



Explaining Revisit Intention in Culinary Tourism: Case Study of Pekalongan, City of Batik

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ABSTRACT

Culinary tourism has become an important sector of the global tourism industry, offering destinations the opportunity to showcase their cultural identity through food. Pekalongan, a city renowned for its batik heritage, also possesses a rich culinary tradition that reflects its unique cultural identity. Despite its potential, Pekalongan has faced challenges in sustaining its tourism industry, highlighting the need to explore factors that encourage tourists to return. This study investigates the influence of seven factors—Attitude, Emotional Value, Local Food & Beverage Image, Health Value, Prestige Value, Price Value, and Taste/Quality Value—on revisit intention among urban tourists. Using a quantitative, non-experimental design, data were collected from 176 respondents through structured questionnaires and analyzed using multiple regression analysis. The findings reveal that Emotional Value and Taste/Quality Value significantly influence revisit intention, underscoring the importance of emotional connections and high-quality food in motivating repeat visits. Other factors, such as Attitude, Local Food & Beverage Image, and Price Value, contributed to the overall tourist experience but did not independently predict revisit intention. These results suggest that Pekalongan should prioritize strategies that enhance tourists' emotional engagement and ensure consistent food quality to foster loyalty and increase revisit rates. The study contributes to the understanding of culinary tourism dynamics in smaller cities and provides actionable insights for stakeholders aiming to revitalize tourism through authentic and memorable culinary experiences. Future research should explore additional factors influencing revisit intention and their interactions to provide a more comprehensive understanding of tourist behavior.

Keywords: Culinary Tourism; Pekalongan; Revisit Intention; Urban Tourist

1. Introduction

Culinary tourism has emerged as a significant sector within the broader tourism industry, reflecting a growing global interest in the role of food as a cultural and experiential component of travel [1], [2]. Tourists are no longer just seeking scenic destinations or historical landmarks but are increasingly drawn to unique gastronomic experiences that allow them to explore the local flavors and culinary traditions of a region [3]. In Indonesia, a country with diverse cultural heritage, culinary tourism has gained momentum as travelers seek to immerse themselves in the rich and varied food culture found in different regions [4], [5]. This growing interest has made culinary tourism an important aspect of the tourism industry, offering destinations the opportunity to showcase their local identity through food and engage tourists in authentic cultural experiences [6].

Pekalongan, renowned as the "City of Batik," possesses a rich cultural heritage and exceptional craftsmanship. While its batik tradition is widely recognized, the city also harbors a wealth of culinary treasures that mirror its unique cultural identity [7], [8], [9]. Local dishes such as Tauto, a savory beef or chicken soup infused with distinctive spices, and Megono, a traditional dish prepared from finely chopped jackfruit, exemplify the city's deeply rooted culinary traditions [8]. These dishes not only offer a glimpse into Pekalongan's cultural past but also serve as a powerful attraction for urban tourists seeking an authentic culinary experience that extends beyond conventional tourist destinations.

Despite its abundant cultural and culinary resources, Pekalongan has encountered challenges in sustaining its position as a vibrant tourism destination in recent years [10]. A substantial decline in both tourist arrivals and tourism revenue has raised concerns regarding the long-term viability of its tourism industry [11]. Factors such as inadequate promotion, competition from other destinations, and a lack of diversified tourism offerings have contributed to this downturn [10]. Culinary tourism, however, presents a promising avenue for reversing this trend by providing an experience that resonates with the increasing number of urban tourists seeking immersive and culturally authentic experiences [12], [13]. By capitalizing on its local food heritage, Pekalongan can rejuvenate its tourism industry, attract repeat visitors, stimulate economic growth, and safeguard its cultural legacy.

Culinary tourism not only fosters economic activity but also plays a pivotal role in preserving and promoting local culture [14]. In smaller cities like Pekalongan, where cultural

heritage is deeply intertwined with daily life, the local cuisine serves as a conduit for maintaining traditions while adapting to contemporary tourism trends [15], [16]. By emphasizing its authentic culinary experiences, Pekalongan can safeguard traditional cooking techniques and local food practices while appealing to urban tourists [1]. This approach enhances the tourist experience by cultivating a more profound connection with the region's cultural heritage, contributing to the long-term viability of both its tourism industry and its cultural legacy.

A fundamental component of culinary tourism is comprehending the factors that motivate tourists to revisit a destination [17]. Revisit intention plays a pivotal role in the sustainability of tourism, as repeat visitors make significant contributions to long-term success [2]. In the context of culinary tourism, the decision to return frequently depends on multiple factors, including the quality of the food, the emotional satisfaction derived from the experience, and the overall perception of the destination's culinary offerings [17], [18]. For Pekalongan, identifying these key drivers among urban tourists will be essential in formulating strategies to enhance their revisit intention and establish the city as a prominent culinary tourism destination.

This study investigates the influence of seven key factors on revisit intention in culinary tourism: attitude, emotional value, local food and beverage image, health value, prestige value, price value, and taste or quality value [18]. Each of these factors represents a unique aspect of the tourist experience and plays a crucial role in shaping their overall perception of the destination. A positive attitude toward the local cuisine can enhance the likelihood of returning [19], while the perceived value of the experience, whether emotional, financial, or related to health and prestige, may further reinforce a tourist's decision to revisit [2], [18], [20], [21], [22]. Understanding how these factors interact, and influence revisit intention is essential for developing effective tourism strategies in Pekalongan.

Prior research on revisit intention in culinary tourism has underscored the multifaceted nature of tourist motivations and behaviors [2], [15], [18], [23]. Studies suggest that factors such as food quality, service excellence, and the overall dining experience significantly influence tourists' decisions to return to a destination. Furthermore, research has demonstrated that emotional connections formed during culinary experiences can lead to stronger revisit intentions, as these experiences create lasting memories [24], [25]. However, a gap exists in the

literature concerning smaller cities like Pekalongan, where unique cultural and culinary characteristics can shape tourist experiences differently than in larger urban centers [18], [26], [27], [28].

The potential impact of enhancing culinary tourism extends beyond merely attracting visitors; it can serve as a catalyst for economic growth, cultural preservation, and community engagement [29], [30], [31]. By emphasizing its culinary heritage, Pekalongan can establish a distinctive identity that resonates with urban tourists seeking authentic experiences. This not only benefits local businesses, such as restaurants and markets, but also supports small-scale producers and farmers who supply the essential ingredients to the region's culinary offerings [12]. Furthermore, fostering a thriving culinary tourism sector can create employment opportunities and stimulate the local economy, leading to improved infrastructure and services [30], [32].

In light of these considerations, this research aims to investigate the factors influencing revisit intention in Pekalongan's culinary tourism. By examining the interplay between attitude, emotional value, local food and beverage image, health value, prestige value, price value, and taste or quality value, this study seeks to provide actionable insights for stakeholders and tourism managers. Understanding these dynamics is crucial for developing strategies that not only attract urban tourists but also encourage them to return, thereby ensuring the long-term sustainability of Pekalongan's tourism sector. Ultimately, this research aspires to contribute to the revitalization of Pekalongan's culinary landscape, fostering economic growth and cultural appreciation within the community.

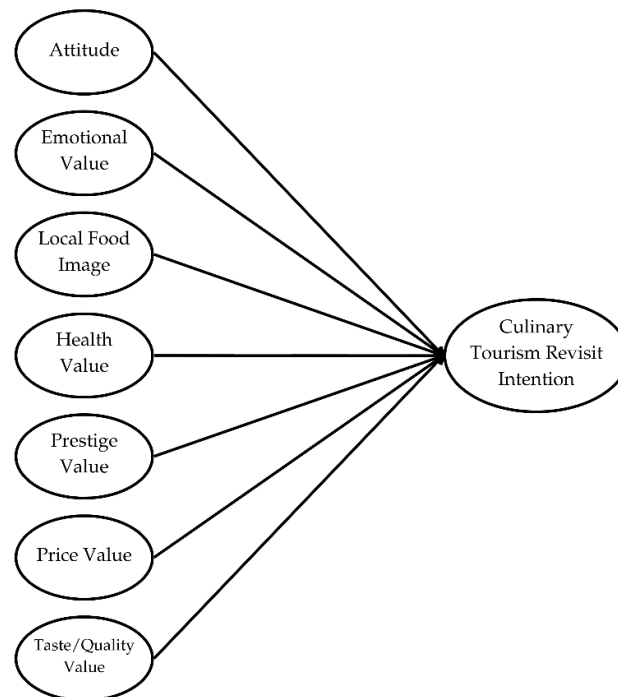
2. Method

This study adopts a quantitative, non-experimental design using a correlational approach to investigate the factors influencing the revisit intention of urban tourists to Pekalongan's culinary destinations [33], [34], [35]. The quantitative approach allows for statistical analysis of relationships between the independent variables—Attitude, Emotional Value, Local Food & Beverage Image, Health Value, Prestige Value, Price Value, and Taste or Quality Value—and the dependent variable, revisit intention. This design is suited to providing empirical evidence that can reveal causal relationships through data-driven insights, enhancing the reliability and robustness of the findings [36].

The population targeted in this research includes urban tourists who have visited Pekalongan and experienced its local culinary products. To gather data efficiently, a non-probability convenience sampling technique was used [37], selecting respondents who met the primary criterion of having previously visited Pekalongan for culinary experiences. This approach was appropriate for capturing insights from individuals familiar with the city's food culture. Based on recommendations by Hair et al. [38], the sample size should be at least five times the number of survey items to ensure statistical power. With 32 items in the survey, the minimum sample size required was 160, though the study included 176 respondents to provide a buffer against any incomplete or unusable data.

Primary data collection was conducted through a structured questionnaire [34] designed to gather detailed information on the respondents' attitudes, emotional experiences, perceptions of local food and beverage images, health and prestige values, price satisfaction, and evaluations of taste or quality. Each variable was measured using a five-point Likert scale [39], ranging from 1 (strongly disagree) to 5 (strongly agree), to allow for precise quantification of responses. In addition to the questionnaire, observational data were collected during a four-day field visit to Pekalongan to capture practical insights into the local culinary scene, including accessibility, ambiance, and price levels of dining establishments. This combination of survey and observational data was aimed at constructing a comprehensive understanding of the variables at play. For data analysis, SPSS software was utilized to conduct both descriptive and inferential statistical analyses [40]. Descriptive statistics were used to summarize demographic data and provide an overview of responses across study variables. To ensure the measurement tools' reliability and accuracy, validity and reliability tests were performed, with Cronbach's alpha indicating internal consistency. Classical assumption tests, including normality and multicollinearity checks, were conducted to validate the regression model. Multiple regression analysis was employed to test the hypotheses, examining the significance and strength of the relationships between the independent variables and revisit intention. The coefficient of determination (R^2) was calculated to assess the extent to which the independent variables explained the variance in revisit intention, offering insights into the model's predictive capability.

Figure 1. Conceptual Framework



3. Result and Discussion

3.1. Results

The analysis of data obtained from 176 respondents provided key insights into the factors influencing revisit intention in Pekalongan's culinary tourism. The study focused on seven independent variables: Attitude, Emotional Value, Local Food & Beverage Image, Health Value, Prestige Value, Price Value, and Taste/Quality Value, and their relationship with the dependent variable, revisit intention.

Descriptive Statistics: Descriptive statistics revealed that respondents generally held positive perceptions of Pekalongan's culinary offerings. The mean scores for all independent variables were relatively high, with Emotional Value and Taste/Quality Value receiving particularly notable averages, suggesting strong emotional responses and satisfaction with food quality among tourists.

Validity and Reliability Tests: The validity and reliability assessments confirmed that the questionnaire items used to measure the variables were reliable, with Cronbach's alpha for the overall questionnaire exceeding 0.90, indicating high internal consistency. The Pearson

correlation analysis supported the validity of individual items, demonstrating significant relationships between the survey questions and their respective variables.

Table 1. Result of Validity Test

Indicator	r	r Product Moment	Remarks	Indicator	r	r Product Moment	Remarks
AT1	0,729	0,1471	Valid	PR1	0,712	0,1471	Valid
AT2	0,812	0,1471	Valid	PR2	0,77	0,1471	Valid
AT3	0,743	0,1471	Valid	PR3	0,789	0,1471	Valid
AT4	0,802	0,1471	Valid	PR4	0,793	0,1471	Valid
EV1	0,665	0,1471	Valid	PV1	0,909	0,1471	Valid
EV2	0,802	0,1471	Valid	PV2	0,921	0,1471	Valid
EV3	0,873	0,1471	Valid	PV3	0,931	0,1471	Valid
EV4	0,862	0,1471	Valid	PV4	0,912	0,1471	Valid
LF1	0,779	0,1471	Valid	TQ1	0,786	0,1471	Valid
LF2	0,834	0,1471	Valid	TQ2	0,796	0,1471	Valid
LF3	0,86	0,1471	Valid	TQ3	0,858	0,1471	Valid
LF4	0,79	0,1471	Valid	TQ4	0,844	0,1471	Valid
HV1	0,877	0,1471	Valid	CR1	0,822	0,1471	Valid
HV2	0,849	0,1471	Valid	CR2	0,865	0,1471	Valid
HV3	0,847	0,1471	Valid	CR3	0,848	0,1471	Valid
HV4	0,865	0,1471	Valid	CR4	0,807	0,1471	Valid

Multiple Regression Analysis: The regression analysis revealed that Emotional Value and Taste/Quality Value were the only variables with statistically significant positive impacts on revisit intention. The regression coefficients for Emotional Value ($B = 0.324$, $p < 0.001$) and Taste/Quality Value ($B = 0.291$, $p < 0.001$) demonstrated their substantial contributions to explaining the variance in revisit intention. This indicates that tourists are most influenced by their emotional experiences and the perceived taste and quality of the food when deciding to return to Pekalongan.

Table 2. Multiple Regression Analysis

Independent Variables	Unstandardized B	Sig.
A	1,881	0,129
AT	0,032	0,684
EV	0,324	0,000
LF	0,073	0,309
HV	0,024	0,660
PR	0,068	0,326
PV	0,800	0,132
TQ	0,291	0,000

Hypothesis Testing: The t-test results showed that the hypotheses related to Emotional Value and Taste/Quality Value were accepted, indicating their significant roles in influencing revisit intention. Conversely, hypotheses regarding Attitude, Local Food & Beverage Image, Health Value, Prestige Value, and Price Value were not supported, as these variables did not exhibit significant p-values. However, their positive coefficients imply that while they may contribute to the overall tourist experience, they do not independently predict revisit behavior in this study.

Table 3. Partial Hypothesis Test (T-Test)

Variable	T value	Sig.	T (>1,974)	Sig. (<0.05)
AT	0,408	0,684	Rejected	Rejected
EV	4,201	0,000	Accepted	Accepted
LF	1,020	0,309	Rejected	Rejected
HV	0,440	0,660	Rejected	Rejected
PR	0,985	0,326	Rejected	Rejected
PV	1,512	0,132	Rejected	Rejected
TQ	4,931	0,000	Accepted	Accepted

F-Test and Model Strength: The F-test demonstrated that, collectively, the independent variables had a significant influence on the dependent variable, with an F-value of 28.520 and a p-value < 0.001. The adjusted R-squared value was 0.543, indicating that 54.3% of the variance in revisit intention could be explained by the combination of these variables, while the remaining 45.7% could be due to factors outside the scope of this research.

3.2. Discussion

The findings of this study reveal that Emotional Value and Taste/Quality Value significantly influence tourists' revisit intentions to Pekalongan for culinary tourism experiences. The regression analysis demonstrates that these two variables play pivotal roles in shaping tourists' decisions to return, with regression coefficients of 0.324 and 0.291, respectively. These results highlight the importance of providing high-quality food and creating memorable emotional experiences as key strategies for fostering repeat visits.

Emotional Value was found to have the strongest impact on revisit intention, suggesting that the emotional connection tourists feel while engaging in Pekalongan's culinary offerings is critical. Positive emotions, such as happiness and satisfaction, generated during dining experiences enhance the likelihood of tourists forming lasting memories, which motivate their intention to return [13], [41], [42], [43]. This aligns with the idea that emotional experiences in tourism create a sense of attachment and loyalty, particularly in destinations offering unique cultural and culinary experiences [41], [44], [45], [46].

Taste/Quality Value also emerged as a significant predictor of revisit intention. Tourists highly value the sensory and quality aspects of food, including flavor, freshness, and presentation [1], [47]. The finding that high-quality culinary offerings increase the likelihood of revisits underscores the necessity for Pekalongan's culinary establishments to maintain consistent standards [46], [48]. By ensuring that the food meets or exceeds tourists' expectations, the city can strengthen its reputation as a premier culinary destination.

Interestingly, other variables such as Attitude, Local Food & Beverage Image, Health Value, Prestige Value, and Price Value did not show statistically significant direct effects on revisit intention in this study. While these factors may enrich the overall tourist experience, their contributions were not strong enough to predict revisit behavior independently. This contrasts with findings from other studies conducted in different cultural or geographical contexts, where variables such as Attitude and Local Food & Beverage Image played more prominent roles. These discrepancies may stem from differences in tourist preferences, regional culinary offerings, or the level of competition among destinations.

The adjusted R-squared value of 0.543 indicates that 54.3% of the variance in revisit intention is explained by the seven independent variables included in the model, with Emotional Value and Taste/Quality Value being the primary contributors. The remaining

45.7% can be attributed to factors not examined in this study, such as accessibility, infrastructure, marketing efforts, and destination uniqueness [2], [18], [20], [48]. These external factors likely play a role in shaping tourists' decisions to revisit Pekalongan and should be explored in future research.

Overall, the findings suggest that efforts to enhance emotional engagement and food quality should be prioritized to increase tourist loyalty and revisit rates. Stakeholders in Pekalongan's tourism industry can leverage these insights by developing strategies that emphasize immersive and emotionally satisfying culinary experiences, while consistently maintaining high food quality of small and medium businesses. By doing so, the city can strengthen its position as a compelling culinary tourism destination.

4. Conclusion

This study explored the factors influencing revisit intention in culinary tourism, specifically within the context of Pekalongan, a city known for its cultural and culinary heritage. By investigating seven key factors—Attitude, Emotional Value, Local Food & Beverage Image, Health Value, Prestige Value, Price Value, and Taste/Quality Value—the research aimed to provide actionable insights for stakeholders seeking to enhance Pekalongan's appeal as a culinary destination. The findings highlight Emotional Value and Taste/Quality Value as the most significant contributors to revisit intention, underscoring the importance of emotional connections and food quality in motivating tourists to return.

Emotional Value emerged as the strongest predictor, reflecting the role of positive emotions in fostering attachment and loyalty to Pekalongan's culinary experiences. Tourists who derive joy, satisfaction, and meaningful memories from dining in the city are more likely to revisit. Similarly, Taste/Quality Value demonstrated a significant influence, emphasizing the critical need for high-quality and flavorful food offerings. These findings suggest that providing consistent, high-standard culinary experiences and evoking strong emotional responses are essential for enhancing revisit rates.

While other factors such as Attitude, Local Food & Beverage Image, Health Value, Prestige Value, and Price Value were not significant predictors in this study, they remain integral to enriching the overall tourist experience. These variables contribute to the broader appeal of the destination and may influence revisit intention indirectly or in combination with

Emotional Value and Taste/Quality Value. The adjusted R-squared value of 0.543 indicates that the model explains a significant portion of the variance in revisit intention, with the remaining factors, such as accessibility, infrastructure, and marketing strategies, offering opportunities for future research.

This research contributes to the growing body of knowledge on culinary tourism by focusing on a smaller, culturally rich city like Pekalongan. It highlights the strategic importance of emotional engagement and food quality in driving revisit intention. For Pekalongan's stakeholders, this study offers valuable insights to inform initiatives aimed at revitalizing the city's tourism industry in context of culinary tourism, and fostering sustainable economic growth. Future research should explore additional factors influencing revisit intention and investigate their interactions with the identified variables to provide a more comprehensive understanding of tourist behavior in culinary destinations.

5. Author's declaration

Authors' contributions and responsibilities

Write the contribution of each author here, or mark the following column.

- The authors made substantial contributions to the conception and design of the study.
- The authors took responsibility for data analysis, interpretation and discussion of results.
- The authors read and approved the final manuscript.

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Availability of data and materials

- All data are available from the authors.

Competing interests

- The authors declare no competing interest.

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