

Travel Costs and Tourist Satisfaction on Tourist Loyalty in Culinary Tourism

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ABSTRACT

This study explores the culinary tourism of Lalampa Toboli in Palu, Central Sulawesi, with a focus on the relationship between Travel Cost, Tourist Satisfaction, and Tourist Loyalty. The primary objectives of this study are to introduce Lalampa Toboli as a culinary tourism attraction and to analyze its impact on Tourist Satisfaction and Loyalty. The study presents data on the travel costs of tourists to Palu to enjoy Lalampa Toboli, their level of Satisfaction with the dish and the Culinary Tourism experience, and their level of Loyalty to return to Palu and enjoy Lalampa Toboli. The study uses a quantitative approach with descriptive statistical methods, with a sample of 53 respondents drawn using Accidental Sampling. The results showed that Travel Cost and Tourist Satisfaction can influence the dependent variable, namely Tourist Loyalty, reaching 66.9%.

Keywords: *Lalampa, Culinary Tourism, Tourism, Satisfaction*

1. INTRODUCTION

Hailing from Parigi Moutong, Central Sulawesi, Indonesia, Lalampa Toboli is a delectable delicacy deeply rooted in the Toboli culture. Unlike its steamed counterpart, Lemper, Lalampa Toboli is prepared over a flame, imparting a unique smoky flavor. The culinary gem features glutinous rice as its base, complemented by flaked saltwater fish, typically seasoned tuna. The entirety is then enveloped in banana leaves, resulting in a distinctive presentation. Whether embarking on a cross-Sulawesi adventure or simply visiting Palu, Lalampa Toboli makes an ideal souvenir to savor.

Culinary tourism is considered a sub-species of cultural tourism because knowledge of a culture's cuisine is part of knowledge of a culture. Culinary tourism is also considered a subset of rural tourism because rural tourism practices are always linked to specific culinary experiences and local specialties (Lulcheva, 2020). There are several definitions of culinary tourism, but most refer to activities designed to attract travelers who appreciate the more unique aspects of certain foods and drinks (Radera et al., 2023). Food tourism is a growing aspect of the tourism industry, particularly in Asia (Acharjee & Acharjee, 2023). Culinary tourism, as a global trend, is now a key motivator for traveling to a destination (Poznań et al., 2024). Food tourism involves an immersive travel experience to a flavor-rich destination undertaken for leisure or entertainment purposes (Vuksanović et al., 2024). Culinary tourism promotion is closely linked to cultural preservation and heritage (Sharma et al., 2023).

Tourism is the travel of people to places outside the environment within a certain period for specific purposes, such as visiting, studying, relaxing, and recreation (Setokoe, 2021). Tourism is a sector that continues to grow and develop on a global scale, and its impact is very significant (Reyes & Dael, 2023). Tourism plays an essential role in driving economic growth (Salsabila, 2024). Large-scale development and tourism impact employment, income, and production growth closing the balance of payments deficit and reducing regional development gaps. This situation makes it imperative for regions to develop tourism-focused initiatives (Ukav & Arica, 2020). Tourism is one of the most important economic activities and is considered the key to development, prosperity, and well-being (Bayih & Singh, 2020). Tourism is a dynamic force that drives travel to explore nature, adventure, wonder, and culture, meet new people, interact with values, and experience new customs and events (Baloch et al., 2023). Tourism activities compete in an increasingly competitive and globalized economy (Alqassem, 2022).

2. LITERATURE REVIEW

2.1. Tourist Loyalty

Loyalty is an expression of customer attitudes and beliefs about the value received by customers, which leads to the customer's general attitude towards a product or service, such as the intention to continue buying (Yen et al., 2024). Loyalty is considered as the intention of tourists to revisit the destination, or encourage and recommend others to visit the destination (Cheunkamon et al., 2022). Customer satisfaction is also a key subject of traveller loyalty (Ho Chi Minh et al., 2022). Traveler loyalty has been shown to be a critical factor in creating and sustaining the social and economic development of a region (Atsiz & Akova, 2021). The long-term prosperity of a tourist spot depends heavily on tourist loyalty (Rahman et al., 2023).

H1: Travel cost and Tourist satisfaction have a significant effect on tourist loyalty

2.2. Travel Cost

Travel cost means that the recreational value of a site is represented by the cost paid to visit it (Rusciano et al., 2023). The travel cost method relies on the idea that although there is no specific price for recreation, people who visit recreation sites are willing to pay for the journey there and back, while foregoing financially valuable work time (Czajkowski et al., 2019). Travel cost methods can aid research on recreation and its values, especially in areas considered too expensive or difficult for traditional surveillance (Nyelele et al., 2023). The quality of tourist destinations, especially cultural ones, and congestion are essential factors that can affect travel costs (Merciu et al., 2021).

H2: Travel cost have a significant effect on tourist loyalty

2.3. Tourist Satisfaction

Traveler satisfaction in a place does not depend on a particular service, it is much more complex because the destination has many tourism services and a wide array of supporting services (Hỷ Ngýc Minh, 2023). Traveler satisfaction with a particular destination may be due to a variety of factors, including expectations generated before and during their trip, as well as travelers' perceptions of the services received (Sharma et al., 2023; Xingjun, 2022). (Chen, 2020). Moreover, the satisfaction of travelers at their destination is influenced by various factors, including their expectations, the quality of services and facilities, and the overall experience. If travelers are satisfied with their destination, they are more likely to return and recommend it to others (Peng & Jiang, 2022). There are two approaches commonly used in evaluating satisfaction levels: the disconfirmation model and the cumulative satisfaction perspective (Thawornwiriyaatrakul & Meeprom, 2020). Satisfaction reflects how a person feels about their job and plays an important role in creating optimal performance (Natsir & Mahardiana, 2023). Satisfaction can be generated if the workload allocated to each position holder is in accordance with the standard, neither too high nor too low. (Kornelius & Chintya Dewi Buntuang, 2022).

H3: Tourist satisfaction have a significant effect on tourist loyalty

3. RESEARCH METHODS

The study uses a quantitative approach with descriptive statistical methods and multiple linear analysis with primary data collection. Descriptive statistical analysis is a tool that describes or gives an overview of the object under study through sample or population data (Dewi et al., 2020). Provides an overview or description of data in the form of mean and std. deviation. Multiple regression analysis is a linear relationship between two or more independent variables (X) and one dependent variable (Y). A population of all people who have tasted Lalampa Toboli, with a sample of 53 respondents drawn using Accidental Sampling. Accidental sampling, or convenience samples, are samples obtained from easily available sources. However, these samples may not be representative of the larger population. (Andrade, 2021).

4. RESULT AND DISCUSSION

4.1. Result

Based on Table 1, it can be seen that the question item from X1.1 has the highest mean value of 4.1509, which indicates that fuel prices affect tourists' intention to travel. and the lowest mean is X1.5 with a mean value of 3.3396, which indicates that fuel consumption efficiency does not affect tourists' intention to travel.

Table 1. Descriptive Statistics Travel Cost (X1)

Indicator	N	Mean	Std.Deviation	
Fuel prices (X1.1)	53	4.1509	.90716	Higest
Fuel consumption efficiency (X1.5)	53	3.3396	1.12563	Lowest
Valid N (listwise)	53			

Table 2. Descriptive Statistics Tourist Satisfaction (X2)

Indicator	N	Mean	Std.Deviation	
Taste satisfaction (X2.7)	53	4.3019	.66751	Higest
Satisfaction with accessibility (X2.9)	53	3.6792	.75380	Lowest
Valid N (listwise)	53			

Based on the Table 2, it can be seen that the question item from X2.7 has the highest mean value of 4.3019, which indicates that satisfaction with taste affects tourists' intention to repurchase. Moreover, the lowest mean is X2.9, with a mean value of 3, 6792 which indicates that satisfaction with accessibility does not affect tourists' intention to repurchase.

Table 3. Descriptive Statistics Tourist Loyalty (Y)

Indicator	N	Mean	Std.Deviation	
Reduce food wastage (Y1.5)	53	4.3585	.70967	Higest
Organic food choices (Y1.8)	53	3.4906	.86874	Lowest
Valid N (listwise)	53			

Based on Table 3, it can be seen that the question item from Y1.5 has the highest mean value of 4.3585, which indicates that reducing food waste affects tourists' choice of environmentally friendly products. Moreover, the lowest mean is Y1.8, with a mean value of 3.4906, which indicates that the choice of organic food does not affect the intention of tourists to choose environmentally friendly products.

Table 4. Simultaneous Test Results (F)

Anova						
Model		Sam of Square	df	Mean Square	F	Sig.
1	Regression	1952.182	2	976.091	50.536	.000 ^b
	Residual	965.742	50	19.315		
	Total	2917.925	52			
a. Dependent Variabel: Tourist Loyalty						
b. Predictors:(Constants), Travel Cost, Tourist Satisfaction						

Table 4 show that the calculated F value is 50,536, and the significance value (Sig.) is 0.000. The significance value shows the p-value, and the resulting p-value is smaller than 0.050 ($0.000 < 0.050$), so it can be concluded that simultaneously, Travel Cost and Tourist Satisfaction significantly affect Tourist Loyalty.

Based on the Table 5, it can be seen that the t value of the Travel Cost variable is 3.635 and the significance value (Sig.) is smaller than 0.050, namely 0.001 ($0.001 < 0.050$), so it can be concluded that partially Travel Cost has a positive and significant effect on Tourist Loyalty. The t value of the Tourist satisfaction variable is 5.661, and the significance value (Sig.) is smaller than 0.050, namely 0.000 ($0.000 < 0.050$), so it can be concluded that partially Tourist satisfaction has a positive and significant effect on Tourist Loyalty.

Based on the Table 6, it can be seen that the Coefficient of Determination shown by the R Square value is 0.669. This value shows that the independent variable, Travel Cost and Tourist Satisfaction, can influence the dependent variable, namely Tourist Loyalty, by 66.9%, while other variables outside this study influence the remaining 33.1%.

Table 5. Partial Test Results (T)

Coeffisients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	6.011	5.981		1.005	.320
	Travel Cost	.449	.124	.359	3.635	.001
	Tourist Satisfaction	.776	.137	.559	5.661	.000

Table 6. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjust R Square	Std. Error of the Estimasi
1	.818a	.669	.656	4.39487

Based on the results of the table, it can be seen that it answers 3 hypotheses, namely hypothesis 1, namely Travel Cost and Tourist Satisfaction have a significant effect on Tourist Loyalty, hypothesis 2, travel cost has a significant effect on tourist loyalty, and hypothesis 3, namely tourist satisfaction has a significant effect on tourist loyalty.

4.2. Discussion

The Travel Cost (X1) regression coefficient shows that this variable has an effect on Tourist Loyalty (Y) with a t value of 3.635 > t table 1.676 and a significance level of 0.001 < 0.05. These results clearly show that travel costs affect tourist satisfaction. But not significantly. This statement is supported by research (Sisay Haile, 2019) which proves that cost affects Tourist Satisfaction. For example, visitors will compare the cost they spend with the value they get. They will be satisfied if they feel they are getting value for money.

The Tourist Satisfaction (X2) regression coefficient shows that this variable has an effect on Tourist Loyalty (Y) with a t value of 5.661 > t table 1.674 and a significance level of 0.000 < 0.05. These results clearly show that Tourist Satisfaction affects Tourist Loyalty, but not significantly. These results are supported by research (Reyes & Dael, 2023), (Luvsandavaajav et al., 2022), (Yasami et al., 2021) which proves that tourist satisfaction has significant implications for tourist loyalty to destinations. For example, visitors who are satisfied with their experience in a place are more likely to return and recommend the place to others. Travel Cost and Tourist Satisfaction can influence the dependent variable, namely Tourist Loyalty, by 66.9%, while other variables outside this study influence the remaining 33.1% is influenced by other variables outside this study.

5. CONCLUSION

The Conclusion is the question item from X1.1 has the highest mean value of 4.1509, indicating that the fuel price affects tourists' intention to travel. Likewise, the question from X2.7 has the highest mean value of 4.3019, which shows that satisfaction with taste affects tourists' intention to make a repurchase. The question item from Y1.5 has the highest mean value of 4.3585, which shows that Reducing Food Waste affects tourists in choosing environmentally friendly products.

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