

ANTECEDENT FACTORS OF TRADITIONAL FOOD CONSUMPTION INTENTION AT THE TOURISM DESTINATION: EVIDENT FROM MALAYSIAN AND INDONESIAN TOURISTS

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ABSTRACT

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Traditional food has become one of the essential aspects of developing culinary tourism. The involvement of traditional food in the development of culinary tourism aims to preserve the local cultural heritage of the ancestors. Also, traditional food in culinary tourism provides new experiences for tourists in their travels. Although Malaysia and Indonesia have great potential in the reception of traditional foods in Southeast Asia, there is still little information that presents perceptions of traditional food choices for tourists when they travel. In particular, there is still little information regarding the antecedent factors in the formation of intentions to consume the traditional food of tourists. This study aims to reveal the antecedent factors of the intention to consume the traditional food of tourists when traveling in Malaysia and Indonesia. This study uses the Theory of Planned Behavior (TPB) to reveal the antecedent factors of tourists' intention to choose traditional foods on tourist trips in Malaysia and Indonesia. Data were randomly collected through an online questionnaire from local Malaysian and Indonesian tourists. SEM analysis is used to analyze the path between the antecedent factors in the formation of tourists' intentions to consume traditional Malaysian and Indonesian food. The results of the study show that attitude, subjective norms, and behavioral control factors are essential antecedents to form the intention of tourists to consume traditional food. Also, behavioral control is proven to be a primary mediator to strengthen the influence of attitude and subjective norms on the intention of tourists to consume traditional food during their trips. The results of this study have implications for tourism practitioners in developing new culinary tourism based on economic potential (traditional food).

Keywords: traditional food, ethnic food, food tourism, consumption intention, cross-cultural

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