

KUALITAS PENGALAMAN KULINER BALI DAN PENGARUHNYA TERHADAP NIAT BERPERILAKU WISATAWAN

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Abstrak – Kualitas Pengalaman Kuliner Bali dan Pengaruhnya terhadap Niat Berperilaku Wisatawan

Banyak wisatawan yang saat ini mengunjungi Bali untuk mengalami pengalaman budaya yang kuat dan juga mencoba masakan khas Bali. Penelitian ini bertujuan untuk mengukur persepsi wisatawan terhadap kualitas makanan tradisional Bali dan pengaruhnya terhadap kepuasan kuliner wisatawan serta kepuasan wisatawan terhadap Bali sebagai destinasi wisata. Survei terhadap 207 responden dilakukan dan data primer yang terkumpul dianalisis dengan menggunakan metode SEM-PLS. Temuan menunjukkan kualitas makanan dapat memicu pemilihan destinasi dan berkontribusi terhadap kepuasan yang dirasakan. Hasil penelitian juga menggambarkan bahwa kepuasan destinasi dan kuliner dapat memicu niat berperilaku wisatawan seperti mengkonsumsi kembali makanan tradisional Bali, mengunjungi Bali sebagai tempat liburan, atau merekomendasikan orang lain untuk mengkonsumsi makanan Bali atau mengunjungi Bali. 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 secara tidak langsung.

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

Abstract-The Effect of Balinese Traditional Culinary Experience on Tourist's Behavioural Intentions

Many visitors nowadays are visiting Bali to experience a strong cultural experience and trying Balinese unique cuisines. This research aimed to analyze the effects of quality of Balinese traditional food, tourist culinary experience satisfaction and also destination experience satisfaction towards tourist's behavioral intentions. A questionnaire that involved 207 respondents was completed and being analyzed using SEM-PLS method. The findings indicates quality of food may trigger destination choice and contribute to perceived satisfaction. Second, the findings illustrate that the destination and culinary satisfaction may triggering tourist behavior intention such as reconsume Balinese traditional food, revisit Bali as leisure destination, or recommend other people to try Balinese food or visit Bali. In essence, the results imply that quality of culinary experience affects the tourist behavioural intentions indirectly through the tourist's culinary experience satisfaction and destination experience satisfaction.

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

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