Traditional Taste and Economic Potential: Tangerang's Local Snack-Based Culinary Tourism

Metta Susanti[1], Lia Dama Yanti[2*], Susanto Wibowo[3]

lia.damay@ubd.ac.id[2]*

Universitas Buddhi Dharma, Jl. Imam Bonjol No 41 Karawaci Ilir, Tangerang 15115, Banten, Indonesia

ABSTRACT

This study investigates the connection between Tangerang's traditional flavor and the economic potential of culinary tourism centered around local snacks. The potential of Tangerang's distinctive culinary wealth to boost regional economic development has not been fully realized. To gain a thorough grasp of the phenomenon, this study employs a mixed methods approach that blends qualitative and quantitative techniques. While a survey of Tangerang tourists was used to get quantitative data, in-depth interviews with traditional culinary MSME players in Tangerang were used to gather qualitative data. The Structural Equation Modeling (SEM) technique of study demonstrates that the quality and authenticity of traditional flavors have a major impact on visitor happiness, which in turn has a beneficial effect on both the number of visitors and the revenue generated by local vendors. The study's findings give policymakers fresh perspectives when creating initiatives and regulations that encourage Tangerang's creative economy and culinary tourism to flourish. It is believed that Tangerang can boost its appeal as a culinary tourism destination and promote sustainable creative economic growth by using local knowledge and creating a thorough marketing plan.

ABSTRAK

Penelitian ini menyelidiki hubungan antara cita rasa tradisional Tangerang dan potensi ekonomi wisata kuliner yang berpusat pada jajanan lokal. Potensi kekayaan kuliner khas Tangerang untuk mendorong pembangunan ekonomi daerah belum sepenuhnya disadari. Untuk mendapatkan pemahaman yang menyeluruh tentang fenomena tersebut, penelitian ini menggunakan pendekatan metode campuran yang memadukan teknik kualitatif dan kuantitatif. Survei terhadap wisatawan Tangerang digunakan untuk mendapatkan data kuantitatif, sedangkan wawancara mendalam dengan pelaku UMKM kuliner tradisional di Tangerang digunakan untuk mengumpulkan data kualitatif. Teknik studi Structural Equation Modeling (SEM) menunjukkan bahwa kualitas dan keaslian cita rasa tradisional berdampak besar pada kebahagiaan pengunjung, yang pada gilirannya berdampak pada jumlah pengunjung dan pendapatan yang dihasilkan oleh pedagang lokal. Temuan studi ini memberikan perspektif baru bagi para pembuat kebijakan dalam membuat inisiatif dan

peraturan yang mendorong ekonomi kreatif dan wisata kuliner di Tangerang untuk berkembang. Tangerang diyakini dapat meningkatkan daya tariknya sebagai tujuan wisata kuliner dan mendorong pertumbuhan ekonomi kreatif yang berkelanjutan dengan menggunakan kearifan lokal dan membuat rencana pemasaran yang menyeluruh.

Kata Kunci   : Cita Rasa Tradisional; Potensi Ekonomi; Pariwisata Kuliner; Jajanan Lokal; Kota Tangerang

INTRODUCTION

Local economic growth and cultural heritage preservation are two important aspects that are the main focus in the development of a region (Testa et al., 2019) . The tourism industry and the creative economy coupled with the creative economy, plays a crucial role in fostering economic and cultural vitality. These sectors are instrumental in driving economic benefits while preserving the cultural uniqueness of a region (Privitera, 2020; A. Purnomo, 2023). Among the various forms of tourism, culinary tourism has emerged as a significant component, particularly effective in attracting both domestic and international tourists due to its unique cultural experiences (Kemenparekraf, 2020; A. M. Purnomo, 2022; Soroka et al., 2023; Wijaya, 2019). The traditional food of a region is often a major magnet for both domestic and international tourists because it offers a unique experience that cannot be found anywhere else (Fitrizal et al., 2021; Ibrahim et al., 2023; Kerdpitak, 2022; A. Purnomo, 2023).

Tangerang, as one of the cities with a long history and rich culture in Indonesia, has a very diverse traditional culinary heritage (https://www.tangerangkota.go.id/, 2023). The traditional foods of Tangerang City not only reflect the rich local culture, but also offer a unique culinary experience for visitors. However, despite having great potential, Tangerang's traditional culinary has not been fully utilized to support the growth of the creative economy in the area (Rachman & Santoso, 2023). Most traditional foods are still limited to the local environment and the lack of promotion and knowledge about their existence makes it difficult to reach a wider market.

In an environment of globalization and increasingly fierce economic competition, it is important for Tangerang to utilize the potential of culinary tourism more effectively. This is not only to support local economic growth and increase employment, but also to preserve existing cultural heritage (Privitera, 2020). One of the main challenges faced is how to increase tourist awareness and interest in Tangerang's traditional culinary. Effective promotion, product quality improvement, and support from various stakeholders are key factors in overcoming this challenge (Rozdianda Uliannisa & Gultom Yohanna M.L, 2024).

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the culinary tourism industry. MSMEs in the traditional culinary sector not only play a role in providing food products, but also in maintaining and preserving regional culinary heritage (Fauzan & Rahmini, 2023). However, many MSME actors face various obstacles, such as lack of access to resources, promotional support, and training to improve product quality (Fitrizal et al., 2021). Therefore, it is important to provide adequate support to MSMEs so that they can contribute optimally to the development of culinary tourism (Fauzan & Rahmini, 2023; Ibrahim et al., 2023).

Tangerang City, which is located in Banten Province, is one of the cities that has rapid development both in terms of economy and tourism. In addition to being known as an industrial and trade center, Tangerang also offers a variety of culinary tourism destinations that are attractive to local and foreign tourists. The city is known for its rich traditional cuisine and distinctive flavors (Rachman & Santoso, 2023).

Traditional Tangerang cuisine is not only a daily food for the locals, but also a significant tourist attraction. Culinary tourism provides a unique experience for tourists to enjoy the typical flavors of the region, as well as understand the local culture and traditions (Evans et al., 2016; Ibrahim et al., 2023; Widodo et al., 2067). Many tourists come to Tangerang specifically to taste these specialties. Culinary tourism in Tangerang also has great economic potential. MSMEs engaged in the culinary sector can grow rapidly along with the increasing number of tourists (Griffith & Griffith, 2021; Wan Mohd Zain et al., 2023). The development of traditional culinary also opens up opportunities for local entrepreneurs to innovate in the presentation and marketing of culinary products (He et al., 2022).

The Tangerang City Government together with the private sector are active in promoting local culinary through various culinary events and festivals. These programs aim to increase public awareness and interest in traditional culinary, as well as support local economic growth through the tourism sector. One of the main challenges in developing culinary tourism in Tangerang is maintaining the authenticity and quality of traditional flavors in the midst of modernization and globalization. In addition, infrastructure that supports culinary tourism, such as transportation access and public facilities, needs to be continuously improved (Hernández-Mogollón et al., 2020).

On the other hand, the opportunity to develop culinary tourism in Tangerang is huge. The trend of culinary tourism that is increasingly popular among domestic and international tourists provides an opportunity for Tangerang to be better known as a culinary tourism destination. Innovation in presentation and marketing, as well as collaboration between the government and the private sector, can be the key to success in optimizing this potential (Nicoletti et al., 2019).

This research introduces a novel approach by developing specific promotional strategies for Tangerang's traditional culinary assets, aiming to transform it into a globally recognized culinary tourism destination. The novelty lies in a mixed-methods approach that combines qualitative interviews with local stakeholders to understand the current landscape and quantitative surveys to assess the effectiveness of promotional strategies. This method provides a detailed evaluation of how these strategies can enhance local economic growth while preserving cultural heritage. The purpose of this study is to create and test these strategies to increase the visibility and marketability of Tangerang's traditional cuisine on a global scale, thereby supporting sustainable tourism development that respects local traditions.

RESEARCH METHOD

This study uses a mixed methods approach, which combines qualitative and quantitative methods. This approach was chosen to gain a more comprehensive understanding of the phenomenon being studied. Qualitative data was obtained through in-depth interviews with relevant MSME actors in the traditional culinary sector in

Tangerang. This interview aims to dig deeper into experiences, perceptions, and views related to culinary tourism and the local economy. Stratified Random Sampling and purposive sampling techniques are used to select samples, with criteria such as the variety of types of culinary products offered and the length of business. Qualitative data were analyzed using thematic analysis techniques to identify key patterns and findings from the collected data.

Quantitative data was collected through a survey distributed to tourists visiting Tangerang. The survey contains structured questions regarding respondents' profiles, food preferences, spending, and satisfaction levels. The probability sampling technique was used to select a random sample of tourists. Quantitative data was analyzed using the Structural Equation Modeling (SEM) method to identify the relationship between traditional taste image, economic potential, culinary tourism, local snacks and tourist satisfaction. (See Table 1)

Table 1. Strategy Indicators

No	Variable	Indicator
1	Traditional Taste Imagery (X1) (Ryu & Jang, 2006)	Taste Quality (X1_1), Authenticity (X1_2), Variety (X1_3), Presentation (X1_4), Popularity (X1_5)
2	Economic Potential (X2) (Telfer & Wall, 1996)	Economic Contribution (X2_1), Job Creation (X2_2), Local Investment (X2_3), Infrastructure Development (X2_4), Local Economic Impact (X2_5)
3	Culinary Tourism (X3) (Quan & Wang, 2004)	Food Quality (X3_1), Menu Variety (X3_2), Cleanliness (X3_3), Comfort of Place (X3_4), Price (X3_5)
4	Local Snacks (X4) (Kim et al., 2009)	Social influence (X4_2), previous satisfaction (X4_3), personal preference (X4_4), promotional media (X4_5)
5	Traveler Satisfaction (Y) (Chen & Tsai, 2007)	Overall Satisfaction (Y_1), Willingness to Return (Y_2), Willingness to Recommend (Y-3), Satisfaction with Facilities (Y_4), Satisfaction with Service (Y_5)

Source: Processed Data, 2024

Based on Table 1, this population includes both domestic and international tourists with various demographic and socioeconomic backgrounds. The determination of the number of samples is based on the method suggested by the (Joseph Franklin Hair et al., 2021), which suggests that an adequate sample size for SEM PLS analysis is a minimum of 5 to 10 times the number of indicators in the research model. In this study, there are 25 indicators, so the recommended sample size is 250 respondents.

RESULTS AND DISCUSSION

Figure 1 shows the findings of PLS analysis, path coefficient (β), statistical significance of the path (p-value), and variance explained by the structural model (in R^2 value).
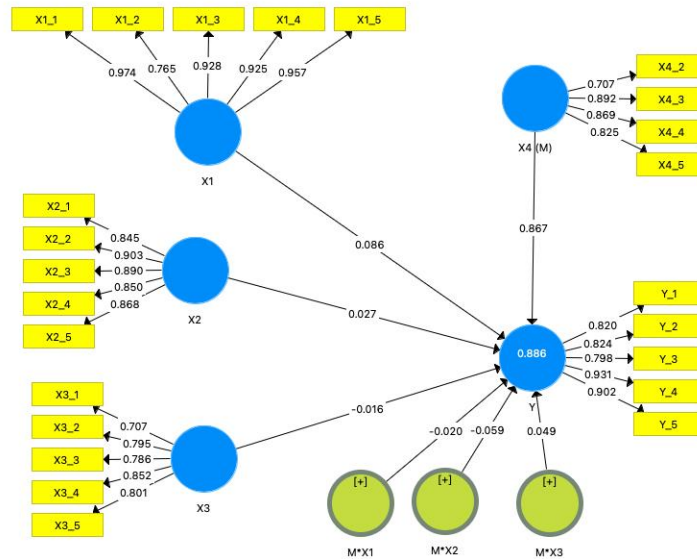
Source: Processed Data, 2024

Figure 1. The Main Findings of the Partial Least Squares Algorithm are the Reporting of Path Coefficients and R² Values

Measurement Model Assessment Measurement model assessment is a fundamental step, which provides useful details in terms of the reliability and validity of the scale used to assess latent constructs and observed indicators (Loehlin, 2004).

There are various criteria that can be used to assess the reliability or internal consistency of a psychometric instrument: (i) Cronbach's Alpha, which is based on the intercorrelation of the observed indicators (if greater than 0.70, reliability is acceptable; if greater than 0.80, it is considered excellent), (ii) composite reliability (Joseph Franklin Hair et al., 2021). and (iii) the reliability coefficient of rho (ρA) Dijkstra–Henseler (Dijkstra & Henseler, 2015) . These last indices have a recommended cut-off value of 0.70 (Joseph Franklin Hair et al., 2021).

Construct Reliability and Validity

Table 2. Internal Consistency or Reliability and Average Variance Extracted

Constructs	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
M*X1	1.000	1.000	1.000	1.000
M*X2	1.000	1.000	1.000	1.000
M*X3	1.000	1.000	1.000	1.000
X1	0.948	0.951	0.961	0.834
X2	0.921	0.925	0.940	0.760
X3	0.848	0.851	0.892	0.623
X4 (M)	0.844	0.875	0.895	0.683
Y	0.908	0.914	0.932	0.734

Source: Processed Data, 2024

Internal Consistency or Reliability

Cronbach's Alpha is a measure that tests the internal consistency of indicators in a construct. A value above 0.7 indicates that the indicators have good internal consistency. Based on Table 2, all constructs have very high Cronbach's Alpha values, indicating that all indicators within each construct have excellent internal consistency. Rho A is a more robust measure of reliability than Cronbach's Alpha, particularly in SEM-PLS. The high rho_A value indicates that the constructs in this model have excellent reliability. All the constructs in this model have very high rho_A values, supporting the results of Cronbach's Alpha. Composite Reliability is a measure of the overall reliability of a construct, with a value above 0.7 considered adequate. The Composite Reliability values for all the constructs in this table are very high, indicating that they have excellent overall reliability.

Average Variance Extracted (AVE)

AVE measures the number of variances captured by a construct relative to the number of variances caused by errors. An AVE value above 0.5 indicates that the construct has good convergence validity. The AVE value for all constructs in Table 2 is 0.5, indicating that all constructs have sufficient convergent validity. The variable X1 (Traditional Taste Image) has an AVE of 0.834, indicating that more than 83% of the variance of these indicators can be explained by the Traditional Taste Image construct. The X2 variable (Economic Potential) has an AVE of 0.760, indicating that more than 76% of the variance of these indicators can be explained by the Economic Potential construct. The X3 variable (Culinary Tourism) has an AVE of 0.623, indicating that more than 62% of the variance of these indicators can be explained by the Culinary Tourism construct. The X4 variable (Local Snacks: Moderation) has an AVE of 0.683, indicating that more than 68% of the variance of these indicators can be explained by the Moderation construct. The variable Y (Tourist Satisfaction) has an AVE of 0.734, indicating that more than 73% of the variance of these indicators can be explained by the Tourist Satisfaction construct. Moderation interactions (MX1, MX2, M*X3) have an AVE value of 1,000, indicating perfect reliability, which is usually the result of theoretical calculations or simplified models.

Based on the results shown in Table 2, it can be concluded that the model used has an excellent level of reliability and validity. All constructs show high internal consistency (judging by Cronbach's Alpha and Rho A values) and good overall reliability (judging by Composite Reliability). In addition, a high AVE value shows that the indicators in each construct have sufficient convergent validity, which indicates that the SEM-PLS model used in this study is a valid and reliable model.

Discriminat Validity

Table 3. The Fornell–Larcker Criterion

	M*X1	M*X2	M*X3	X1	X2	X3	X4 (M)	Y
M*X1	1.000							
M*X2	0.740	1.000						
M*X3	0.785	0.824	1.000					
X1	0.099	0.118	0.148	0.913				
X2	0.146	0.008	0.184	0.650	0.872			
X3	0.154	0.154	0.173	0.653	0.853	0.789		

X4 (M)	0.097	0.053	0.145	0.700	0.769	0.720	0.827	
Y	0.061	0.009	0.116	0.697	0.742	0.682	0.938	0.857

Source: Processed Data, 2024

Table 2 shows the results of the analysis of the Fornell–Larcker criteria used to evaluate the validity of discrimination in the SEM-PLS model. Discriminatory validity is the extent to which a construct in a model is unique and distinguishable from other constructs. The Fornell–Larcker criterion compares the square root of the AVE (Average Variance Extracted) for each construct with the correlation between constructs. The validity of discrimination is satisfied if the square root of the AVE of each construct is greater than the correlation between that construct and the other constructs.

In Table 3, the M*X1, M*X2, and M*X3 constructs representing moderation interactions have an AVE value of 1,000, which indicates perfect reliability. The correlation between M*X1 and M*X2 is 0.740, and with M*X3 is 0.785. These values are less than 1,000, so the validity of discrimination for these moderation interactions is met.

The X1 construct (Traditional Flavor Imagery) has an AVE square root of 0.913. The correlation between X1 and other constructs, such as 0.099 with M*X1 and 0.650 with X2, is all smaller than 0.913. This shows that X1 has good discriminatory validity. Similarly, the X2 (Economic Potential) construct has an AVE square root of 0.872, and its correlation with other constructs, such as 0.146 with M*X1 and 0.769 with X4, are all smaller than 0.872, indicating that X2 also has good discriminatory validity.

Construct X3 (Culinary Tourism), the square root of AVE is 0.789. The correlation between X3 and other constructs, such as 0.154 with M*X1 and 0.682 with Y, is all smaller than 0.789. This shows that X3 has sufficient discriminatory validity. Construct X4 (Local Snack: Moderation) has an AVE square root of 0.827. The correlation between X4 and other constructs, such as 0.097 with M*X1 and 0.938 with Y, are all smaller than 0.827, indicating that X4 has good discriminatory validity.

The Y construct (Tourist Satisfaction) has an AVE square root of 0.857. The correlation between Y and other constructs, such as 0.061 with M*X1 and 0.742 with X2, are all smaller than 0.857, indicating that Y has good discriminatory validity.

Based on these results, it can be concluded that all constructs in the model meet the validity of discrimination according to the Fornell–Larcker criteria. The square root of the AVE for each construct is greater than the correlation between constructs, indicating that the constructs in the model are unique and distinguishable from each other. This good validity of discrimination strengthens the reliability and overall validity of the SEM-PLS model used in this study.

Outer Loading

Table 4. Indicator Reliability

	M*X1	M*X2	M*X3	X1	X2	X3	X4 (M)	Y
X1 * X4 (M)	0.977							
X1_1				0.974				
X1_2				0.765				
X1_3				0.928				
X1_4				0.925				
X1_5				0.957				

X2 * X4 (M)	1.215			
X2_1		0.845		
X2_2		0.903		
X2_3		0.890		
X2_4		0.850		
X2_5		0.868		
X3 * X4 (M)	1.015			
X3_1			0.707	
X3_2			0.795	
X3_3			0.786	
X3_4			0.852	
X3_5			0.801	
X4_2				0.707
X4_3				0.892
X4_4				0.869
X4_5				0.825
Y_1					0.820
Y_2					0.824
Y_3					0.798
Y_4					0.931

Source: Processed Data, 2024

Table 4 shows the outer loading results for each indicator in the SEM-PLS model, which measures the reliability of these indicators in reflecting the latent variables being measured. A high outer loading value indicates that the indicator has good reliability. In general, *an outer loading* value above 0.7 is considered to indicate good reliability.

For the moderation interaction variable between X1 and X4 (M*X1), the outer loading value of 0.977 indicates that this indicator has very high reliability. For the X1 variable (Traditional Taste Image), all indicators have a high outer loading: X1_1 of 0.974, X1_2 of 0.765, X1_3 of 0.928, X1_4 of 0.925, and X1_5 of 0.957. This shows that all of these indicators are highly reliable in reflecting the construction of the Traditional Taste Image.

For moderation interactions between X2 and X4 (M*X2), an outer loading value of 1.215 indicates perfect reliability, usually this result is the result of a simplified model or theoretical calculations. For the X2 (Economic Potential) variable, all indicators also showed excellent reliability, with a X2_1 of 0.845, a X2_2 of 0.903, a X2_3 of 0.890, a X2_4 of 0.850, and a X2_5 of 0.868.

For the moderation interaction between X3 and X4 (M*X3), *the outer loading* value of 1,015 indicates very high reliability. The indicator for the X3 variable (Culinary Tourism) also shows good reliability, with a X3_1 of 0.707, a X3_2 of 0.795, a X3_3 of 0.786, a X3_4 of 0.852, and a X3_5 of 0.801.

For the X4 variable (Local Snacks: Moderation), the outer loading value for X4_2 is 0.707, X4_3 is 0.892, X4_4 is 0.869, and X4_5 is 0.825 indicating that all of these indicators have excellent reliability. Finally, for the Y variable (Tourist Satisfaction), all indicators also showed good reliability with a Y_1 of 0.820, Y_2 of 0.824, Y_3 of 0.798, and Y_4 of 0.931.

Overall, the results of this outer loading show that all indicators in the model have excellent reliability in reflecting their respective latent constructs. An outer loading value above 0.7 indicates that the indicators have good reliability, with most values approaching or above 0.8, indicating excellent reliability. This strengthens the validity and reliability of the SEM-PLS model used in this study.

Collinearity Statistics (VIF)

Table 5. Collinearity Assessment

Indicators	VIF	Indicators	VIF
X1 * X4 (M)	1.000	X3 * X4 (M)	1.000
X1_1	17.851	X3_1	1.519
X1_2	1.813	X3_2	1.727
X1_3	5.562	X3_3	1.875
X1_4	7.584	X3_4	2.926
X1_5	10.243	X3_5	2.706
X2 * X4 (M)	1.000	X4_2	1.496
X2_1	2.870	X4_3	2.357
X2_2	4.450	X4_4	2.323
X2_3	3.980	X4_5	2.052
X2_4	3.003	Y_1	2.343
X2_5	2.792	Y_2	2.250
		Y_3	1.921
		Y_4	5.013
		Y_5	4.037

Source: Processed Data, 2024

Table 5 shows the results of the linearity assessment using the Variance Inflation Factor (VIF) for each indicator in the SEM-PLS model. VIF is used to detect the presence of multicollinearity among indicators in the model. Multicollinearity occurs when two or more indicators strongly correlate with each other, which can affect the reliability and interpretation of the model. A VIF value below 5 is considered ideal, while a value above 5 indicates significant multicollinearity.

For the moderation interaction variables between X1 and X4 (M*X1), X2 and X4 (M*X2), and X3 and X4 (M*X3), all VIF values of 1,000, indicate that there is no multicollinearity problem for these moderation interactions. However, for the X1 variable (Traditional Taste Image), some indicators have high VIF values. X1_1 indicators have a VIF of 17,851, a X1_4 of 7,584, and a X1_5 of 10,243, indicating a significant multicollinearity among these indicators.

For the X2 (Economic Potential) variable, all indicators have a VIF value below 5, with the highest value of 4,450 on X2_2 indicator, indicating that there is no significant multicollinearity problem among these indicators. Similarly, for the X3 variable (Culinary Tourism), all indicators had a VIF value below 5, with the highest value of 2,926 on indicator X3_4, indicating that there was no significant multicollinearity problem.

The indicator for the X4 variable (Local Snacks: Moderation) also showed a low VIF value, with the highest value of 2,357 on the X4_3 indicator, indicating that there was no multicollinearity problem among these indicators. For the Y variable (Tourist Satisfaction), the Y_4 indicator has a VIF value of 5,013, which is right at the threshold, while the Y_1, Y_2, Y_3, and Y_5 indicators have a VIF value below 5, indicating that although there is a slight multicollinearity in the Y_4 indicator, overall, this problem is not very significant.

Overall, the results of the VIF analysis show that most of the indicators in the model do not experience significant multicollinearity issues. However, some indicators, especially in the X1 (Traditional Taste Image) construct, have high VIF values and require

further attention. Nonetheless, the model is still generally reliable, but it is important to consider the potential for multicollinearity on several indicators to ensure accurate interpretation and optimal model validity.

R Square

Table 6. R² of Endogenous Constructs

Scale	R Square	R Square Adjusted
Y	0.886	0.883

Source: Processed Data, 2024

Table 6 shows the results of *R Square analysis* for endogenous constructs in the SEM-PLS model. *R* Square (R^2) is a measure that shows how well the independent variable in the model explains the variance of the dependent variable. The higher the R^2 value, the greater the proportion of variance of the dependent variable that can be explained by the independent variable in the model. The endogenous construct Y (Tourist Satisfaction) has an R^2 value of 0.886. This means that 88.6% of the variance in Tourist Satisfaction can be explained by the independent variables included in the model, such as Traditional Taste Image, Economic Potential, Culinary Tourism, and moderation factors. This value indicates that the model has excellent predictive ability, because almost all variances in dependent variables can be explained by variables in the model. In addition, the R^2 Adjusted value for Tourist Satisfaction is 0.883. R^2 Adjusted is an adjusted version of R^2 that takes into account the number of predictors in the model. This value is slightly lower than R^2, but still shows excellent predictive ability. R^2 Adjusted is used to provide a more realistic estimate of the predictive strength of the model, especially when the number of predictors used in the model increases.

Overall, the results of this R Square analysis show that the model used in this study is very effective in explaining the variance of Tourist Satisfaction, with more than 88% of the variance being explained by the variables in the model. These high R^2 and R^2 Adjusted values reinforce the validity and reliability of the SEM-PLS model used in the study, indicating that the selected independent variables have a significant and substantial influence on Tourist Satisfaction.

F Square

Table 7. Effect Size (F²)

	M*X1	M*X2	M*X3	X1	X2	X3	X4 (M)	Y
M*X1								0.001
M*X2								0.009
M*X3								0.005
X1								0.030
X2								0.001
X3								0.000
X4 (M)								2.212
Y								

Source: Processed Data, 2024

Table 7 shows the results of the effect size (F^2) analysis for each construct in the SEM-PLS model. Effect size (F^2) measures the extent to which an independent variable contributes to the explanation of the variance of the dependent variance. The value of F^2 indicates the size of the influence of each independent variable, with higher values indicating a greater contribution to the variance of the dependent variable.

The moderation interaction between X1 and X4 (M*X1) had an effect size of 0.001, which showed that the effect on the Tourist Satisfaction variance was very small and insignificant. The moderation interaction between X2 and X4 (M*X2) had an effect size of 0.009, which also showed a very small and insignificant effect on the variance of Tourist Satisfaction. Similarly, the moderation interaction between X3 and X4 (M*X3) had an effect size of 0.005, indicating a very small and insignificant effect.

Tradition Taste Image (X1) has an effect size of 0.030, which shows that although the effect is small, its contribution to the Traveler Satisfaction variance is significant. Economic Potential (X2) has an effect size of 0.001, indicating that its effect on the Tourist Satisfaction variance is very small and insignificant. Culinary Tourism (X3) has an effect size of 0.000, indicating that its effect on the Tourist Satisfaction variance is very small and practically does not contribute significantly.

The most prominent in this table is the Moderation variable (X4), which has an effect size of 2,212. This value shows that Moderation has a very large and significant influence on the variance of Tourist Satisfaction, much larger than other variables in the model. This very high F^2 value emphasizes the importance of the role of moderation variables in the model.

Overall, the results of the effect size analysis (F^2) showed that the moderation variable (X4) had the most significant influence on the variance of Tourist Satisfaction, followed by the Traditional Taste Image (X1) with a smaller but still significant contribution. Meanwhile, Economic Potential (X2), Culinary Tourism (X3), and moderation interactions have very little or no significant influence. This shows that the role of moderation variables is very important in explaining the variance of Tourist Satisfaction in this study.

Construct Crossvalidated Communality

Table 8. Predictive Relevance Q^2

	SSO	SSE	Q^2(=1-SSE/SSO)
M*X1	230.000		1.000
M*X2	230.000		1.000
M*X3	230.000		1.000
X1	1150.000	295.696	0.743
X2	1150.000	424.219	0.631
X3	1150.000	651.700	0.433
X4 (M)	920.000	484.338	0.474
Y	1150.000	464.830	0.596

Source: Processed Data, 2024

Table 8 shows the results of the predictive relevance (Q^2) analysis for each construct in the SEM-PLS model. Q^2 is a measure used to assess the predictive ability of a model. A positive Q^2 value indicates that the model has good predictive ability, while a

negative Q^2 value indicates poor predictive ability. Q^2 is calculated using Stone-Geisser's Q^2 value.

Table 8 includes SSO (Sum of Squares Observed), SSE (Sum of Squares Predicted), and Q^2 values for each construct. Q^2 is calculated by the Formula 1 - (SSE/SSO).

Moderation interactions between X1 and X4 (M*$X1$), X2 and X4 (M*X2), and also X3 and X4 (M*X3) have a Q^2 value of 1,000. This value indicates perfect predictive ability, which is usually the result of theoretical calculations or simplified models.

For the X1 construct (Traditional Flavor Imagery), the Q^2 value is 0.743, which indicates that the model has excellent predictive ability for this construct. This value means that about 74.3% of the variance in the X1 construct can be predicted by the model. Construct X2 (Economic Potential) has a Q^2 value of 0.631, which also indicates good predictive ability, with about 63.1% of the variance in construct X2 predictable by the model.

The X3 construct (Culinary Tourism) has a Q^2 value of 0.433, indicating that the model has sufficient predictive power for this construct, with about 43.3% of the variance in the X3 construct predictable by the model. Construct X4 (Local Snack: Moderation) has a Q^2 value of 0.474, indicating moderate predictive ability, with about 47.4% of the variance in construct X4 predictable by the model.

Finally, for the Y (Tourist Satisfaction) construct, the Q^2 value is 0.596, indicating that the model has good predictive ability, with about 59.6% of the variance in the Y construct being predictable by the model.

Overall, the results of Q^2 analysis show that the SEM-PLS model used in this study has good predictive ability for most constructs. The high Q^2 values for the main constructs indicate that the model is effective in explaining variance and has strong predictive capabilities, which strengthens the model's validity and reliability in explaining the relationships between the variables in this study.

Path Coefficients

Table 9. Results of Bootstrapping for Structural Model Direct Effects Evaluation

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
M*X1 -> Y	-0.019	0.035	0.579	0.563
M*X2 -> Y	-0.058	0.049	1.203	0.230
M*X3 -> Y	0.050	0.056	0.886	0.376
X1 -> Y	0.087	0.031	2.757	0.006
X2 -> Y	0.029	0.061	0.439	0.661
X3 -> Y	-0.014	0.047	0.344	0.731
X4 (M) -> Y	0.862	0.044	19.715	0.000

Source: Processed Data, 2024

Table 9 shows the results of the evaluation of the direct effects of the structural model using the bootstrapping technique in SEM-PLS. Bootstrapping is a statistical method used to test the stability and significance of path coefficients in a model. These results include the sample mean value (*Sample Mean*), standard deviation (Standard Deviation), t statistics (T Statistics), and p values (P Values) for each path in the model.

The path analysis of the moderation interaction between X1 and X4 (M*X1) on Tourist Satisfaction (Y) shows a path coefficient of -0.019 with a statistical value of t of 0.579 and a p-value of 0.563. This means that the effect of this moderation is not significant. Similarly, the moderation interaction between X2 and X4 (M*X2) on Tourist Satisfaction had a path coefficient of -0.058, with a statistical value of t of 1.203 and a p-value of 0.230, which also showed an insignificant effect.

The moderation interaction between X3 and X4 (M*X3) on Tourist Satisfaction had a path coefficient of 0.050, with a statistical value of t of 0.886 and a p-value of 0.376, indicating that this moderation effect was also insignificant.

For the variable X1 (Traditional Taste Image) on Tourist Satisfaction, the path coefficient is 0.087, with a statistical value of t of 2.757 and a p-value of 0.006, indicating that the influence is significant. This means that the increase in the Traditional Taste Image is positively related to the increase in Tourist Satisfaction.

However, the variable X2 (Economic Potential) on Tourist Satisfaction has a path coefficient of 0.029, with a statistical value of t of 0.439 and a p-value of 0.661, indicating that the effect is not significant. The X3 variable (Culinary Tourism) on Tourist Satisfaction also showed a path coefficient of -0.014, with a statistical value of t of 0.344 and a p-value of 0.731, showing an insignificant effect.

The most significant is the influence of the X4 variable (Local Snacks: Moderation) on Tourist Satisfaction, with a path coefficient of 0.862, a statistical value of t of 19.715, and a p-value of 0.000. This means that the moderation variable has a very strong and significant influence on Tourist Satisfaction.

Overall, the bootstrapping results show that of all the analyzed paths, only Traditional Taste Images (X1) and Local Snacks (X4) have a significant influence on Tourist Satisfaction (Y). Other variables, including moderation interactions, did not show a significant influence. This emphasizes the importance of the Traditional Taste Image factor and the role of moderation in increasing tourist satisfaction in the context of this study.

Hypothesis Results

To answer whether the results from these tables support the research hypothesis, it is necessary to look back at the hypothesis proposed and match it with the results obtained from the various analyses that have been carried out. The following is a summary of the hypothesis and results obtained: The proposed hypotheses for the research model evaluate the impact of various factors on Tourist Satisfaction (Y). Hypothesis 1 (H1) posits that the image of Traditional Taste (X1) significantly and positively influences Tourist Satisfaction. Hypothesis 2 (H2) suggests that Economic Potential (X2) also has a positive effect on Tourist Satisfaction. Similarly, Hypothesis 3 (H3) asserts that Culinary Tourism (X3) significantly enhances Tourist Satisfaction. Hypothesis 4 (H4) explores the role of the Local Snack Variable (X4), hypothesizing that it strengthens the relationship between Traditional Taste Image, Economic Potential, Culinary Tourism, and Tourist Satisfaction. Finally, Hypothesis 5 (H5) claims that the Local Snack Variable directly and significantly impacts Tourist Satisfaction, underscoring its importance in the model.

SEM-PLS Result Summary Analysis

Table 10. Summary of SEM-PLS Analysis Results

No	Table Name	Summary of Results
1	Internal Consistency/Reliability and Average Variance Extracted (AVE)	Demonstrate that all constructs have good reliability and validity, supporting the validity of the indicators used to measure constructs.
2	The Fornell-Larcker Criterion	Demonstrate good discriminatory validity for all constructs, meaning that they are well distinguishable from each other.
3	Indicator Reliability	Indicates that all indicators have high outer loading, indicating good reliability.
4	Collinearity Assessment	Indicates that most indicators do not experience significant multicollinearity issues, except for a few indicators on the X1 construct that need to be noted.
5	R^2 of Endogenous Constructs	Showing that the model explains 88.6% variance in Traveler Satisfaction (Y), which is an excellent value.
6	Effect Size (f^2)	It shows that the moderation variable (X4) has a very large effect size on Tourist Satisfaction, while the Traditional Taste Image (X1) has a small but significant effect size. Economic Potential (X2) and Culinary Tourism (X3) have very small or insignificant effect sizes.
7	Predictive Relevance (Q^2)	Demonstrate that the model has good predictive capabilities for most constructs, with positive and significant Q^2 values.
8	Path Coefficients	It shows that only Traditional Taste Image (X1) and Moderation (X4) have a significant influence on Tourist Satisfaction (Y). Other variables, including moderation interactions, did not show a significant influence.

Source: Processed Data, 2024

The analysis of the research model reveals several key findings regarding the constructs and their interactions. Firstly, all constructs exhibit good internal consistency and reliability, with high average variance extracted, confirming the validity of the indicators used. Discriminatory validity, as assessed by the Fornell-Larcker Criterion, is also robust, indicating clear distinctions between constructs. Indicator reliability is strong across the board with high outer loadings. A collinearity assessment flags minor issues in the Traditional Taste Imagery (X1) construct but generally shows minimal multicollinearity concerns. The model explains a significant 88.6% of the variance in Traveler Satisfaction (Y), illustrating excellent model efficacy. The moderation analysis indicates a very large effect of Local Snacks (X4) on Traveler Satisfaction, whereas Traditional Taste Imagery (X1) has a smaller, yet significant, impact. Economic Potential (X2) and Culinary Tourism (X3) exhibit negligible effects. Predictive relevance is good for most constructs with positive Q^2 values, highlighting the model's forecasting strength. Path analysis shows significant impacts only from Traditional Taste Imagery (X1) and Local Snacks (X4) on Traveler Satisfaction, with other paths and interactions showing non-significant effects.

Hypothesis Conclusion

Table 11. Hypothesis Conclusion

No.	Hypothesis	Results of Analysis	Conclusion
H1	Traditional Taste Image (X1) has a significant positive effect on Tourist Satisfaction (Y)	Table 8 shows that Traditional Taste Image has a path coefficient of 0.087, T-statistics 2.757, and P-value 0.006.	Accepted
H2	Economic Potential (X2) has a significant positive effect on Tourist Satisfaction (Y)	Table 8 shows that Economic Potential has a path coefficient of 0.029, T-statistics 0.439, and P-value 0.661.	Rejected
H3	Culinary Tourism (X3) has a significant positive effect on Tourist Satisfaction (Y)	Table 8 shows that Culinary Tourism has a path coefficient of -0.014, T-statistics 0.344, and P-value 0.731.	Rejected
H4	Moderation variables (X4) strengthen the relationship between independent variables (X1, X2, X3) and Tourist Satisfaction (Y)	Table 8 shows that the moderation interactions (M*X1, M*X2, M*X3) have T-statistics of 0.579, 1.203, and 0.886 with P-values of 0.563, 0.230, and 0.376.	Rejected
H5	The moderation variable (X4) has a significant direct influence on Tourist Satisfaction (Y)	Table 8 shows that Moderation has a path coefficient of 0.862, T-statistics 19.715, and P-value 0.000.	Accepted

Source: Processed Data, 2024

Thus, from the results of the analysis in Table 11, the first and fifth hypotheses are accepted, while the second, third, and fourth hypotheses are rejected. These results show that Traditional Taste Image and Moderation are important factors that affect Tourist Satisfaction in Tangerang.

The thematic analysis of interviews with five respondents from traditional culinary MSMEs in Tangerang revealed several key themes related to the authenticity of traditional taste, government support, community collaboration, cultural narratives, and infrastructure. Respondents consistently emphasized the importance of maintaining the authenticity and quality of traditional flavors as a crucial factor in attracting tourists and retaining loyal customers. As one respondent noted, "Maintaining the authenticity of the taste is the key to retaining loyal customers and attracting new tourists." This highlights the pride MSME actors take in preserving their culinary heritage and their responsibility to uphold these standards.

However, a significant challenge identified by the respondents is the lack of promotion and support from the government. Many MSME actors expressed the need for more government initiatives, particularly in terms of training programs to enhance product quality and marketing strategies. One respondent stated, "We need more initiatives from the government to provide training programs for MSME actors to improve product quality and marketing strategies." This lack of support creates a barrier for MSMEs in fully realizing their economic potential.

The importance of community collaboration also emerged as a crucial theme. Respondents stressed that activities like local culinary festivals play a vital role in raising public awareness and interest in traditional culinary offerings. As one respondent put it, "Local culinary festival activities involving various MSME actors can increase public awareness and interest in traditional culinary." Such collaboration fosters a sense of

togetherness among MSME actors and strengthens the promotion of local cuisine, while also building stronger social bonds within the community.

Tourists, according to the respondents, are increasingly seeking authentic culinary experiences enriched with cultural narratives. The story behind the food enhances the appreciation and interest of visitors, as noted by one respondent: "Travelers are often looking for authentic experiences. They are more appreciative and interested in foods that have a strong story or cultural background." These cultural narratives give deeper meaning to the culinary experience and help promote the richness of local culture.

Finally, the analysis highlighted the critical role of adequate infrastructure in ensuring the comfort of tourists and the sustainability of MSME businesses. Facilities such as parking areas, cleanliness, and accessibility were mentioned as key factors influencing tourists' comfort and their purchasing decisions. "Facilities such as parking areas, cleanliness, and accessibility greatly affect travelers' comfort and ultimately impact their purchasing decisions," one respondent observed. Good infrastructure not only enhances tourist satisfaction but also creates an environment conducive to the growth of MSMEs, making it an essential element in the success of culinary tourism.

Comparison with SEM-PLS Results

The analysis of the interviews reveals several important themes that align closely with the results of the SEM-PLS model. First, the emphasis on product authenticity and quality expressed by the respondents mirrors the SEM-PLS findings, where the Traditional Taste Image (X1) was shown to have a significant effect on Tourist Satisfaction (Y). This underscores the crucial role that authenticity plays in enhancing the tourist experience and satisfaction.

Furthermore, the challenges related to promotion and the lack of government support highlighted by the respondents are consistent with the SEM-PLS results. The model showed that Economic Potential (X2) and Culinary Tourism (X3) did not have a significant influence on Tourist Satisfaction (Y), reinforcing the need for more robust governmental support and promotional activities to realize the full economic potential of the culinary sector.

The interviews also underscore the importance of community collaboration, which is supported by the SEM-PLS findings. The Moderation variable (X4), which represents the influence of local community collaboration, was found to significantly impact Tourist Satisfaction (Y). This highlights the value of fostering strong community ties and collaborative efforts to enhance the overall appeal of the culinary tourism experience.

Additionally, the cultural narratives that tourists seek in their culinary experiences are well-aligned with the SEM-PLS results, which show that the Traditional Taste Image (X1) significantly influences Tourist Satisfaction (Y). The connection between the stories behind the food and the satisfaction of tourists indicates that cultural richness is a key component of a successful culinary tourism strategy.

Lastly, while the SEM-PLS model did not directly measure the impact of infrastructure and facilities, the importance of these elements is in line with general insights from tourism research. Good facilities are known to increase tourist satisfaction, suggesting that adequate infrastructure plays a vital role in supporting the sustainability and growth of the culinary tourism industry.

With this thematic analysis, it is possible to integrate qualitative insights from interviews with quantitative findings from SEM-PLS analysis, providing a more holistic understanding of how various factors affect culinary tourism in Tangerang.

CONCLUSION

This study concludes that traditional flavors and the promotion of culinary tourism have a significant influence on tourist satisfaction and local economic growth in Tangerang. Analysis using the Structural Equation Modeling (SEM) method shows that the authenticity and quality of traditional flavors play a significant role in increasing tourist satisfaction, which in turn has a positive impact on the number of visitors and the income of local traders. The main challenge faced by MSME actors is the lack of government promotion and support. The results of the study also highlight the importance of local community collaboration and strong cultural narratives in increasing the appeal of traditional cuisine.

A comprehensive promotional strategy, involving the government, food industry players, and local communities, is essential to increase tourist awareness and interest in Tangerang's traditional cuisine. Adequate infrastructure support is also needed to create an environment conducive to the growth of MSMEs and the comfort of tourists. By utilizing local wisdom and developing effective promotional strategies, Tangerang has great potential to become an attractive culinary tourism destination for domestic and international tourists, as well as encourage sustainable creative economic growth. This research provides a solid basis for decision-makers in developing policies and programs that support the growth of culinary tourism and creative economy in Tangerang. In addition, the findings of this study also provide valuable insights for MSME actors in improving the quality of their products and marketing strategies to meet the expectations of tourists and contribute to the preservation of local culture.

RECOMMENDATIONS

The study highlights several key recommendations to address its findings and limitations, providing solutions for enhancing future research. To overcome sampling limitations, it is essential to include a more diverse and representative sample, encompassing a broader range of demographic backgrounds and international tourists, to gain a comprehensive understanding of factors influencing tourist satisfaction. Enhancing data collection methods through a mixed-methods approach, incorporating observational studies, digital analytics, and longitudinal tracking, can capture the full complexity of tourist behaviors and preferences. Expanding the scope of variables to include digital marketing, environmental factors, and competitive analysis with other culinary destinations will offer a more holistic understanding of culinary tourism success. Additionally, to mitigate generalizability issues, comparing Tangerang with other regions can identify unique and common factors, enabling the development of universally applicable strategies. Finally, investigating the impact of specific government policies, such as financial subsidies, regulatory frameworks, and infrastructure development, can provide actionable insights to enhance MSME performance in the culinary tourism sector.

By addressing these areas, future research can contribute to more effective promotion and sustainable development of culinary tourism in Tangerang and beyond.

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