@yahoo.com ; Liangfedryan@yahoo.com

Abstrak – Kualitas Pengalaman Kuliner Yogyakarta dan Pengaruhnya terhadap Kepuasan dan Niat Berperilaku Wisatawan Domestik dan Mancanegara

Banyak wisatawan saat ini, memilih untuk berkunjung ke Yogyakarta untuk mengalami pengalaman budaya yang khas dan mencoba masakan khas Yogyakarta yang unik. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas makanan tradisional Yogyakarta, kepuasan wisatawan terhadap kuliner Yogyakarta, kepuasan wisatawan terhadap destinasi Yogyakarta secara keseluruhan, terhadap niat berperilaku wisatawan di masa datang, dengan total 200 responden yang telah berkunjung ke Yogyakarta dan menikmati kuliner Yogyakarta. Metode penelitian yang digunakan adalah SEM-PLS, yang hasilnya tidak hanya menunjukkan kualitas makanan dapat memicu pemilihan destinasi dan sebagai pembentuk kepuasan wisatawan, melainkan juga menggambarkan bahwa kepuasan destinasi dan kuliner dapat memicu niat berperilaku wisatawan seperti mengkonsumsi kembali makanan tradisional Yogyakarta, mengunjungi Yogyakarta kembali sebagai tempat liburan, atau merekomendasikan orang lain untuk mengkonsumsi makanan atau mengunjungi Yogyakarta. Secara keseluruhan, hasil penelitian ini menunjukkan bahwa kualitas pengalaman kuliner memberikan pengaruh terhadap niat berperilaku wisatawan, melalui kepuasan terhadap pengalaman kuliner dan kepuasan terhadap destinasi.

Kata kunci: Kualitas kuliner, Pengalaman kuliner; Pengalaman destinasi; kepuasan; niat berperilaku wisatawan; pariwisata

Abstract- The Quality of Yogyakarta's Traditional Culinary and The Effect on Satisfaction and Both Domestic and Foreign' Tourist' Behavior Intentions

Many tourist nowadays, are likely to visit Yogyakarta to experience a strong cultural experience and trying Yogyakarta's unique cuisines. This research aimed to analyze the effects of quality of Yogyakarta's traditional food, tourist culinary experience satisfaction and also destination experience satisfaction towards tourist's behavioral intentions. This study aim to determine the effect of Yogyakarta's quality of culinary experience towards both domestic tourist and foreigner' behavior intentions with culinary and destination' satisfaction as an intervening variables. With total of 200 respondents who have visited Yogyakarta and enjoyed Yogyakarta's culinary. The research methods used is SEM-PLS, with the results not only imply that the quality of culinary experience can trigger the selection of destinations and can be seen as the formation of the satisfaction of the tourist, but also shown that the satisfaction of destinations and culinary can trigger tourist' behavioral intention such as re-consuming traditional food of Yogyakarta, visiting Yogyakarta again in the future as a

holiday, or recommending others to consume traditional Yogyakarta's culinary or visit Yogyakarta. Overall, the results of this study indicate that the quality of the culinary experience affects tourist's behavior intentions, through tourist's satisfaction of on culinary experience and tourist's satisfaction on destination.

Keywords:

Culinary quality, culinary experiences; destination experience; satisfaction; tourist behavioral intentions; tourism

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