

**THE EFFECT OF LOCAL FOOD CONSUMPTION OF MUSLIM
DOMESTIC TRAVELERS ON SUSTAINABLE TOURISM: A CASE
STUDY IN INDONESIA**

An Undergraduate Research Proposal



by :

Akmal Andira Makarim

Student Number : 20311464

FACULTY OF BUSINESS AND ECONOMICS

ISLAMIC UNIVERSITY OF INDONESIA

YOGYAKARTA

2024

**THE EFFECT OF LOCAL FOOD CONSUMPTION OF MUSLIM
DOMESTIC TRAVELERS ON SUSTAINABLE TOURISM: A CASE
STUDY IN INDONESIA**

An Undergraduate Research Proposal

By

AKMAL ANDIRA MAKARIM

Student Number: 20311464

Has been approved by the content advisor

On March 4, 2024

Content Advisor

A handwritten signature in black ink, appearing to read 'Istyakara', with a horizontal line extending to the right and a small asterisk-like mark at the end.

Istyakara Muslichah, S.E., MBA.

**THE EFFECT OF LOCAL FOOD CONSUMPTION OF MUSLIM
DOMESTIC TRAVELERS ON SUSTAINABLE TOURISM: A CASE
STUDY IN INDONESIA**

A THESIS

**Written and submitted to fulfill the requirements of the final exam to obtain
an Undergraduate degree in Management Study Program**



by :

Akmal Andira Makarim

Student Number : 20311464

FACULTY OF BUSINESS AND ECONOMICS

ISLAMIC UNIVERSITY OF INDONESIA

YOGYAKARTA

2024

**THE EFFECT OF LOCAL FOOD CONSUMPTION OF MUSLIM
DOMESTIC TRAVELERS ON SUSTAINABLE TOURISM: A CASE
STUDY IN INDONESIA**

Written By:

AKMAL ANDIRA MAKARIM

Student Number: 20311464

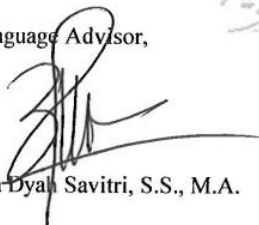
Content Advisor,



Istyakara Muslichah, S.E., MBA

March 4, 2024

Language Advisor,



Ima Dyah Savitri, S.S., M.A.

March 22, 2024



Approved by

**THE EFFECT OF LOCAL FOOD CONSUMPTION OF MUSLIM DOMESTIC
TRAVELERS ON SUSTAINABLE TOURISM: A CASE STUDY IN
INDONESIA**

A BACHELOR DEGREE THESIS

By:

AKMAL ANDIRA MAKARIM

Student Number : 20311464

Defended before the Board of Examiners
on March 28, 2024, and Declared Acceptable

Board of Examiners

Examiner I



Istyakara Muslichah, S.E., MBA

Examiner II



Raden/Roro Ratna Roostika, S.E., MAC., Ph.D.

Yogyakarta, March 28, 2024

International Undergraduate Program

Faculty of Business and Economics

Universitas Islam Indonesia

Dean



(Prof. Johan Arifin, S.E., M.Si., Ph.D.)

DECLARATION OF ORIGINALITY

I, the undersigned, solemnly affirm the following statement regarding the originality and integrity of the thesis presented herein:

I hereby assert that this thesis is devoid of any content that has been previously submitted, either in its entirety or partially, to obtain any academic degree. Furthermore, to the best of my knowledge and conviction, I attest that no material authored or published by another individual has been incorporated into this thesis without appropriate acknowledgment in both the body of the text and the bibliography. Any instances of external sources utilized in the development of this work have been duly referenced following scholarly conventions.

Suppose any part of this statement is subsequently proven to be false. In that case, I acknowledge my willingness to endure the consequences prescribed by the pertinent regulations and accept any resulting punishment or sanction.

Yogyakarta, March 28, 2024

Author,



A handwritten signature in black ink, appearing to be 'Akmal Andira Makarim'.

Akmal Andira Makarim

ACKNOWLEDGEMENT

Bismillaahirrahmaanirrahiim, Alhamdulillah all praise be to Allah who has given the blessings of faith, Islam, and bestowed all His gifts and mercy. With the blessing of Allah, the author can complete the thesis with the title "The Effect of Local Food Consumption of Domestic Travelers on Sustainable Tourism: A Case Study in Indonesia"

This thesis paper was prepared to fulfill the requirements to obtain a Bachelor's degree in the Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia. This paper can be completed well because of the support of various parties, both morally, and materially, prayers to motivational sentences have become something very valuable and even created their enthusiasm for the author. Therefore, on this occasion, the author expresses his gratitude to:

1. Allah SWT always gives an abundance of grace and ease in every step of the writer's life.
2. Both of the author's parents, the author never know how many thousands of prayers have been raised, but they can always be felt at every step of the author's growth, one of which is the completion of this final project.
3. My Life Partner Sania Puspita Sari, who is also an IUP Management student has always supported, patiently faced the author, and provided prayers and motivation to the author.
4. Johan Arifin, S.E., M.Si., Ph.D., CFrA, CertIPSAS as the Dean of the Faculty of Business and Economics, Universitas Islam Indonesia, has given attention to students, to get convenience for all academic needs in pursuing this undergraduate program.
5. Istyakara Muslichah, S.E., MBA as the thesis supervisor has been pleased to patiently and sincerely provide guidance, advice, direction, and support so that the author can complete this paper.

6. Ms. Katiya Nahda, SE, M.Sc, Ms. Alfi, and all of the IP Staff who are always willing to receive questions and provide supporting facilities to smooth the implementation of this thesis writing;
7. College friends who have supported me provided motivational advice and even important information about the author working on this thesis.
8. My best friends, Wahyu Satrio Nugroho have provided support and life motivation to the author.
9. Research respondents, without whose help and willingness to take the time to fill out questionnaires, researchers would not be able to complete this paper properly and smoothly. As well as various parties who have indirectly helped the completion of this paper which the author cannot mention individually.

The author is very aware that in writing this paper there are still many shortcomings, due to the limitations of time, place, energy, and funding that the author has. Therefore, the author gladly accepts criticism, suggestions, and constructive input from readers who are expected to improve this research. Hopefully, this paper can provide benefits for various parties in need.

Yogyakarta, March 28, 2024



Akmal Andira Makarim

MOTTO

"Strive for progress, not perfection."

TABLE OF CONTENTS

ACKNOWLEDGEMENT	7
MOTTO.....	9
TABLE OF CONTENTS.....	10
LIST OF TABLE	13
LIST OF APPENDICES.....	16
ABSTRACT.....	17
CHAPTER I.....	18
INTRODUCTION	18
1.1. Background of the Problem	18
1.2. Problem Formulation.....	23
1.3. Research Objectives.....	23
1.4. Research Benefits	24
1.4.1 Theoretical Benefits.....	24
1.5 Research Scope	26
CHAPTER II.....	27
LITERATURE REVIEW	27
2.1 Theoretical Framework.....	27
2.1.1 Sustainable Tourism	27
2.1.1.1 Economics Sustainability	28
2.1.1.2 Socio-Cultural Sustainability.....	28
2.1.1.3 Environmental Sustainability	29
2.1.2 Local food Consumption	30
2.1.3 Muslim Domestic Tourists	32
2.1.4 Previous research	34
2.1.5 Hypothesis Formulation	36
2.1.6 Research Framework	40
CHAPTER III.....	41
RESEARCH METHODS	41
3.1 Research Design	41
3.2 Research Variables.....	41
3.3 Operational Definition of Variables.....	42
3.3.1 Local Food	42
3.3.2 Economic Sustainability.....	44
3.3.3 Socio-cultural Sustainability	45
3.3.4 Environmental Sustainability	46
3.4 Data Collection Methods.....	46
3.4.1 Introduction	46

3.4.2 Types of Data Required	47
3.4.3 Data Collection Technique	47
3.5 Population and Research Sample	48
3.5.1 Population	48
3.5.2 Sample	49
3.5.3 Instrument Feasibility Testing	50
3.6 Validity and Reliability Test.....	50
3.6.1. Likert Scale Questionnaire	50
3.6.2 Validity Test.....	51
3.6.3 Reliability Test.....	53
3.7 Data Analysis Techniques and Hypothesis Testing.....	53
3.7.1. Outer Model Estimation	54
3.7.2 Inner Model Estimation (Structural Model).....	56
3.8 Pilot Tests	58
CHAPTER IV.....	65
RESULT & DISCUSSION.....	65
4.1 RESULT	65
4.1.1 Respondent Description Analysis:.....	65
4.1.2 Deskripsi Variable.....	74
4.1.3 Outer Model Estimation (Measurement Model)	83
4.1.4 Inner Model Estimation (Structural Model).....	90
4.2 Discussion.....	98
4.2.1 The Impact of Local Food on Economic Sustainability.....	98
4.2.2 The Impact of Local Food on Socio-Cultural Sustainability	99
4.2.3 The Impact of Local Food on Environmental Sustainability	99
4.2.4 The Impact of Local Food on Tourism Sustainability	100
CHAPTER V	101
CONCLUSION	101
5.1 Conclusion	101
5.2 Benefits and Implications of Research.....	101
5.2.1 Benefits of Research	101
5.2.2 Implications of the research.....	102
5.3 Research limitations.....	102
5.4 Suggestions for further research	103
REFERENCES	104
APPENDICES	107

LIST OF TABLE

Table 2.1 Previous research	34
Table 2.2 Comparison of previous research.....	35
Table 3.1 Likert scale	51
Table 3.2 Measurement Model (Outer Model).....	55
Tabel 3.3 Standard Score R-Square.....	57
Tabel 3.4 Rtabel Value.....	59
Table 3.5 Pearson Product Moment Validity Test Results.....	60
Table 3.6 Reliability Test Results.....	63
Table 4.1 Respondent Characteristics by Gender	65
Table 4.2 Respondent Characteristics by Marital Status	66
Table 4.3 Respondent Characteristics by Ages... ..	66
Table 4.4 Respondent Characteristics by Education	67
Table 4.5 Respondent Characteristics by occupation.....	68
Table 4.6 Respondent Characteristics by Revenue in a month.....	68
Table 4.7 Respondent Characteristics by Religion.....	69
Table 4.8 Respondent Characteristics by Domicile.....	70
Table 4.9 Respondent Characteristics by Visited the City.....	72
Table 4.10 Respondent Characteristics by Visited the City.....	73
Table 4.11 Respondent Characteristics by Purpose visit the City.....	74
Table 4.12 Reliability Test Results.....	75
Table 4.13 Reliability Test Results (Local Food Exciting Experience).....	75
Table 4.14 Reliability Test Results (Local Food Cultural Experience).....	76
Table 4.15 Reliability Test Results (Local Food Health).....	77

Table 4.16 Reliability Test Results (Local Food Prestige).....	77
Table 4.17 Reliability Test Results (Local Food Taste/Quality).....	78
Table 4.18 Reliability Test Results (Local Food Price).....	79
Table 4.19 Reliability Test Results (Local Food Interaction).....	79
Table 4.20 Reliability Test Results (Economic Sustainability).....	80
Table 4.21 Reliability Test Results (Socio-Cultural Sustainability).....	81
Table 4.22 Reliability Test Results (Environmental Sustainability).....	82
Table 4.23 <i>Cross Loading</i> values between indicators	83
Table 4.24 Discriminant Validity Test with Fornell Larcker Criterion	85
Table 4.25 Discriminant Validity Test with AVE Root	85
Table 4.26 Test Convergent validity with Outer Loading	86
Table 4.27 Convergent validity test with AVE.....	89
Table 4.28 Cronbach's Alpha (CA) & Composite Reliability (CR)	90
Table 4.29 Multicollinearity Test	91
Table 4.30 Hypothesis Testing Table	93
Table 4.31 R Square	95
Table 4.32 Q Square	96
Table 4.33 SRMR Table	96

LIST OF FIGURE

Figure 2.1 Research Framework..... 40

Figure 4.1 Diagram. Path Coefficient and P-value 92

LIST OF APPENDICES

Research Questionnaire	108
Research Questionnaire Form.....	113
SPSS Test Results	114
Image of the SMART PLS test framework.....	117

The Effect of Local Food Consumption of Muslim Domestic Travelers on Sustainable Tourism: A Case Study in Indonesia

Akmal Andira Makarim

Management Study Program, Faculty of Business and Economics

Universitas Islam Indonesia

ABSTRACT

This study aimed to investigate the impact of locally sourced food on economic, socio-cultural, environmental and tourism sustainability in four Indonesian cities: Solo, Semarang, Bandung, and Yogyakarta. Quota sampling was used to select Muslim domestic travelers who have visited the four cities. This study collected data from 202 respondents and analyzed it using the PLS-SEM method. The variables examined in this study included local food, economic sustainability in tourism, socio-cultural sustainability in tourism, and environmental sustainability in tourism. The findings indicated that local food consumption had a positive and significant impact on economic sustainability, which in turn led to an improved economic conditions in the cities under study. Furthermore, promoting and raising awareness of local cuisine could also contribute to socio-cultural sustainability. The study emphasized the positive impact of local food on environmental sustainability, demonstrating that practices such as minimizing food miles could help reduce environmental degradation. Additionally, the study revealed that local food had a positive and significant impact on sustainable tourism. This research offered valuable insights into the positive effects of locally sourced food on sustainability

dimensions. The findings could guide stakeholders in making decisions that enhance people's well-being.

Keywords: Local Food, Sustainable Tourism, Economic Sustainable, Socio-Cultural Sustainability, Environmental Sustainable

Pengaruh Konsumsi Pangan Lokal Wisatawan Domestik Muslim terhadap Pariwisata Berkelanjutan: Studi Kasus di Indonesia

Akmal Andira Makarim

Program Studi Manajemen, Fakultas Bisnis dan Ekonomika

Universitas Islam Indonesia

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki dampak dari pangan lokal terhadap keberlanjutan ekonomi, sosial-budaya, lingkungan, dan pariwisata di empat kota di Indonesia: Solo, Semarang, Bandung, dan Yogyakarta. Pengambilan sampel kuota digunakan untuk memilih wisatawan domestik Muslim yang pernah mengunjungi keempat kota tersebut. Penelitian ini mengumpulkan data dari 202 responden dan menganalisisnya dengan menggunakan metode PLS-SEM. Variabel yang diteliti dalam penelitian ini meliputi pangan lokal, keberlanjutan ekonomi dalam pariwisata, keberlanjutan sosial-budaya dalam pariwisata, dan keberlanjutan lingkungan dalam pariwisata. Hasil penelitian menunjukkan bahwa konsumsi pangan lokal memiliki dampak positif dan signifikan terhadap keberlanjutan ekonomi, yang pada akhirnya berujung pada peningkatan kondisi ekonomi di kota-kota yang diteliti. Selain itu, mempromosikan dan meningkatkan kesadaran akan kuliner lokal juga dapat berkontribusi terhadap keberlanjutan sosial budaya. Studi ini menekankan dampak positif dari makanan lokal terhadap keberlanjutan lingkungan, menunjukkan bahwa praktik-praktik seperti meminimalkan jarak

tempuh makanan dapat membantu mengurangi degradasi lingkungan. Selain itu, penelitian ini juga mengungkapkan bahwa makanan lokal memiliki dampak positif dan signifikan terhadap pariwisata berkelanjutan. Penelitian ini memberikan wawasan yang berharga mengenai dampak positif dari makanan yang berasal dari sumber lokal terhadap dimensi keberlanjutan. Temuan ini dapat memandu para pemangku kepentingan dalam membuat keputusan yang dapat meningkatkan kesejahteraan masyarakat.

Kata kunci: Pangan Lokal, Pariwisata Berkelanjutan, Ekonomi Berkelanjutan, Sosial-Budaya Berkelanjutan, Lingkungan Berkelanjutan

CHAPTER I INTRODUCTION

1.1. Background of the Problem

Tourism emerges as a pivotal industry, fostering swift economic expansion and employment opportunities. Beyond its economic impact, tourism acts as a catalyst for socio-cultural development, contributing to the enhancement of the nation's global image. In the Indonesian context, tourism assumes a vital role, ranking second only to oil and gas in terms of revenue generation. The ease of developing the tourism sector positions it as a potential primary source of foreign exchange income. Currently, tourism development concurrently supports economic growth, progress, and an increased appreciation of local resources.

In 2022, global recognition of Indonesia's tourism prowess materialized, securing a place among the top 32 tourist destinations out of 117 countries worldwide. This recognition, derived from the Travel & Tourism Development Index 2021 (Anam, 2022), is attributed to Indonesia's rich cultural and natural heritage, encapsulated by the slogan "Unity in Diversity" (Bhineka Tunggal Ika).

The promotion of nature, culture, tradition, and culinary delights based on local wisdom serves to captivate global attention. As Indonesia's tourism flourishes, corresponding infrastructure development becomes imperative to meet the evolving needs of tourists at various attractions.

The escalating and rapid growth of tourism mandates a strategic focus on maintaining competitiveness. Human resources and the appeal of tourist destinations become critical factors. Amid intense competition, innovation, and distinctiveness, particularly in locally produced and served food, emerge as key elements to preserve charm. In the current tourism landscape, local cuisine plays a reciprocal role, both supporting and being promoted by tourism activities. Notably, culinary tourism has gained prominence, claiming the top position in contributing to Indonesia's creative economy sector (Kompas.com, 2019). According to data from the Creative Economy Agency (Bekraf) in 2020, the culinary sub sector significantly contributed 41.4 percent of the total creative economy in 2017, which amounted to 922 trillion.

Indonesia has the world's largest Muslim population, making it a prime location for the development of the halal industry. The country accounts for 12.7% of the global Muslim population, with an estimated 229 million Muslims residing in Indonesia in 2020. Indonesia's total population is estimated to be 273 million, with Muslims comprising 87.2% of the population (World Population Review, 2020). This significant demographic has implications for various sectors, including culinary tourism. Muslim travelers, both domestic and international, are an important part of Indonesia's tourism market. In 2017, Indonesia spent USD 218.8 billion on halal products, as reported by the Ministry of Finance of the Republic of Indonesia (2019). The rise of the middle class and increased connectivity has led to a significant increase in Muslim travelers exploring both domestic and international destinations. Indonesia's rich cultural heritage, stunning natural scenery, and diverse culinary offerings make it an increasingly popular destination for halal tourism, particularly among Muslim travelers. It is important to cater to the specific

needs and preferences of Muslim travelers, especially regarding halal food, which is a crucial aspect of their travel experience.

Indonesia, with its diverse culinary tourism offerings, caters to various preferences, particularly those of Muslim domestic tourists seeking *halalan toyyiban* food. Halal certification ensures adherence to Indonesian government regulations, guaranteeing the quality, nutrition, and services meet prescribed standards. "Halal is not only limited to food and drink, but also covers all aspects of life, such as clothing, cosmetics, medicine, and financial transactions." (Qardhawi, 2002). As such, the concept of halal involves meticulous considerations, such as storage conditions and ingredient management.

With the halal concept available, a Muslim is encouraged to travel with halal tourism. According to (Priyadi, 2016), halal tourism is tourism that emphasizes Islamic values in every activity carried out. Halal tourism is not only focused on objects, but also behavior during travel and other supporting facilities. Islamic teachings regulate when traveling in accordance with sharia which upholds the protection of religion, life, mind, and others (Battour, et al, 2010). Halal tourism is part of the tourism industry aimed at Muslim tourists, but at this time, non-Muslims also recognize this tour as a tour that has food with maintained health.

Culinary tourism attractions are dispersed throughout Indonesia, each region boasting unique cultural differences. Arief Yahya, former Minister of Tourism of the Republic of Indonesia, identified Solo, Bandung, Semarang, and Yogyakarta as leading culinary destinations (Bisnis.com, 2015). These cities offer diverse cultural experiences and culinary delights that set them apart in the competitive tourism market. Solo, Semarang, Bandung, and Yogyakarta emerge as compelling tourist destinations, each with its distinctive historical and cultural offerings. Solo's Javanese kingdoms and active Solo Palace present historical allure, complemented by culinary delights like Nasi Liwet. Semarang, a former Dutch colonial port, showcases historic architecture and unique dishes such as Lumpia

Semarang. Bandung, known as the "Paris of Java," invites exploration of Sundanese culture and cuisine. Yogyakarta, with its Mataram Palace and natural beauty, promises a rich travel experience steeped in history and culture. These cities combine history, culture, and cuisine, making them enticing destinations for those seeking diverse and authentic local food experiences.

Sampling the indigenous cuisine of Solo, Semarang, Bandung, and Yogyakarta not only fulfills the appetite of local travelers but also enriches their journey with a tapestry of unique and diverse flavors (Nuryanti, 2014). Recognizing the pivotal role of gastronomy in the tourist voyage, visitors demonstrate a keen interest in uncovering the roots of dishes and actively participating in their preparation (Nuryanti, 2014). The allure of native fare in tourist hubs lies in its distinctiveness, offering a departure from routine meals and regional culinary traditions (Nuryanti, 2014). This heightened allure prompts travelers to invest additional resources in savoring and immersing themselves in local gastronomy (Nuryanti, 2014). Consequently, indigenous cuisine emerges as a potent catalyst for sustainable destination growth and the fostering of enduring tourism experiences, aligning harmoniously with the evolving preferences and curiosities of global explorers (Nuryanti, 2014).

In 2022, there was a notable surge in tourist arrivals across various Indonesian cities. Solo experienced a remarkable increase, welcoming 1.1 million domestic tourists, a significant rise compared to the previous year (detik.com, 2023). Similarly, Semarang and Bandung observed considerable growth, recording 3,640,591 and 3,704,263 domestic tourist visits, respectively, in 2021 (BPS, 2022). Yogyakarta stood out with a remarkable achievement of hosting 7 million domestic tourists throughout 2022 (Antaraneews.com, 2023). These statistics highlight the positive momentum in the tourism sector of these cities, igniting interest in exploring their unique local culinary offerings.

Understanding the perspectives of tourists who have explored these cities regarding their indigenous cuisine is paramount for researchers (Smith, 2019). The focus is on the study of the impact of local food on economic, socio-cultural, and environmental sustainability. The economic significance of indigenous gastronomy plays a pivotal role in strengthening regional economies (Jones, 2020). This notably creates job opportunities for farmers, livestock practitioners, and restaurant staff. Additionally, the local culinary sector can bolster community income, providing livelihoods across various fields such as agriculture, fisheries, animal husbandry, and culinary services. Beyond its culinary appeal, indigenous cuisine contributes to the preservation of cultural heritage and enriches the socio-cultural fabric (Brown, 2018). Through their culinary adventures, visitors can immerse themselves in and appreciate the cultural heritage of the region. Moreover, local food fosters social interaction, especially when served in community-managed establishments, enabling tourists to engage with and comprehend the local culture (Taylor, 2021).

Furthermore, local cuisine holds positive implications for the environment by promoting awareness of sustainability (Smith, 2019). Opting for local dishes educates tourists on the importance of preserving natural resources used in local food production. Additionally, local cuisine typically involves the use of regional ingredients, reducing the carbon footprint associated with transporting materials from outside the region and contributing to biodiversity preservation. Research findings from various countries underscore the potential of local cuisine in enhancing tourism sustainability. Studies from Malaysia and Thailand, for instance, highlighted its capacity to boost the local economy and raised awareness of environmental sustainability (Jones, 2020; Taylor, 2021). Local cuisine emerges as a vital aspect of cultural richness with the potential to positively impact the economy, society, and environment, making it not only attractive to tourists but also beneficial for the region.

This research endeavored to explore the role of local food in advancing tourism sustainability in four cities celebrated for their culinary offerings, motivated

by two key factors. Firstly, inconsistencies in previous research findings prompted a thorough investigation to clarify and validate the influence of local food on tourism sustainability in this specific context. Secondly, there was a notable gap in existing literature, particularly concerning sustainable tourism practices tailored to Muslim tourists, with a limited number of articles addressing this specific aspect. Therefore, this study sought to unravel the influence of local food on tourism sustainability in these cities, focusing specifically on the perceptions of Muslim domestic tourists. It aimed to shed light on the significance of local Muslim tourism in shaping a sustainable food culture, providing valuable insights for tourism stakeholders, local culinary businesses, and those connected to local food. Through this research, it aimed to offer a comprehensive understanding to enhance services and promote local products in the pursuit of sustainable tourism practices.

1.2. Problem Formulation

The background of the above problems can be formulated as follows:

1. To determine whether local food consumption by domestic tourists in Solo, Bandung, Semarang and Yogyakarta contributes positively to sustainable tourism.
2. To determine the effect of local food consumption by domestic tourists in Solo, Bandung, Semarang and Yogyakarta on economic sustainability.
3. To determine the relationship of local food consumption by domestic tourists in Solo, Bandung, Semarang and Yogyakarta with socio-cultural sustainability.
4. To determine the relationship of local food consumption by domestic tourists in Solo, Bandung, Semarang and Yogyakarta with environmental sustainability.

1.3. Research Objectives

The objectives of this research are :

1. Determine how local food consumption affects eco-friendly travel.

2. Recognize how eating locally sourced food contributes to economic sustainability.
3. Evaluate how regional food consumption affects sociocultural sustainability.
4. Examine how consuming food from the area affects environmental sustainability.
5. Make suggestions on how to use local cuisine as a draw for Muslim visitors and promote elements of environmental, economic, and social sustainability to tourism stakeholders, local culinary businesses, or individuals involved in local food.

1.4. Research Benefits

1.4.1 Theoretical Benefits

- a. This research sought to enhance our understanding of sustainable tourism, particularly by examining the development and promotion of exceptional culinary attractions in four cities—Solo, Semarang, Bandung, and Yogyakarta. The aim was to provide unique insights into how local food can contribute to sustainable tourism. By focusing on these specific cities and their culinary offerings, the study aimed to uncover patterns and strategies that can improve sustainable tourism practices.
- b. The hope is to offer fresh perspectives and knowledge, contributing to the field of tourism studies. The intention is to provide valuable insights into the relationship between tourism, local cuisine, and sustainability, ultimately aiding decision-making and planning for more sustainable tourism practices.

1.4.2 Practical Benefits

- c. This composition offered valuable insights that could serve as a comprehensive guide for readers, fostering a deeper understanding

of the intricacies of local food culinary tourism and providing a foundation for its further development. The benefits of this research extended beyond theoretical knowledge, aiming to practically enhance local culinary tourism by leveraging the information presented.

- d. The primary advantage anticipated from this research lay in its potential to contribute to the prosperity of local communities. By promoting local food consumption among domestic tourists, the study envisioned a positive impact on the local economy, fostering increased sales of indigenous products. This, in turn, had the potential to generate economic opportunities, empowering local communities and contributing to their sustainable development.
- e. Furthermore, the findings of this study held significance for policymakers and stakeholders involved in shaping tourism strategies. The insights gleaned could inform the development of tourism policies that strategically emphasize and promote local food consumption. By aligning policies with the preferences and practices of tourists, particularly in the four leading culinary destination areas, authorities can play a pivotal role in fostering sustainable tourism practices. This alignment of policies with local food promotion could contribute to the preservation of cultural heritage, environmental conservation, and overall sustainability in these culinary hotspots.

1.4.3 Academic Benefits

- f. The anticipated benefits of this research encompassed valuable scientific contributions through the creation of journals. These research were intended to serve as valuable resources for the academic community and researchers, offering insights into the intricate dynamics of sustainable tourism and local food consumption, with a specific focus on the four prominent destination cities in Indonesia.

g. Furthermore, the research aimed to enrich knowledge, broaden insights, and enhance experiences on both theoretical and practical fronts. By delving into the realm of sustainable tourism and local food consumption in Solo, Semarang, Bandung, and Yogyakarta, the study sought to contribute to self-development and provide additional information for readers. The overarching goal is to not only advance academic understanding but also to offer practical insights that were be applied in real-world scenarios, fostering a holistic and enriched comprehension of the subject matter.

1.5 Research Scope

This study is centered on four prominent cities renowned for their exceptional culinary offerings, as identified by Arief Yahya, the Minister of Tourism of the Republic of Indonesia during his tenure from 2014 to 2019. The main research was carried out in cities including Solo, Bandung, Semarang, and Yogyakarta, focusing on analyzing the local food consumption patterns of domestic tourists in those regions.

Furthermore, the study intended to thoroughly examine the implications of regional food consumption on sustainable tourism, taking into account a range of factors including social, cultural, economic, and environmental elements. The study broadened its focus to include sustainability in relation to environmental conservation, sociocultural preservation, and economic viability. The main goal of this study was to clarify the beneficial effects of eating locally produced food on many aspects of sustainable tourism. The study aimed to provide important insights into how local food experiences can support a sustainable tourism model, thereby promoting economic growth, preserving socio-cultural heritage, and guaranteeing environmental integrity in these important cities by closely examining their impact.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Sustainable Tourism

In recent years, there has been a notable development in the field of sustainable tourism. It was originally thought of as a niche idea, but it is now a global priority. It is necessary to market new sustainable tourism products and draw customers given the ongoing changes in the global economy, society, and technology (Streimikiene et al., 2021: 260). Consuming food from the area supports agricultural diversity, sustains cultural identity, and advances sustainability, according to recent studies (Sim, 2009). It has been discovered that offering tourists native cuisine significantly affects the destinations' sociocultural, economic, and environmental sustainability (Sim, 2009, 2010).

For the tourist sector to thrive, it is imperative that destinations be sustainable from an economic, sociocultural, and environmental standpoint. Gaining a competitive edge might come from a regional understanding of tangible and intangible values and their capacity to generate new product values (Koroglu et al., 2019:37). In this context, local cuisine, which varies across different regions, plays a vital role as a tourist product. In the framework of culinary tourism, there is a noticeable increase in the demand

from tourists for local cuisine, which is an essential part of the culture and experience of the region. Experiencing the unique flavors and seeing how local food is prepared is becoming increasingly important.

Food is consumed today for more reasons than just physical needs; it can also be consumed for amusement, joy in cooking, and leisure. A preference for food that is supplied locally enhances the region's allure and the sustainability of tourism (Kim, 2018). In line with the growing knowledge and interest in sustainable goods and services, consumers are placing more value on sustainable solutions, such as organic and locally grown food (Galati et al., 2021b: 11).

2.1.1.1 Economics Sustainability

Martinez and colleagues (2010) posited that with the progression of regional food markets, local consumers are more likely to invest in food sourced from nearby areas, leading to a greater proportion of the expenditure circulating within the community. The authors asserted that the establishment of such a local food system holds the potential for positive economic development, particularly in terms of job creation and enhanced income. However, the broadening of local food production can also be perceived as a strategy for rural development. In light of the economic ramifications of local food, producers are compelled to efficiently allocate their labor, land, and financial resources to effectively produce and market local products (Rossi et al., 2017: 564).

2.1.1.2 Socio-Cultural Sustainability

There is no denying the importance of tourism to the economies of developing countries. Tourism affects the destination's natural environment and sociocultural fabric in addition to producing economic benefits. In terms of social culture, it is a phenomenon that affects people's conduct, moral standards, occasions and displays, familial ties, interpersonal interactions, and societal structures (Gurbuz, 2002: 50).

Food is a fundamental human necessity and has risen to become an activity and a significant component of tourist destinations in the current tourism industry. Local food has been prioritized by tourism destinations for the benefit of local residents, visitors, and private businesses within the tourism sector. Guaranteeing stakeholder participation in the destination is vital in reinforcing tourism sustainability (Shams et al., 2022: 974). However, it should be noted that consumers and tourists tend to place a high value on traditional values and often choose to consume local foods that reflect those values, which can result in opportunities for increased social interaction (Sims, 2009: 321). Therefore, it is important to discuss and explain the influence of local food on socio-cultural sustainability within this context.

2.1.1.3 Environmental Sustainability

Environmental challenges in developing countries associated with food production are acknowledged (Nemecek et al., 2016: 608), a concern shared among other nations grappling with similar issues. This underscores the imperative to advocate for sustainable food production practices and methodologies. Highlighting the human-induced climate impact enables a targeted approach to rectifying environmentally detrimental practices contributing to global warming within the sphere of food production. As solutions are sought, a comprehensive perspective, considering both environmental and social impacts, is essential in promoting local foods that minimize adverse effects on the natural environment. Therefore, the preparation and consumption of local foods should be approached with the goal of minimizing harm to the natural environment. The discourse surrounding local food extends beyond economic considerations, with increasing attention directed toward its socio-cultural and environmental benefits. Empirical research suggests that local food production yields fewer greenhouse gas emissions compared to non-local alternatives. Additionally, prevalent literature suggests a prevailing belief in the nutritional superiority

and reduced health risks associated with local food, as articulated by Edwards-Jones (2010: 582).

Nevertheless, the burgeoning popularity of local food as a tourist attraction introduces potential environmental drawbacks, particularly in densely populated tourist destinations. A notable repercussion is the upsurge in waste generation. Tourists indulging in local cuisine contribute to waste through food packaging, containers, and residual food waste. Without effective waste management, tourist hotspots risk becoming inundated with refuse, jeopardizing environmental integrity and compromising natural aesthetics (Edwards-Jones, 2010). Further environmental concerns arise in the form of natural resource exploitation and pollution. The heightened demand for local raw materials to meet tourist needs can result in the overexploitation of natural resources such as forests, water bodies, and land, leading to ecosystem degradation and diminished biodiversity (Nemecek et al., 2016). The excessive use of chemical fertilizers and pesticides in local food production further exacerbates environmental degradation, contaminating water and soil and posing risks to public health and wildlife. Increased consumption of seafood as part of local culinary offerings can strain fish resources' sustainability, generating plastic waste from fishing gear and packaging (Nemecek et al., 2016).

2.1.2 Local food Consumption

The term "local food consumption" has no universally accepted definition (Jones et al., 2004; Lang et al., 2014). Food that is produced, sold, distributed, and consumed inside a certain geographic area is what some authors and explorers refer to as "local food" (e.g. Miroso and Lawson, 2012; Pearson et al., 2011). Defining the term can prove challenging, given the diverse perspectives of consumers from different countries. Local food is a term that can encompass various meanings and interpretations, varying across individuals and communities (Wilkins et al., 2002). For the purposes

of this study, the definition of local food will be restricted to food items that are produced, sold, and consumed within a particular region.

The majority of studies on regional food consumption have been carried out in industrialized nations including Finland, the United States, and the United Kingdom (Autio et al., 2013; Wilkins et al., 2002). But as the consumer base has changed, so too have their dietary habits, which now reflect their own cultures and values (Bond et al., 2008). For example, one important factor impacting consumer food choices in New Zealand has been the expansion of farmers' markets, which has received backing from local and regional government (Guthrie et al., 2006). There are a number of reasons why people buy local goods, which can be generally divided into social and personal factors (Wetherell et al., 2003). There are different reasons why people choose to buy locally sourced food. Some individuals prefer it for its heightened taste and connection to rural life, while others perceive it to be a healthier option due to its fresher quality, being consumed in-season, and reduced exposure to chemicals, as well as the shorter transportation and storage time. Many people also view it as a safer alternative to non-local food since it is easier to identify the origin and ingredients of the product. Previous research has identified taste, freshness, and product quality as significant factors that influence consumers' decisions when buying locally-sourced food (Anderson, 2008).

There are 7 dimensions of local food that is discussed in this research, including the following:

1. Exciting Experience

An enjoyable culinary experience is a pivotal factor influencing tourists' decisions to partake in local cuisine. Local dishes presented in an intriguing and distinctive manner provide a unique and memorable experience for tourists.

2. Cultural Experience

Local cuisine is an integral aspect of a region's culture. Consuming local food serves as a means for tourists to learn and appreciate the local culture.

3. Health

Health considerations hold significance for tourists, making healthful local cuisine an attractive feature for those mindful of their well-being.

4. Prestige

Prestige plays a role in shaping tourists' decisions to consume local food. Local dishes served in luxurious and exclusive restaurants or eateries can impart a sense of prestige to tourists.

5. Taste and Quality

Taste and quality stand as the most critical factors influencing tourists' decisions to indulge in local cuisine. Tourists are inclined to prefer local dishes that boast delightful flavors and high-quality ingredients.

6. Price

Affordability is a crucial factor impacting tourists' decisions regarding local food consumption. Local dishes offered at reasonable prices are likely to be more favored by tourists.

7. Interaction

Engaging with the local community enhances the overall experience of consuming local cuisine. Local dishes served in restaurants or eateries managed by the local populace provide tourists with opportunities to interact with locals and gain insights into their culture.

2.1.3 Muslim Domestic Tourists

Since the end of the 20th century, travel and tourism have become common activities among Muslims as modernization has penetrated their societies (Jafari, 2014). However, Muslim destinations remain the preferred choice for these travelers due to the tourism industry's ability to cater to their specific needs such as food, daily prayers, and travel practices (Bhuiyan et al., 2011). The significance of Muslim travel has sparked researchers' efforts to develop tourism protocols that conform to Islamic mandates and cater to the growing influx of Muslim tourists (Jamal, 2012). Religious convictions affect the travel choices of Muslims, impacting their attitudes, behaviors (Schänzel & Yeoman, 2015), and perceptions (Lade, 2012) towards specific destinations. Religion can impact tourists' destination choices and product preferences in the context of tourism (Ron, 2008). Muslims are experiencing greater mobility and traveling for both business and leisure purposes (ITC, 2016).

Muslim tourists exhibit distinctive needs and preferences, especially in their culinary choices (Khattab, 2016). Their food preferences are significantly influenced by religious dietary restrictions, such as adhering to halal practices, and are further shaped by cultural values and sensitivities (Rahman et al., 2018). This adds a layer of complexity to various dimensions, including the exciting experience intertwined with Islamic values. Culinary adventures that showcase local traditions while adhering to halal principles are particularly attractive to Muslim tourists (Hossain, 2019). Cultural immersion is of paramount importance, with travelers seeking destinations and food experiences that offer respectful and authentic encounters while aligning with their religious values (Ramlee et al., 2020). This may involve participating in traditional food preparation methods or attending cultural events that celebrate local cuisine while respecting Islamic customs (Khattab, 2016).

Additionally, the health dimension gains significance due to the emphasis on halal dietary practices, with Muslim tourists prioritizing fresh,

locally sourced ingredients and traditional cooking methods that align with halal principles (Ramlee et al., 2020). The prestige dimension becomes intertwined with ethical considerations, as supporting local businesses adhering to halal practices and ethical sourcing contributes to a sense of responsible tourism (Hossain, 2019). Taste and quality remain crucial, with Muslim travelers seeking delicious and authentic local cuisine that aligns with halal options (Rahman et al., 2018). Affordability is also a key consideration, as they may seek reasonably priced halal meals without compromising quality (Khattab, 2016). Lastly, the interaction dimension holds special significance, with Muslim travelers seeking meaningful connections with local communities, engaging with local food producers, and participating in activities that adhere to cultural and religious norms (Hossain, 2019). This fosters understanding and creates lasting memories (Ramlee et al., 2020).

2.1.4 Previous research

The following are some of the studies that form the basis of this research:

Table 2.1.

No.	Title	Variabel	Result
1.	The effect of local food consumption of domestic tourists on sustainable tourism (Ömer Ceyhun Apak, 2023)	<p>Independen :</p> <ol style="list-style-type: none"> 1. Local Food <p>Dependen :</p> <ol style="list-style-type: none"> 1. Economic sustainability 2. Socio-cultural sustainability 3. Environmental sustainability 	The study's findings show that perceptions of regional cuisine by visitors have a significant impact on sustainable tourism and its subscales (environmental, socio-cultural, and economic).
2.	Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience (Zhang et al., 2019)	<p>Independen :</p> <ol style="list-style-type: none"> 1. Authenticity <p>Mediator</p> <ol style="list-style-type: none"> 1. Food Quality 2. Service Quality 3. Physical Environment <p>Dependen</p> <ol style="list-style-type: none"> 1. Satisfaction 2. Loyalty 	The social, cultural, and economic growth of rural tourism locations greatly benefits from visitors who are happy with the local cuisine, purchase more food, suggest the location to others, return, and, most importantly, have a sustainable tourism experience.
3.	Development of Local Food in Tourism for Supporting Sustainable Indonesia Tourism Development (Purnomo, 2018)	<p>Independen</p> <ol style="list-style-type: none"> 1. Development of local food in Tourism, 2. Strengthening local cultural identity, 3. Strengthening the local economy.. <p>Dependen</p> <ol style="list-style-type: none"> 1. Sustainable tourism development 	Tourists may face various obstacles when it comes to embracing local cuisine, encompassing concerns related to hygiene, safety, and cultural disparities. These challenges hold the potential to exert a considerable impact on tourists' experiences in sampling local food, thereby influencing their overall perceptions and interactions with indigenous culinary offerings.

Based on the results of previous research in table 2.1, the comparison of previous research and current research is in the Table 2.2 below:

Table 2.2

No.	Previous Research	Current Research
1.	<p>The research objective of (Omer Ceyhun Apak, 2023) is to determine the influence of domestic tourists' local food consumption on sustainable tourism.</p> <p>Apart from that, this research also aims to: reveal the impact of local food on economic, socio-cultural and environmental sustainability.</p>	<p>The aim of this research is to determine the influence of local food consumption by Muslim domestic tourists on sustainable tourism. A Case Study in Solo, Bandung, Semarang and Yogyakarta, Indonesia. Apart from that, this research also aims to: reveal the impact of local food on economic, socio-cultural and environmental sustainability</p>
2.	<p>The research object of Omer Ceyhun Apak, Ahmet Gürbüz (2023) is the representative population of each province, namely provinces (Artvin, Bayburt, Gumushane, Rize, and Trabzon).</p>	<p>The object of this research is tourists or the population who have come or visited one of the 4 cities (Solo City, Semarang City, Bandung City, and Yogyakarta City).</p>
3.	<p>The variables used in the research of Omer Ceyhun Apak, Ahmet Gürbüz (2023) are :</p> <p>Independent:</p> <ol style="list-style-type: none"> 1. Local Food <p>Dependents:</p> <ol style="list-style-type: none"> 1. Economics on sustainable tourism 2. Socio-Cultural on Sustainable tourism 3. Environmental on Sustainable Tourism 	<p>The variables used in the research are :</p> <p>Independent:</p> <ol style="list-style-type: none"> 1. Local Food <p>Dependents:</p> <ol style="list-style-type: none"> 1. Economics on sustainable tourism 2. Socio-Cultural on Sustainable tourism 3. Environmental on Sustainable Tourism
4.	<p>Omer Ceyhun Apak's research findings, 2023) The study's findings demonstrate that perceptions of regional cuisine by visitors have a significant impact on sustainable tourism and its subscales (environmental, sociocultural, and economic).</p>	<p>This research will apply the same hypothesis development as the research of Omer Ceyhun Apak, Ahmet Gürbüz (2023), because the hypothesis was not supported in previous research.</p>

2.1.5 Hypothesis Formulation

2.3.1 Local food consumption of domestic tourists in the the Solo, Bandung, Semarang, and Yogyakarta positively affects sustainable tourism.

Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively impacts sustainable tourism through various channels. Firstly, by patronizing local eateries and consuming indigenous cuisine, tourists contribute directly to the economic sustainability of the destination. This expenditure supports local businesses, including small-scale producers and vendors, thereby stimulating economic growth within the community (Hall & Lew, 2009). Additionally, local food consumption fosters socio-cultural sustainability by preserving culinary traditions and heritage. Through engaging with local food, tourists participate in cultural exchange, promoting appreciation and understanding of the destination's cultural identity (Hall & Mitchell, 2008). Moreover, local food often utilizes ingredients sourced from nearby regions, reducing carbon emissions associated with transportation and supporting environmental sustainability (Telfer & Hashimoto, 2003). Thus, there is a clear correlation between sustainable tourism and the consumption of locally grown food on an economic, sociocultural, and environmental level.

Hypothesis 1: By concurrently promoting economic, socio-cultural, and environmental sustainability, domestic tourists' consumption of local food in Solo, Bandung, Semarang, and Yogyakarta positively promotes sustainable tourism.

2.3.2 Local food consumption of domestic tourists in the the Solo, Bandung, Semarang, and Yogyakarta positively affects economic sustainability.

Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively affects economic sustainability through several mechanisms. Firstly, the patronage of local food establishments and the purchase of indigenous ingredients directly contribute to the revenue of local businesses, thereby stimulating economic

growth within the destination (Getz & Brown, 2006). Additionally, the demand for local food products creates employment opportunities along the food supply chain, including farmers, producers, distributors, and culinary professionals, thereby enhancing income distribution and reducing unemployment (Richards & Hall, 2003). Furthermore, local food consumption fosters entrepreneurship and innovation within the culinary sector, encouraging the development of unique food products and experiences that attract tourists and generate additional revenue (Timothy & Tosun, 2003). Overall, the positive relationship between local food consumption and economic sustainability lies in its capacity to generate income, create jobs, and stimulate entrepreneurship within the destination.

Hypothesis 2: Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively influences economic sustainability by stimulating local economic growth, creating employment opportunities, and fostering entrepreneurship within the destination.

2.3.3 Local food consumption of domestic tourists in the the Solo, Bandung, Semarang, and Yogyakarta positively affects socio-cultural sustainability.

Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively affects socio-cultural sustainability by preserving and promoting cultural heritage and fostering social cohesion within the destination (Richards & Hall, 2003). Firstly, local food represents an integral part of the cultural identity of a destination, reflecting its history, traditions, and culinary practices (Long & Wood, 1995). By patronizing local eateries and participating in culinary activities, tourists engage in cultural exchange and appreciation, promoting mutual understanding and respect among different cultural groups (Getz & Brown, 2006). Additionally, local food consumption often involves interactions with local communities, allowing tourists to learn about traditional food preparation methods, customs, and rituals, thereby enhancing cultural awareness and sensitivity (Timothy & Tosun, 2003). Overall, the positive relationship

between local food consumption and socio-cultural sustainability lies in its capacity to preserve and promote cultural heritage, foster intercultural dialogue, and strengthen social bonds within the destination.

Hypothesis 3: Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively influences socio-cultural sustainability by preserving cultural heritage, promoting intercultural dialogue, and fostering social cohesion within the destination.

2.3.4 Local food consumption of domestic tourists in the Solo, Bandung, Semarang, and Yogyakarta positively affects environmental sustainability.

Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively affects environmental sustainability through various pathways (Richards & Hall, 2003). Firstly, local food typically utilizes ingredients sourced from nearby regions, reducing the carbon footprint associated with transportation and mitigating environmental pollution and greenhouse gas emissions (Hall & Mitchell, 2008). Additionally, the promotion of local food encourages sustainable agricultural practices, such as organic farming and biodiversity conservation, which contribute to soil health, water quality, and ecosystem resilience (Getz & Brown, 2006). Moreover, by supporting small-scale farmers and producers who employ environmentally friendly farming techniques, local food consumption helps to preserve traditional agricultural landscapes and protect natural habitats (Timothy & Tosun, 2003). Overall, the positive relationship between local food consumption and environmental sustainability lies in its capacity to reduce food miles, promote sustainable agriculture, and preserve natural resources within the destination.

Hypothesis 4: Local food consumption by domestic tourists in Solo, Bandung, Semarang, and Yogyakarta positively influences environmental

sustainability by reducing carbon emissions, promoting sustainable agriculture, and preserving natural resources within the destination.

2.1.6 Research Framework

The framework built in this study is:

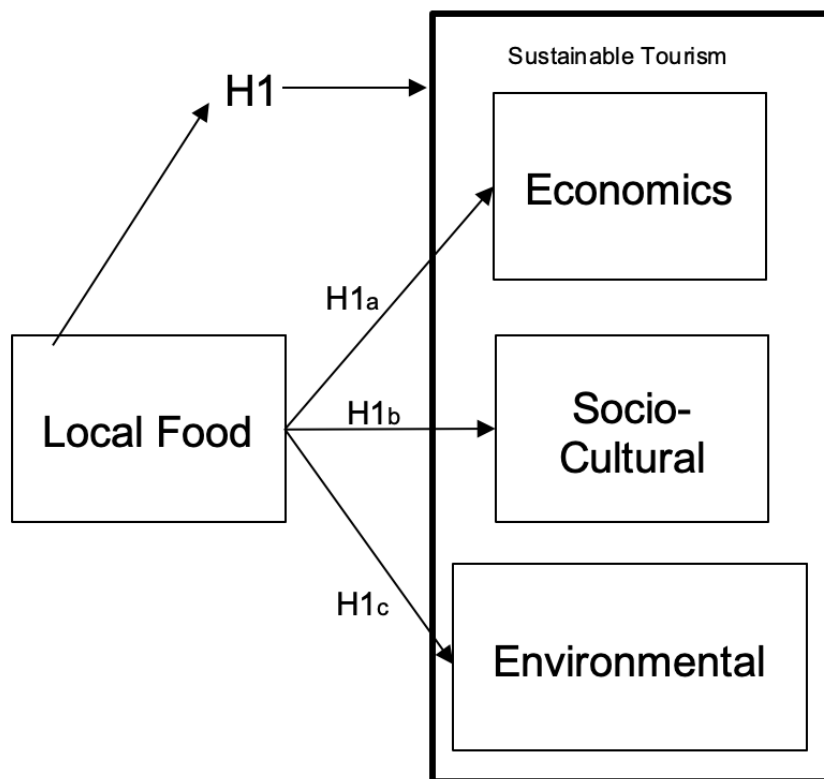


Figure 2.1 Research Framework (Source: Omer Ceyhun Apak, Ahmet Gürbüz (2023) modified).

CHAPTER III

RESEARCH METHODS

3.1 Research Design

The Research design used in this study used a quantitative approach with a survey method that used primary data from questionnaires. Quantitative research design according to Sugiyono (2012) is a study based on the philosophy of positivism, which is used to conduct research on predetermined populations and samples. The choice of quantitative approach was because researchers wanted to test theories and models to explain the relationship between the variables that make up the model. The object of research was tourists or the population who have come or visited one of the 4 cities (Solo City, Semarang City, Bandung City, and Yogyakarta City).

3.2 Research Variables

According to Arikunto (1998), research variables are the object of research or what is the point of attention of a study. The operational definition of variables in this study can be divided into 2, the independent variable and the dependent variable:

1. Independent Variable

Independent variables are variables that are systematically manipulated. In this study, the independent variable is local food (X1).

2. Dependent Variable

The dependent variable (criterion variable) is the variable that is measured as a result of the manipulation of the independent variable. In this study, the dependent variables are economic (Y1), socio-cultural (Y2), environmental (Y3)

3.3 Operational Definition of Variables

Operational definition, as defined by Sugiyono (2012), is the identification of constructs or properties which are to be studied, thereby becoming measurable variables. The operational definition specifies the particular way in which the construct is examined and operationalized, allowing for other researchers to replicate the measurement procedure or develop an improved method of measuring the construct.

3.3.1 Local Food

Local cuisine not only served as a point of tourist interest but also plays a key role in crafting the image of a destination (Heath, 2006: 211). Local food is viewed as crucial for preserving cultural heritage by passing down local cooking techniques from generation to generation (Mizrak et al., 2017: 1000). Local food is viewed as crucial for preserving cultural heritage by passing down local cooking techniques from generation to generation (Mizrak et al., 2017: 1000). Consequently, it is seen as an essential part of preserving a region's unique identity and tradition. an essential tool for promoting sustainable tourism experiences and facilitating the sustainable development of destinations (Zhang et al., 2019: 11). According to Omer Ceyhun Apak and Ahmet Gürbüz (2023), the indicators used to measure tourist perceptions of local food are used to measure tourists' perceptions of local food. There are 7 dimensions and 25 indicators of local food variables, which are:

A. Exciting experience

- EE 1: I think that eating local food makes me feel happy.
- EE 2: I think that eating local food gives me pleasure.
- EE 3: I think that eating local food changes my mood positively.
- EE 4: I think that I am fascinated by local food.
- EE 5: I think that eating local food makes me feel excited.

B. Cultural experience

- CC 1: I think that I want to seek out more information about local food.
- CC 2: I think that I am more curious about local food.
- CC 3: I think that eating local food is a good opportunity to learn new things.
- CC 4: I think that local foods are products worth experiencing.
- CC 5: I think that local food provides information about the culture of the region.

C. Health

- HE 1: I think that local food is hygienic.
- HE 2: I think that local food makes me healthy.
- HE 3: I think that local food is safe.
- HE 4: I think that local food provides good nutrition.

D. Prestige

- PR 1: I think that I have higher social status when eating local food.
- PR 2: I think that it is worth showing pictures of my local food experiences to others via social media.

- PR 3: I think that eating local food gives me prestige.

E. Taste/Quality

- TQ 1: I think that local food provides a variety of ingredients
- TQ 2: I think that local food provides appealing flavors.
- TQ 3: I think that local food is tasty.

F. Price

- PC 1: I think that local food is reasonably priced.
- PC 2: I think that local food offers value for money.
- PC 3: I think that it is worth it to spend higher prices for local food.

G. Interaction

- IN 1 : I think that experiencing local food increases relationships with people in the region.
- IN 1 : I think that experiencing local food allows interacting with local people.

3.3.2 Economic Sustainability

Martinez et al. (2010: 43) noted that as local food markets grow, residents in a given area will increasingly buy their food from nearby suppliers and will spend the majority of their money locally. Producers must use their labor, land, and financial resources to create and sell local goods because of the positive economic effects of eating locally (Rossi et al., 2017: 564). The metrics employed to gauge visitors' opinions of economic sustainability, according to Omer Ceyhun Apak and Ahmet Gürbüz (2023). There are 6 indicators of the Economic Sustainability variable, which are:

- A. ES 1 : I think that local food increases employment opportunities.
- B. ES 2 : I think that local food increases shopping opportunities.
- C. ES 3 : I think that local food increases local government tax revenues.
- D. ES 4 : I think that local food creates local job opportunities.
- E. ES 5 : I think that local food increases investments in the region.
- F. ES 6 : I think that local food boosts other sectors in the region.

3.3.3 Socio-cultural Sustainability

The phenomena of tourism has an impact on people's conduct, moral standards, occasions, family relationships, interpersonal interactions, and societal structures. In terms of socioculture, family relationships, interpersonal interactions, and social structures (Gurbuz, 2002: 50). Sociocultural framework for social structure (Gurbuz, 2002: 50). Encouraging stakeholder participation at the location contributes to tourism sustainability (Shams et al., 2022: 974). that people prefer to cherish traditional values and eat meals that are representative of those values locally, which fosters social connection (Sims, 2009: 321). According to Omer Ceyhun Apak and Ahmet Gürbüz (2023) indicators used to measure tourist perceptions of Socio-cultural Sustainability. There are 5 indicators of the Socio-cultural Sustainability variable, which are:

- A. SC 1 : I think that local food paves the way for new cultural activities.
- B. SC 2 : I think that local food allows the preservation of local culture.

- C. SC 3 : I think that local food contributes to the development of local culture
- D. SC 4 : I think that local food contributes to intercultural understanding and tolerance.
- E. SC 5 : I think that local food contributes to the preservation of cultural heritage and traditional values.

3.3.4 Environmental Sustainability

It is accepted that numerous natural issues in created nations are caused by nourishment generation. It has been famous that typically less the case in creating nations as well. In this sense, it is contended that nourishment propensities and nourishment generation strategies ought to be done with supportability in intellect (Nemecek et al., 2016: 608). According to Omer Ceyhun Apak and Ahmet Gürbüz (2023) indicators used to measure tourist perceptions of environmental sustainability. There are 5 indicators of the Environmental sustainability variable, which are :

- A. EV 1: I think that local food contributes to the protection of the natural environment.
- B. EV 2: I think that local food contributes to the protection of the habitat.
- C. EV 3: I think that local food contributes to the conservation of biodiversity
- D. EV4: I think that producing local food increases environmental awareness.

3.4 Data Collection Methods

3.4.1 Introduction

Data collection is a systematic process used in research to gather and record information related to the research topic. This method can involve various techniques such as surveys, interviews, observations, experiments,

or document analysis, depending on the nature of the research and its objectives. The purpose of data collection methods is to gather relevant and accurate information for analysis, interpretation, and drawing conclusions in research. Choosing the appropriate data collection method is crucial for ensuring the success and validity of the research.

3.4.2 Types of Data Required

Sugiyono (2012) defines primary sources as data sources that directly provide data to data collectors. In this study, the authors utilized primary data, which refers to information obtained directly from the research object under study. This approach allows for the collection of relevant information for research purposes without relying solely on existing sources. This data is typically obtained through surveys, interviews, observations, or experiments. The main advantage of using primary data is that researchers have full control over the data collection process, which allows them to gain more in-depth and specific insights into the research topic. Therefore, primary data is an invaluable tool in scientific research as it allows researchers to approach their object of study in a more in-depth and focused manner.

3.4.3 Data Collection Technique

The research framework employs a questionnaire as the data collection technique. The questionnaire is structured to ensure the necessary data is obtained. Respondents are given the questionnaire online, which is designed to obtain information related to the items that will be processed based on previous research. The data will be processed based on previous research to test existing hypotheses. Ferdinand (2006) explains that a questionnaire is a research instrument consisting of a list of questions that cover all aspects to be studied. It can be implemented through various communication methods, such as telephone, mail, or direct interviews. When designing a questionnaire, it is important to prioritize the clarity and

accuracy of the questions. This will help ensure that respondents do not feel hesitant or confused when providing their answers.

To measure participants' perceptions, the researchers utilized the Likert Scale developed by Rensis Likert. This approach aligns with Sugiyono's (2015) perspective, which suggests that the Likert Scale is effective for measuring attitudes, opinions, and perceptions related to specific social phenomena. In this study, the social phenomenon has been determined by the researcher and is referred to as the research variable. Thus, employing the Likert Scale in the questionnaire provides a reliable methodological foundation for investigating participants' perceptions of predetermined research variables. The data collection approach using a Likert Scale questionnaire reflects the researcher's systematic efforts to measure and understand respondents' perceptions while maintaining clarity and relevance of questions in the research flow. This step is critical in ensuring that the collected data can provide deep and meaningful insights related to the social phenomenon being studied.

3.5 Population and Research Sample

3.5.1 Population

Population, as defined by Arikunto (2006), refers to all research subjects relevant to the study. In other words, population is the total number of individuals or elements that are the focus of measurement or analysis, both qualitatively and quantitatively, and have certain characteristics to be studied or understood. The researchers intended to study the population of Muslim domestic tourists who have visited other cities in Indonesia and tried the culinary. This study selected these four cities for research because they have potential in local food that can compete and have unique characteristics, as provided by data from Arief Yahya, Minister of Tourism of the Republic of Indonesia for the 2014-2019 period.

When selecting the target population, it is important to emphasize the group of domestic Muslim tourists who are interested in exploring and

experiencing local cuisine in the destinations being studied. This approach allows for a more focused and relevant understanding of the impact of local food consumption on sustainable tourism by considering specific consumption preferences and practices among this group. Furthermore, selecting four top culinary destinations enhances the quality of the research. Each destination offers unique potential for delivering authentic culinary experiences, providing deeper insights into the relationship between local food consumption and sustainable tourism in Indonesia.

3.5.2 Sample

A sample, in the research context, refers to a specific subset of the population that is selected for examination and serves as a representative of the entire population. Samples are crucial in comprehending and describing the attributes and conduct of the broader population. This selection of the sample is grounded in the notion that the sample embodies similarity to the overall population, enabling the findings of the study to be extended or applied to the entire population (Saleh & Purnomo, 2013). This concept highlights the importance of samples in research, enabling researchers to draw pertinent conclusions about the larger population without collecting data from all individuals within that population.

Selecting a sample of a population requires meeting various conditions, including the ability of the sample to represent population characteristics (Priyatno, 2008). For this particular research on the consumption of local food by Muslim tourists in prominent culinary destinations, the researchers chose Muslim domestic tourists who had visited Solo, Bandung, Semarang and Yogyakarta in Indonesia as the samples. This city was chosen because former tourism minister Arief Yahya officially designated four leading culinary tourism destinations, Bandung, Solo, Yogyakarta and Semarang based on six eligibility points, products and main attractions, product and event packaging, service feasibility, environmental feasibility, business feasibility, as well as the government's

role in developing culinary tourism destinations (mix.co.id, 2015). The researchers used a convenience quota sampling approach as their non-probability sampling method, allowing them to select participants based on relevant tourist characteristics of interest. The population of this research is Muslim tourists who visit these 4 cities. For most behavioral research, Roscoe recommended a sample size of at least 30 but not more than 500. A sample size larger than 500 could result in a Type II error (Sekaran & Bougie, 2016). The sample size for multivariate data analysis, such as regression analysis, should be ten times larger than the total number of variables (Roscoe, 1975). According to Roscoe, the 20 variables in this research sample multiplied by 10 equals 200 respondents.

3.5.3 Instrument Feasibility Testing

Conducting instrument feasibility testing in research is a crucial stage that assesses the validity and reliability of the questionnaire employed to measure the variables being studied. Instrument validity refers to how accurately the questionnaire measures the intended aspects, and instrument reliability pertains to the consistency with which the instrument measures the same concept when administered to respondents in different scenarios. Therefore, conducting a feasibility test of this instrument is essential to ensure the high-quality and dependable nature of the data collected for further analysis. This process of measuring validity and reliability will serve as a solid foundation for the study, ultimately yielding precise and meaningful results.

3.6 Validity and Reliability Test

3.6.1. Likert Scale Questionnaire

In compiling the questionnaire, the researcher used a five-point Likert scale with point 1 indicating strongly disagree, to point 5 indicating strongly agree. The Likert scale consists of a series of questions and

respondents are asked to respond to each question (Cooper and Schindler, 2014). This Likert scale is detailed in the Table 3.1:

Table 3.1

Likert scale

No.	Description
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Undecided/Neutral (RR)
4	Agree (S)
5	Strongly Agree (SS)

Source: Primary Data Proessed, 2024

3.6.2 Validity Test

Instrument validity is a crucial aspect of research that determines the accuracy of questionnaires or measuring instruments in measuring the targeted concept or variable. This study focuses on content validity as a form of instrument validity, which evaluates to what extent the questionnaire reflects the measurement objectives according to Ferdinand (2006). One commonly utilized approach to assessing content validity involves determining the correlation between the scores of individual items or questions within the questionnaire and the total score of the questionnaire as a whole, utilizing the method outlined by Sugiyono (2004). The validity testing process utilizes statistical software, including SPSS for Windows 17. If there is a significant correlation between the item score and the total score, the instrument is deemed valid, signifying its aptitude in adequately reflecting the concept under investigation, as elucidated by Ghozali (2001).

The significance of ensuring instrument validity in research is to verify that the collected data is both reliable and representative of the variables being studied. A high level of validity, as asserted by experts, confirms that research outcomes can serve as a strong foundation for appropriate conclusions. Furthermore, strong validity in the instrument instills the researcher with confidence in interpreting the research results, thereby reducing the likelihood of erroneous conclusions. Testing the validity of the instrument is a crucial step in ensuring the quality of research and the reliability of the data gathered, as emphasized by experts.

In research, instrument feasibility testing is necessary to ensure that the measurement tools used meet the required quality standards. A significant consideration in feasibility testing is instrument validity, which gauges the accuracy and consistency with which the instrument is able to measure the variables under study. Instrument validity, as defined by Sekaran (2009), pertains to the instrument's capability to accurately uncover data in line with the research objectives. Validity indicates the level to which the data collected by the measuring instrument precisely represents the variable being examined. It is significant to note that the instrument's validity has a substantial effect on the research results and the reliability of the drawn conclusions. A valid research tool can correctly measure variables, leading to reliable results that can be used for accurate generalizations. Additionally, ensuring instrument validity minimizes the risk of bias in research and guarantees undistorted and reliable data collection. Testing instrument validity is therefore a critical stage in research, providing a precise and accurate understanding of the variables under study.

3.6.3 Reliability Test

The reliability test assesses the consistency and stability of measuring devices when recording the same symptoms or events. Measuring devices with higher reliability offer more dependable and consistent results when used repeatedly. The Alpha method, available in statistical software like SPSS for Windows 17, was used to calculate reliability in this study. During reliability assessment, Ghozali (2001) asserts that an instrument is deemed reliable when it surpasses the 0.6 Cronbach Alpha value threshold. A higher value exhibits sufficient consistency in the measuring tool, thereby ensuring reliable data that can facilitate precise and meaningful analysis. The reliability test is a crucial stage in guaranteeing that the measuring device can furnish unwavering and consistent outcomes in the process of data collection.

3.7 Data Analysis Techniques and Hypothesis Testing

This study employs Partial Least Squares (PLS) data analysis with the Structural Equation Modelling (SEM) method, processed using SmartPLS software, to test the developed hypotheses. PLS refers to the optimal least squares fit calculation of the correlation or variance matrix. Variance measures the deviation of data from the mean or sample value, making it a measure for matrix variables. It can be stated that variance is the mean value of the standard deviation squared (Haryono, 2017).

PLS-SEM tests the predictive relationship between constructs by examining the influence or relationship between them. The use of PLS-SEM has a logical consequence that testing can be conducted without a strong theoretical basis, and it does not require several assumptions (nonparametric). The accuracy of the prediction model is measured by the coefficient of determination (R^2) value. PLS-SEM is highly suitable for research that aims to develop theory (Haryono, 2017). PLS-SEM comprises two types of model testing: testing the inner model (structural model) and testing the outer model (measurement model). Both testing models have their own indicators for assessing goodness-of-fit or model suitability. The outer

model uses Square Root AVE, Average Variance Extracted (AVE), Outer Loading, Cronbach Alpha (CA), and Composite Reliability (CR) as indicators. The inner model, on the other hand, is measured by the Multicollinearity Test, Path Significance (Path Analysis), and Predictive Capabilities, which are tested in two models: R-Square and Q-Square. The next step involves estimating the model using PLS Bootstrapping and Blindfolding methods. Please refer to the following sub-chapters for an explanation of each test.

3.7.1. Outer Model Estimation

In this study, the indicator items were tested for validity and reliability first. After that, indicator items that are proven valid and reliable are tested using SmartPLS software to predict the significance of the hypothesis developed.

3.7.1.1 Validity test

In measuring the validity test, SmartPLS uses two validity test models, namely discriminant validity test and convergent validity test. Items are declared valid if the score obtained meets the specified score discriminantly and convergently. Further explanation regarding the discriminant validity test and convergent validity test is as follows:

3.7.1.1. (1) Discriminant Validity

The discriminant validity test is to test whether questionnaire items are different from items in other variable groups. How to measure it using the square root average variance extracted (AVE) parameter, the standard score uses Fornell-Lacker's (1975) criteria, namely the diagonal correlation score (among variables) square root AVE must be greater than the score below (between variables). The determinant validity test can also be measured using the HTMT parameter with a standard score of $<0.85 - 0.90$. If the research results are in accordance with the specified standards, it means that the questionnaire items are different from other variable groups.

3.7.1.1.(2) Convergent Validity

The convergent validity test tests whether the questionnaire items are grouped according to the variable group. Testing is done using two methods, namely outerloading and average variance extracted (AVE). Outerloading has a standard score > 0.50 (Hair et al. 2017). Meanwhile, AVE has a standard score of > 0.50 (Hair et al. 2017). If the score obtained in the study is in accordance with the specified score standard, the items are declared convergently valid. This means that the questionnaire items are grouped according to the variable group.

3.7.1.2 Reliability Test

In SmartPLS, the reliability test is to test the consistency of the research questionnaire indicator items which can be done in two ways, namely with Cronbach's alpha and composite reliability. Each has its own purpose and criteria. A good Cronbach alpha has a standard score > 0.60 (Ghozali, 2011). Good composite reliability also has a standard score > 0.60 (Hair et al. 2008). A research item is declared reliable if it meets a score > 0.60 . If the Cronbach's alpha and composite reliability scores are less than 0.60, the indicator item is declared unreliable.

The explanation of the measurement model above can be summarized in Table 3.2 below:

Table 3.2
Measurement Model (Outer Model)

Parameter			Standard
Validity	Discriminant	<i>Square Root AVE</i>	Fornell-Lacker's Criterion
		HTMT	$\leq 0.85 - 0.90$
	Convergent	Outer Loading	≥ 0.50

		AVE	> 0.50
Reliability		<i>Cronbach's Alpha (CA)</i>	> 0.60
		Composite Reliability (CR)	> 0.60

Source: Primary Data Processed, 2024

3.7.2 Inner Model Estimation (Structural Model)

In the inner model, model fit is measured using the multicollinearity test (VIF), path significance (t-value and p-value), Predictive capabilities (R-Square and Q-Square). The model estimation was carried out with SmartPLS using the PLS Bootstrapping method.

3.7.2.1 Multicollinearity Test

The multicollinearity test is conducted to test whether there is a high correlation between items in the model. A high correlation between items in the model is highly undesirable. Hair, Hult, Ringle, and Sarstedt (2017) state that the multicollinearity test is tested using the variance inflation factor (VIF). Good multicollinearity test results are results that have a VIF score ≥ 0.50 . If the score obtained is less than 0.50, it means that there is a high correlation between items in the research model.

3.7.2.2 Path Coefficient (Path Analysis)

The path coefficient (path analysis) is a test used to demonstrate the significance of the hypothesis results. In SmartPLS, the path coefficient test is calculated using bootstrapping techniques and measured by t-value and p-value. A hypothesis is considered significant if it has a t-value score > 1.96 and p-value < 0.05 . The path coefficient test can indicate the direction of influence, whether positive or negative, of the hypothesis.

3.7.2.3 Predictive Capabilities

In SmartPLS, predictive capabilities are to measure the strength or predictive ability of independent (exogenous) variables on dependent (endogenous) variables. Predictive capabilities are measured in two ways, namely R-square and Q-square. Each method will be explained as follows:

3.7.2.3.(1) R-Square (R^2)

R^2 is a statistical measure used to determine the predictive power of the structural model for each dependent variable (endogenous). It indicates the percentage of the variance in the dependent variable that is explained by the independent variable (exogenous). A strong model is indicated by an R^2 value of 0.75 (75%), a moderate model by an R^2 value of 0.50 (50%), and a weak model by an R^2 value of 0.25 (25%) (Hair et al., 2017). Table 3.2 below shows these values:

Tabel 3.3
Standard Score *R-Square*

	Standar Score	Model
<i>R-Square</i>	0.75	Strong
	0.50	Moderate
	0.25	Weak

Source: Source: Primary Data Proessed, 2024

Table 3.3 shows that a strong R^2 score (0.51-0.75) indicates a strong influence of the independent variables (exogenous) on the dependent variable (endogenous) in the study. A moderate R^2 score (0.26-0.50) suggests a moderate influence of the independent variable (exogenous) in predicting the dependent variable (endogenous). This indicates that there may be other unknown variables that can impact the dependent variable

(endogenous). A low R^2 score of 0-0.25 suggests that the independent variable (exogenous) has a weak influence on predicting the dependent variable (endogenous).

3.7.2.3.(2) Q square (Q^2)

Additionally, Q square (Q^2) is discussed in section 3.7.2.3.(2). In addition to examining the R^2 score results, the PLS-SEM model can also be evaluated by considering Q^2 . Q^2 is an out-of-sample structural model indicator that serves as an accurate data predictor not used in model estimation (Hair et al., 2017). The test criteria require a Q^2 score greater than 0. A Q^2 score greater than 0 indicates that the model has predictive relevance, while a Q^2 score less than 0 indicates that the model lacks predictive relevance (Ghozali, 2015).

3.8 Pilot Tests

Pilot test is a validity and reliability test conducted before the questionnaire is distributed to the sample population. The aim is to find out whether each questionnaire instrument item is declared valid and reliable so that it is feasible to test in research. This pilot test validity test uses the Pearson product moment method for questionnaire data using the 22nd version of IBM SPSS software. The Pearson product moment validity test uses the principle of correlating the question item items in the questionnaire with the total score of the answers from the respondents. Decision making in the Pearson validity test can be detected through two things:

- Comparing the value of RValue with Rtablel:

1. If the value of RValue > Rtablel = Valid
2. If the value of RValue < Rtablel = Invalid

The way to find the Rtablel value is to see the number of samples used at a significance of 5% or 0.05. The statistical Rtablel value can be seen in table 3.4:

Tabel 3.4
Rtabel Value

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	10%		5%	10%		5%	10%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.060	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	50	0.281	0.364			

Source: Secondary Data 2024

Seeing at the Significance value (Sig.), with the following conditions;

1. If the Significance value < 0.05 = valid
2. If the Significance value > 0.05 = invalid

Additionally, the reliability test determines the level at which the independent variable is considered error-free (Ghozali, 2017). The reliability test is conducted after the questionnaire items have been deemed valid. A questionnaire is deemed reliable if the respondent's answer to the question remains consistent over time. To assess reliability, this pilot test used IBM SPSS software version 22. A variable is considered reliable if the Cronbach Alpha value is greater than 0.60. If the Cronbach's Alpha value is less than 0.60, the variable is deemed unreliable (Ghozali, 2011). The pilot test in this study was conducted on 42 sample respondents in December 2021. This study used 17 questionnaire items.

The validity test results for these items were declared valid based on two Pearson validity test decisions. Firstly, the calculated R value for the 17 items was greater than the R table value for 42 samples at 5% significance (0.304). Secondly, the significance value for the 17 items was less than 0.05 (51). Validity test results are presented in Table 3.5.

Table 3.5
Pearson Product Moment Validity Test Results

Variable	Indicator	Item-Total Correlation	Rtable 5%	Sig.	Result
----------	-----------	------------------------	-----------	------	--------

Local Food Exciting Experience	EE 1	0.867	0.3494	0.000	Valid
	EE 2	0.853	0.3494	0.000	Valid
	EE 3	0.793	0.3494	0.000	Valid
	EE 4	0.737	0.3494	0.000	Valid
	EE 5	0.838	0.3494	0.000	Valid
Local Food Cultural Experience	CC 1	0.873	0.3494	0.000	Valid
	CC 2	0.836	0.3494	0.000	Valid
	CC 3	0.719	0.3494	0.000	Valid
	CC 4	0.743	0.3494	0.000	Valid
	CC 5	0.820	0.3494	0.000	Valid
Local Food Health	HE 1	0.865	0.3494	0.000	Valid
	HE 2	0.895	0.3494	0.000	Valid
	HE 3	0.611	0.3494	0.000	Valid
	HE 4	0.861	0.3494	0.000	Valid
Local Food Prestige	PR1	0.847	0.3494	0.000	Valid
	PR2	0.770	0.3494	0.000	Valid
	PR3	0.875	0.3494	0.000	Valid
Local Food Taste/Quali	TQ1	0.854	0.3494	0.000	Valid
	TQ2	0.910	0.3494	0.000	Valid

ty	TQ3	0.676	0.3494	0.000	Valid
Local Food Price	PC1	0.925	0.3494	0.000	Valid
	PC2	0763	0.3494	0.000	Valid
	PC3	0.820	0.3494	0.000	Valid
Local Food Interaction	IN 1	0.877	0.3494	0.000	Valid
	IN 2	0.893	0.3494	0.000	Valid
Economic Sustainability	ES 1	0.836	0.3494	0.000	Valid
	ES 2	0.765	0.3494	0.000	Valid
	ES 3	0.763	0.3494	0.000	Valid
	ES 4	0.735	0.3494	0.000	Valid
	ES 5	0.789	0.3494	0.000	Valid
	ES 6	0.724	0.3494	0.000	Valid
Socio-Cultural Sustainability	SC 1	0.833	0.3494	0.000	Valid
	SC 2	0.790	0.3494	0.000	Valid
	SC 3	0.677	0.3494	0.000	Valid
	SC 4	0.628	0.3494	0.000	Valid
	SC 5	0.776	0.3494	0.000	Valid
Environmental	EV 1	0.872	0.3494	0.000	Valid
	EV2	0.642	0.3494	0.000	Valid

Sustainability	EV 3	0.892	0.3494	0.000	Valid
	EV 4	0.872	0.3494	0.000	Valid

Source: Primary Data Processed, 2024

Table 3.5 shows that all indicators have a calculated r score $>$ r table (0.304) and a significance score $<$ 0.05. This means that all the indicators in this research were proven to be valid. After the validity test is carried out, the indicator items are tested for reliability. Items are declared reliable if the Cronbach alpha value is $>$ 0.60 (Hair et al, 2008). The results of the reliability test on the 17 questionnaire indicator items are shown in table 3.6 below:

Table 3.6
Reliability Test Results

Variable	Cronbach's Alpha	Number of question items	Result
Local Food Exciting experience	0.872	5	Reliable
Local Food Cultural Experience	0.857	5	Reliable
Local Food Health	0.829	4	Reliable
Local Food Prestige	0.777	3	Reliable
Local Food Taste/Quality	0.752	3	Reliable
Local Food Price	0.783	3	Reliable
Local Food Interaction	0.722	2	Reliable

Economic Sustainability	0.859	6	Reliable
Socio-Cultural Sustainability	0.798	5	Reliable
Environmental Sustainability	0.865	4	Reliable
10 Variable		40	

Source: Primary Data Processed, 2024

From the results of table 3.6 above, it shows that all variables have a score > 0.60 so that they are declared reliable. Local Food Exciting experience has a Cronbach Alpha score of 0.872 (> 0.60), Local Food Cultural Experience has a Cronbach Alpha score of 0.857 (> 0.60), Local Food Health has a Cronbach Alpha score of 0.829 (> 0.60), Local Food Prestige has a Cronbach Alpha score of 0.777 (> 0.60), Local Food Taste/Quality has a Cronbach Alpha score of 0.752 (> 0.60), Local Food Price has a Cronbach Alpha score of 0.783 (> 0.60), Local Food Interaction has a Cronbach Alpha score of 0.722 (> 0.60), Economic Sustainability has a Cronbach Alpha score of 0.859 (> 0.60), Socio-Cultural Sustainability has a Cronbach Alpha score of 0.798 (> 0.60), and Environmental Sustainability has a Cronbach Alpha score of 0.865 (> 0.60).

CHAPTER IV

RESULT & DISCUSSION

This chapter presented the results and discussion of research on the factors that influence domestic tourists' local food consumption towards sustainable tourism in Indonesia. The study utilized primary data obtained from questionnaires distributed on social media platforms WhatsApp and Instagram Stories. A total of 201 respondents met the criteria and were included in this study, with data collected from December 11, 2023, to January 10, 2024. The results of the data is presented through a descriptive analysis of respondent characteristics and SEM analysis.

4.1 RESULT

4.1.1 Respondent Description Analysis:

This section would described the characteristics of the respondents, including:

4.1.1.1 Gender

There are two groups of respondents, men and women, in terms of their gender characteristics. Based on the data received, the majority of respondents (202 people) were women with 133 or 65.8% and men with 69 or 34.2%. The results of respondent characteristic data based on gender are shown in Table 4.1:

Table 4.1
Respondent Characteristics by Gender

Gender	Amount	Percentage
Man	69	34.2%
Woman	133	65.8%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.2 Marital Status

Respondents in this study were also grouped based on marital status. Based on the data received, the majority of respondents (202 people) were not married with the results of 127 or 62.9% followed by married 72 or 35.6%. The results of respondent characteristic data based on marital status are shown in Table 4.2:

Table 4.2
Respondent Characteristics by Marital Status

Status	Amount	Percentage
Married	72	35.6%
Not married yet	127	62.9%
Widower/widow	3	1.5%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.3 Ages

Respondents in this study were also grouped by age with a distance of 6 years. Based on the data received, the majority of respondents (202 people) have an age of 19-25 years with a result of 87 or 43.1% followed by 26-32 years with a result of 59 or 29.2% The results of respondent characteristic data based on age are shown in Table 4.3:

Table 4.3
Respondent Characteristics by Ages

Ages	Amount	Percentage
<18 years old	7	3.5%
19 - 25 years old	87	43.1%
26 - 32 years old	59	29.2%
33 - 39 years old	43	21.3%
>40 years old	6	3.0%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.4 Last diploma education

Regarding the last level of education taught by respondents, this study used 7 groups of education levels. Based on the data received, the majority of respondents (202 people) have a high school education with a result of 86 or 42.6% followed by S1 (Bachelor) with a result of 81 or 40.1% The results of respondent characteristic data based on education are shown in Table 4.4:

Table 4.4
Respondent Characteristics by education

Ages	Amount	Percentage
Primary School	0	1.5%
Junior High School	3	1.5%

Senior High School	86	42.6%
Diploma	13	6.4%
S1 (Bachelor)	81	40.1%
S2 (Master)	17	8.4%
S3 (Doctoral)	2	1.0%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.5 Respondent occupation

In this category, the majority of respondents in this study were students. The occupational group in the study is divided into 7 categories. Based on the data received, the majority of respondents (202 people) had jobs as students with 61 or 30.2% followed by private employees with 75 or 37.1% The results of respondent characteristic data based on occupation are shown in Table 4.5:

Table 4.5
Respondent Characteristics by occupation

Ages	Amount	Percentage
Student	61	30.2%
Private Employee	75	37.1%
Civil servant/Army/Police	19	9.4%
Housewife	17	8.4%
Business Owner	26	12.9%
Retired	2	1.0%

Others	2	1.0%
Total	202	100%

Source: Primary Data Proessed, 2024

4.1.1.6 Revenue in a month

In this study, the characteristics of respondents based on monthly income were made with a nominal distance of 1 million, so that it becomes the following 5 categories. Based on the data received, the majority of respondents (202 people) get salaries above 4 million rupiah (46%) The results of the data on the characteristics of respondents based on monthly salaries are shown in Table 4.6:

Table 4.6

Respondent Characteristics by Revenue in a month

Revenue	Amount	Percentage
< 1 million Rupiah,	25	12.4%
1 - 2 Million Rupiah,	31	15.3%
2 - 3 Million Rupiah,	16	7.9%
3 - 4 Million Rupiah,	31	18.3%
> 4 Million Rupiah	93	46.0%
Total	202	100%

Source: Primary Data Proessed, 2024

4.1.1.7 Respondent Religion

In this study, the characteristics of respondents were based on religion. Religion is categorized into 6 categories. Based on the data received, the majority of respondents (202 people) The majority of travelers are Muslims, namely 178 or

88.1% followed by Christians, namely 9 or 4.5%. The results of respondent characteristic data based on religion are shown in Table 4.7:

Table 4.7
Respondent Characteristics by Religion

Ages	Amount	Percentage
Islam	178	88.1%
Christian	9	4.5%
Catholic	6	3.0%
Budha	7	3.5%
Hindu	1	0.5%
Konghucu	1	0.5%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.8 Domicile

In this study, the characteristics of respondents were based on place of residence or domicile. Domiciles are categorized into 38 categories. Based on the data received, the majority of respondents (202 people) The majority of travelers who live in DIY 35 or 17.3% followed by DKI Jakarta, 15 or 7.4%. The results of respondent characteristic data based on domicile are shown in Table 4.8:

Table 4.8
Respondent Characteristics by Domicile

Province	Amount	Percentage
Aceh	5	2.5%
North Sumatera	11	5.4%
South Sumatera	3	1.5%

West Sumatera	5	2.5%
Bengkulu	7	3.5%
Riau	10	5.0%
Riau Islands	8	4.0%
Jambi	4	2.0%
Lampung	11	5.4%
Bangka Belitung	6	3.0%
West Kalimantan	4	2.0%
East Kalimantan	2	1.0%
South Kalimantan	4	2.0%
Central Kalimantan	2	1.0%
North Kalimantan	4	2.0%
Banten	11	5.4%
DKI Jakarta	15	7.4%
West Java	12	5.9%
Central Java	14	6.9%
DIY	35	17.3%
East Java	9	4.5%
Bali	6	3.0%
NTT	3	1.5%
NTB	1	0.5%
Gorontalo	2	1.0%
West Sulawesi	0	0%
Central Sulawesi	1	0.5%
North Sulawesi	3	1.5%

Southeast Sulawesi	3	1.5%
South Sulawesi	0	0%
North Maluku	3	1.5%
Maluku	1	0.5%
Papua	0	0%
West Papua	0	0%
Central Papua	0	0%
Mountainous Papua	0	0%
South Papua	0	0%
Southwest Papua	0	0%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.9 Visited a City

In this study, respondent characteristics were based on respondents visiting the 4 research cities. The cities are categorized into 4 categories. Based on the data received, the majority of respondents (202 people) visited the city, namely the most to solo with the results of 57 or 28.2%, then followed by Yogyakarta 49 or 24.3%. The results of respondent characteristic data based on visited the city are shown in Table 4.9:

Table 4.9
Respondent Characteristics by Visited the City

Revenue	Amount	Percentage
Solo	57	28.2%

Bandung	48	23.8%
Semarang	48	23.8%
Yogyakarta	49	24.3%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.10 length of time visiting the city

In this study, the characteristics of respondents were based on the time the respondent is in the destination city. The length of time is categorized into 4 categories. Based on the data received, the majority of respondents (202 people) visited the city, the most of which was 4 to 6 Days getting the results of 87 or 43.1% followed by 1 to 3 Days, 63 or 31.2%. The results of respondent characteristic data based on length of time visiting the city are shown in Table 4.10:

Table 4.10

Respondent Characteristics by length of time visiting the city

Revenue	Amount	Percentage
Less than 1 day	19	9.4%
1 to 3 Days	63	31.2%
4 to 6 Days	87	43.1%
More than 7 Days	33	16.3%
Total	202	100%

Source: Primary Data Processed, 2024

4.1.1.11 Purpose of visiting

In this study, the characteristics of respondents were based on the purpose of respondents visiting the destination city. These purposes are categorized into 6 categories. Based on the data received, the majority of respondents (202 people) visited the city to visit friends or colleagues with 57 or 28.2%, followed by cultural destinations 49 or 24.3%. The results of respondent characteristic data based on the purpose of visiting the city are shown in Table 4.11:

Table 4.11
Respondent Characteristics by Purpose visit the City

Revenue	Amount	Percentage
Visiting friends or colleagues	57	28.2%
Business	48	23.8%
Vacation	48	23.8%
Cultural Destination	49	24.3%
Health Purpose	0	0
Culinary Purpose	0	0
Total	202	100%

Source: Primary Data Processed, 2024

4.1.2 Deskripsi Variable

Based on the data gathered, the respondents' answers were compiled and subsequently analyzed to determine the descriptive responses of the respondents for each variable item obtained. The questions in this research scale consist of 5 answer choices, so number 1 is the ideal minimum score, and number 5 is the ideal maximum score. The interval value can be calculated using the following formula:

Interval = $\frac{\text{Ideal maximum value} - \text{Ideal minimum value}}$

Interval Class

$$\text{Interval} = \frac{5 - 1}{5}$$

5

$$= 0.8$$

Based on the interval value, the respondent's assessment is based on the criteria shown in Table 4.12:

Table 4.12
Reliability Test Results

Interval	Category
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

Source: Primary Data Processed, 2024

Based on table 4.12, it showed that the respondent's assessment category with the interval 1.00 - 1.80 had the meaning "strongly disagree", the interval 1.81 - 2.60 had the meaning "disagree", the interval 2.61 - 3.40 had the meaning "neutral", the interval 4.31 - 4.20 had the meaning "agree", and the interval 4.21 - 5.00 meant "strongly agree".

4.1.2.1 Variable Local Food Exciting Experience

This analysis is used to determine the influence of local food on the Exciting Experience according to respondents' assessments. The results of

the descriptive analysis of the Local Food Exciting Experience variable are shown in Table 4.13:

Table 4.13
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that eating local food makes me feel happy.	4.703	Agree
2.	I think that eating local food gives me pleasure.	4.658	Agree
3.	I think that eating local food changes my mood positively.	4.624	Agree
4.	I think that I am fascinated by local food.	4.703	Agree
5.	I think that eating local food makes me feel excited.	4.663	Agree

Source: Primary Data Processed, 2024

4.1.2.2 Variable Local Food Cultural Experience

This analysis is used to determine the influence of local food on cultural experience according to respondents' assessments. The results of the descriptive analysis of the Local Food Cultural Experience variable is shown in Table 4.14:

Table 4.14
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that I want to seek out more information about local food.	4.673	Agree
2.	I think that I am more curious about local food.	4.609	Agree
3.	I think that eating local food is a good opportunity to learn new things.	4.688	Agree
4.	I think that local foods are products worth experiencing.	4.693	Agree
5.	I think that local food provides information about the culture of the region.	4.668	Agree

Source: Primary Data Processed, 2024

4.1.2.3 Variable Local Food Health

This analysis is used to determine the influence of local food on health according to respondents' assessments. The results of the descriptive analysis of the Local Food health variable are shown in table 4.15:

Table 4.15
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that local food is hygienic.	4.564	Agree
2.	I think that local food makes me healthy	4.500	Agree
3.	I think that local food is safe.	4.545	Agree
4.	I think that local food provides good nutrition.	4.550	Agree

Source: Primary Data Processed, 2024

4.1.2.4 Variable Local Food Prestige

This analysis is used to determine the influence of local food on prestige according to respondents' assessments. The results of the descriptive analysis of the Local Food Prestige variable are shown in table 4.16:

Table 4.16
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that I have higher social status when eating local food.	4.485	Agree
2.	I think that it is worth showing pictures of my local food experiences to others via social media.	4.579	Agree
3.	I think that eating local food gives me prestige.	4.361	Agree

Source: Primary Data Processed, 2024

4.1.2.5 Variable Local Food Taste/Quality

This analysis is used to determine the influence of local food on Taste and Quality according to respondents' assessments. The results of the descriptive analysis of the Local Food Taste and Quality variables are shown in table 4.17:

Table 4.17
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that local food provides a variety of ingredients.	4.624	Agree
2.	I think that local food provides appealing flavors.	4.658	Agree
3.	I think that local food is tasty.	4.594	Agree

Source: Primary Data Processed, 2024

4.1.2.6 Variable Local Food Price

This analysis is used to determine the influence of local food on price according to respondents' assessments. The results of the descriptive analysis of the Local Food price variable are shown in Table 4.18:

Table 4.18
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that local food is reasonably priced.	4.663	Agree
2.	I think that local food offers value for money.	4.624	Agree
3.	I think that it is worth to spend higher prices for local food.	4.540	Agree

Source: Primary Data Processed, 2024

4.1.2.7 Variable Local Food Interaction

This analysis is used to determine the influence of local food on interaction according to respondents' assessments. The results of the descriptive analysis of the Local Food Interaction variable are shown in Table 4.19:

Table 4.19
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that experiencing local food increases relationships with people in the region.	4.663	Agree
2.	I think that experiencing local food allows interacting with local people.	4.584	Agree

Source: Primary Data Processed, 2024

4.1.2.8 Variable Economic Sustainability

This analysis is used to determine the influence of Economic Sustainability according to respondents' assessments. The results of the descriptive analysis of the Economic Sustainability variable are shown in Table 4.20:

Table 4.20
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that local food increases employment opportunities.	4.663	Agree
2.	I think that local food increases shopping opportunities.	4.614	Agree
3.	I think that local food increases local government tax revenues	4.609	Agree
4.	I think that local food creates local job opportunities.	4.629	Agree
5.	I think that local food increases investments in the region.	4.663	Agree
6.	I think that local food	4.599	Agree

	increases investments in the region.		
--	--------------------------------------	--	--

Source: Primary Data Processed, 2024

4.1.2.9 Variable Socio-Cultural Sustainability

This analysis is used to determine the influence of Socio-Cultural Sustainability according to respondents' assessments. The results of the descriptive analysis of the Socio-Cultural Sustainability variable are shown in Table 4.21:

Table 4.21
Reliability Test Results

No.	Statements	Mean	Description
1.	I think that local food paves the way for new cultural activities.	4.673	
2.	I think that local food allows the preservation of local culture.	4.688	Agree
3.	I think that local food contributes to the development of local culture	4.673	Agree
4.	I think that local food contributes to intercultural understanding and tolerance.	4.639	Agree
5.	I think that local food contributes to the preservation of cultural heritage and traditional values	4.658	Agree

Source: Primary Data Processed, 2024

4.1.2.10 Variable Environmental Sustainability

This analysis is used to determine the influence of Environmental Sustainability according to respondents' assessments. The results of the descriptive analysis of the Environmental Sustainability variable are shown in Table 4.22:

Table 4.22
Reliability Test Results

No.	Statements	Mean	Keterangan
1.	I think that local food contributes to the protection of the natural environment.	4.559	Agree
2.	I think that local food contributes to the protection of the habitat	4.520	Agree
3.	I think that local food contributes to the conservation of biodiversity.	4.505	Agree
4.	I think that producing local food increases environmental awareness.	4.525	Agree

Source: Primary Data Processed, 2024

4.1.3 Outer Model Estimation (Measurement Model)

Using SmartPLS software, outer model estimation (measurement model) is carried out to determine the results of validity and reliability tests. This measurement model is to show how manifest variables or indicators represent latent variables to be measured. The measurement stages in the outer model are divided into two, namely the validity test including the discriminant validity test and the convergent validity test, and the reliability test which includes Cronbach's Alpha (CA).

4.1.3.1 Validity Test

4.1.3.1.a Discriminant Validity Test

Discriminant validity test is used to test whether questionnaire items are different from items in other groups (factors/variables) (Cooper & Schindler, 2014). The method of assessment is by looking at the cross loading value on the indicator of an intended construct and comparing it with the cross loading value on other construct indicators, with the criteria that the cross loading value must be greater than other constructs, and also the value must be greater than 0.7. The cross loading value in this study can be seen in Table 4.23:

Tabel 4.23

Cross Loading values between indicators

Var.	H1			H1a	H1b	H1c
	Local Food	Sustainable Tourism	Local Food	Economics	Socio-Cultural	Environmental
A1	0.846	0.799	0.846	0.787	0.743	0.710
A2	0.829	0.790	0.829	0.759	0.771	0.687
A3	0.861	0.802	0.861	0.784	0.745	0.722
A4	0.749	0.719	0.748	0.690	0.713	0.616
A5	0.848	0.813	0.848	0.786	0.765	0.735
B1	0.805	0.742	0.805	0.696	0.720	0.671
B2	0.814	0.767	0.814	0.719	0.748	0.691
B3	0.762	0.728	0.761	0.703	0.723	0.615
B4	0.758	0.700	0.758	0.694	0.684	0.582
B5	0.759	0.731	0.759	0.701	0.715	0.636
C1	0.832	0.796	0.832	0.731	0.717	0.804
C2	0.865	0.819	0.865	0.749	0.738	0.830
C3	0.853	0.764	0.853	0.705	0.725	0.724

C4	0.840	0.794	0.840	0.726	0.703	0.817
D1	0.710	0.699	0.711	0.617	0.572	0.801
D2	0.726	0.684	0.727	0.586	0.610	0.748
D3	0.780	0.718	0.781	0.636	0.588	0.817
E1	0.788	0.745	0.789	0.665	0.723	0.721
E2	0.803	0.744	0.803	0.710	0,740	0.639
E3	0.850	0.823	0.850	0.764	0.824	0.730
F1	0.802	0.744	0.802	0.705	0.702	0.687
F2	0.807	0.777	0.807	0.738	0.755	0.690
F3	0.839	0.759	0.839	0.686	0.687	0.775
G1	0.818	0.786	0.818	0.694	0.746	0.788
G2	0.787	0.814	0.787	0.762	0.796	0.732
H1	0.728	0.827	0.728	0.873	0.725	0.709
H2	0.783	0.848	0.783	0.877	0.764	0.728
H3	0.772	0.814	0.772	0.839	0.724	0.712
H4	0.773	0.830	0.773	0.862	0.727	0.728
H5	0.735	0.794	0.735	0.841	0.683	0.690
H6	0.781	0.843	0.781	0.880	0.763	0.708
I1	0.813	0.846	0.813	0.781	0.877	0.721
I2	0.764	0.801	0.764	0.719	0.874	0.663
I3	0.749	0.784	0.748	0.701	0.868	0.638
I4	0.780	0.827	0.780	0.759	0.843	0.729
I5	0.760	0.790	0.760	0.716	0.873	0.631
J1	0.825	0.858	0.825	0.769	0.717	0.952
J2	0.794	0.812	0.794	0.720	0.666	0.924
J3	0.847	0.862	0.848	0.789	0.759	0.892
J4	0.828	0.861	0.828	0.774	0.741	0.928

Source: Primary Data Processed, 2024

Based on table 4.23, it showed that the cross loading value of each indicator on the intended latent variable is greater than the indicators on other latent variables. In addition, testing discriminant validity could also be done by comparing the

Fornell-Larcker Criterion and the AVE root value for each construct with the correlation value between constructs in the model. Good discriminant validity is indicated by the FornellLarcker Criterion and the square root of the AVE for each construct being greater than the correlation between constructs in the model. In addition, testing discriminant validity can also be done by comparing the Fornell-Larcker Criterion and the AVE root value for each construct with the correlation value between constructs in the model. Good discriminant validity is indicated by the *Fornell-Larcker Criterion* and the *square root of the AVE* for each construct is greater than the correlation between constructs in the model (Ghozali and Latan, 2015). The results of the Fornell-Larcker Criterion and the root of the AVE can be shown in the Table 4.24 and Table 4.25 :

Table 4.24
Discriminant Validity Test with Fornell Larcker Criterion

H1a, H1b, H1c	Economics	Environmental	Local Food	Socio Cultural	Sustainable Tourism
Economics	0.862				
Environmental	0.827	0.924			
Local Food	0.884	0.892	0.806		
Socio Cultural	0.849	0.781	0.892	0.867	
Sustainable Tourism	0.958	0.919	0.947	0.935	0.827

Source: Primary Data Processed, 2024

Table 4.25
Discriminant Validity Test with AVE Root

H1a, H1b, H1c	Economics	Environmental	Local Food	Socio Cultural	Sustainable Tourism
---------------	-----------	---------------	------------	----------------	---------------------

Economics	0.862				
Environmental	0.827	0.924			
Local Food	0.884	0.892	0.806		
Socio Cultural	0.849	0.781	0.892	0.867	
Sustainable Tourism	0.958	0.919	0.947	0.935	0.827

Source: Primary Data Processed, 2024

Based on tables 4.24 and 4.25, it showed that 3 items tested in this research model was declared valid, other than that it was invalid because The Fornell-Larcker Criterion value and the AVE root value produced by the correlation of each construct are smaller than the correlation between other constructs. These results indicated that the questionnaire items in this study are stated to be different from items in other variable groups, so that these results can be declared discriminantly invalid.

4.1.3.1.b Convergent Validity Test

The convergent validity test is used to test whether the research questionnaire items have been grouped according to the group (variable). The convergent validity test is tested using two methods, namely outer loading and AVE. Indicators can be said to be valid if they have an outer loading value > 0.5 (Hair et al. 2017), and other criteria are that each latent variable must have an AVE value > 0.5 (Hair et al. 2017). The results of the outer loading test owned by each indicator can be seen in the table 4.26 and table 4.27:

Tabel 4.26
Test Convergent validity with Outer Loading

Variable	Indicator	Outer Loading	Description
LOCAL FOOD	A1	0.846	Valid
	A2	0.829	Valid
	A3	0.861	Valid
	A4	0.749	Valid
	A5	0.848	Valid
	B1	0.805	Valid
	B2	0.814	Valid
	B3	0.762	Valid
	B4	0.758	Valid
	B5	0.759	Valid
	C1	0.832	Valid
	C2	0.865	Valid
	C3	0.853	Valid
	C4	0.840	Valid
	D1	0.710	Valid
	D2	0.726	Valid
	D3	0.780	Valid
	E1	0.788	Valid
	E2	0.803	Valid

	E3	0.850	Valid
	F1	0.802	Valid
	F2	0.807	Valid
	F3	0839	Valid
	G1	0.818	Valid
	G2	0.787	Valid
Sustainable Tourism	H1	0.827	Valid
	H2	0.848	Valid
	H3	0.814	Valid
	H4	0.830	Valid
	H5	0.794	Valid
	H6	0.843	Valid
	I1	0.846	Valid
	I2	0.801	Valid
	I3	0.784	Valid
	I4	0.827	Valid
	I5	0.790	Valid
	J1	0.858	Valid
	J2	0.812	Valid
	J3	0.862	Valid

	J4	0.861	Valid
--	----	-------	-------

Source: Primary Data Processed, 2024

Table 4.27
Convergent validity test with AVE

H1	AVE	Description
Economics	0.743	Valid
Environmental	0.854	Valid
Local Food	0.650	Valid
Socio-Cultural	0.752	Valid
Sustainable Tourism	0.684	Valid

Source: Primary Data Processed, 2024

Hair et al. (2017) state that an AVE score greater than 0.5 is considered good. Table 4.27 showed that all variables had a score greater than 0.5. Specifically, Economics had a score of 0.743, Environmental had a score of 0.854, Local Food had a score of 0.650, Socio Cultural has a score of 0.752, and Sustainable Tourism has a score of 0.684. Therefore, the AVE scores of the variables used are good and there are no indications of errors. Based on the results of the discriminant and convergent validity tests, all measurement items in this research model are valid for both discriminant and convergent validity. This indicated that the items in this research questionnaire are distinct from the items in other variable groups and have been grouped according to their respective variable groups.

4.1.3.2 Reliability Test

The reliability test aimed to test the consistency between indicator items. There are two approaches taken when testing reliability, Composite Reliability (CR) and Cronbach's Alpha (CA). Each approach had a standard score of > 0.60. A

good Composite Reliability score is > 0.60 (Hair et al. 2008), and a good Cronbach's Alpha also had a score > 0.60 (Ghozali, 2011). The Cronbach's Alpha (CA) and Composite Reliability (CR) table results are shown in table 4.28:

Table 4.28
Cronbach's Alpha (CA)
Composite Reliability (CR)

	Cronbach's Alpha (CA)	Composite Reliability (CR)	Critical Value
Economics	0.931	0.931	0.60
Environmental	0.943	0.943	0.60
Local Food	0.977	0.978	0.60
Socio-Cultural	0.917	0.918	0.60
Sustainable Tourism	0.967	0.967	0.60

Source: Primary Data Processed, 2024

Table 4.28 showed that the CA score for each variable is above the standard score (> 0.60). The Cronbach's Alpha score for the Economics variable is 0.931, for the Environmental variable is 0.943, for the Local Food variable is 0.977, for the Socio-Cultural variable is 0.917, and for the Sustainable Tourism variable is 0.967. These results indicate good consistency of the model.

4.1.4 Inner Model Estimation (Structural Model)

Following the validity and reliability test of the outer model, which confirmed the questionnaire items as a whole, this study proceeded to the data analysis stage of the inner model (structural model) for hypothesis testing. The inner model was tested using several approaches, which are explained and proven below:

4.1.4.1 Multicollinearity Test

The multicollinearity test is an approach used to test structural models for high correlation between items. High correlation between variable items in the model is highly undesirable as it results in bad inner model or multicoll, indicating problems in the model that can cause redundancy. According to Hair et al. (2017), the multicollinearity test is conducted using the Variance Inflation Factor (VIF). The multicollinearity test results can be displayed in table 4.29 when the VIF score is greater than 0.50.

Table 4.29
Multicollinearity Test

	Economics	Environmental	Local Food	Socio-Cultural	Sustainable Tourism
Economics			1.000		
Environmental			1.000		
Local Food					
Socio-Cultural			1.000		
Sustainable Tourism			1.000		

Source: Primary Data Processed, 2024

Based on the results of table 4.29, it showed that all relationships between variable items did not have problems with collinearity because the value is > 0.50 . In detail, the results of table 4.29 show the following results:

1. The VIF score between Economics and Local food is 1,000 (> 0.50), this result proved that there is no collinearity problem between the two variables.
2. The VIF score between Environmental and Local Food is 1,000 (> 0.50), this result proved that there is no collinearity problem between the two variables.

- The VIF score between Socio-Cultural and Local Food is 1,000 (> 0.50), this result proved that there is no collinearity problem between the two variables.
- The VIF score between Sustainable Tourism and Local Food is 1,000 (> 0.50), this result proved that there is no collinearity problem between the two variables.

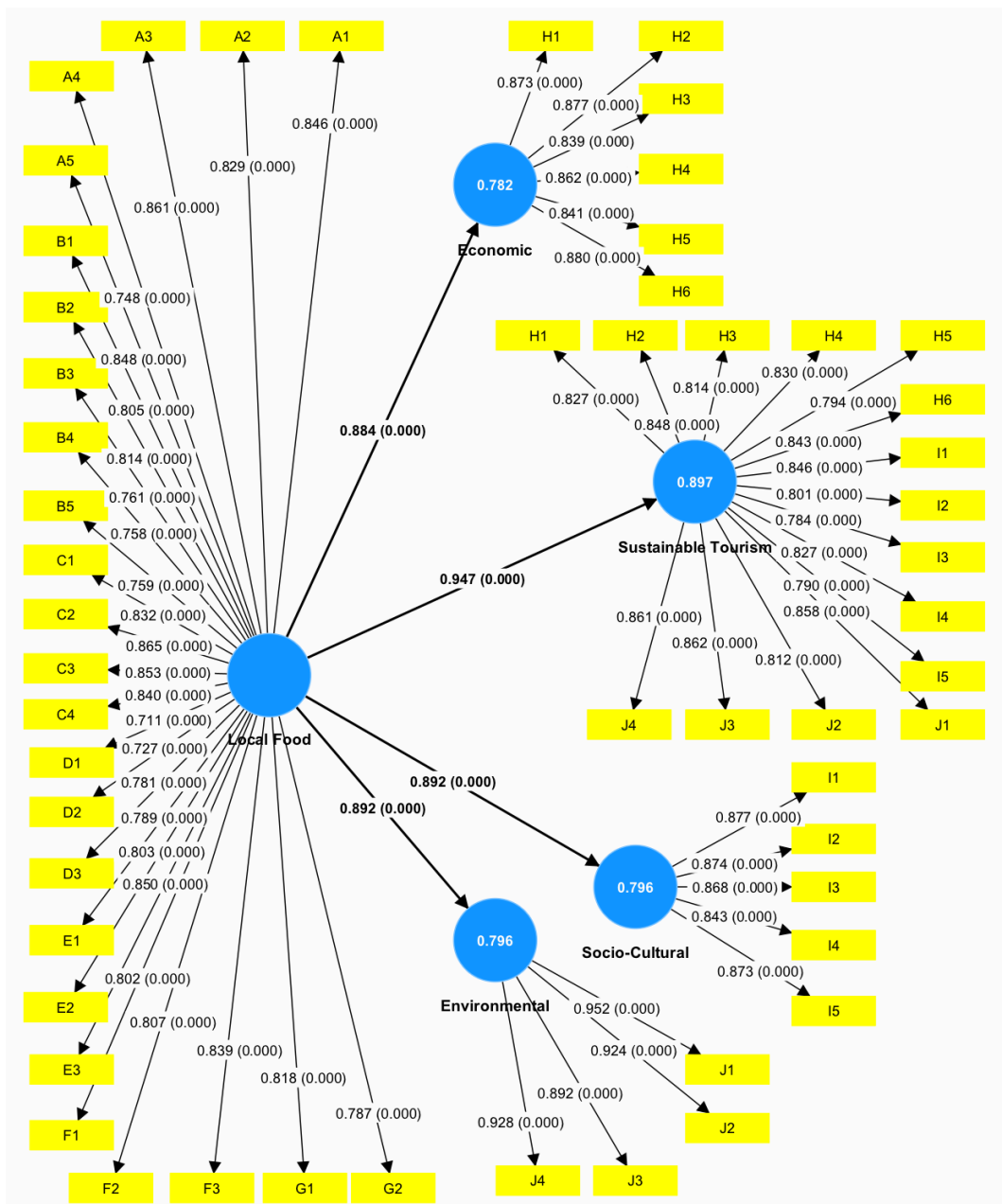


Figure 4.1 Diagram. Path Coefficient and P-value (Source: Primary Data 2024)

4.1.4.2 Path Coefficient (Path Analysis)

The Path Coefficient is used to display the results of a compiled hypothesis. This test is calculated using the bootstrapping technique. The significance of hypothesis testing is measured by the t-value and p-value. It is considered significant if the t-value score is greater than 1.96 and the p-value is less than 0.05. The path coefficient can also indicate the direction of the significant relationship, whether it is negative or positive, by considering the original sample score. The Hypothesis testing table results are shown in table 4.30:

Table 4.30
Hypothesis Testing Table

	Original Sample (O)	T Statistic	P Value	95% Interval Path Thrust Coefficient		F Square	Conclusion
				Lower Limit	Upper limit		
Local Food -> Economic	0.884	28.745	0.000	0.816	0.938	3.588	H1a Supported
Local Food -> Environmental	0.892	48.054	0.000	0.854	0.927	3.895	H1b Supported
Local Food -> Socio-Cultural	0.892	35.889	0.000	0.838	0.934	3.908	H1c Supported
Local Food -> Sustainab	0.947	68.421	0.000	0.918	0.972	8.673	H1 Supported

le Tourism							
---------------	--	--	--	--	--	--	--

Source: Primary Data Processed, 2024

From the results shown in table 4.30, it can be concluded that of the four hypotheses developed, all of them are supported:

1. H1a is supported by having a t-value score of 28.745 (> 1.96) and a p-value of 0.000 (< 0.05) which showed that Local Food has a positive and significant effect on Economic growth. This meant that the higher the interest in local food consumption, the higher the impact of economic increase that can be felt by the surrounding community.
2. H1b is supported by having a t-value of 48.054 (> 1.96) and a p-value of 0.000 (< 0.05) which showed that Local Food has a significant effect on environmental impact. This meant that the high demand and consumption of Local Food will have an impact on the surrounding environment.
3. H1c is supported by having a t-value score of 35.889 (> 1.96) and a p-value of 0.000 (< 0.05) which indicated that Local Food has a significant effect on social and culture. This meant that the higher the interest and consumption of Local Food would have an impact on preserving the Social and Culture of the surrounding community.
4. H1 is supported by having a t-value score of 68.421 (> 1.96) and a p-value of 0.000 (< 0.05) which indicated that Local Food has a significant effect on sustainable Tourism. That is, the higher the interest and consumption of Local Food would have an impact on the sustainability of Tourism in the area.

4.1.4.2 Determination Coefficient (R-Square)

The R^2 test demonstrated the strong predictive ability of the independent variable (exogenous) on the dependent variable (endogenous). Table 4.31 displayed the dependent variables in this study, including Economic, Environmental, Socio-Cultural, and Sustainable Tourism variables. It is noteworthy that the Economics

variable can be accurately predicted by one independent variable, Local Food, with an impressive accuracy rate of 78.2%. This result is significant as it exceeds 50%. Local food has a high predictive power of 79.6% for both environmental and socio-cultural variables, surpassing the economic variable which is below 50%. Additionally, local food can also predict the sustainable tourism variable with a high accuracy of 89.7%. These findings demonstrate the significant impact of local food on various aspects of the tourism industry. The results indicated that the variable in question has a significantly higher proportion than the other variables, namely Economic, Environmental, and Socio-Cultural, with a proportion of over 50%. According to the criteria established by Hair et al. (2017), the scores for the variables of Economic, Environmental, Socio-Cultural, and Sustainable Tourism are all high. The R² test results are shown in table 4.31:

Table 4.31
R Square

Variable	Original Sample (O)
Economic	0.782
Environmental	0.796
Socio-Cultural	0.796
Sustainable Tourism	0.897

Source: Primary Data Processed, 2024

4.1.4.3 Predictive Relevance / Blindfolding (Q Square)

Q square (Q²) is an out of sample structural model indicator or is an accurate data predictor that is not used in model estimation (Hair et al. 2017). The Q² test was conducted using PLS Predict. This test is also only carried out on the dependent variable. The model is said to have predictive ability if the dependent variable score > 0 (Hair et al. 2017). If it is less than zero, it meant that the research model has no predictive ability. The Q² test results are shown in table 4.32:

Table 4.32
Q Square

Variable	Q Predict
Economic	0.777
Environmental	0.790
Socio-Cultural	0.795
Sustainable Tourism	0.895

Source: Primary Data Processed, 2024

The results indicated that the dependent variables in this study had scores greater than 0. Specifically, Economic scored 0.777, Environmental scored 0.790, Socio-Cultural scored 0.795, and Sustainable Tourism scored 0.895. This suggested that the model is effective in predicting outcomes. It is worth noting that the Local Food variable, which is an independent variable, scored 0.

4.1.4.4 SRMR

SRMR stands for Standardized Root Mean Square Residual. It is a measure of model fit, specifically the difference between the data correlation matrix and the estimated model correlation matrix. According to Yamin (2022), an SRMR value below 0.08 indicates a good model fit. The model estimation result is 0.777, which indicates an acceptable fit. The saturated model result is 0.666, which indicates an acceptable fit. Empirical data can explain the influence between variables in the model. The SRMR table test results are shown in table 4.33:

Table 4.33
SRMR Tabel

	Saturated model	Estimated model
SRMR	0.066	0.777

Source: Primary Data Processed, 2024

4.2 Discussion

This study aimed to analyze the factors that influence Local food on Sustainability Tourism (Economic, Socio-Cultural, and Environmental). Based on the results of the analysis conducted, some factors influence Local food on Sustainability Tourism (Economic, Socio-Cultural, and Environmental), the following discussion.

4.2.1 The Impact of Local Food on Economic Sustainability

Based on the results of the analysis, H1a is supported, which means that local food has a positive and significant influence on economic sustainability in the economic factors surrounding local food. This is in line with the opinion of Mitchell (2019) that local food tourism has the potential to improve the local economy by creating new jobs, increasing the income of local people, and increasing the demand for local products. The implication of these results is that the higher the demand and consumption of local food, the higher the impact on the economic sustainability of the surrounding area. This result is contrary to the opinion of Sumardjo (2021) who stated that local food has low competitiveness in the global market. This is due to higher prices, low productivity and limited availability. Apart from this, there is also the opinion of Nursanti (2023) who believed that local food cannot create large employment opportunities. This is due to the relatively small scale of production.

However, based on the results of this research, the data showed that local food supports economic sustainability.

4.2.2 The Impact of Local Food on Socio-Cultural Sustainability

Based on the results of the analysis, H1b is supported, indicating that local food had a positive and significant influence on socio-cultural sustainability within the context of local food consumption. This finding aligned with the assertion made by (Sharples, 2008), who emphasize that local food tourism serves as a means to preserve and promote local culinary traditions, fostering a deeper appreciation for cultural diversity among tourists. Hall and Sharples highlight the role of local food in enhancing cultural understanding and respect, thereby contributing to socio-cultural sustainability. The implication drawn from these results suggested that as the demand for and consumption of local food increased, tourists become more cognizant of the importance of preserving local culture. This observation contrasted with Mitchell's (2019) cautionary viewpoint, which acknowledged the potential negative impacts of local culinary tourism, such as cultural appropriation, exploitation of local communities, and cultural homogenization. However, the empirical data from this research indicated that local food consumption indeed supports socio-cultural sustainability.

4.2.3 The Impact of Local Food on Environmental Sustainability

Based on the results of the analysis, H1c is supported, which means that local food has a positive and significant influence on environmental sustainability in the environmental factors surrounding local food. In accordance with the opinion of Tilman (2019), that local food has the potential to be the main tool for environmental sustainability. By reducing food miles, increasing land use efficiency, and increasing food security, local food can help reduce greenhouse gas emissions, improve air and water quality, and protect biodiversity. The implication of these results is that the higher the demand for and consumption of local food, the greater the awareness of tourists about preserving the surrounding environment.

This finding contradicts Broad Leib's (2019) opinion that local food may not always be the best choice for environmental sustainability. For example, if local food production relies on intensive agriculture, this may have negative environmental impacts such as soil erosion, water pollution, and loss of biodiversity. The environmental impacts of local food production are assessed on a case-by-case basis. However, based on the results of this research, the data showed that local food supports environmental sustainability.

4.2.4 The Impact of Local Food on Tourism Sustainability

Based on the results of the analysis, H1 is supported, which means that local food has a positive and significant influence on the sustainability of tourism on the sustainability factors surrounding local food. According to the opinion of Duval (2019), local culinary tourism can be a powerful tool for sustainable tourism. By connecting tourists with local food producers and communities, local culinary tourism can help support local economies, protect the environment, and increase cultural understanding. The implication of these findings is that the greater the demand for and consumption of local food, the greater the awareness of tourists to strengthen sustainable tourism. These results contradicted Mitchell's (2019) opinion that local food tourism can be a way to encourage sustainable food production and consumption, but it is important to be aware of the potential negative impacts. Cultural appropriation, exploitation of local communities, and cultural homogenization are potential concerns. However, based on the findings of this research, the data showed that local food supports sustainable tourism.

CHAPTER V

CONCLUSION

5.1 Conclusion

This research is aimed at proving that local food influences Economic Sustainability, Socio-Cultural Sustainability, Environmental Sustainability and Tourism Sustainability. Based on the results and discussion it can be concluded as follows:

1. Local Food has a positive and significant effect on Economic Sustainability in 4 cities, Solo, Semarang, Bandung, and Yogyakarta. Therefore, Economic Sustainability would increased if local food consumption in these 4 cities also increased.
2. Local Food had a positive and significant effect on Socio-Cultural Sustainability in 4 cities, Solo, Semarang, Bandung, and Yogyakarta. Therefore, Socio-Cultural Sustainability would increased if local food consumption in these 4 cities also increased.
3. Local Food had a positive and significant effect on Environmental Sustainability in 4 cities, Solo, Semarang, Bandung, and Yogyakarta. Therefore, Environmental Sustainability would increased if local food consumption in these 4 cities also increased.
4. Local Food had a positive and significant effect on Sustainability Tourism in 4 cities, Solo, Semarang, Bandung, and Yogyakarta. Therefore, Sustainability Tourism would increased if local food consumption in these 4 cities also increased.

5.2 Benefits and Implications of Research

5.2.1 Benefits of Research

The aim of this research was to deepen our understanding of the impact of local food on economic sustainability, addressing ongoing debates surrounding its influence. The study provided compelling evidence that, when managed appropriately, local food had the potential to significantly improve economic sustainability. This finding is crucial in dispelling uncertainties and establishing a foundation for informed decision-making. Additionally, the research benefited various stakeholders, offering valuable insights for governments, private enterprises, and the general public regarding the positive influence of local food. Policymakers can utilize this information to formulate strategic policies, encompassing aspects such as increased productivity, improved product quality, and the development of food processing industries and tourism based on local products. Private sector entities are encouraged to identify and invest in opportunities in these areas, fostering economic growth and societal well-being.

5.2.2 Implications of the research

The implications of this research emphasized the need for proactive measures by governments, private enterprises, and the public. Governments are urged to implement policies that support the development of local food, recognizing its potential positive impact on economic sustainability. Private entities should consider investing in food processing industries, tourism, and the creative economy linked to local food, contributing to economic growth. Simultaneously, there is a call for increased public awareness and consumption of local food, achievable through educational campaigns highlighting its significance. In conclusion, this research underscored the positive potential of local food and provided a guide for policymakers, private investors, and the public in making informed decisions that contribute to the overall well-being of society.

5.3 Research limitations

This research may be limited by the limited number of respondents, especially if it covered only 4 cities namely Solo, Semarang, Bandung and Yogyakarta. In addition, participating respondents may not represent the entire population of Muslims traveling domestically in Indonesia, especially if only sampling from these 4 cities. The focus of the study on Muslim domestic travelers may lead to limitations in generalizing the findings to non-Muslim travelers or international travelers. This study may not be able to cover all relevant aspects of tourism sustainability, such as environmental, social, and economic impacts thoroughly.

5.4 Suggestions for further research

Based on the results of the discussion of the factors that influence Sustainability Tourism, the authors propose the following suggestions:

1. Based on existing limitations, the interesting results discussed in this study are the significant relationship between Local food on economics sustainable tourism, socio-cultural sustainable tourism and environmental sustainable tourism in four cities in Indonesia, Solo, Semarang, Bandung and Yogyakarta. Therefore, if in the future it can reach more cities or places, the results will be more accurate and can cover even greater results and accuracy obtained.
2. For the respondent profile, it would be better if further research could target respondents evenly based on various criteria. So that there will be no criteria that dominate and will prevent unfavorable results.
3. It is recommended to develop research related to local food that is more diverse and conducted in more cities so as to get accurate results.
4. It is recommended to develop further research better.

REFERENCES

- A model of malaysian food image components: Towards building a sustainable tourism product | Request PDF. (2024). Retrieved February 12, 2024, from ResearchGate website:
- Anam, K. (2022, June 3). Pariwisata RI Naik Peringkat, Ranking 32 dari 117 Negara. Retrieved October 15, 2023, from CNBC Indonesia website:
- Azka Ramadhan. (2023, January 2). 7 Juta Wisatawan Sambangi Kota Yogyakarta Sepanjang 2022. Retrieved October 15, 2023,
- Badan Pusat Statistik Kota Bandung. (2019). Retrieved February 12, 2024
- Badan Pusat Statistik Kota Semarang. (2019). Retrieved February 12, 2024
- Bagus, I. (2022). EKSISTENSI DALAM GLOBALISASI: PERAN WISATA KULINER DALAM PENGEMBANGAN PARIWISATA BERKELANJUTAN DI SANUR. *Journal of Tourism and Interdisciplinary Studies*, 2(1), 11–20.
- Brown, A. (2018). Culinary Heritage Preservation: A Guide for Researchers. *Journal of Culinary Studies*, 12(2), 45-58.
- C. Michael Hall. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. *Elsevier EBooks*, 1–24.
- Cohen, E., & Nir Avieli. (2004). Food in tourism. *Annals of Tourism Research*, 31(4), 755–778.
- Duriyatin, C. (2020). Dakwah Tsaqofah Pada Program Wisata Halal “Muslim Heritage” Di Aliago.
- EBOOK STATISTIK 1800 HALAMAN. (2023). TUTORIAL SMARTPLS 4 & CARA MENYUSUN LAPORANNYA [LENGKAP] [YouTube Video]. In *YouTube*.

- Eka Arifa Rusqiyati. (2023, January 11). *Yogyakarta catat 7,4 juta wisatawan berkunjung sepanjang 2022*. Antara News; ANTARA.
- Esposito, J., Oxford, E., Islam Modern, D., Eva, Y., & Bandung. (2002). Konsep Makanan Halal Dalam Tinjauan Syariah dan Tanggung Jawab Produk Atas Produsen Industri Halal. *Cet. Ke-1, Xvi(2)*, 505–506.
- Hall, C. M., & Sharples, L. (2008). The Cultural Dimension of Sustainable Tourism Development: Implications for Policy and Planning. In J. Higham & M. Luck (Eds.), *Tourism and the Environment: Regional, Economic, Cultural, and Policy Issues* (pp. 123-136). Bristol, UK: Channel View Publications.
- Hossain, M. A., & Othman, N. (2019). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 31, 43-45.
- Indonesia.go.id - Peringkat Pariwisata Indonesia Naik Pesat. (2023).
- Jones, M. (2020). Local Gastronomy and Regional Economic Development: Case Studies from Indonesia. *International Journal of Gastronomy and Food Science*, 8(3), 112-125.
- Kemenpar Tetapkan Lima Destinasi Wisata Kuliner Unggulan di Indonesia - Intisari. (2015).
- Khattab, S., & Aldehayyat, J. S. (2016). Understanding the halal tourism concept and market potentials. *Journal of Islamic Marketing*, 7(1), 158-178.
- Mumtaz, A., Memon, Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., ... Kajang, M. (2020). Journal of Applied Structural Equation Modeling SAMPLE SIZE FOR SURVEY RESEARCH: REVIEW AND RECOMMENDATIONS. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx.
- Muthmainnah, V. N. (2017, October 27). *halal-haram-dalam-islam-oleh-yusuf-qardhawi.pdf*.
- Noventa, C. (2023, October 17). *Gibran Sebut Wisatawan di Solo Melejit dari Tahun 2022, Segini Datanya*.
- Ömer Ceyhun Apak, & Ahmet Seyfeddin Gürbüz. (2023). The effect of local food consumption of domestic tourists on sustainable tourism. *Journal of Retailing and Consumer Services*, 71, 103192–103192.

- Primadona Destinasi Baru Yang Ada di Kota Solo – Pemerintah Kota Surakarta. (2023). Retrieved October 15, 2023, from Surakarta.go.id.
- Purnomo, A. M. (2018). Development of Local Food in Tourism for Supporting Sustainable Indonesia Tourism Development. *Proceedings of the 3rd International Conference on Social Sciences, Laws, Arts and Humanities*.
- Rahman, N. A., Musa, G., & Shamsudin, M. F. (2018). Authenticity and Muslim travelers' intention to visit halal culinary destinations: The role of food image, food quality, and price fairness. *Journal of Travel & Tourism Marketing*, 35(6), 757-770.
- Ramlee, N. A., Ramli, N. A., & Abdullah, N. H. (2020). Exploring the elements of halal tourism experience: A preliminary investigation. *SHS Web of Conferences*, 66, 01006.
- Ropesta Sitorus, & Siregar, B. (2015, November 23). *MENTERI PARIWISATA: Saatnya Indonesia Kembangkan Potensi Gastronomi*. *Bisnis.com*.
- Smith, J. (2019). Exploring Tourists' Perceptions of Local Cuisine: A Case Study of Indonesian Cities. *Tourism Research Journal*, 15(1), 78-92.
- Tao, Z., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12), 3437–3437.
- Taylor, R. (2021). Social Dynamics of Culinary Tourism in Indonesian Cities. *Journal of Gastronomic Exploration*, 7(4), 210-225.
- The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia | Emerald Insight. (2016). *Journal of Islamic Marketing*, 9(2), 222–239.
- Wahyu Adityo Prodjo. (2018, February 6). *Industri Kuliner, Penopang Tertinggi Perekonomian Kreatif di Indonesia*. *KOMPAS.com*.
- When to use and how to report the results of PLS-SEM | Emerald Insight. (2018). *European Business Review*, 31(1), 2–24.
- Wiwik Setyaningsih, Wiendu Nuryanti, Budi Prayitno, & Sarwadi, A. (2016). Urban Heritage Towards Creative-based Tourism in the Urban Settlement of Kauman - Surakarta. *Procedia - Social and Behavioral Sciences*, 227, 642–649.

Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12), 3437–3437.

APPENDICES

1. Research Questionnaire

a. Respondent Identity

- i. Full name
- ii. Email
- iii. Domicile
 1. Aceh
 2. North Sumatera
 3. South Sumatera
 4. West Sumatera
 5. Bengkulu
 6. Riau
 7. Riau Island
 8. Jambi
 9. Lampung
 10. Bangka Belitung
 11. West Kalimantan
 12. East Kalimantan
 13. South Kalimantan
 14. Central Kalimantan
 15. North Kalimantan
 16. Banten
 17. DKI Jakarta
 18. West Java
 19. Central Java
 20. DIY
 21. East Java
 22. Bali
 23. NTT
 24. NTB
 25. Gorontalo
 26. West Sulawesi
 27. Central Sulawesi
 28. North Sulawesi
 29. Southeast Sulawesi
 30. South Sulawesi

- 31. North Maluku
- 32. Maluku
- 33. Papua
- 34. West Papua
- 35. Central Papua
- 36. Papua Mountains
- 37. South Papua
- 38. Southwest Papua
- iv. Gender
 - 1. Men
 - 2. Woman
- v. Marital status
 - 1. Married
 - 2. Not married yet
 - 3. Widower/widow
- vi. Current age
 - 1. <18 Years Old
 - 2. 19 - 25 Years Old
 - 3. 26 - 32 Years Old
 - 4. 33 - 39 Years Old
 - 5. > 40 Years Old
- vii. Last Education Diploma
 - 1. Elementary School
 - 2. Middle School
 - 3. High School
 - 4. 3-year diploma
 - 5. Bachelor
 - 6. Masters
 - 7. Doctor
- viii. Current Job
 - 1. Student
 - 2. Private employees
 - 3. Civil servants/TNI/Polri
 - 4. Housewife
 - 5. Business Owner
 - 6. Retired
- ix. Your monthly income
 - 1. < Rp. 1.000.000
 - 2. Rp. 1.000.000 - Rp. 2.000.000
 - 3. Rp. 2.000.000 - Rp. 3.000.000

4. Rp. 3.000.000 - Rp. 4.000.000

5. > Rp.4.000.000

x. Religion

1. Islam

2. Christian

3. Catholic

4. Buddha

5. Hindu

6. Confucian

xi. Select the last city you visited, and choose a city that is not your residence

1. Solo

2. Bandung

3. Semarang

4. Yogyakarta

xii. Has it been a long time since you visited the city?

1. Less than 1 day

2. 1-3 days

3. 4-6 days

4. More than 7 days

xiii. Purpose of Visit

1. Visiting friends/colleagues

2. Business

3. Holiday

4. Cultural goals

5. Health goals

6. Culinary purposes

b. Experience of Consuming Local/Regional Food

i. When visiting the city, did you consume or try local food/regional food?

1. Yes

2. Not

ii. Do you have the desire to try local or regional food again?

1. Yes

2. Not

iii. What local food have you eaten in that city?

iv. Do you ensure the halalness of local food consumed in the city?

1. Already
2. Not Yet

c. Local Food

i. Exciting Experience

1. I think eating local food makes me feel happy.
2. I think eating local food provides pleasure for me.
3. I find that eating local food changes my mood in a positive way.
4. I feel attracted to local food
5. I find that eating local food makes me feel energized.

ii. Cultural Experience

1. I think I would like to find more information about local food.
2. In my opinion, I want to know more about local food.
3. In my opinion, enjoying local food is a good opportunity to learn new things.
4. In my opinion, local food is a product worth tasting.
5. In my opinion, local food provides information about local culture.

iii. Health

1. In my opinion, local food is hygienic.
2. In my opinion, local food is healthy.
3. In my opinion, local food is safe.
4. In my opinion, local food provides good nutrition and nutrition.

iv. Prestige

1. I feel like I have a higher social status when I eat local food.
2. I think it is important to show photos of local food experiences to others via social media.
3. In my opinion, eating local food gives me authority/honor.

- v. Taste/Quality
 1. In my opinion, local food provides a variety of raw food ingredients.
 2. In my opinion, local food provides interesting flavors.
 3. In my opinion, local food is delicious.

- vi. Price
 1. In my opinion, local food is quite affordable.
 2. In my opinion, local food offers value for money.
 3. I think it's worth spending more on local food.

- vii. Interaction
 1. In my opinion, tasting local food improves relationships with the people of the region
 2. I think tasting local food allows me to interact with local people.

- d. Economic Sustainability
 - i. In my opinion, the presence of local food can increase job opportunities.
 - ii. In my opinion, local food increases shopping opportunities.
 - iii. In my opinion, local food increases local government tax revenues.
 - iv. In my opinion, local food opens up and creates local job opportunities.
 - v. I think local food increases investment in the local area.
 - vi. I think local food improves other sectors in the region.

- e. Socio-cultural Sustainability
 - i. In my opinion, local food paves the way for new cultural activities.
 - ii. In my opinion, local food allows for the preservation of local culture.
 - iii. In my opinion, local food contributes to the development of local culture..
 - iv. In my opinion, local food contributes to intercultural understanding and intercultural tolerance.

- v. In my opinion, local food contributes to the preservation of cultural heritage and traditional values.
- f. Environmental Sustainability
- i. In my opinion, local food contributes to the protection of nature and environmental sustainability.
 - ii. In my opinion, local food contributes to habitat protection.
 - iii. In my opinion, local food contributes to biodiversity conservation.
 - iv. In my opinion, producing local food increases concern for the

Bagian 1 dari 13

Kuesioner Penelitian Tugas Akhir Skripsi - Pengaruh Konsumsi Makanan Lokal

Assalamu'alaikum Wr.Wb

Perkenalkan saya Akmal Andira Makarim, Mahasiswa Management Program International Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian yang dilakukan sebagai penunjang tugas akhir (Skripsi) yang berjudul:

"Pengaruh Konsumsi Makanan Lokal Wisatawan Domestik terhadap Pariwisata Berkelanjutan: Studi Kasus di Indonesia"

Sehubungan dengan maksud tersebut, ditengah kesibukan saudara/i, saya mohon ketersediaan waktu saudara/i untuk mengisi kuesioner ini ini. Diharapkan dapat mengisi setiap poin pertanyaan sesuai dengan kondisi yang sebenar-benarnya. Kuesioner ini dibuat untuk kepentingan penyelesaian Tugas Akhir saya, maka seluruh data dan informasi responden akan dijaga kerahasiaannya.

Kuesioner ini dapat diisi oleh saudara/i dengan kriteria penelitian yaitu:

1. Saudara/i **beragama Islam**
2. Sudah pernah mengunjungi **salah satu** dari Kota Solo, Kota Bandung, Kota Semarang atau Kota Yogyakarta

Bagi 10 responden yang beruntung akan mendapatkan reward berupa saldo shopeepay dari peneliti dengan total Rp.300.000,-

Data responden akan dirahasiakan oleh peneliti dan hanya digunakan untuk keperluan penelitian. Atas kesediaannya, saya ucapkan terima kasih.

Salam Hangat,
Akmal Andira Makarim

Wassalamualaikum Wr. Wb

Email *

Alamat email valid

Formulir ini mengumpulkan alamat email. [Ubah setelan](#)

environment.

2. Research Questionnaire Form

3. SPSS Test Results
 - a. Gender and status test results

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	69	34,2	34,2	34,2
	Perempuan	133	65,8	65,8	100,0
	Total	202	100,0	100,0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sudah Menikah	72	35,6	35,6	35,6
	Belum Menikah	127	62,9	62,9	98,5
	Duda/Janda	3	1,5	1,5	100,0
	Total	202	100,0	100,0	

b. Last age and education test results

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18 Tahun	7	3,5	3,5	3,5
	19 - 25 Tahun	87	43,1	43,1	46,5
	26 - 32 Tahun	59	29,2	29,2	75,7
	33 - 39 Tahun	43	21,3	21,3	97,0
	>40 Tahun	6	3,0	3,0	100,0
	Total	202	100,0	100,0	

Pendidikan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sekolah Menengah Atas (SMP)	3	1,5	1,5	1,5
	Sekolah Menengah Atas (SMA)	86	42,6	42,6	44,1
	D3	13	6,4	6,4	50,5
	S1 (Sarjana)	81	40,1	40,1	90,6
	S2 (Magister)	17	8,4	8,4	99,0
	S3 (Doktoral)	2	1,0	1,0	100,0
	Total	202	100,0	100,0	

Agama

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	178	88,1	88,1	88,1
	Kristen	9	4,5	4,5	92,6
	Katholik	6	3,0	3,0	95,5
	Budha	7	3,5	3,5	99,0
	Hindu	1	,5	,5	99,5
	Konghucu	1	,5	,5	100,0
	Total	202	100,0	100,0	

Kota_Terakhir_Dikunjungi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Solo	57	28,2	28,2	28,2
	Bandung	48	23,8	23,8	52,0
	Semarang	48	23,8	23,8	75,7
	Yogyakarta	49	24,3	24,3	100,0
	Total	202	100,0	100,0	

Lama_Mengunjungi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 1 Hari	19	9,4	9,4	9,4
	1 - 3 Hari	63	31,2	31,2	40,6
	4 - 6 Hari	87	43,1	43,1	83,7
	> 7 Hari	33	16,3	16,3	100,0
	Total	202	100,0	100,0	

- c. Religious Test Results, Last City Visited, Long Time Visited That City

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	61	30,2	30,2	30,2
	Pegawai Swasta	75	37,1	37,1	67,3
	PNS/TNI/Polri	19	9,4	9,4	76,7
	Ibu Rumah Tangga	17	8,4	8,4	85,1
	Pemilik Usaha	26	12,9	12,9	98,0
	Pensiunan	2	1,0	1,0	99,0
	Lainnya	2	1,0	1,0	100,0
	Total	202	100,0	100,0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp.1.000.000	25	12,4	12,4	12,4
	Rp.1.000.000 - Rp.2.000.000	31	15,3	15,3	27,7
	Rp.2.000.000 - Rp.3.000.000	16	7,9	7,9	35,6
	Rp.3.000.000 - Rp.4.000.000	37	18,3	18,3	54,0
	>Rp.4.000.000	93	46,0	46,0	100,0
	Total	202	100,0	100,0	

d. Employment and income test results

e. Test Results Purpose of visiting the city

Tujuan_Berkunjung_Ke_Kota_Tersebut

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mengunjungi teman/rekan	23	11,4	11,4	11,4
	Bisnis	35	17,3	17,3	28,7
	Liburan	109	54,0	54,0	82,7
	Tujuan Budaya	15	7,4	7,4	90,1
	Tujuan Kesehatan	11	5,4	5,4	95,5
	Tujuan Kuliner	9	4,5	4,5	100,0
	Total	202	100,0	100,0	

4. Image of the SMART PLS test framework

