

## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency



S. Anugrahini Irawati<sup>1</sup>, Hery Purwanto<sup>2</sup>, Pribanus Wantara<sup>3</sup>

<sup>1,3</sup>Management Department, Economic and Business Faculty, University of Trunojoyo Madura

<sup>2</sup>Economic Department, Economic and Business Faculty, University of Trunojoyo Madura

**ABSTRACT:** This study aims to explore how perceptions of local food (food image) and consumer satisfaction with culinary experiences (food satisfaction) influence the perception of the culinary quality of the area and how these factors influence consumer behavior, such as intention to revisit or recommend. This study was conducted in Sampang Regency, an area known for its rich culinary heritage. The study population was local culinary consumers who had visited Pak Salim's Bebek Songkem restaurant located in Sampang Regency. Purposive sampling was used to determine respondents with a sample of 193 respondents. Structural equations were used as the analysis method using Smart PLS 4.0. Data were collected through a survey distributed to consumers who enjoyed Bebek Songkem. The study findings revealed that food image had a significant positive effect on culinary quality, while food satisfaction played an important role in strengthening this perception. In addition, food image and food satisfaction significantly influenced behavioral intentions, with higher culinary quality leading to a greater likelihood of positive consumer actions such as revisits and recommendations. These results underscore the importance of improving the image and satisfaction of local culinary experiences to promote Sampang as a culinary destination. This research offers practical insights for local businesses and policy makers in developing strategies to enhance culinary tourism and culinary experiences in the region.

**KEYWORDS:** food image, food satisfaction, culinary quality, behavioral intention, Sampang Regency.

### 1. INTRODUCTION

Madura Island and Sampang Regency in particular have many destinations that can be offered to tourists. In addition to natural tourist destinations, religious tourist destinations, Sampang Regency also has different local culinary tourist destinations that can be offered to tourists because they have a distinctive menu and are different from culinary menus from other regions, such as duck songkem (steamed duck). Culinary can be interpreted as processed products in the form of cooking and these dishes can be side dishes, food and drinks. Culinary products or food are the basic needs of everyday people, so there will always be demand for them. This is a very potential culinary business opportunity. One of the culinary delights that is developing in Sampang Regency is the local culinary of duck songkem owned by Mr. Salim.

Bebek songkem Pak Salim is one of the typical local culinary delights in Sampang Regency. Bebek songkem is processed into culinary delights that are appetizing because it has a unique taste, so it has its own appeal for consumers. Currently, duck songkem culinary has spread to several cities, especially on Madura Island. Tourists who come to Sampang Regency are more interested in local culinary or traditional culinary than ready-to-eat ones. The culinary business opportunity of duck songkem is also very dependent on the acceptance or reference of consumers towards the product. Consumer preferences will shape consumer attitudes which often influence whether consumers will repurchase a product or not. According to (Tjiptono & Chandra, 2005) product features are elements of a product that are considered important by consumers and are used as a basis for decision making.

According to (Kurniawati & Suharyono, 2014) the culinary business is currently booming in offering its products with good quality in order to win the hearts of consumers, because the majority of Indonesian people are culinary fans. Local cuisine is one of the considerations for tourists in choosing a tourist destination for a vacation (Alderighi et al., 2016). In this context, culinary tourism is quickly becoming one of the most interesting and popular fields in the tourism industry (Kim et al., 2011). Culinary tourism can be considered as part of cultural tourism, where tourists can observe, participate, and understand other people and places through food and eating experiences (Horng et al., 2012). Culinary is a fundamental aspect of culture for a region and culinary tourism can enhance the identity of a destination because it is closely related to the way of life, local production, cultural celebrations, and past heritage (Mak et al., 2012).

In general, the higher the customer's perception of the quality of a food, the higher the consumer satisfaction that will be obtained (Naini et al., 2022). The quality of the product produced is a reflection of performance, therefore the aspect of work quality

## **The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency**

is very important because maintaining the quality of work results is an effort to satisfy customer expectations. Furthermore (Nurfauzi et al., 2023) stated that product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of customer needs. The culinary business will be able to continue to grow, when the products sold meet market sales standards, it can be said that the consumer is satisfied.

Consumer satisfaction indicators are the key to retaining customers (Kotler & Keller, 2016). When consumers are satisfied with the service provided, they tend to return to transact again and even recommend products or services. Conversely, a bad experience in interacting with a company can have fatal consequences, including permanent loss of customers and the potential for the spread of negative reviews that can damage the business's reputation. Kotler & Keller (2016) stated that consumer satisfaction is related to a person's feelings of pleasure or disappointment that arise after comparing the performance of the product they think of to the expected performance. Good quality goods and services can cause consumers to feel satisfied and give appreciation to the producer. Currently, information on the level of consumer satisfaction with the presence of local culinary duck songkem is still minimal. Therefore, the level of importance and performance of the local culinary industry needs to be studied, in order to find out what priorities need to be improved for the sustainability of its business.

Food tourism refers to tourists' participation in food-related activities during their travels, such as purchasing local food and consuming local cuisine (Tsai & Wang, 2017). Tsai & Wang (2017) analyzed the differences between full-service restaurants and street food. Full-service restaurants highlight elements such as service excellence, fast food delivery or aesthetics, while street food providers have pleasant interactions with customers and offer significant experiential value. Delicious and affordable food is an attractive dining experience for people on a budget, and street food is a type of food that is widely available in an area, becoming a link between experiential value and the brand image of food in an area (Choi et al., 2013). The culinary experience offered to tourists has become an important tourist attraction for many tourist destinations and culinary tourism is now one of the important elements in the success of tourist destination marketing. This study aims to analyze the relationship between food image, consumer satisfaction with the quality of local culinary duck songkem produced by the culinary industry house of MSMEs in Sampang Regency so that it influences the interest of tourists to carry out repeat purchasing behavior or provide recommendations to others about the experience of consuming duck songkem in Sampang Regency.

## **2. THEORITICAL REVIEW**

### **2.1 Songkem Duck Pak Salim**

Songkem Duck, also known as Bebek Songkem, is a traditional dish from the Sampang region on Madura Island, Indonesia. This unique culinary offering is known for its flavorful preparation and deep cultural significance. The word "songkem" comes from the Madurese language, meaning "to bow or kneel," reflecting the respectful and humble posture of the duck as it is cooked.

Songkem Duck has symbolic meaning in Madurese culture. The name "songkem" refers to the act of bowing or showing respect, particularly to elders and ancestors. This is mirrored in the way the duck is positioned during cooking, as if it is bowing or kneeling, symbolizing a gesture of gratitude and respect. In Madura, showing respect to elders and honoring traditions is a central value, and Songkem Duck embodies this cultural philosophy.

Unlike many duck dishes that are fried or roasted, Songkem Duck is steamed, making it a healthier option. The duck is marinated with a rich blend of traditional spices, such as garlic, shallots, turmeric, chilies, and other local herbs. After being thoroughly seasoned, the duck is wrapped in banana leaves, which not only enhance the flavor but also help keep the meat moist and tender during the cooking process. The steaming method ensures that the spices deeply penetrate the duck, giving it a robust and rich flavor.

The use of fresh, local ingredients and the slow cooking process create a tender, aromatic dish with a distinctively rich and earthy taste. The banana leaves add a subtle fragrance, and the blend of spices provides a balance of heat and savory notes. The resulting dish is flavorful yet lighter than fried duck, making it a healthier option without sacrificing taste.

One of the most famous places to enjoy Songkem Duck is at Pak Salim's restaurant in Sampang, where he is known for preserving the authentic recipe passed down through generations. Pak Salim's Songkem Duck is beloved for its tender texture and perfectly balanced seasoning, which has attracted not only locals but also tourists seeking an authentic Madurese culinary experience.

Songkem Duck is more than just a delicious meal; it's a dish steeped in tradition and cultural respect. Its healthy preparation method, using steaming rather than frying, coupled with the rich flavors of Madurese spices, makes it a must-try for anyone exploring the culinary heritage of Sampang or Madura. The dish stands out not only for its unique taste but also for its deep connection to Madura's cultural values of respect and gratitude.

### **2.2. Food Image**

Food image is a consumer's perception of food related to factors such as quality, taste, appearance, presentation, and cultural values attached to the food. (Kivela & Crotts, 2006) examined the relationship between food image and culinary tourism, highlighting that food is one of the main factors that attract tourists to visit a particular destination. They found that a strong food image, especially related to the quality, authenticity, and uniqueness of food, can be a major attraction for tourists. A positive

## **The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency**

culinary experience contributes to the overall image of the destination and influences tourist behavior, such as the desire to repeat visits and recommend the destination.

According to (Baker & Crompton, 2000) who studied the image of tourist destinations, including tourist perceptions of local food. They stated that food image is an important component in forming the overall image of a destination. If tourists have a positive perception of the quality and uniqueness of food at a destination, this contributes to the positive image of the destination. Good local food increases tourist appeal and creates a deeper experience, which can then influence their decision to return to the destination. Other opinions from (Bigne et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008) emphasize the importance of food image in the context of tourism experience. They highlight that food image is an important element in creating tourist satisfaction during their visit to a particular destination. Thus, it can be said that a positive food image can increase satisfaction, loyalty, and behavioral intentions of consumers and tourists. Food is not only seen as a basic need, but also as an important element that influences tourists' decisions to visit or return to a particular destination.

### **2.3. Food Satisfaction**

Food satisfaction describes the level of consumer satisfaction with their experience when consuming a particular food or culinary experience. This satisfaction is influenced by various factors, such as food quality, service, dining atmosphere, and how the food meets consumer expectations or preferences. The concept of food satisfaction is closely related to repurchase decisions, consumer loyalty, and the intention to recommend culinary experiences to others.

According to (Lovelock & Wright, 2007), customer satisfaction, including food satisfaction, is the result of a comparison between consumer expectations and the actual quality they receive. In the culinary context, satisfaction is achieved if the quality of food, service, and the overall culinary experience meets or exceeds consumer expectations. Factors such as taste, presentation, price, and customer service are very important in creating food satisfaction. If consumers are satisfied, they are more likely to return to the restaurant or recommend the culinary experience to others.

Prayag et al. (2017) also explored food satisfaction in the context of tourism, emphasizing that satisfaction with food plays an important role in the overall tourist experience. Tourists who are satisfied with the food served during their trip are more likely to give positive reviews and recommend the destination to others.

Chen & Phou (2013) discussed satisfaction in the context of tourism, including culinary tourism. They argued that food satisfaction is an important factor in shaping tourists' perceptions of destination image and culinary experiences. High satisfaction related to the food served at a tourist destination can enhance the image of the destination and encourage tourists to revisit or recommend it. Food quality, uniqueness of dishes, and cultural experiences associated with food contribute significantly to tourist satisfaction.

In a study (Severt et al., 2007), satisfaction was explored in the context of events and meetings, including the food elements provided during the event. They found that food satisfaction plays an important role in the overall experience of event attendees. If the food served is of good quality and meets the expectations of attendees, it increases overall satisfaction and strengthens a positive image of the event or event organizer. This study emphasizes the importance of food quality in increasing customer satisfaction at events involving culinary elements.

Thus, it can be concluded that good quality culinary can be an integral part in influencing the overall experience, intention to return, and potential recommendations to others. Food quality, service, and atmosphere are the main factors in achieving food satisfaction, and this is important for restaurants, events, and tourist destinations to create a memorable and positive impression.

### **2.4. Culinary Quality**

Culinary Quality is a concept that refers to the overall level of food quality that includes aspects such as taste, texture, ingredients used, cooking methods, presentation, and conformity to consumer expectations or culinary standards. Culinary quality not only assesses the end result of the food, but also pays attention to the preparation process, use of fresh ingredients, and expertise in serving it. Culinary quality plays an important role in influencing customer satisfaction, behavioral intentions such as intention to return, and the image of the destination or restaurant.

According to Namkung & Jang (2007) in their research, it shows that food quality greatly influences customer satisfaction in restaurants and has an impact on behavioral intentions, including the decision to return to the restaurant. This opinion is supported by (Sulek & Hensley, 2004) culinary quality is an important factor in the dining experience, which is more prominent than other elements such as atmosphere and service, in creating customer satisfaction. The same thing was conveyed by (Kivela & Crotts, 2006) that in the context of tourism, culinary quality is considered to greatly influence the tourist experience and their perception of a destination. Tourists who pursue a quality culinary experience tend to give a positive assessment of the destination. Thus, it can be concluded that culinary quality plays a major role in shaping consumer experience, both in the context of restaurants and culinary tourism. High quality can increase customer loyalty and build a positive image of a place to eat or a destination.

### **2.5. Behavioral intention**

Behavioral intention, is a certain action in the future, based on the experiences, perceptions, or beliefs they have. In the context of marketing and consumer behavior, this concept is very important because it reflects how someone decides to act, such as

## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

whether they will repurchase a product, recommend a service to others, or revisit a particular place. According to Tseng & Kuo (2015) behavioral intention is the tendency of consumers to engage in certain behaviors based on perceived quality, satisfaction, and perceived value. In this study, behavioral intention is explained as the intention to re-participate in an experience, such as revisiting a tourist or culinary destination. Research Tseng & Kuo (2015) also shows that positive destination image and quality of experience influence consumers' intention to return or recommend the place.

Chen-Yu et al. (2016) link behavioral intention with satisfaction and risk perception in the context of culinary tourism. They found that consumers' behavioral intentions, such as revisiting a restaurant or culinary place, were greatly influenced by the level of satisfaction they experienced and their perception of the risk or safety of the food. High satisfaction encourages consumers to act positively, such as recommending a restaurant to others, while high risk perception can decrease this behavioral intention.

According to Yilmaz et al. (2009), behavioral intention includes consumers' desire to make repeat purchases and recommend a product or service based on their experience. Their research focuses on the effect of service quality on consumer intention, and they found that good service quality will increase customer satisfaction, which in turn increases their intention to revisit or spread positive recommendations.

Hornig et al. (2012) emphasize the importance of behavioral intention in the context of culinary tourism. They found that the image of a culinary destination and the perception of the quality of the food experience directly affect tourists' behavioral intentions, such as the desire to return to the destination and to recommend it to others. This behavioral intention is also influenced by the perceived value and satisfaction of tourists during their culinary experience.

In general, these studies show that behavioral intention is closely related to various factors such as satisfaction, perceived quality, destination image, and perceived value. If consumers or tourists feel satisfied and have a positive perception of a service or product, they tend to show good behavioral intentions, such as revisiting or recommending to others. Local food can enhance tourists' perceptions of the authenticity of heritage by making tourists familiar with the historical and cultural features of culinary tourism destinations. Tourists who consume local food will consider this consumption as a means to get a different experience, not just a satisfaction of physiological needs. Tourists will be satisfied if the result of the comparison between expectations and experiences is a feeling of pleasure, especially a positive and memorable feeling when leaving the destination (Agyeiwaah et al., 2019).

### 2.6. Hypotheses

Based on the literature review, the hypotheses of this study are:

- H1: Food Image has a significant effect on Food Satisfaction.
- H2: Food Satisfaction has a significant effect on Behavioral Intention.
- H3: Food Image has a significant effect on Behavioral Intention.
- H4: Food Satisfaction has a significant effect on Culinary Quality.
- H5: Food Image has a significant effect on Culinary Quality.
- H6: Culinary Quality has a significant effect on Behavioral Intention.

The research model is presented in fig. 1.

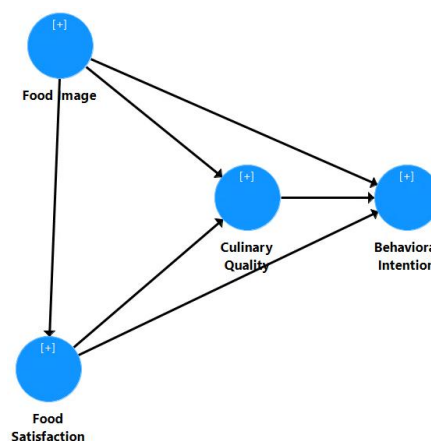


Fig 1. Research Model

### 3. RESEARCH METHOD

The sampling technique used is a practical sampling technique, namely the number of tourist population visiting Pak Salim's duck songkem restaurant. The number of samples in this study was 200 respondents. Respondents were asked to provide answers to the questionnaire that had been prepared using a five-point Likert scale, the items of which were related to food image, food satisfaction, culinary quality, and behavioral intention. The questionnaire items were developed from previous studies and related literature reviews. Before data collection, a questionnaire trial was conducted to check the reliability of the questionnaire items. The results of the survey, as many as 200 questionnaire answers were collected. However, there were seven incomplete

## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

questionnaires so they were no longer used, leaving a total of 193 questionnaires that could be used for further data analysis. This study uses descriptive statistics to describe the participant profile and Partial Least Square (PLS) path modeling is used to test the research hypothesis.

### 4. RESULTS AND DISCUSSION

Data collection was conducted by distributing questionnaires to visitors who were visiting to traditional restaurants of Pak Salim's duck songkem in Sampang Regency.

#### 4.1. Participant Profile

Participants who supported this study consisted of 69.8% male and 30.2% female. The proportional age distribution of participants included 24.7% from the age group between 21-30 years. 28.9% were between 31-40 years old; 28.9% were between 41-50 years old and 17.5% were over 50 years old. Most participants were government employees (23%), housewives (16.6%), private employees (19%) and retirees (18%). Most respondents traveled with family (54.3%) or friends (31.2%). And most respondents had visited culinary destinations more than twice (69.8%).

#### 4.2. Measurement Model

To test the research hypothesis and analyze the results, using SEM-PLS. First by checking the construct validity. The results of the construct validity test show that all indicators are above the limit value of 0.70, as shown in Figure 1.

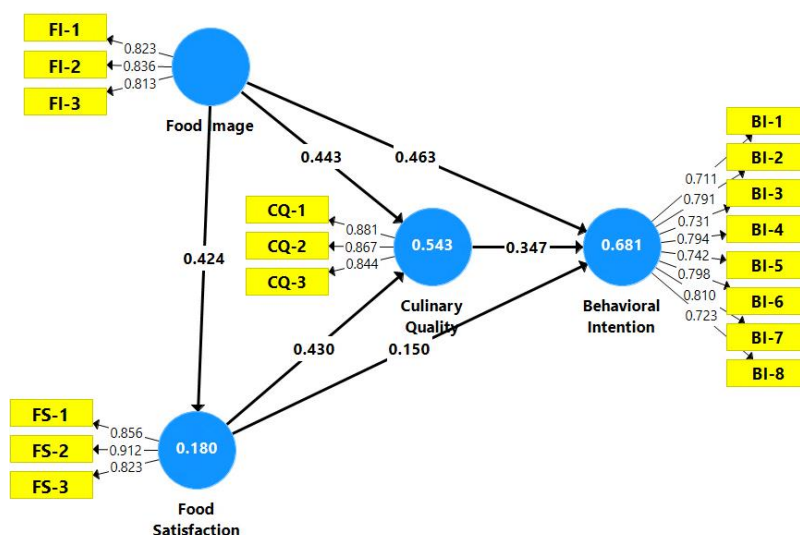


Fig. 2. Path analysis of research model

The values of the composite reliability of the four latent variables were all above the cut-off value of 0.70 which means reliable.

#### Assessment of Measurement

Model All the study's constructs were classified as reflective. When evaluating a reflective measurement model, it is essential to confirm that it meets three primary criteria: internal consistency reliability, convergent validity, and discriminant validity. Internal consistency is determined by the composite reliability (CR) of the constructs, whereas convergent validity is demonstrated by item loadings and average variance extracted (AVE) values. According to Table 1, all items were maintained as their loadings exceeded the 0.708 threshold for acceptability (Hair et al., 2014). The CR and AVE values of the constructs were also greater than 0.70 and 0.50, respectively (Hair et al., 2014), establishing the constructs' reliability and convergent validity.

Table 1 Reliability and validity of construct

Item Variable	Outer loading	VIF	AVE	CR	Cronbach Alpha
Behavior Intention			0.583	0.918	0.897
BI-1	0.711	1.667			
BI-2	0.791	2.050			
BI-3	0.731	1.737			
BI-4	0.794	2.193			
BI-5	0.742	1.879			
BI-6	0.798	2.161			



## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

BI-7	0.810	2.213			
BI-8	0.723	1.745			
Culinary Quality			0.747	0.899	0.831
CQ-1	0.881	1.945			
CQ-2	0.867	2.000			
CQ-3	0.844	1.811			
Food Image			0.679	0.864	0.766
FI-1	0.823	1.806			
FI-2	0.836	1.831			
FI-3	0.813	1.347			
Food Satisfaction			0.747	0.898	0.831
FS-1	0.856	1.802			
FS-2	0.912	2.564			
FS-3	0.823	1.933			

Overall the behavioral intentions variables, culinary quality, food image, and food satisfaction have a loading factor value of  $> 0.7$  and each indicator is declared valid (Hair Jr et al., 2014). The overall significance value is indicated by a p-value  $< 0.05$  which proves that the research instrument is significant. Next is the formative measurement model (outer VIF) where the estimation results for the entire instrument show an outer VIF value  $< 5$  which proves that there is no multicollinearity between measurement items. The Average Variant Extracted (AVE) value states that all constructs show an AVE value greater than 0.50 or 50% with the highest value of 0.749 or 74.9% for the culinary quality variable (CQ) and the smallest AVE value of 0.583 or 58.3% for behavioral intention (BI) variables. So that the indicator measurement items are said to be discriminantly valid. The composite reliability value for the behavioral intention variable is 0.918, the culinary quality variable is 0.899, the food image variable is 0.864 and the food satisfaction variable is 0.898. Composite reliability testing is declared reliable because composite reliability is  $> 0.70$ . Meanwhile, the value of Cronbach's alpha on the behavioral intention variable is 0.897, the culinary quality variable is 0.831, the food image variable is 0.766 and the food satisfaction variable is 0.831 with a value  $> 0.60$ , the questionnaire is declared to produce stable measurement results (Hair Jr et al., 2014).

Furthermore, it was evaluated using the heterotrait-monotrait ratio (HTMT) to determine the discriminant validity in this study (Ringle et al., 2023). According to (Gold et al., 2001) the HTMT value must have a value of less than 0.90 to indicate that the constructs measure different phenomena and are not too highly correlated with each other. Table 2 shows that the research constructs meet this criterion; thus, the discriminant validity of the measurement model is proven.

**Table 2. Discriminant Validity using HTMT Criterion**

	Behavioral Intention	Culinary Quality	Food Image	Food Satisfaction
Behavioral Intention				
Culinary Quality	0.837			
Food Image	0.878	0.772		
Food Satisfaction	0.641	0.737	0.517	

### *Assessment of Structural Model*

Based on the path coefficients in table 3, it showed that the relationships between variables were positive (original sample). From the result of the t-statistic, it indicated that the relationship between culinary quality (CQ) and behavioral intention (BI) was positive and significant ( $6.107 > 1.96$ ). Also the relationship between food image (FI) and behavioral intention (BI) was positive and significant ( $11.193 > 1.96$ ). Moreover, the relationship between food image (FI) and culinary quality (CQ) was positive and significant ( $11.417 > 1.96$ ). The relationship between food image (FI) and food satisfaction (FS) was also positive and significant ( $8.609 > 1.96$ ). The relationship between food satisfaction (FS) and behavioral intentions (BI) was positive and significant ( $2.987 < 1.96$ ), and then the relationship between food satisfaction (FS) and culinary quality (CQ) was positive and significant ( $11.432 < 1.96$ ). Therefore, all the research hypotheses were supported.

## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

**Table 3. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Culinary Quality → Behavioral Intention	0.347	0.348	0.057	6.107	0.000
Food Image → Behavioral Intention	0.463	0.464	0.041	11.193	0.000
Food Image → Culinary Quality	0.443	0.443	0.039	11.417	0.000
Food Image → Food Satisfaction	0.424	0.424	0.049	8.609	0.000
Food Satisfaction → Behavioral Intention	0.150	0.147	0.050	2.987	0.003
Food Satisfaction → Culinary Quality	0.430	0.432	0.038	11.432	0.000

The R Square value in this study is to determine the predictive power of the structural model of each endogenous latent variable.

**Table. 5 Determinant Coefficient (R2)**

Variabl	R-square
<i>Behavioral Intention</i>	0.681
<i>Culinary Quality</i>	0.543

The results of the r-square test variable behavioral intention (Y) of 0.681 or 68.1%, which means behavioral intention (Y) can be explained by the variable food image, food satisfaction and culinary quality of 68.1%, and the remaining 31.9% is explained by other constructs that are not described in this study. Furthermore, the R Square value on the culinary quality variable is 0.543 or 54.3%, which means that culinary quality (Z) can be explained by the food image variable, and food satisfaction of 54.3% and the remaining 45.7% is explained by other constructs which were not described in this study.

### 4.3. Discussion

In this study, the influence of Food Image and Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency was explored to understand how tourists' perceptions of local food affect their culinary quality and future behavior. The findings of this study indicate a significant relationship between these dimensions, which is relevant for the development of the culinary tourism sector in Sampang Regency.

Food Image plays a central role in shaping tourists' perceptions of culinary quality. When the Food Image of a destination or restaurant is formed positively, tourists' expectations of the culinary quality of the place will increase. As stated by (Baker & Crompton, 2000; Ryu et al., 2012), a strong Food Image can build positive perceptions before tourists arrive at the destination. This includes a reputation for good taste, attractive presentation, and connection to local culture. If the food consumed is in accordance with these expectations, tourists will rate the culinary quality higher.

In the context of Sampang Regency, the results of the study showed that positive perceptions of local culinary image (food image), both in terms of visual appearance, cultural uniqueness, and the impression of authenticity will influence the perception of higher culinary quality. When tourists find local food interesting and in accordance with their expectations, they are more likely to rate the culinary quality positively. This is supported by the opinion of Kivela & Crofts (2006) and Yasami et al. (2021) who stated that a positive Food Image can evoke positive emotions and experiences when tourists enjoy duck songkem cuisine in Sampang Regency. This emotional experience, such as satisfaction, awe, or attachment to local culture through food, greatly influences their assessment of the quality of the cuisine enjoyed. Food that is considered to provide a satisfying emotional experience tends to be rated as food of higher quality.

In addition, Food Image also affects Behavioral Intention. Tourists who have a positive perception of local Sampang duck songkem food tend to be more likely to recommend this destination to others and plan to return in the future. This shows that building a strong and positive culinary image is the key to attracting and retaining tourists. As stated by Chi & Qu (2008) that a good Food Image not only influences tourists' assessment of culinary quality but also overall satisfaction.

Furthermore, Food Satisfaction in this study was found to have a close relationship with culinary quality and behavioral intention, this finding supports the opinion of (Kivela & Crofts, 2006). Tourists who are satisfied with the taste, quality, and presentation of Sampang songkem duck tend to judge it based on high culinary quality. This satisfaction is measured through aspects such as the deliciousness of the food, the freshness of the ingredients, and the authenticity of the taste. Furthermore, tourists who are satisfied with their culinary experience also show stronger behavioral intentions. This satisfaction encourages them to recommend culinary destinations to others, and increases their likelihood of returning to buy songkem duck in Sampang Regency.

## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

The findings in this study underline the importance of maintaining culinary quality and consistency in increasing the appeal of culinary tourism.

### 4.4. Managerial Implication

The results of this study have several practical implications for the development of the culinary tourism sector in Sampang. First, local culinary industry players need to focus on improving Food Image by promoting the visual appeal, cultural uniqueness, and authenticity of local cuisine. Effective marketing campaigns, both through social media and destination promotion, can help increase tourists' awareness and perception of local cuisine.

Second, it is important for local culinary managers to ensure that food quality and consumer satisfaction remain top priorities. This can be achieved through training for culinary workers, selecting fresh and high-quality raw materials, and serving according to modern culinary standards.

Finally, by improving the culinary experience, both in terms of culinary quality and food satisfaction, culinary destinations in Sampang can strengthen tourists' behavioral intentions. This means that satisfied tourists will not only return, but also become "promoters" for the destination, helping to attract more visitors in the future.

## 5. CONCLUSION

Overall, this study shows that Food Image and Food Satisfaction have a significant influence on Culinary Quality and Behavioral Intention of tourists in Sampang Regency. Building a positive culinary image and maintaining the quality and consistency of local food can help strengthen the appeal of culinary tourism in this area and contribute to the development of the local economy through increased tourist visits. By considering these factors, Sampang Regency has great potential to develop as one of the leading culinary destinations in Indonesia, especially if it can maintain high culinary quality and improve the promotion of local food image.

## ACKNOWLEDGMENT

We would like to express our gratitude to University of Trunojoyo Madura for providing research grant funding for the 2024 budget. We also thank the Sampang Regency Government, all parties who have helped during the research process, and all staff who participated in this research.

## CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest.

## REFERENCE

- 1) Agyeiwaah, E., Otoo, F. E., Suntutik, W., & Huang, W.-J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, 36(3), 295–313.
- 2) Alderighi, M., Bianchi, C., & Lorenzini, E. (2016). The impact of local food specialities on the decision to (re) visit a tourist destination: Market-expanding or business-stealing? *Tourism Management*, 57, 323–333.
- 3) Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- 4) Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607–616.
- 5) Chen, C.-F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269–278.
- 6) Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122.
- 7) Chen-Yu, J., Cho, S., & Kincade, D. (2016). Brand perception and brand repurchase intent in online apparel shopping: An examination of brand experience, image congruence, brand affect, and brand trust. *Journal of Global Fashion Marketing*, 7(1), 30–44.
- 8) Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636.
- 9) Choi, J., Lee, A., & Ok, C. (2013). The effects of consumers' perceived risk and benefit on attitude and behavioral intention: A study of street food. *Journal of Travel & Tourism Marketing*, 30(3), 222–237.
- 10) Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185–214.
- 11) Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*.



## The Effect of Food Image, Food Satisfaction on Culinary Quality and Behavioral Intention in Sampang Regency

- 12) Horng, J.-S., Liu, C.-H., Chou, H.-Y., & Tsai, C.-Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management*, 33(4), 815–824.
- 13) Kim, Y. H., Kim, M., & Goh, B. K. (2011). An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management*, 32(5), 1159–1165.
- 14) Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354–377.
- 15) Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. England: Pearson Education Limited.
- 16) Kurniawati, D., & Suharyono, A. K. (2014). *Pengaruh citra merek dan kualitas produk terhadap kepuasan dan loyalitas pelanggan (studi pada pelanggan KFC cabang Kawi Malang)* (Vol. 1). Brawijaya University.
- 17) Lovelock, C. H., & Wright, L. K. (2007). *Manajemen Pemasaran Jasa, Cetakan Kedua*. Jakarta: PT. Indeks.
- 18) Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928–936.
- 19) Naini, N. F., Santoso, S., Andriani, T. S., & Claudia, U. G. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of Consumer Sciences*, 7(1), 34–50.
- 20) Namkung, Y., & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387–409. <https://doi.org/10.1177/1096348007299924>
- 21) Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183–188.
- 22) Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54.
- 23) Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. *Data in Brief*, 48, 109074.
- 24) Ryu, K., Lee, H., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223.
- 25) Severt, D., Wang, Y., Chen, P.-J., & Breiter, D. (2007). Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management*, 28(2), 399–408. <https://doi.org/https://doi.org/10.1016/j.tourman.2006.04.003>
- 26) Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235–247.
- 27) Tjiptono, F., & Chandra, G. (2005). *Manajemen kualitas jasa*. Yogyakarta: Andi.
- 28) Tsai, C.-T. S., & Wang, Y.-C. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing & Management*, 6(1), 56–65.
- 29) Tseng, C.-H., & Kuo, H.-C. (2015). What bring to positive behavioral intention of transaction virtual community participants? *International Journal of Information and Management Sciences*, 26(1), 67–84.
- 30) Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. *Journal of China Tourism Research*, 17(4), 592–612.
- 31) Yilmaz, Y., Yilmaz, Y., İçigen, E. T., Ekin, Y., & Utku, B. D. (2009). Destination image: A comparative study on pre and post trip image variations. *Journal of Hospitality Marketing & Management*, 18(5), 461–479.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.