

KUALITAS PENGALAMAN KULINER TRADISIONAL BANDUNG DAN PENGARUHNYA TERHADAP NIAT BERPERILAKU WISATAWAN

Serli Wijaya, Monika Kristanti, Michael Khosasi, Luckyanto Utama.
Hotel Management Program, Management Program, Faculty of Economics Petra Christian
University. Jl. Siwalankerto 121-131, Surabaya 60236.

Email: serliw@petra.ac.id ; mkrist@petra.ac.id ; m33413089@john.petra.ac.id ;
lucky.hutama@gmail.com

Abstrak: Seiring dengan berkembangnya pariwisata di Indonesia, minat terhadap wisata minat khusus semakin meningkat, salah satunya adalah wisata kuliner. Penelitian ini bertujuan untuk mengukur persepsi wisatawan terhadap kualitas makanan tradisional Bandung dan pengaruhnya terhadap kepuasan kuliner wisatawan serta kepuasan wisatawan terhadap Bandung sebagai destinasi wisata yang akhirnya mempengaruhi niat berperilaku wisatawan. Survei terhadap 205 responden dilakukan dengan data primer yang terkumpul dan dianalisa dengan menggunakan metode SEM-PLS. Hasil menunjukkan bahwa kualitas makanan dapat memicu pemilihan destinasi dan berkontribusi terhadap kepuasan yang dirasakan. Hasil penelitian menggambarkan bahwa kepuasan destinasi dan kuliner dapat memicu niat berperilaku wisatawan dalam lingkup kunjungan berulang maupun rekomendasi. Secara keseluruhan, hasil penelitian ini menunjukkan bahwa kualitas pengalaman kuliner yang dialami wisatawan mampu mempengaruhi niat berperilaku dengan melalui kepuasan terhadap pengalaman kuliner dan kepuasan terhadap destinasi sebagai variabel perantara.

Kata Kunci:

Kualitas kuliner, pengalaman kuliner; pengalaman destinasi; kepuasan; niat berperilaku wisatawan; pariwisata

Abstract: Bandung has become a popular destination for special interest tourism, for visitors with a particular taste for traditional delicacies. This research aims to analyse the effects of the quality of Bandung traditional cuisine, tourist's level of satisfaction towards the traditional culinary experience, and their level of satisfaction towards the destination experience on tourist's behavioural intentions. A questionnaire survey on the subject, which recorded 205 responds, was conducted and the results are further analysed using the SEM-PLS method. Findings indicate that, first, the quality of culinary experience prompts the choice of destination by contributing to perceived satisfaction; and second, the destination and culinary satisfaction may trigger tourist behaviour intention such as to revisit Bandung for its cuisine or as a leisure visit, or to recommend Bandung to their kiths and kins. To conclude, results of the study implied that the quality of culinary experience indirectly affects tourist behavioural intentions through culinary experience satisfaction and destination experience satisfaction of tourists.

Keywords:

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

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