

CHAPTER I

INTRODUCTION

A. Research Background

A destination's attractiveness often correlates with its capacity to meet tourists' requirements and expectations. In addition to climate, lodging, and scenery, the food experience is essential when tourists evaluate a destination's appeal (Henderson & Joan C., 2016). Food consumption is not only a means for tourists to satisfy their physical needs but also an opportunity to learn about different cuisines, people, cultures, and traditions. The food options available to visitors at a destination may vary (Almeida & Garrod, 2017). However, sampling authentic foods is among the most popular tourist activities (Du Rand & Heath, 2006).

Traditional local cuisines have proven effective destination marketing strategies (Okumus et al., 2013; Silkes et al., 2013). Food purchases account for approximately one-third of total visitor expenditures. Given this, local, regional, and international cuisines available in a destination play a crucial role in marketing efforts and destination selection (Silkes et al., 2013). However, in research conducted by UNESCO, a country's Creative Cities of Gastronomy are deemed to have excellent local gastronomic knowledge if culinary tourism provides simple access for regional and international tourists and is an integral part of the country's tourist attraction (Guzel & Apaydin, 2016).

Understanding customer revisit intention is crucial for service providers. It refers to a customer's likelihood of returning to a particular location (Um et al., 2006a). This metric holds significant value because acquiring new customers is considerably more expensive than retaining existing ones. Research suggests that memorable tourism experience

significantly influences revisit intention (Um et al., 2006). However, a customer's decision to revisit is multifaceted. It is not just about past experiences but also considers the appeal of new offerings and the effectiveness of promotional strategies (Mannan et al., 2019).

Local food plays a vital role in sustainable tourism. It enhances the visitor experience by offering a window into the region's culture, fostering a more authentic and immersive connection (Sims & Rebecca, 2009). Themed destinations, on the other hand, offer a unique market experience. They create a visually captivating atmosphere that transports visitors to a different time or place through the activities and customs offered. These experiences cater to people's desires for escapism and adventure, allowing them to feel as if they have broken free from the limitations of everyday life. (Grayson & Martinec, 2004). Studies show that genuine authenticity goes beyond the food itself. It encompasses the culinary experience, including the preparation process, the surrounding environment, and the people involved (Graham & Susan, 2021).

In tourism, authenticity isn't a scientific fact but a perception of genuineness (Kovács et al., 2014). Tourists seek experiences that feel real and true to a place's culture and traditions (Abarca, 2004). This desire for authenticity reflects a broader societal trend, where people crave experiences that are unique and not mass-produced. Authenticity is a counterpoint to the uniformity of many tourist destinations, offering a sense of connection and individuality that travelers value highly (Le et al., 2019).

Memorable tourism experiences are crucial in today's tourism industry, where experiential packages are increasingly popular (J. H. Kim et al., 2012). The tourism industry has recently witnessed a transition towards offering experiential packages. In this context, creating a memorable tourism experience holds significant importance. It not only impacts the level of satisfaction derived from the experience but also has the potential to influence future behaviors of tourists, including their intention to revisit and their likelihood of

providing word-of-mouth recommendations (Adongo et al., 2015; J. H. Kim, 2018; J. H. Kim & Ritchie, 2014)

Place identity is more than just physical environments. They are shaped by the experiences, emotions, and social interactions we have within them. Place identity envelops the tangible surroundings, the actions carried out within those surroundings, and the social and psychological dynamics that occur within that context (Stedman, 2002). An identity is a collection of meanings associated with oneself and functions as a benchmark or point of reference, influencing one's conduct in various contexts (Stets & Biga, 2003). Place identity is shaped by more than just the physical elements in a location. It is also influenced by the significance and connections individuals build between themselves and the place (Jiménez-Medina et al., 2021).

Customer satisfaction is a standard to assess the difference between customers' pre-purchase expectations and their post-consumption appraisal of a service or product (Nunkoo et al., 2020). Customer satisfaction is typically assessed as a unidimensional construct that evaluates customers' overall satisfaction with a service organization. This assessment is based on the collective judgment of all interactions and touchpoints with the service organization (El-Adly, 2019). The significance of customer satisfaction is derived from the allocation of limited resources and the fulfillment of unfulfilled requirements, resulting in a favorable conclusion. Satisfaction can be defined as the comprehensive evaluation of customers' experiences throughout purchasing and consuming a product or service. Likewise, customer satisfaction is commonly defined as evaluating product or service quality after purchase compared to initial expectations before acquisition (Kotler et al., 2017).

Revisit Intention indicates a propensity or intention to revisit and experience the exact location repeatedly in the future (Cole & Scott, 2004). Researchers have demonstrated that

the factors influencing the intention to revisit include satisfaction, service behavior, perceived value, and the attractiveness of alternatives (Mannan et al., 2019). Furthermore, the desire to return to a location is influenced by various factors, including evaluating previous experiences, the allure of newly introduced attractions, and the effectiveness of different promotional tools. These elements collectively shape the intention to revisit a particular place (Aziz et al., 2012).

This research is about Jogja's culinary destinations becoming a trend among tourists. Regarding cuisine in Jogja, Bale Raos is one of the few restaurants that serve authentic cuisines (Anggah, 2023). The Bale Raos restaurant, located close to the Jogja Palace (*Kraton*), presents a distinctive conceptual framework. Occasionally, visitors can savor a diverse selection of the Sultan of Jogja's preferred culinary offerings. Historically, the exclusive cuisine of the Yogyakarta Palace was reserved solely for the nobles and offered exclusively on specific occasions (Anggah, 2023). However, it is noteworthy that the general public can indulge in these culinary delights today. The establishment in question is the Bale Raos restaurant, renowned for providing the preferred culinary selections of the Sultan of Jogja (Anggah, 2023).

This study aims to investigate the customer of Bale Raos restaurant, analyze the consumer's positive responses to specific authenticity, memorable tourism experiences, place identity, and customer satisfaction, and revisit the intention of Bale Raos restaurant. This research is a modification and replication of research conducted by Kim & Jong Hyeong (2019) and W. Kim et al. (2020); the difference between research and previous research is to make modifications by adding variables Memorable Tourism Experience and Place Identity. This study uses the research setting in Bale Raos Yogyakarta.

B. Research Question

After describing the background of this study, the following is the formulation of the problems in this study:

1. Does authenticity affect Bale Raos customers' memorable tourism experiences?
2. Does authenticity affect the Bale Raos place identity?
3. Do memorable tourism experiences affect the Bale Raos customer satisfaction?
4. Do memorable tourism experiences affect the intention to revisit the Bale Raos?
5. Does place identity affect Bale Raos' customer satisfaction?
6. Does place identity affect the intention to revisit Bale Raos?
7. Does customer satisfaction affect the Bale Raos revisit intention?
8. Does memorable tourism experience mediate the relationship of authenticity on customer satisfaction?
9. Does memorable tourism experience mediate the relationship between authenticity on revisit intention?
10. Does place identity mediate the relationship between authenticity on customer satisfaction?
11. Does place identity mediate the relationship between authenticity on revisit intention?

C. Research Objective

The research objection of this study is shown:

1. To determine the impact of authenticity on Bale Raos customers' memorable tourism experiences.
2. To explore the impact of authenticity on the Bale Raos place identity.
3. To investigate the impact of memorable tourism experiences on Bale Raos customer satisfaction.

4. To prove the impact of memorable tourism experiences, the intention to revisit the Bale Raos is affected.
5. To examine the impact of place identity on Bale Raos customer satisfaction.
6. To confirm the impact of place identity, affect the Bale Raos revisit intention.
7. To analyze the impact of customer satisfaction on the Bale Raos revisit intention.
8. To determine the mediating effect of memorable tourism experiences on the relationship of authenticity on customer satisfaction.
9. To explore the mediating effect of memorable tourism experience on the relationship of authenticity on revisit intention.
10. To investigate the mediating effect of place identity on the relationship of authenticity on customer satisfaction.
11. To prove the mediating effect of place identity on the relationship of authenticity on revisit intention.

D. Research Benefit

The benefit from this study is expected to have the following outcomes:

1. To fill the research gap on the relationship between authenticity, memorable tourism experience, place identity, customer satisfaction, and revisit intention.
2. To better understand how authenticity can create memorable tourism experiences, place identity, customer satisfaction, and revisit intention can affect culinary tourism.
3. To help tourism businesses develop strategies to improve the authenticity of their culinary offerings and create more memorable tourism experiences for tourists.
4. To contribute and developing the culinary tourism industry in Yogyakarta.

This research will provide valuable insights into how authentic cuisine can create unforgettable experiences for tourists, mainly Bale Raos customers. Tourism businesses can use this information to develop strategies to enhance the authenticity of their culinary

offerings and create more memorable tourism experiences for tourists. This will ultimately increase visitor satisfaction and intention to return, benefiting the entire tourism industry.