

Food Consumption Value on Tourists' Behavioral Intentions towards East Java Local Food: Study Case of Z Generation

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ABSTRACT

This study examines the influence of food consumption values (FCV) and attitudes towards local food (ATLF) on behavioral intention of Z generation in eating East Java local food and explores the moderating roles of neophilia and neophobia. The research involves 181 Z Generation domestic tourists, and the data was analyzed using SmartPLS. The results reveal a positive impact of location consumption values on ATLF and a negative impact of health consumption values on ATLF. Additionally, ATLF influences behavioral intention (BI) and is reinforced by food neophilia.

Keywords: *Food Consumption Values, Attitude towards Local Food, Behavioral Intention, Food Neophilia, Food Neophobia.*

1 Introduction

Local food serves as a symbolic and attractive representation of a region, defined by traditional production methods and local ingredients (Brain, 2012). The perception of "local food" varies regionally due to the climate, soil, and population differences (Bakhtiar et al., 2013). It stands as a major tourist attraction, with travelers allocating a significant portion of their budget (30-40%) to food (Brain, 2012; Thio et al., 2022). East Java, the largest province in Java Island, Indonesia, offers diverse tourist, cultural, and culinary experiences. Indonesia's local foods, primarily derived from traditional dishes, typically include carbohydrates, vegetables, and side dishes (Market, n.d.). East Javanese local food is characterized by the inclusion of shrimp paste, imparting a savory, sour, spicy taste, and fishy aroma to cuisine (Adiasih & Brahmana, 2015; Detik.com, n.d.). Notable examples of typical East Javanese foods include Semanggi Surabaya, Nasi Tempong, and Soto Lamongan (Detik.com, n.d.).

Food Consumption Value (FCV) impacts consumer attitudes, encompassing factors like quality, health, price, emotions, prestige, interaction, epistemic, variety, and location (Hussain et al., 2021). The impact of food consumption value on attitudes toward local food has been evidenced in several studies (Choe & Kim, 2019; Hussain et al., 2021; Soltani et al., 2020). FCV influences Attitudes Towards Local Food (ATLF) and subsequent behavioral intentions, including trying, recommending, and revisiting (Hussain et al., 2021). Neophilia and neophobia act as moderating variables, influencing tourists' decisions to try and revisit local food (Hussain et al., 2021). Food Neophilia is a personality trait driving an interest in trying new foods, measured by the Food Neophobia Scale (FNS) and General Neophobia Scale (GNS) (Dimitrovski & Crespi-Vallbona, 2016; Hussain et al., 2021). The research highlights decreasing neophobia levels with age while FNS reveals tourists' interest in trying unfamiliar local Malaysian food. Local food consumption value, neophilia, and neophobia among domestic tourists regarding their intention to consume local food in Pakistan. In the dining perception of Z Generation, local food seems to be unattractive and old-fashioned. They tend to like viral food, keep up with the trend, show interest in menu variations, also in healthy foods (Adiasih & Brahmana, 2015; Ding et al., 2022). Based on the Z generation's character which is not attracted to local food, this replicated research of Hussain et al. (2021) needs is done on Indonesian Z Generation tourists' perception of East Java local food, re-consumption of East Java local food, specifically focusing on heavy food, and Z Generation respondents. It aims to understand Z Generation tourists' behavioral intention (BI) in re-consuming East Java local food, examining variables like local food consumption value, ATLF, BI, neophilia, and neophobia. The analysis considers FCV's influence on ATLF, with neophilia and neophobia as moderating factors, contributing to the positive perception and development of the local food tourism industry.

2 Literature Review

2.1 Food Consumption Value

The theory of consumption value (TCV) explains consumer preferences in purchasing products, afterward it was developed into Food Consumption Value (FCV) with seven values (quality/taste, price, health, emotional, epistemic, prestige, and interaction) (Choe & Kim, 2018). Furthermore, two new values (variety and location) were added in FCV, which can predict tourists' attitudes towards local food (Hussain et al., 2021). Functional value factors, such as health (HV), quality (QV), and price (PV), are considered the main drivers for consumers in choosing local food products (Rousta & Jamshidi, 2019). Studies show that these aspects, together with sensory appeal, can increase tourists' motivation to sample local food (Choe & Kim, 2018).

Tourists' attitudes toward destinations are influenced by emotional values (EV), especially satisfaction with the stay and food experience, which predict intention to revisit (Soltani et al., 2020). Food, as a primary need, provides a positive emotional experience when traveling, influencing consumers' desire to return (Maksan et al., 2019). The major role of EV is shaping tourists' attitudes toward destinations and can be seen in the positive contribution of feelings of amusement, enjoyment, joy, and relaxation (Hussain et al., 2021).

Consumers with a social value orientation prefer products or services that mirror their social image, encompassing social value elements like prestige (PEV) and interaction (IV) (Brain, 2012; Choe & Kim, 2018; Soltani et al., 2020). Trying local dishes can enhance PEV, leading to increased status, self-esteem, and self-satisfaction (Choe & Kim, 2018). PEV and IV contribute to elevating tourists' social status by sharing tourism experiences with others (Hussain et al., 2021; Soltani et al., 2020). Positive interactions with travel partner also impact satisfaction and the experience of tasting local dishes (Brain, 2012).

Culinary tourism engages tourists through epistemic value (EPV), fostering curiosity about a destination's unique dishes by exploring cooking techniques and local consumption habits (Brain, 2012; Soltani et al., 2020). EPV evolves during travel abroad, offering an explorative experience and new knowledge gained from consuming local food (Choe & Kim, 2018). In gastronomic tourism, EPV significantly influences positive attitudes and intentions (Hussain et al., 2021) enabling tourists to deepen their appreciation for the region's culinary and cultural richness (Brain, 2012).

Variety value (VV) involves diverse food options, while Location value (LV) links to marketing factors. VV enhances travel experiences with a broad range of dishes, and LV includes elements like location and interior design, influencing attitudes toward local food based on the mealtime atmosphere (Hussain et al., 2021).

2.2 Attitude toward Local Food and Behavioral Intention

Prior studies affirm FCV's role in shaping ATLF, indicating tourists' responses to local foods diversity. Service providers contribute to a positive environment. ATLF also impacts tourists' Behavioral Intention, embracing recommending local food and visiting food tourism destinations (Brain, 2012; Choe & Kim, 2018; Soltani et al., 2020).

2.3 Neophilia and Neophobia

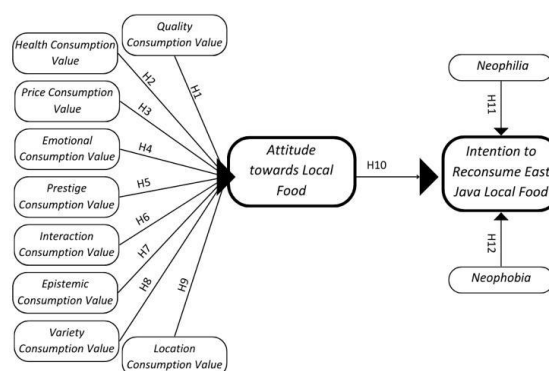


Figure 1 Theoretical Framework

Figure 1 shows the theoretical framework of the research. Humans experience neophobia, a fear of trying new things, and neophilia, a willingness to explore novelty (Pelchat & Pliner, 1995). Neophilia significantly impacts tourism by fostering "new cuisines" development and contributing to the globalization of national culinary traditions. Research suggests that neophilia positively influences the consumption of new foods, particularly during holidays (Dimitrovski &

Crespi-Vallbona, 2016; Hussain et al., 2021). Additionally, neophobia, characterized by appetite loss or avoidance, may have adaptive value and tends to decrease with age (Pliner & Hobden, 1992). Neophobia, as a moderating variable, weakens attitudes and interest in trying local food (Hussain et al., 2021).

3 Methods

The study, utilizing causal quantitative methods, distributed Likert scale surveys to 187 respondents via social media and local eateries in Surabaya and Malang. After screening, 181 valid responses were processed using SmartPLS. 57 indicators are involved (quality consumption value, health consumption value, price consumption value, emotional consumption value, prestige consumption value, interaction consumption value, prestige consumption value, location consumption value, variety consumption value, attitude towards local food, neophilia, neophobia, and behavioural intention). These indicators are sourced from the journals of (Choe & kim, 2018; Hussain et al., 2021; Soltani et al., 2020).

4 Result and Discussion

Students comprised 50% of respondents. Around 31% spent IDR 51,000.00 - IDR 75,000.00 per meal. 37% ate out 3-4 times a week, mostly at stalls (40%). Malang (26%), Surabaya City (24%), and Batu City (10.9%) were the top visited areas. Familiar East Java local foods included rawon (27%), tofu tek (17%), and soto lamongan (15%).

Table 1. Result of the assessment of the measurement model

Indicators	Loading Factor	Indicators	Loading Factor
<i>Quality Consumption Value (QV). AVE = 0.626; CR = 0.789</i>		Variation consumption value (VV). AVE = 0.781; CR = 0,867	
Local East Java food is delicious	0.793	Local East Java food consists of fresh ingredients	0.892
East Java local food has a variety of ingredients	0.606	Quality protein options are available in local East Java food	0.864
Visually, local East Java food is appetizing	0.757	There are many energy-rich local foods available in East	0.894
Overall, local East Java food provides a distinctive taste		Java's local food options	
Local East Javanese food provides good quality ingredients	0.774	<i>Location consumption value (LV). AVE = 0.705; CR = 0.863</i>	
<i>Health consumption value (HV). AVE = 0.723; CR = 0.876</i>		Consumers like the environment where local East Java food is served	0.855
Local East Java food is hygienic	0.606	Consumers enjoy consuming local East Java food at the location where the food is served	0.843
Local East Javanese food is nutritious	0.848	Consumers spend a lot of time at local food locations because of the environment	0.826
Local East Java food makes you healthy	0.901	Consumers are looking for local East Java food	0.835
Local East Java food is not harmful to health	0.795	<i>Attitude towards local food (ATV). AVE = 0.748; CR = 0.888</i>	

Table 1. Result of the assessment of the measurement model (cont.)

Indicators	Loadin Factor	Indicators	Loading Factor
<i>Price consumption value (PV). AVE = 0.590; CR = 1.011</i>		Local East Java food is invaluable	0.871
The price of local East Java food is not expensive	0.690	Local East Javanese food is very popular	0.865
Prices for local East Java food are affordable	0.724	Local East Java food is in great demand	0.855
Prices for local East Java food are reasonable	0.758	Local East Javanese food is a delight	0.869
The price paid for local East Javanese food is commensurate with the product received	0.885	<i>Neophilia (NI). AVE = 0.603; CR = 0.851</i>	
<i>Emotional consumption value (EV). AVE = 0.647; CR = 0.875</i>		Likes to go to places with different cultures to eat	0.764
Local East Java food provides enjoyment	0.667	Trying new food that you first see when you visit a place	0.814
Eating local East Java food creates a positive mood	0.814	Love local food from different cultures	0.790
Eating local East Java food makes you feel happy	0.882	Eat almost all types of food	0.690
Eating local East Java food makes you feel like eating local East Java food again	0.800	Loves to try new ethnic restaurants	0.816
Eating local East Java food makes you enthusiastic	0.843	<i>Neophobia (NO). AVE = 0.665; CR = 0.932</i>	
<i>Prestige consumption value (PEV). AVE = 0.700; CR = 0.861</i>		Don't trust new local food	0.828
Eating famous local East Javanese food can increase social status	0.840	Won't try local food if don't know about it	0.815
Eating local East Java food can be shared with others as an experience	0.693	Cautious about the food you will consume	0.694
Showing photos of eating experiences in East Java is a valuable thing	0.898	Ethnic food looks strange to consume	0.840
<i>Eating local East Javanese food provides an opportunity to show off your experience to others Interaction consumption value (IV). AVE = 0.869; CR = 0.850</i>	0.899	Afraid to eat something you've never eaten before	0.889
Eating local East Javanese food provides an opportunity to interact with traveling partners	0.930	<i>Behaviorial intention (BI). AVE = 0.619; CR = 0.898</i>	

Table 1. Result of the assessment of the measurement model (cont.)

Indicators	Loading Factor	Indicators	Loading Factor
Friendships or relationships with travel companions increase when eating together with local East Javanese food	0.935	Consumers will say positive things about local East Java food to other people	0.742
<i>Epistemic consumption value (EPV). AVE = 0.624; CR = 0.856</i>		Consumers will recommend local East Java food to family and/or friends	0.775
Knowledge about East Javanese culture increases after consuming local East Javanese food	0.817	Consumers are willing to recommend local East Javanese food when others ask for suggestions	0.769
Want to try other local East Java foods	0.616	Consumers want to revisit East Java to explore a variety of local foods in the next three years	0.805
Learn new things after consuming local East Java food	0.786	Consumers want to return to East Java to enjoy local food from the city of Surabaya in the next three years	0.724
Become more curious about local East Java food	0.841	Consumers want to try/eat local East Java food in the near future	0.797
Want to find more information about local East Java food	0.865	Consumers want to travel to East Java for culinary tourism in the next three years	0.812

Based on Table 1, all indicators are valid (loading factor <0.5 , AVE ≥ 0.5 , composite reliability >0.7). In this study, R-square and Q-square tests were conducted, revealing that 71.1% of attitudes toward local food are influenced by independent variables, with the remainder affected by unexamined factors. Additionally, these independent variables and attitudes influence behavioural intention by 57.8%, with the remainder influenced by unexamined variables. The Q-square value indicates good predictive relevance for the research model. The highest mean value for behavioural intention is IM3 (4.5), indicating that Z Generation consumers are likely to recommend East Java local food.

Table 2. Hypothesis result.

	Hypothesis	Original sample (O)	T statistics (O/STD/EVI)	P values	Result
H1	Quality consumption value → Attitude towards local food	0,138	1,378	0,168	Rejected
H2	Health consumption value → Attitude towards local food	-0,188	2,126	0,034	Rejected
H3	Price consumption value → Attitude towards local food	-0,077	1,148	0,251	Rejected
H4	Emotional consumption value → Attitude towards local food	0,189	1,877	0,061	Rejected
H5	Prestige consumption value → Attitude towards local food	0,097	0,934	0,350	Rejected
H6	Interaction consumption value → Attitude towards local food	0,167	1,617	0,106	Rejected
H7	Epistemic consumption value → Attitude towards local food	-0,011	0,088	0,930	Rejected
H8	Variation consumption value → Attitude towards local food	0,208	1,419	0,156	Rejected
H9	Location consumption value → Attitude towards local food	0,400	3,543	0,000	Accepted
H10	Attitude towards local food → Behavioral intention	0,541	6,570	0,000	Accepted
H11	Neophilia → Behavioral intention	0,350	5,429	0,000	Accepted
H12	Neophobia → Behavioral intention	-0,025	0,602	0,547	Rejected

Based on Table 2, Hypotheses H9, H10, and H11 were accepted, while H1, H2, H3, H4, H5, H6, H7, H8, H12 were rejected. Quality and variety values showed a positive but insignificant impact on ATV. Notably, the deliciousness and energy richness of local East Java food, particularly the popular dish Rawon, played a significant role. Rawon, named the most delicious soup in 2023, emerged as the most known (24%) and frequently consumed (27%) food in the study, offering a well-rounded nutritional profile for energy (Pikiran-rakyat.com, n.d.).

Health value significantly and negatively affects ATV, indicating that a positive perception of local East Java food's health value corresponds to lower liking. The prevalence of street vendors, favored by 40% of respondents, suggests Generation Z finds local East Javanese food more valuable and enjoyable there than in restaurants (Kumparan.com, n.d.). Technology, through apps like GoFood and Shopee Food, enhances convenience. Regardless of the purchase location, respondents recognize the healthiness of local East Java food, supported by spices like turmeric, candlenuts, galangal, and ginger in dishes like Soto.

Price value negatively and insignificantly affects ATV, suggesting that lower food prices do not necessarily increase interest in local food. Despite this, PV has a limited impact on ATVs. Generation Z, comprising 50% of student respondents, tends to prioritize healthy, quality, and balanced ingredient menus (Ding et al., 2022). Their spending patterns, with 31% allocating IDR 51,000.00 - IDR 75,000.00 per meal, indicate a potential preference for more affordable options. For instance, Rawon at stalls can be cheaper than the mentioned average spending range (Jawapos.com, n.d.).

Emotional value (EV), prestige value (PV), and interaction value (IV) show positive but insignificant effects on ATV. Positive experiences with local East Java food enhance emotion, prestige, and interaction, fostering a positive attitude. However, statistically, these values lack a significant impact on ATV. Key indicators include local food creating happiness, offering opportunities to showcase experiences, and enhancing friendships. Generation Z associates "healing" with travel and leisure, including food tourism, strengthening bonds and enjoyment. Generation Z, immersed in social media, prefers visually appealing and Instagramable food, using it to showcase activities to followers (Kumparan.com, n.d.).

Epistemic value has a negative and insignificant effect on ATVs for Generation Z consumers. High views on knowledge-related aspects of consuming local East Javanese food lead to less interest. In this study, eating local food seldom involves educational explanations about local culture, particularly in stalls and among Indonesian citizens. The lack of interest in studying Indonesian culture, with Generation Z more inclined towards foreign cultures, supports these findings (Kompas.com, 2008).

Location value significantly influences Generation Z's interest in local East Javanese food, indicating that a favorable location and positive environment contribute to their positive attitude. Bu Rudy Depot in Surabaya enhances the local food dining atmosphere by expanding its restaurant and incorporating a shopping center for East Javanese souvenirs (Yoursay, 2023).

Positive attitudes toward local food significantly influence behavioral intention, particularly reflected in the indicator "willingness to travel to East Java for culinary tourism in the next three years." Neophilia strengthens the relationship between ATV and BI, highlighting Generation Z's interest in trying new ethnic restaurants. However, neophobia weakens the ATV-BI link, with the highest indicator being a "fear of eating something never tried before," indicating a preference for new restaurants but hesitancy toward unfamiliar food.

5 Conclusion and Recommendation

Accepted hypotheses (H9, H10, H11) confirm positive relationships between location value and ATV, ATV with behavioural intention, and neophilia's strengthening effect on ATV's relationship with BI. Despite its contributions, the study has limitations, including a small sample size (181 respondents), a focus on local tourists, and regional exclusions. Future research should address these limitations, exploring diverse local East Java food types and utilizing mixed methods. Businesses should focus on taste, quality, atmosphere, and social media for better visibility. Government initiatives, like dedicated tourist areas, can boost tourism and positively impact food consumption value. These insights aim to guide marketing strategies and support the local culinary industry, providing valuable insights into Z Generation's preferences and consumption behaviour.

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