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The Impact of Memorable Culinary Tourism Experience, Local Food Enjoyment and Food Safety on Revisit Intention Mediated by Tourist Satisfaction (A Study on Nasi Kapau Visitors in Bukittinggi City)

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Abstract: This study aims to examine the impact of Memorable Culinary Tourism Experience (MCTE), Local Food Enjoyment, and Food Safety on revisit intention, mediated by tourist satisfaction, among Nasi Kapau visitors in Bukittinggi City. A quantitative approach was employed, with purposive sampling of 225 respondents who had visited and tasted Nasi Kapau at least twice. Data collection was conducted using online questionnaires distributed via WhatsApp and Instagram, and the analysis was performed using SmartPLS 4.0. The results indicate that, MCTE has a positive and significant effect on revisit intention. Local Food Enjoyment has a positive and significant effect on revisit intention. Food Safety has a positive but insignificant effect on revisit intention. MCTE has a positive and significant effect on tourist satisfaction. Local Food Enjoyment has a positive but insignificant effect on tourist satisfaction. Food Safety has a positive but insignificant effect on tourist satisfaction. Tourist satisfaction has a positive and significant effect on revisit intention. Tourist satisfaction positively and significantly mediates the relationship between MCTE and revisit intention. Tourist satisfaction positively but insignificantly mediates the relationship between Local Food Enjoyment and revisit intention. Tourist satisfaction positively but insignificantly mediates the relationship between Food Safety and revisit intention. These findings emphasize the importance of enhancing memorable culinary experiences and local food enjoyment to increase tourist satisfaction and revisit intention in Bukittinggi City's culinary tourism.

Keyword: Memorable Culinary Tourism Experience, Local Food Enjoyment, Food Safety, Revisit Intention, and Tourist Satisfaction.

INTRODUCTION

Indonesia is the largest and most famous archipelagic country in the world about its natural beauty in Law No. 6 of 1996, it is written that Indonesia has 17,508 islands (including

large and small islands) which is composed of Sabang and Merauke, so it is not surprising that Indonesia it has natural beauty and a wealth of diverse marine products. Its beauty and natural wealth are two of its main attractions.for domestic and foreign tourists to travel tour.

Fountain et al., (2020) highlight that food plays a crucial role in attracting tourists, with culinary experiences acting as a key driver for regional growth. Culinary is a preparatory activity, processing, serving of food products, and drinks that make up the elements creativity, aesthetics, tradition, or local wisdom, as important elements inimprove the taste and value of the product to attract purchasing power and providing experiences for consumers (Kementrian Pariwisata dan Ekonomi Kreatif RI, 2014). The relationship between tourism and cuisine is related very closely related, not only as a basic need for tourists but be a unique differentiator between regions.

Tourism is one of the many sources of foreign exchange income for the country (Luthfia, 2021), but at the end of 2019, people in every country had to be faced with the COVID-19 pandemic. This pandemic situation has caused many losses in various fields, and until now, the impact of the pandemic can still be felt, including in the tourism sector. Deputy for Strategic Policy at the Ministry of Tourism and Creative Economy (Parekraf), Raden Kurleni Ukar, said that foreign exchange from the tourism sector had shrunk by almost 80 percent due to the COVID-19 pandemic (Safir Makki, 2021). The decreasing contribution of the tourism sector to the country's gross domestic product and foreign exchange is also influenced by the number of tourist (Qonita Azzahra, 2022).

Based on a report from the Ministry of Tourism and Creative Economy (Kemenparekraf), gross income in 2021 will be US$ 0.36. This figure is lower compared to the previous year, which was valued at US$ 3.3 billion. The impact of the pandemic, which has reduced the number of tourist visits, can be felt in various regions, including West Sumatra. Below, the author presents data on tourist visits in the West Sumatra area in the 2019–2021 period. Table image 1.1 shows the indonesian tourist visit Sumatera.

Table 1. Indonesian Tourist Visit Sumatera

No	The Visited City	Indonesian Tourist Visit Sumatera		
		2019	2020	2021
1	Kab. Kep. Mentawai	994.655	122.793	318
2	Kab. Solok	601.244	703.649	703.300
3	Kab. Sijunjung	12.434	149.889	60.533
4	Kab. Tanah Datar	627.057	527.635	340.363
5	Kab. Padang Pariaman	307.316	261.615	100.144
6	Kab. Agam	756.750	664.318	509.428
7	Kab. Lima Puluh Kota	639.840	654.334	624.155
8	Kab. Pasaman	101.141	747	11.812
9	Kab. Solok Selatan	68.084	41.809	61.199
10	Kab. Dharmasraya	9.745	11.676	54.908
11	Kab. Pasaman Barat	28.603	2.486	23.503
12	Kota Padang	843.296	2.621.929	376.534
13	Kota Solok	120.411	134.450	181.154
14	Kota Sawahlunto	237.490	101.649	91.027
15	Kota Padang Panjang	166.364	107.642	215.073
16	Kota Bukittinggi	933.609	1.471.542	748.074
17	Kota Payakumbuh	298.479	46.930	77.747
18	Kota Pariaman	450.640	239.758	252.317
19	Provinsi Sumatera Barat	8.169.147	8.041.868	4.785.886

Source : BPS of West Sumatera Province

Based on the data that has been presented, it can be seen that the number of tourist visits to West Sumatra Province experienced a significant decline in 2021, with total visits of only

4,785,886 compared to the previous year. The number of visits reached 8,041,868, a percentage of 68% of the number of tourist visits to West Sumatra Province. The decline in the number of tourists in West Sumatra Province occurred due to restrictions on human activities carried out by the government in all regions of Indonesia to prevent the spread of the COVID-19 virus, making it difficult for people to carry out various tourist travel activities to various districts or cities in West Sumatra, one of which is Bukittinggi City.

Bukittinggi City is the 6th largest city in West Sumatra Province. This city has history and played an important role for Indonesia in ancient times, This city was once the capital of Indonesia during the emergency government of the Republic of Indonesia. Looking at the background of the city of Bukittinggi, it is not surprising that many historical relics from both the Dutch and Japanese eras are still left behind. The city where Mohammad Hatta (one of the founding figures of the Republic of Indonesia) was born has an area of around 25.24 km2, is located between valleys and hills, and is surrounded by three mountains, namely Mount Singgalang, Sago, and Merapi, making this city not only store historical stories but It also have the charm of natural beauty with the icon of a clock tower, which is a special attraction for tourists. Apart from its natural beauty and history, Bukittinggi also offers culinary tourism, one of which is the traditional Nasi Kapau.



Figure 1. Nasi Kapau Uni Er, Bukittingi

Nasi Kapau is a typical Kapau village food consisting of rice and various side dishes typical of the Kapau region. According to Mardiyah et al. (2023), Nasi Kapau is identified as one of the most renowned dishes in West Sumatra, notable for its unique presentation by female vendors known as "Uni." This research is significant as nasi kapau not only attracts tourists but also reflects the local identity and culture. Nasi Kapau is different from Nasi Padang, standard Nasi Kapau is always accompanied by jackfruit curry, which has become a characteristic of Nasi Kapau (Khairunnisa, 2020). According to Afrilian et al., (2021), culinary tourism is not merely a desire to taste delicious food; what is more important is the uniqueness and memories that arise after enjoying the food.

Table 1. Initial Survey

No.	Question	Alternative Choice					Total
	Memorable Culinary Tourism Experiences	SD	D	N	A	SA	
		1	2	3	4	5	
1.	I can feel the local culture when I visit	0 (0.00)	0 (0.00)	2 (10%)	14 (70%)	4 (20%)	20 (100%)

	the nasi kapau stall in Bukittinggi city						
2.	I think the nasi kapau dish in Bukittinggi city is made using local ingredients	0 (0.00)	0 (0.00)	0 (0.00)	19 (95%)	1 (5%)	20 (100%)
Local Food Enjoyment		**SD**	**D**	**N**	**A**	**SA**	**Total**
		1	**2**	**3**	**4**	**5**	
3.	I enjoyed tasting Nasi Kapau	0 (0.00)	0 (0.00)	0 (0.00)	12 (60%)	8 (40%)	20 (100%)
4.	I participated in local food festivals, especially Nasi Kapau	1 (5%)	4 (20%)	12 (60%)	3 (15%)	0 (0.00)	20 (100%)
Food Safety		**SD**	**D**	**N**	**A**	**SA**	**Total**
		1	**2**	**3**	**4**	**5**	
5.	I feel that cleanliness, sanitation and safety aspects are taken into account when tasting Nasi Kapau	0 (0.00)	0 (0.00)	1 (5%)	16 (80%)	3 (15%)	20 (100%)
6.	I feel that the Nasi Kapau stall is transparent in showing the ingredients used before I eat	0 (0.00)	1 (5%)	0 (0.00)	12 (60%)	7 (35%)	20 (100%)
Tourist Satisfaction		**SD**	**D**	**N**	**A**	**SA**	**Total**
		1	**2**	**3**	**4**	**5**	
7.	I was satisfied with the food served at the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	9 (45%)	11 (55%)	20 (100%)
8.	I feel satisfied with the environment around the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	12 (60%)	8 (40%)	20 (100%)
Revisit Intention		**SD**	**D**	**N**	**A**	**SA**	**Total**
		1	**2**	**3**	**4**	**5**	
9.	I intend to return to the Nasi Kapau stall in Bukittinggi City in the future	0 (0.00)	0 (0.00)	0 (0.00)	6 (30%)	14 (70%)	20 (100%)
10.	I will tell you about my positive experience after visiting the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	10 (50)	10 (50%)	20 (100%)

Source: Baseline Survey (2023)

From the results of the initial survey conducted on 20 respondents, it was found that in the Memorable Culinary Tourism Experiences variable, the question item "I can feel the local culture when visiting the nasi kapau stall in Bukittinggi city" was 14 respondents (70%) agreed, 4 respondents (20%) strongly agree and 2 respondents (10%) chose neutral. It can be concluded that when visitors enjoy Nasi Kapau in Bukittinggi they can experience local culture such as tasting typical food. Furthermore, the question item "I think the rice kapau dish in Bukittinggi City is made using local ingredients" had 19 respondents (95%) agree and 1 respondent (5%)

strongly agreed. This can be concluded that visitors are confident in the use of local ingredients from the Bukittinggi city area when tasting Nasi Kapau.

In the Local Food Enjoyment variable, the question item "I enjoyed tasting Nasi Kapau" was 12 respondents (60%) agreed and 8 respondents (40%) chose to strongly agree. It can be concluded that when visitors taste Nasi Kapau they feel they enjoy the dish. Furthermore, the question item "I participated in local food festivals, especially Nasi Kapau" had 3 respondents (15%) agreed, respondents (60%) neutral, 4 respondents (20%) disagreed and 1 respondent (5%) strongly disagreed. This can be concluded that visitors are not interested in participating in local food festivals such as Nasi Kapau but only focus on tasting it.

In the Food Safety variable, the question item "I feel that cleanliness, sanitation and safety aspects are taken into account when tasting Nasi Kapau" as many as 16 respondents (80%) agreed, 3 respondents (15%) chose strongly agree and 1 respondent (5%) chose neutral. It can be concluded that visitors have paid attention to the cleanliness and safety aspects of Nasi Kapau before tasting it. Furthermore, the question item "I feel the Nasi Kapau stall is transparent in showing the ingredients used before I eat" as many as 12 respondents (60%) agreed, 7 respondents (35%) strongly agreed and 1 respondent (5%) disagreed. It can be concluded that the Nasi Kapau stall shows the use of safe ingredients in making Nasi Kapau.

In the Tourist Satisfaction variable, the question item "I feel satisfied with the food served at the Nasi Kapau stall in Bukittinggi City" as many as 11 respondents (55%) strongly agreed and 9 respondents (45%) chose to agree. It can be concluded that visitors are satisfied with the Nasi Kapau dish served by the seller. Furthermore, the question item "I feel satisfied with the environment around the rice stall in Bukittinggi City" had 12 respondents (60%) agree and 8 respondents (40%) strongly agreed. It can be concluded that the environment around Nasi Kapau is comfortable and visitors do not feel disturbed.

In the Revisit Intention variable, the question item "I intend to return to the Nasi Kapau stall in Bukittinggi City in the future" as many as 14 respondents (70%) strongly agreed and 6 respondents (30%) chose to agree. It can be concluded that visitors will return in the future to taste Nasi Kapau. Furthermore, the question item "I will tell you about my positive experience after visiting the Nasi Kapau stall in Bukittinggi City" had 10 respondents (50%) agree and 10 respondents (50%) strongly agree. It can be concluded that the positive experience that visitors get when tasting Nasi Kapau becomes a special memory for the visit.

Nasi Kapau in Bukittinggi City has this value, through various types of curry, which are put in a large pot arranged on the table. The pots are far from the reach of their hands when serving customers, so the traders use long-stemmed curry spoons made from coconut shells to scoop the curry onto the buyer's dinner plates. The very distinctive taste of Nasi Kapau and the service process, which is different from other Minang restaurants, are added value for tourists who want to come and visit Bukittinggi City.

Stone et al., (2018) tried to adapt the MTE concept in the context of culinary tourism, which is known as memorable culinary tourism experiences (MCTE). Stone et al. emphasize that there are five main aspects to MCTE, namely: (1) local culture; (2) decoration; (3) service quality; (4) social interaction; and (5) novelty. Based on research results Rahayu & Yusuf (2021), it was found that memorable culinary tourism experiences (MCTE) have a relationship with revisit intention in tourists; if they have had an interesting experience with the tourist attraction in the past, the same desire will arise in the future. who will come to visit the same tourist attraction again.

According to Atef & Harede (2022), culinary tourism is a relatively new industry. The allure of food has motivated many people to travel, and the tourism industry is growing rapidly to provide the best dining experiences from new foods as well as authentic foods from certain cultures or regions, or even foods that are already known, convenient, consistent, and safe for travelers. Komaladewi (2017) explained that culinary tourism makes food an attraction for

visiting tourist destinations and is a tourist destination. Although food had always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1910. Culinary tourism influences the main inspiration for tourists, which is "the desire to try certain types of food or products from certain regions." According Okumus and Cetin (2018) describe food tourism as traveling to explore and experience local cuisines, beverage cultures, and food sources, encompassing activities such as visiting local food producers, attending culinary events, and participating in cooking classes. Food tourism has recently received much attention from academics and practitioners for its crucial importance in affecting the travel experience Recent studies have reinforced the idea that culinary tourism is a vital sector in the travel industry, moving beyond its previous perception as merely an ancillary need. For instance, research by Ghanem(2019) highlights that culinary tourism significantly enhances the travel experience, as tourists actively seek out unique food experiences that reflect local culture and identity. This intentional engagement with food not only enriches the travel experience but also fosters a deeper connection with the destination.

Additionally, a study by Perez (2024) found that memorable culinary experiences are linked to increased customer satisfaction and positive word-of-mouth recommendations. Culinary tourism plays an important role in enhancing tourists' engagement with the destinations they visit. According to a study, gastronomy has become a distinct tourism product with the potential to increase visitors' deep engagement with the destination (Carvalho et al., 2023). This aligns with earlier findings by Tsai (2016), which demonstrated that experiencing local cuisine enhances tourist engagement and satisfaction.

Food is one of the manifestations of local cultures and heritages (Chairy & Syahrivar,2019). Local foods also reflect the richness, as well as the uniqueness, of natural and biological resources in an area where local people depend on for a living (Nakamura & Hanazaki, 2017). Unique local foods can also be used to attract domestic and international tourists (Chairy & Syahrivar, 2019), thereby improving the well-being of local communities. A previous study by Paramita et al., (2021) suggests that tourists enjoyed local foods because they gave exciting and authentic experiences and built togetherness when shared during the trips. Local foods, how the ingredients are procured and how they are produced and delivered to consumers, should be managed well by the local government and community so that they can contribute to local community resilience and improve the local pride (Mc Daniel et al., 2021). Unmanaged local food systems may contribute to national food waste and environmental pollution (Chairy et al., 2020). In this study, local food enjoyment is defined as the degree to which people enjoy tasting and sampling a variety of local foods, as well as participating in local food events

Stone and Migacz (2016), link memorable culinary tourism experiences (MCTEs) with increased travel satisfaction and words positive in culinary tourism. Then, Peter & Kauppinen-Raisanen (2017), explained that memorable culinary tourism experiences (MCTEs) is a concept that provides culinary tourism experiences through presentation food with different settings, places, times and purposes can't be forgotten. Meanwhile, Auliya & Moana (2020), explained that tourism Culinary helps tourists to appreciate tourism in a way that would otherwise not be possible forgotten and in the end can create its own experience.

Post-travel experiences play a very important role in communication media, helping to introduce a tourist destination to many people and making tourists make repeat visits. Tourist experience is also an evaluation tool for tourists who have traveled in the future (Noviantika & Pangestuti, 2017). This experience is also influenced by several factors, one of which is the level of satisfaction received by visitors. The experience each customer has has an impact on consumer satisfaction, causing consumers to respond in the form of return visits and recommend them to others (Hibatullah et al., 2022). The findings Primadi et al., (2021) show

that consumer satisfaction has a significant positive effect on return intention. This shows that the higher the customer satisfaction, the higher the intensity of repeat visits.

Research conducted by Prayoga et al., (2023) found that food safety had no effect on tourist satisfaction. This research also found that there was no relationship between food safety and Revisit Intention and tourist satisfaction as a mediating variable. This research also found that the relationship of food safety was not significantly influenced tourist satisfaction both directly and indirectly through revisiting the intention of the special region of Yogyakarta gastronomy tourism. Despite the findings from previous research which found out the safety of food plays a significant role in the tourists' satisfaction as well as tourists' future behaviour in the destination, our respondents who already travelled to Yogyakarta did not find this correlation. The majority of respondents of this study have a similar result to Wiatrowski et al., (2021), they have a positive statement regarding the food quality construct and this result believed that Yogyakarta local food is safe and hygienic. Indeed, it was not always a positive response regarding food safety, including personal hygiene, and food production conditions, but for these reasons, managers of these facilities and government quality control will find the research provided to be useful. Additionally, the rising awareness of cleanliness and health matters spiked due to the effect of pandemic. however, this is exceptional for domestic tourist to be concerned with food safety as Yogyakarta popularly known for its local food

On April 7, 2020, the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) emphasized that the COVID-19 pandemic has profoundly impacted and altered the food industry, given the intricate networks involved in food production, supply, and consumption. As a result, the food industry must explore new strategies to tackle hygiene and safety management issues, ensuring food quality not only to prevent COVID-19 but also to protect against other illnesses (Zhang, 2021).

According to Undang-Undang Republik Indonesia number 18 Tahun 2012 food safety is the conditions and efforts required to prevent food from possible biological, chemical and other contamination which can distrub, harm, endanger human health. Smith (2018), defines food safety as conditions and efforts to maintain it a quality of food prevent contamination and foodborne ilness. According to McSwane et al (2019), contamination is a condition in which food has occurred contaminated and dangerous for humans to consume. Food can be contaminated at any stage of the food pathway from farm to table. Sources of cantamination can come soil, air, plants animlas and man. Therefore, prevention and control must start from food is accepted until the food is served. Emond & Taylor (2018) foun getting the rIght culture in particular, the proper food protection and quality culture is a typical success driver for every food business and has become an icreasing phenomenon in the interrest of food safety and quality.

METHOD

Quantitative methods and hypothesis testing techniques will be used in this study. According to Sekaran and Bougie (2016), quantitative research is a scientific method in which data is presented in the form of numbers that can be processed and checked using mathematical or statistical calculations. The purpose of this quantitative approach is to examine the relationship between the independent variable, the dependent variable, and the mediating variable in order to determine whether the variable has a significant effect on other variables.

RESULTS AND DISCUSSION

Hypothesis Testing

The bootstrap function is used in SmartPLS 4.0 for hypothesis testing. The t-statistical value and p-value indicate whether the hypothesis is rejected or accepted. If the t-statistic value is greater than the t-table, 1.96 to be precise, and the p-value is less than 0.05, then the

hypothesis is accepted. While the value of the path coefficient can be used to determine whether the relationship of a variable has a positive or negative influence. If the path coefficient value is positive, then the influence is unidirectional. That is, if the value of the exogenous variable increases, so does the value of the endogeneous variable. Meanwhile, if the path coefficient value is negative, then the effect is in the opposite direction. In other words, whren the value of the exogenous variable variable increases, the value of the endogenous variable decreases.

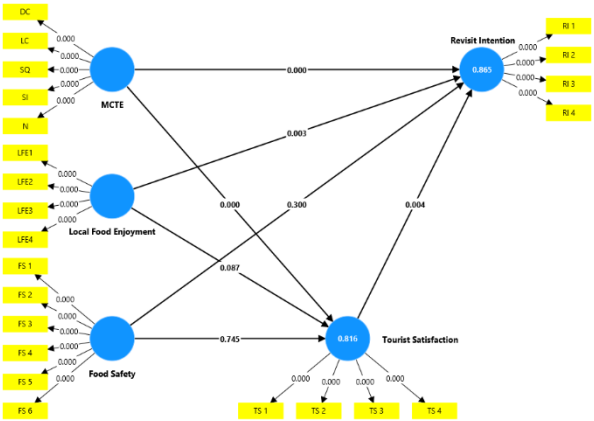


Figure 2. Bootstrapping

Table 3. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Food Safety -> Revisit Intention	-0.106	-0.106	0.102	1.036	0.300
Food Safety -> Tourist Satisfaction	0.041	0.055	0.126	0.325	0.745
Local Food Enjoyment -> Revisit Intention	0.248	0.252	0.083	2.985	0.003
Local Food Enjoyment -> Tourist Satisfaction	0.150	0.158	0.088	1.713	0.087
MCTE -> Revisit Intention	0.598	0.595	0.116	5.161	0.000
MCTE -> Tourist Satisfaction	0.727	0.704	0.161	4.529	0.000
Tourist Satisfaction -> Revisit Intention	0.217	0.215	0.076	2.842	0.004

Source : Output SmartPLS 4.0 (2024)

The table above shows the direct influence between exogeneous variables and endogeneous variables. Based on the table it can be concluded that:

1. MCTE (X1) has a positive and significant effect on Revisit Intention (Y) because the p-value obtained is 0.000 or < 0.05. While the original sample value obtained was 0.465, which means that the influence of the variable relationship is positive.
2. Local Food Enjoyment (X2) has a positive and significant effect on Revisit Intention (Y) because the p-value obtained is 0.003 or < 0.05. While the original sample value obtained was 0.248, which means that the influence of the variable relationship is positive.
3. Food Safety (X3) has a positive and insignificant effect on Revisit Intention (Y) because the p-value obtained is 0.300 or > 0.05. While the original sample value obtained was -0.106 , which means that the influence of the variable relationship is positive.

4. MCTE (X4) has a positive and significant effect on Tourist Satisfaction (Y) because the p-value obtained is 0.000 or < 0.05. While the original sample value obtained was 0.727, which means that the influence of the variable relationship is positive.
5. Local Food Enjoyment (X5) has a positive and insignificant effect on Tourist Satisfaction (Y) because the p-value obtained is 0.088 or > 0.05. While the original sample value obtained was 0.150, which means that the influence of the variable relationship is positive.
6. Food Safety (X6) has a positive and insignificant effect on Tourist Satisfaction (Y) because the p-value obtained is 0.745 or > 0.05. While the original sample value obtained was 0.041 , which means that the influence of the variable relationship is positive.
7. Tourist Satisfaction (X7) has a positive and significant effect on Revisit Intention (Y) because the p-value obtained is 0.004 or < 0.05. While the original sample value obtained was 0.217, which means that the influence of the variable relationship is positive.

Table 4. Spesific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
MCTE -> Tourist Satisfaction -> Revisit Intention	0.158	0.154	0.072	2.194	0.028
Food Safety -> Tourist Satisfaction -> Revisit Intention	0.009	0.010	0.029	0.310	0.757
Local Food Enjoyment -> Tourist Satisfaction -> Revisit Intention	0.033	0.033	0.022	1.476	0.140

Source : Output SmartPLS 4.0 (2024)

The table above shows the indirect effect of MCTE (X1), Local Food Enjoyment (X2) and Food Safety (X3) on revisit intention (Y). Based on the table, it is concluded that MCTE (X1) has a positive and significant effect on revisit intention (Y), with tourist satisfaction (Z) as a mediating variable. This because the original sample value obtained is 0.158, which means it has a positive effect. Then, the p-value obtained is 0.028 or < 0.05, meaning that the effect in significant.

Local Food Enjoyment (X2) has a positive and insignificant effect on revisit intention (Y), with tourist satisfaction (Z) as a mediating variable. This because the original sample value obtained is 0.009, which means it has a positive effect. Then, the p-value obtained is 0.757 or > 0.05, meaning that the effect is insignificant.

In addition, Food Safety(X3) has a positive and insignificant effect on revisit intention (Y), with tourist satisfaction (Z) as a mediating variable. This because the original sample value obtained is 0.033 , which means it has a positive effect. Then, the p-value obtained is 0.140 or > 0.05, meaning that the effect is insignificant.

Mediation Testing

In this study, mediation testing was also carried out with the aim of seeing whether there is an indirect effect between MCTE (X1) on revisit intention (Y), Local Food Enjoyment (X2) on revisit intention (Y), and Food Safety (X3) on revisit intention (Y). As explained in the previous chapter, there are three stages to measure whether there is influence exerted by the mediating variable and how big the influence is (Hair et al., 2010). Testing the direct effect

of the independent variable on the dependent variable without including mediation. The first stage in this process is to test the significance of the direct effect of he independent variables on the dependent variable without involving mediating variables. In this stage, if the results are significant, it can proceed to the next stage. Here are the test results :

1. Perform a significance test without entering the mediating variable into the PLS path model; if the results are significant, the proceed to the next step.

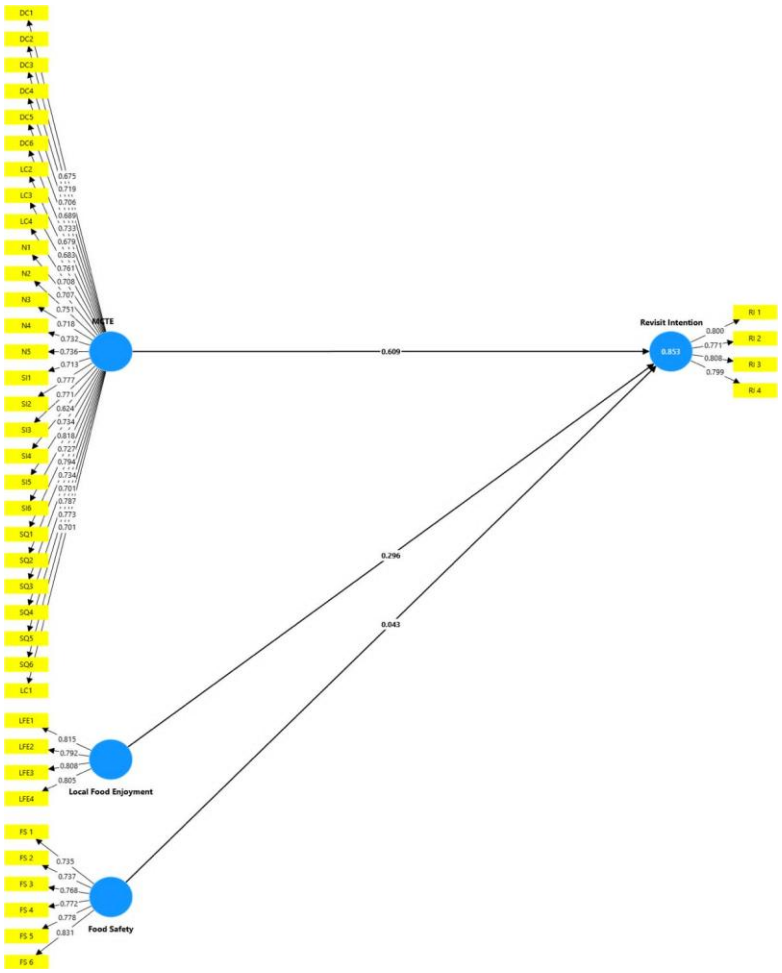


Figure 3. Path Coefficient Without Mediating Variable

Figure 4.4 above is an image that performs a direct significance test with MCTE (X1), Local food enjoyment (X2), and food safety (X3) variables on revisit intention (Y) without including the mediating variable, namely tourist satisfaction (Y). The results obtained are described in the table below.

Table 5. Path Coefficient Without Mediating Variable

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
MCTE (X1) -> Revisit Intention (Y)	0.609	0.611	0.104	5.838	0.672
Local food enjoyment (X2) -> Revisit Intention (Y)	0.296	0.298	0.088	3.378	0.001
Food safety (X3) -> Revisit Intention (Y)	0.043	0.039	0.102	0.424	0.000

Source : Output SmartPLS 4.0 (2024)

Based on table above, it can be seen that MCTE (X1) has a t-statistic value of 5.838, which a greater than 1.96, and its p-value results is 0.672, which is greater than 0.05, which means that MCTE (X1) has indirect effect on revisit intention (Y). Then, local food enjoyment (X2) has a t-statistic value 3.378, which is greater than 1.96, and its p-value results 0.001, which is lower than 0.05, which means that local food enjoyment (X2) has direct effect on revisit intention (Y). In addition, food safety (X3) has a t-statistic value of 0.424, which is lower than 1.96, and its p-value result is 0.000, which is lower than 0.05, which means that food safety (X3) has an direct effect on revisit intention (Y).

Table 6. Path Coefficient Results

Hypothesis	Results	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1	MCTE -> Revisit Intention	0,598	0,595	0,116	5,161	0,000
H2	Local Food Enjoyment -> Revisit Intention	0,248	0,252	0,083	2,985	0,003
H3	Food Safety -> Revisit Intention	-0,106	-0,106	0,102	1,036	0,300
H4	MCTE -> Tourist Satisfaction	0,727	0,704	0,161	4,529	0,000
H5	Local Food Enjoyment -> Tourist Satisfaction	0,150	0,158	0,088	1,713	0,087
H6	Food Safety -> Tourist Satisfaction	0,041	0,055	0,126	0,325	0,754
H7	Tourist Satisfaction -> Revisit Intention	0,217	0,215	0,076	2,842	0,004
H8	MCTE (X1) -> Tourist Satisfaction (Z) -> Revisit Intention (Y)	0.158	0.154	0.072	2,194	0.028
H9	Local Food Enjoyment (X2) -> Tourist Satisfaction (Z) -> Revisit Intention (Y)	0.033	0.033	0.022	1.476	0.140
H10	Food Safety (X3) -> Tourist Satisfaction (Z) -> Revisit Intention (Y)	0.009	0.010	0.029	0,310	0.757

Source : Output SmartPLS 4.0 (2024)

Based on the table above, it can be seen that the relationship between the variables MCTE on revisit intention, Local food enjoyment on tourist satisfaction, food safety on tourist satisfaction has a t-statistics value below 1.96, which means that these variables do not influence each other. While the realtionship between MCTE on revisit intention, local food enjoyment on revisit intention, on tourist satisfaction, tourist satisfaction on revisit intention has a t-statistic value above 1.96, which means that these variables influence one another. This study examines the indirect effects of MCTE on revisit intention, Local food enjoyment on revisit intention and food safety on revisit intention. So, the results of the hypothesis testing summarized in the table can be explained as follows:

Table 7. Summary of Hypothesis Testing Results

No.	Hypothesis	Results	Conclusion
H1	MCTE has a positive effect on Revisit Intention	MCTE positively and significantly affects Revisit Intention	**Supported**
H2	Local Food Enjoyment has a positive effect on Revisit Intention	Local Food Enjoyment positively and significantly affects Revisit Intention	**Supported**
H3	Food Safety has a positive effect on Revisit Intention	Food Safety positively and insignificantly affects Revisit Intention	**Not Supported**
H4	MCTE has a positive effect on Tourist Satisfaction	MCTE positively and significantly affects Tourist Satisfaction	**Supported**
H5	Local Food Enjoyment has a positive effect on Tourist Satisfaction	Local Food Enjoyment and insignificantly affects Tourist Satisfaction	**Not Supported**
H6	Food Safety has a positive effect on Tourist Satisfaction	Food Safety positively and insignificantly affects Tourist Satisfaction	**Not Supported**
H7	Tourist Satisfaction has a positive effect on Revisit Intention	Tourist Satisfaction positively and significantly affects Revisit Intention	**Supported**
H8	MCTE has a positive effect on Revisit Intention mediated by Tourist Satisfaction	MCTE positively and significantly affects Revisit Intention mediated Tourist Satisfaction	**Supported**
H9	Local Food Enjoyment has a positive effect on Revisit Intention mediated by Tourist Satisfaction	Local Food Enjoyment positively and insignificantly affects Revisit Intention mediated Tourist Satisfaction	**Not Supported**
H10	Food Safety has a positive effect on Revisit Intention mediated by Tourist Satisfaction	Food Safety positively and insignificantly affects Revisit Intention mediated Tourist Satisfaction	**Not Supported**

Explanation of Hypothesis Results

Impact of MCTE on Revisit Intention

The test results showed that there was a relationship between MCTE and Revisit Intention which had a positive Original Sample (O) value of 0.598, a T-Statistic value of 5,161 and a P-Value of 0.000 which means that the relationship between the two is significant because the T-Static value is greater than the reference of 1.96 and the P-Value is lower than 0.05. The results of this test show that MCTE has a positive and significant effect on Revisit Intention in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between MCTE on Revisit Intention, so that the first hypothesis (H1) is supported.

The results of this study are in line with the Prebesen et al., 2018 when Memorable past tourist experiences reflect personal enjoyment and the achievement of expectations held by tourists, giving rise to large-scale tourist satisfaction, including unexpected levels of enjoyment or pleasant surprises obtained by tourists (Prebesen et al., 2018). The above statement is supported by research results obtained by Tsai et al., (2022). The results of their research state that memorable tourism experiences have a significant effect on revisit intention. The same research results were also found by Febriyani and Yusuf (2022), who found that memorable tourism experiences had a significant and positive effect on revisit intention. The results of other research conducted by Thi Lan Huong et al., (2022) also stated that of the seven components of a memorable culinary tourism experience, five components had a positive and significant effect on revisit intention.

Impact of Local Food Enjoyment on Revisit Intention

The test results showed that there was a relationship between Local Food Enjoyment and Revisit Intention which had a positive Original Sample (O) value of 0.248, a T-Statistic value of 2,985 and a P-Value of 0.003 which means that the relationship between the two was significant because the T-Static value was greater than the reference of 1.96 and the P-Value was lower than 0.05. The results of this test show that Local Food Enjoyment has a positive and significant effect on Revisit Intention in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between Local Food Enjoyment on Revisit Intention, so that the two hypothesis (H2) is supported.

This study shows that local food enjoyment has a positive and significant impact on revisit intention in all respondents from outside West Sumatra. Respondents who enjoy the taste and uniqueness of local food, such as Nasi Kapau, have a higher intention to return to West Sumatra. This confirms that the main attraction for tourists from outside the region is the local culinary experience, which plays an important role in encouraging revisit intention.

The results of this study are in line with Research by Syahrivar et al., (2021) found that there is a positive influence of enjoying local food on the intention to revisit Yogyakarta culinary tourism. Besides that, Previous studies have shown that local food is one of the main motivations to revisit tourism spots. For example, a previous study by Chairy and Syahrivar (2019) suggests that Bika Ambon was one of the driving factors for local and international tourists to revisit Medan, Indonesia.

Impact of Food Safety on Revisit Intention

The test results showed that there was no relationship between Food Safety and Revisit Intention which had a positive Original Sample (O) value of -0,106, a T-Statistic value of 1,036 and a P-Value of 0,300 which means that the relationship between the two was not significant because the T-Static value was smaller than the reference of 1.96 and the P-Value was higher than 0.05. The results of this test show that Food Safety has a positive and insignificant effect on Revisit Intention in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between Food Safety on Revisit Intention, so that the theree hypothesis (H3) is Not supported.

In this study, food safety had a positive relationship with revisit intention, but the relationship was not significant. Although food safety is one of the important aspects of food, other factors such as local food enjoyment have a greater influence in influencing revisit intention. Respondents who also come from outside West Sumatra are more focused on the culinary experience they get, not only on the food safety aspect.

Impact of MCTE on Tourist Satisfaction

The results showed that there was a relationship between MCTE and Tourist Satisfaction which had a positive Original Sample (O) value of 0,727, a T-Statistic value of 4,529 and a P-Value value of 0.000 which means that the relationship between the two is significant because the T-Static value is greater than the reference of 1.96 and the P-Value is lower than 0.05. The results of this test show that MCTE has a positive and significant effect on Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between MCTE on Tourist Satisfaction, so that the four hypothesis (H4) is supported.

The results of this study are in line with those conducted by Tsai et al., (2022) entitled 'Effects of Memorable Tourism Experiences on Tourists's Satisfaction and Revisiting', they found the first point obtained from the results of this research states that memorable tourism experiences have a significant impact on tourist satisfaction, the second point states that there are several factors that stand out most from memorable tourism experiences (MTE) that directly

influence revisit intention. These factors are local culture, meaningfulness, and novelty. Satisfaction is a very important factor in influencing tourists' intention to visit again and acts as a mediator between the most memorable tourist experience (MTE) and revisit intention.

Impact of Local Food Enjoyment on Tourist Satisfaction

The test results showed that there was no relationship between Local Food Enjoyment and Tourist Satisfaction which had a positive Original Sample (O) value of 0.150, a T-Statistic value of 1.713 and a P-Value of 0.087 which meant that the relationship between the two was not significant because the T-Static value was smaller than the reference of 1.96 and the P-Value was higher than 0.05. The results of this test show that Local Food Enjoyment has a positive and insignificant effect on Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between antara Local Food Enjoyment on Tourist Satisfaction, so that the five hypothesis (H5) is Not supported. This indicates that the Local Food Enjoyment variebel has not been able to influence visitors to feel satisfied when visiting Warung Nasi Kapau in Bukittinggi City.

Based on the data results, the highest mean value in local food enjoyment was found in the statement "I enjoy tasting of Nasi Kapau" (4.33), while the statement "I enjoy participating in local food events and festivals especially Nasi Kapau" had the lowest mean value (4.13). In tourist satisfaction, the highest mean value was found in "I am satisfied with the facilities at the Nasi Kapau stall in Bukittinggi City" (4.31), while the statement "I am satisfied with the positive impression I received when trying Nasi Kapau" had the lowest mean value (4.16). Although respondents enjoyed local food, they were more focused on other factors such as amenities, which were more dominant in influencing their satisfaction levels. This explains why although there is a positive relationship between local food enjoyment and tourist satisfaction, the relationship is not significant.

Impact of Food Safety on Tourist Satisfaction

The test results showed that there was no relationship between Food Safety and Tourist Satisfaction which had a positive Original Sample (O) value of 0.041, a T-Statistic value of 0,325 and a P-Value of 0.754 which meant that the relationship between the two was not significant because the T-Static value was smaller than the reference of 1.96 and the P-Value was higher than 0.05. The results of this test show that Food Safety has a positive and insignificant effect on Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is a direct relationship between Food Safety on Tourist Satisfaction, so that the six hypothesis (H6) is Not supported.

The results of this study are in line with those conducted by Prayoga et al (2023) who stated that Food Safety has no influence on Tourist Satisfaction in Gastronomic tourism in the Special Region of Yogyakarta. It can be concluded that visitors who taste local food in an area pay more attention to the quality of food than food safety. This is interpreted as when the food consumed uses safe ingredients, it will directly affect the quality of the food and will have an impact on food safety after eating the dishes given.

Impact of Tourist Satisfaction on Revisit Intention

The test results showed that there was a relationship between Tourist Satisfaction and Revisit Intention which had a positive Original Sample (O) value of 0.217, a T-Statistic value of 2.842 and a P-Value of 0.004 which means that the relationship between the two was significant because the T-Static value was greater than the reference of 1.96 and the P-Value was lower than 0.05. The results of this test show that Tourist Satisfaction has a positive and significant effect on Revisit Intention in visitors who visit Warung Nasi Kapau in Bukittinggi

City. So that there is a direct relationship between Tourist Satisfaction on Revisit Intention, so that the seven hypothesis (H7) is supported.

The results of this study are in line with those conducted by Sandy & Pangestuti (2017) in their study, they found that the variable of tourist satisfaction had a positive effect on revisit intention. When respondents are satisfied, visitors will have the intention to revisit. The same was also found in a study by Viet et al., (2020), titled "Revisit Intention and Satisfaction: The Role of Destination Image, Perceived Risk, and Cultural Contact," which states that customer satisfaction has the strongest influence on the intention to revisit Binh. Thuan. Further, the study (Rajput & Gahfoor, 2020) states the same thing as the previous study: that through mediation, customer satisfaction is essential for the intention for return visits.

Impact of MCTE on Revisit Intention throught Tourist Satisfaction

The test results showed that there was a relationship between MCTE and Revisit Intention through Tourist Satisfaction which had a positive Original Sample (O) value of 0.158, a T-Statistic value of 2,194 and a P-Value of 0.028 which means that the relationship between the two is significant because the T-Static value is greater than the reference of 1.96 and the P-Value is lower than 0.05. The results of this test show that MCTE has a positive and significant effect on Revisit Intention through Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is an indirect relationship between MCTE on Revisit Intention through Tourist Satisfaction, so that the eight hypothesis (H8) is supported.

The results of this study are in line with those conducted by Research by Roms (2020) which found that there is a direct influence of the enjoyment of local South Indian food on the intention to revisit, which is mediated by the satisfaction of tourists when tasting the food. In addition, Ali's research (2021) found that there is an involvement of tourist satisfaction as a mediator of the enjoyment of local food in Jordan, so that in the end it will trigger the intention to visit again. In addition, Jems' research (2023) found that there is a direct relationship between the enjoyment of local food and the satisfaction of tourists who visit culinary centers in Tehran City with the intention of revisiting tourists.

Impact of Local Food Enjoyment on Revisit Intention throught Tourist Satisfaction

The test results showed that there was no relationship between Local Food Enjoyment and Revisit Intention through Tourist Satisfaction which had a positive Original Sample (O) value of 0.033, a T-Statistic value of 1.476 and a P-Value of 0,140 which means that the relationship between the two was positive but not significant because the T-Static value was greater than the reference of 1.96 and the P-Value was higher than 0.05. The results of this test show that Local Food Enjoyment has a positive and insignificant effect on Revisit Intention through Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is an indirect relationship between Local Food Enjoyment on Revisit Intention through Tourist Satisfaction, so that the nine hypothesis (H9) is Not supported.

Although local food enjoyment showed high results in terms of visitor satisfaction, with an average of 4.33 on the statement "I enjoy tasting of Nasi Kapau", the effect on revisit intention through tourist satisfaction was not significant. This can be seen from the test results which show an Original Sample (O) value of 0.128, T-Statistic 1.662, and P-Value 0.097, which means that the relationship between local food enjoyment and revisit intention through tourist satisfaction is positive, but not significant. In other words, although visitors enjoy local food, other factors, such as adequate facilities and the positive impressions they receive, are more dominant in influencing revisit intention.

Impact of Food Safety on Revisit Intention through Tourist Satisfaction

The test results showed that there was no relationship between Food Safety and Revisit Intention through Tourist Satisfaction which had a positive Original Sample (O) value of 0.009, a T-Statistic value of 0,310 and a P-Value value of 0.757 which means that the relationship between the two was positive but not significant because the T-Static value was greater than the reference of 1.96 and the P-Value value was higher than 0.05. The results of this test show that Food Safety has a positive and insignificant effect on Revisit Intention through Tourist Satisfaction in visitors who visit Warung Nasi Kapau in Bukittinggi City. So that there is an indirect relationship between Food Safety on Revisit Intention through Tourist Satisfaction, so that the ten hypothesis (H10) is Not supported.

The results of this study are in line with those conducted by Prayoga et al (2023) who stated that Food Safety has no influence on Revisit Intention through Tourist Satisfaction in Gastronomic tourism in the Special Region of Yogyakarta". It can be concluded that visitors who taste local food in an area pay more attention to the quality of food than food safety. This is interpreted as when the food to be consumed uses safe ingredients, it will directly affect the quality of the food and will have an impact on food safety after eating the dishes given and the visitors will assess whether they are satisfied with the food safety in gastronomy in Yogyakarta culinary and the role of Revisit Intention in influencing this.

CONCLUSION

The purpose of this study was to examine how MCTE (X1), Local Food Enjoyment (X2), and Food Safety (X3) could affect revisit intention (Y) mediated by tourist satisfaction (Z) among Nasi Kapau Visitors in Bukittinggi City . This research was conducted using a quantitative approach that included primary data collection. Questionnaires were distributed using Google Forms through social media like WhatsApp and Instagram.

There were 225 respondents in this research. In the 10 research hypothesis formulations, various test such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural model (r-square and q-square), second order, and hypothesis testing were carried out using SmartPLS 4.0. After all, the data was successfully collected and processed using SmartPLS 4.0 and Microsoft Excel.

This research concludes that Memorable Culinary Tourism Experiences (MCTE) have a positive and significant effect on revisit intention, indicating that higher MCTE enhances the likelihood of Nasi Kapau visitors in Bukittinggi City returning. Similarly, Local Food Enjoyment also positively and significantly influences revisit intention, suggesting that greater enjoyment of local food boosts the intention to revisit. However, Food Safety shows a positive but insignificant effect on revisit intention, implying that improved food safety does not necessarily encourage visitors to return.

MCTE also has a positive and significant effect on tourist satisfaction, demonstrating that it plays a crucial role in enhancing visitor satisfaction. On the other hand, Local Food Enjoyment and Food Safety both show positive but insignificant effects on tourist satisfaction, meaning these factors are not strong determinants of satisfaction.

Tourist satisfaction itself significantly influences revisit intention, showing that higher satisfaction directly increases the likelihood of a revisit. Furthermore, tourist satisfaction mediates the relationship between MCTE and revisit intention positively and significantly, meaning MCTE can indirectly increase revisit intention through improved satisfaction. However, the mediating effect of tourist satisfaction between Local Food Enjoyment and revisit intention is positive but insignificant, suggesting that Local Food Enjoyment does not meaningfully influence revisit intention via satisfaction. Similarly, the mediating effect of

tourist satisfaction between Food Safety and revisit intention is also positive but insignificant, indicating that Food Safety does not significantly impact revisit intention through satisfaction.

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