

**PENGARUH KUALITAS PENGALAMAN KULINER
TRADISIONAL TERHADAP KEPUASAN DAN NIAT
BERPERILAKU WISATAWAN DOMESTIK DAN WISATAWAN
ASING DI SOLO**

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Abstrak - Penelitian ini bertujuan untuk mengetahui adanya pengaruh dari kualitas pengalaman kuliner terhadap niat berperilaku wisatawan domestik dan mancanegara di Solo melalui kepuasan terhadap pengalaman kuliner Solo dan kepuasan terhadap pengalaman destinasi di Solo sebagai variable intervening. Total responden dalam penelitian adalah 200 responden yang mengunjungi Solo dan menikmati makanan tradisional Solo. Jenis penelitian yang digunakan adalah kuantitatif yang bersifat kuantitatif kausal. Teknik pengolahan data dalam penelitian ini menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa kualitas pengalaman kuliner memberikan pengaruh signifikan pada niat berperilaku wisatawan domestik dan mancanegara dengan kepuasan terhadap kuliner dan kepuasan terhadap destinasi sebagai variable intervening.

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

Abstract - This study aimed to determine the effect from the quality of Culinary experience in Solo towards both domestic tourist and foreigner' behavior intentions, with culinary and destination' satisfaction as intervening variables. With total 200 respondents who have visited Solo and enjoy Solo's culinary, the research method used is SEM-PLS. The results showed that the quality of culinary experience significantly brings positive influence and effect on both domestic tourist and foreigners' behavior intentions with culinary and destination' satisfaction as intervening variables.

Keywords: Culinary quality, culinary experience, destination experience, satisfaction, tourist's behavior intention, tourism.

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