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Domestic Tourist's Motivation Consume Local Food: A Case Study in Bangka Belitung

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A B S T R A C T

Consuming local food has the power to boost a destination's economy and preserve its unique culture. At present, there is a disparity between the rise in the quantity of tourists visiting Bangka Belitung and the rise in their expenditure on consumption. The purpose of this study is to pinpoint the driving forces behind tourism spending. Purposive sampling was utilized in the study to gather data from visitors who had eaten local cuisine in Bangka Belitung. Samples were collected by means of the snowball method. Social media was used to distribute the questionnaires. There are 339 samples in all. Thirteen motivations were identified based on visitor experiences, as well as literature studies. These will be tested using factor analysis processed with SPSS. Two motivational groups were identified from the testing: social motivation and motivation to appreciate local cuisine. Authenticity of the food, tradition, culture, and social components are among the reasons people appreciate consuming local food. Emotions and social standing are components of social motivation. Part of the equation is sensory motivation. In order to effectively promote local food, sensory elements must be highlighted. The study concludes that managers in the travel business ought to understand more about the reasons behind tourists' eating habits. It will therefore serve tourists more effectively, resulting in their satisfaction and loyalty to the local food, which will strengthen the local economy. It is suggested that interaction motivation be included in future studies.

1. INTRODUCTION

Tourist spending on consumption makes a significant contribution to tourism destinations. In terms of overall expenditure, the average consumption of domestic tourists is 30.2%, whereas that of foreign tourists is 18.4% (BPS, 2017). Tourists' spending can sustain regional food and cultural systems, which will power the local economy (du Rand & Heath, 2006; Green & Dougherty, 2008).

From an agricultural standpoint, local products are those that are produced, processed, marketed, and grown within the area (King, 2010). This is the definition of local food. Local cuisine is determined by social as well as geographical factors (Schmitt et al., 2018). The chefs believe that local food is defined as having 60% of its raw components from inside the region and 40% coming from outside, and that it is prepared using regional specialty cooking techniques (Duram & Cawley, 2012). According to this definition, consuming locally produced food is crucial for tourist destinations since it can help local knowledge and food MSMEs remain sustainable (Levyda et al., 2021).

Take pictures, taste local specialties, and discover the culture are the main reasons tourists consume local food, according to Trip Advisor and Google review. Several traditional cuisines made by local small and medium-sized company can be found in Bangka Belitung, a popular tourist destination (Levyda et al., 2020; Ratnasari et al., 2020). But spending on food and drink has not risen in line with the rise in tourist arrivals to Bangka Belitung Province (Sitorus, 2019). The Satellite Balances for 2011 and 2017 show that there has been a decline in the amount of money spent by tourists on food and drink. It's important to comprehend why domestic tourists purchase local food in order to encourage their spending.

According to Chang et al. (2020), motivation is the drive, both psychological and physical, to satisfy wants and desires. The reasons for tourists' consumption are highly varied. Kim and Eves (2012) identified five reasons why tourists eat when traveling: excitement, seeking out other cultures, fostering relationships with others, sensory appeal, and health concerns. Authentic experiences and learning objectives are two aspects of cultural experiences. In interpersonal interactions, closeness and status are important factors. The purpose of engaging in a sensory encounter is part of the sensory appeal. The theme of excitement encompasses both exhilaration and a break from the ordinary.

Mak et al. (2016) found that there are seven factors that make up culinary motivation. The factors that have the greatest impact are: seeking novelty and culinary variety; obtaining an authentic and typical destination experience; interpersonal and cultural interactions; enjoyment of the five senses; and food-related things (sensory and context). Tourists are drawn to Indonesian food stands known as *Angkringan* for a variety of reasons, including sensory appeal, excitement, cultural immersion, health concerns, and media exposure (Yusuf, 2017).

In accordance with Kim et al. (2019), visitors to Misuzawa, Japan, eat udon for a variety of reasons, including exposure to the media and heightened awareness, nostalgia and memories, imagined sensory appeal, textural seduction, ancestral heritage, the authenticity of cooking techniques, breaking away from routine, prestige, and self-improvement. Due to research done by Atwal et al. (2019), going to a full-service restaurant is mostly done for the experience (or experiential benefits) and symbolic advantages (or symbolic benefits). There are two types of motivation for taking photos: symbolic and experiential.

Social media's existence alters how tourists behave when they shop (Vila et al., 2020). The World Food Travel Association (WFTA) claims that the popularity of culinary tourism has increased due to the appearance of social media and television programs that have been airing regularly over the past few decades (Vila et al., 2020). Thanks to social media and TV shows, culinary tourism has gained popularity over the past ten years and now offers a wide range of activities, including street food tastings, producer visits, cooking classes, and more. Food has emerged as a crucial factor in travelers' decision-making process, and there are now more food tourism businesses, events, and experience-focused marketing initiatives around the world. Travel planning involves the use of food photography (Liu et al., 2012)). Tourists visit new locations to sample local cuisine and snap pictures of it. Social media users are encouraged to share pictures of food with hashtags and captions because of its existence (Atwal et al., 2019). According to Marine-Roig et al.(2017), the goal of sharing images on Instagram is to enhance one's social status or acquire prestige. social media changes tourist consumption behavior (Vila et al., 2020).

The desire to take pictures motivates millennial tourists to partake in food items (Aisyah Dwityas et al., 2020). Food documentation, food art presentation, self-existence, references, promotion, and evidence of community are the driving forces behind the creation of culinary photographs (Wachyuni & Yusuf, 2021). Tourists post food images to social media in order to communicate with others, express feelings, maintain social connections, develop a positive self-image, and accomplish personal goals (Lai et al., 2017). Six motivations are revealed by the photos that travelers post on blogs: hedonic enjoyment; issues of social status, personal achievement, and accomplishment; altruism: assisting fellow travelers; positive self-improvement through online social connections; and self-documentation and sharing (Wu & Pearce, 2016).

In this study, the reasons for eating local food are based on the views expressed by the authors as well as the findings of visitor review surveys conducted on Trip Advisor and Google. The purpose of this study is to investigate domestic tourists' motives for eating local food.

Table 1. Type of Dining Motivation

Motivation	Type of Motivation	Referensi
Want to try delicious food	Sensory appeal motivation	(Y. G. Kim & Eves, 2012)(Galati et al., 2021)
Want to eat tasty food	Sensory appeal motivation	(Y. G. Kim & Eves, 2012)(Galati et al., 2021)
Want to eat authentic Bangka Belitung food	Authentic motivation	(Y. G. Kim & Eves, 2012)
Want to try the famous food in Bangka Belitung	Cultural motivation	(Y. G. Kim & Eves, 2012)
Want to try food recommended by mass media	Prestige	(Y. G. Kim & Eves, 2012)
Want to try different foods to your everyday food	Exciting motive	(Y. G. Kim & Eves, 2012)
Want to eat something I've never eaten	Exciting motive	(Y. G. Kim & Eves, 2012)
Want to get to know Bangka Belitung culture through food	Culture motivation	(Galati et al., 2021)
Want to know the eating habits of Bangka Belitung people	Culture motivation	(Y. G. Kim & Eves, 2012)
Want to have a new experience	Exciting motive	(Y. G. Kim & Eves, 2012)
Want to make food photos	Prestige motivation	(Galati et al., 2021)
Want to share food photos	Prestige motivation	(Galati et al., 2021)
I want to tell my friends about Bangka Belitung food	Prestige motivation	(Galati et al., 2021)

Sources: several reverences, Researcher (2021)

2. RESEARCH METHODS

A technique known as purposive sampling was used to acquire data. By employing the snowball sampling approach, samples were collected. Tourists who had traveled to Bangka Belitung at least once and had eaten the local food were given surveys via Google form as part of a survey on the motivation of tourists. A total of 339 participants had their samples collected.

Factor analysis was employed in the study. According to T. Wijaya & Budiman (2016), the goal of component analysis is to identify new variables that retain as much information as possible from the original variable. The goal of factor analysis is to identify multiple factors with the qualities of being independent of one another and having the capacity to explain the diversity of data as much as feasible. With the idea that all original variables may be described as a linear combination of these factors added with a residual term, factor analysis explains the variation of numerous original variables using fewer and unobserved factors. A significant number of interrelated variables can be explained by a very small number of factors, which can be found by factor analysis. As a result, the variables within one factor have a strong correlation

with one another, whereas the correlation between the variables in other factors is relatively low.

The process of factor analysis involves evaluating factor development and variable correlation. A review of the literature was used to determine the variables. Testing the reliability and validity of the chosen variables is the first stage in the data analysis process. Thirteen motivation items were found from the literature search; these will be boiled down to a few key elements. Utilizing SPSS, data is processed. Item-Total Correlation was used to assess the validity of the motivation items, and Cronbach's Alpha was used to assess the reliability of the data. Afterward, the information is deemed valid and reliable.

Finding factors that correlate with the Bartlett Test of Sphericity, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, and Matrix Measure of Sampling Adequacy (MSA) is the second stage. If a variable's MSA is less than 0.5, it will be processed (Hair et al., 2010). The use of factor analysis is appropriate if the KMO ranges between 05 and 1. According to Kaiser (1974, p. 35), the KMO size can be assessed using the following standards: a KMO of >0.90 indicates "marvelous," >0.8–0.9 indicates "meritorious," >0.70–0.8 indicates "middling," >0.60–0.7 indicates "mediocre," >0.60–0.5 indicates "miserable," and <0.50 indicates "unacceptable."

The initial variable's cut-off is set at 0.5; if it falls below this threshold, the variable is eliminated from further analysis. Between 0.5 is the cut-off Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy. Factor analysis should be used if the Kaiser-Meyer Olkin (KMO) value ranges between 0.5 and 1 (Bilson, 2005: 123). Finding out if a correlation matrix is an identity matrix or a non-identity matrix is the goal of the Bartlett test. Factor analysis cannot be performed if the correlation matrix that results is an identity matrix, indicating that there is no correlation between the variables.

Identifying motivators is the third phase. The method relies on scree plots, variance percentages, and eigenvalues. Forming factors is the next stage to uncover the structure underlying the relationship between the original variables once the variables have been identified, chosen, and the correlation calculations have satisfied the conditions for analysis. The principal component method with orthogonal rotation is a commonly employed technique in exploratory factor analysis. Finding the underlying structure of the initial set of variables in the analysis and using data reduction to simplify their structure are the specific goals of the principal component factor analysis approach.

3. RESULTS & DISCUSSION

339 respondents who fulfilled the requirement—namely, having consumed local food while visiting Bangka Belitung—were selected from the field survey. Women make up 60% of respondents, while males make up 40%. 21.8% of respondents were between the ages of 17 and 24, 39.8% were between the ages of 25 and 34, 15.3% were between the ages of 35 and 44, 15.9% were between the ages of 45 and 54, and 7% were older than 55. Of those surveyed,

48.6% had traveled to Bangka Belitung for the first time, 21.85% had gone twice, and 29.5% had gone three times or more.

Table 2 shows that the correlation values for all motivation items range from 0.6 to 0.8. Kaplan & Saccuzzo (2017, p. 141) state that a correlation value between 0.3 and 0.4 is deemed sufficient. As a result, every item is legitimate and suitable for additional research. The culinary motivation variable has a Cronbach's Alpha value of 0.942. Kaplan & Saccuzzo (2017, p. 123) state that a reliability score in the range of 0.7 to 0.8 is considered good. The motivational tools worked well.

All motivation items have a correlation value between 0.6 to 0.8 (see table 2). According to Kaplan & Saccuzzo (2017, p. 141), a correlation value in the range of 0.3 to 0.4 is considered adequate. Thus, all items are valid and can be used for further analysis. The Cronbach's Alpha value of the culinary motivation variable is 0.942 (According to Kaplan & Saccuzzo (2017, p.123), a reliability value in the range of 0.7 to 0.8 is good. The motivation instruments were reliable.

Table 2. Validity Test Result

Item	Corrected Item-Total Correlation	Conclusion
Want to try delicious food	0.773	Valid
Want to eat tasty food	0.768	Valid
Want to eat authentic Bangka Belitung food	0.780	Valid
Want to try the famous food in Bangka Belitung	0.781	Valid
Want to try food recommended by mass media	0.740	Valid
Want to try different foods to your everyday food	0.734	Valid
Want to eat something I've never eaten	0.686	Valid
Want to get to know Bangka Belitung culture through food	0.739	Valid
Want to know the eating habits of Bangka Belitung people	0.726	Valid
Want to have a new experience	0.791	Valid
Want to make food photos	0.661	Valid
Want to share food photos	0.646	Valid
I want to tell my friends about Bangka Belitung food	0.725	Valid

Source: data processed 2021

The Barlett test results show a high Chi-Square value of 3898.728 with a Sig value of 0.000. This indicates that the correlation matrix is not an identity matrix so the analysis can continue. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO**)** value is 0.921. It is marvelous or very good criteria. The results obtained show that the data has high accuracy and

sufficient for factor analysis. The KMO value of 0.921 is included in the marvelous criteria. These results show the high accuracy used in factor analysis. The KMO value also shows that the sample size is sufficient.

The smallest MSA is 0.810 and the largest is 0.967. All variables can be used in further analysis. The MSA described in the table

Table 3. Measure of Sampling Adequacy (MSA)

Item number	Item	MSA Value
III.22	Want to try delicious food	0.906
III.23	Want to eat tasty food	0.902
III.24	Want to eat authentic Bangka Belitung food	0.938
III.25	Want to try the famous food in Bangka Belitung	0.932
III.26	Want to try food recommended by mass media	0.962
III.27	Want to try different foods to your everyday food	0.967
III.28	Want to eat something I've never eaten	0.944
III.29	Want to get to know Bangka Belitung culture through food	0.922
III.30	Want to know the eating habits of Bangka Belitung people	0.909
III.31	Want to have a new experience	0.967
III.32	Want to make food photos	0.828
III.33	Want to share food photos	0.810
III.34	I want to tell my friends about Bangka Belitung food	0.962

Source : Researcher (2021)

Communalities show the average variation in items/variables that can be explained by the factors formed. Communalities value indicates that the indicator has a greater/higher role in explaining the factors formed. Santoso (2015: 82).

Table 4. *Communalities*

Communalities		
	Initial	Extraction
Want to try delicious food	1.000	0.710
Want to eat tasty food	1.000	0.743
Want to eat authentic Bangka Belitung food	1.000	0.778
Want to try the famous food in Bangka Belitung	1.000	0.810
Want to try food recommended by mass media	1.000	0.648
Want to try different foods to your everyday food	1.000	0.678
Want to eat something I've never eaten	1.000	0.643
Want to get to know Bangka Belitung culture through food	1.000	0.625
Want to know the eating habits of Bangka Belitung people	1.000	0.621
Want to have a new experience	1.000	0.689
Want to make food photos	1.000	0.876
Want to share food photos	1.000	0.892
I want to tell my friends about Bangka Belitung food	1.000	0.713
Extraction Method: Principal Component Analysis		

Source : Researcher (2021)

The value of extraction communalities is more than 0.5. According to Hair et al (2010) , a commonalities value of less than 0.50 is not sufficient to explain. The largest variance is in the attribute/item "Want to share photos of food" (variable III.33) of 0.892. This means that 89.2% of the variance in the attribute/item Want to share food photos (variable III.33) can be explained by the factors formed. Meanwhile, the smallest variation value was 0.621 or 61.2% for item III.30, namely "Want to know the eating habits of Bangka Belitung people". This means that 61.2% of the variance of the attribute/item. Want to know the eating habits of Bangka Belitung people can be explained by the factors formed. Overall, more than 50 percent of the thirteen items/attributes or variables used can be explained by the factors formed. The eigenvalues determine the factors formed. The eigenvalue is significant if it is more than 1. Table 5 presents The Total Variance Explained.

Table. 5 Total Variance Explained

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumula-tive %
1	7.960	61.230	61.230	7.960	61.230	61.230	6.036	46.428	46.428
2	1.466	11.277	72.507	1.466	11.277	72.507	3.390	26.079	72.507
3	.695	5.346	77.853						
4	.559	4.303	82.156						
5	.436	3.355	85.511						
6	.372	2.861	88.372						
7	.356	2.737	91.110						
8	.308	2.366	93.476						
9	.266	2.048	95.524						
10	.209	1.607	97.131						
11	.151	1.161	98.292						
12	.126	.971	99.263						
13	.096	.737	100.000						

Extraction Method: Principal Component Analysis.

Source : Researcher (2021)

The cut-off for Total Variance Explained is at least 60% (Hair et al., 2010). There are two factors (components) that have an eigenvalue of more than 1. Total variation that can be explained are 72.507%. By using the Scree Plot, two points have an eigenvalue of more than 1. It means that there are two components (factors).

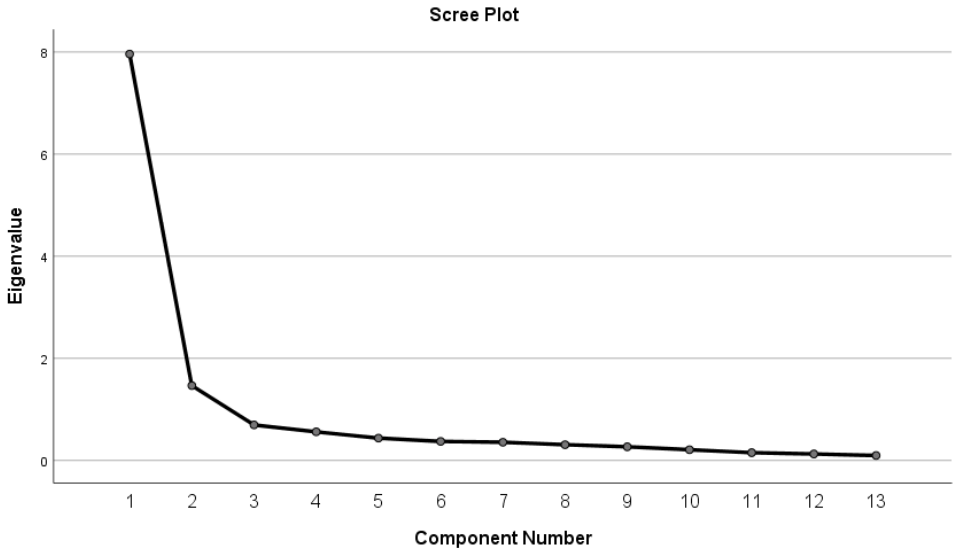

Figure 1. Factor Analysis Scree Plot
Source : Researcher, 2021

Component Matrix explains the distribution of the initial variables into the component factors that are formed. The 13 items are grouped into 2 factors (Component) with factor loadings shown in Table 6 below.

Tabel 6. Factor Matrix

Component Matrix[a]

	Component	
	1	2
Want to try delicious food	.827	-.159
Want to eat tasty food	.830	-.232
Want to eat authentic Bangka Belitung food	.841	-.265
Want to try the famous food in Bangka Belitung	.846	-.309
Want to try food recommended by mass media	.795	-.129
Want to try different foods to your everyday food	.794	-.217
Want to eat something I've never eaten	.755	-.271
Want to get to know Bangka Belitung culture through food	.789	-.055
Want to know the eating habits of Bangka Belitung people	.760	.207
Want to have a new experience	.830	-.007
Want to make food photos	.674	.649
Want to share food photos	.658	.677
I want to tell my friends about Bangka Belitung food	.745	.397

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Source : Researcher (2021)

Some items do not have significant differences with other indicators, so it is necessary to rotate factors to clarify the position of these items.

Table 7. Rotated Factor Matrix

Item	Rotated Component Matrix[a]	Component 1	Component 2
A1	Want to try delicious food	.780	.317
A2	Want to eat tasty food	.823	.257
A3	Want to eat authentic Bangka Belitung food	.850	.235
A4	Want to try the famous food in Bangka Belitung	.877	.201
A5	Want to try food recommended by mass media	.737	.324
A6	Want to try different foods to your everyday food	.784	.250
A7	Want to eat something I've never eaten	.781	.184
A8	Want to get to know Bangka Belitung culture through food	.692	.383
A9	Want to know the eating habits of Bangka Belitung people	.525	.588
A10	Want to have a new experience	.700	.446
A11	Want to make food photos	.212	.912
A12	Want to share food photos	.183	.926
A13	I want to tell my friends about Bangka Belitung food	.409	.739
	Extraction Method: Principal Component Analysis.		
	Rotation Method: Varimax with Kaiser Normalization.[a]		
	a. Rotation converged in 3 iterations.		

Source : Researcher (2021)

Based on the loading factor values of items, A1 to A10 have a stronger correlation with component 1 compared to component 2. These items are part of Component 1. They are also significant since they have a loading factor of more than 0.5. A11, Item A12, and A13 are part of Component 2. They are significant. The results of factor analysis showed that there were two factors formed from the initial 13 items used. Below are displayed the results of the Rotated Factor Matrix.

Table 8. Rotated Factor

Item	Item	Factor	Loding Factor
A1	Want to try delicious food	1	0.780
A2	Want to eat tasty food	1	0.823
A3	Want to eat authentic Bangka Belitung food	1	0.850
A4	Want to try the famous food in Bangka Belitung	1	0.877
A5	Want to try food recommended by mass media	1	0.737
A6	Want to try different foods to your everyday food	1	0.784
A7	Want to eat something I've never eaten	1	0.781
A8	Want to get to know Bangka Belitung culture through food	1	0.692
A9	Want to know the eating habits of Bangka Belitung people	1	0.525
A10	Want to have a new experience	1	0.700
A11	Want to make food photos	2	0.912
A12	Want to share food photos	2	0.926
A13	I want to tell my friends about Bangka Belitung food	2	0.739

Source : Researcher (2021)

Factor 1 provides an explanation of various aspects of food, including taste, authenticity, uniqueness, reflection of local social and cultural aspects, and food that is well-known and frequently promoted in the community. The first factor is the drive to enjoy traditional Bangka Belitung food. Cultural (Y. G. Kim & Eves, 2012; Mak et al., 2016), sensory (S. Jang & Eves, 2019; Y. G. Kim & Eves, 2012; Mak et al., 2016) and cultural heritage (S. Jang & Eves, 2019) motivations are some of the reasons consumers enjoy typical foods.

The Total Variation Explained indicates the significant influence that sensory motivation—which is represented by the adjectives A1 (delicious) and A2 (tasty)—plays. Together, these two elements account for 72.507% of the explanation. Policymakers and businesspeople in Bangka Belitung who deal with tourism must be concerned about sensory motivation since it is so significant. Testimonials from a range of sources are required to persuade tourists. These can include traveler ratings on Trip Advisor and Google, chef reviews in numerous media outlets, and celebrity endorsements.

A cultural product is food (S. Wijaya, 2019). Every area has an own cuisine and dining style. Bangka's *otak-otak*, for instance, differ from those of other places. Sea fish is the primary ingredient and is consumed with *tauco* sauce, *jeruk kunci* (lime juice) (Setiati, 2008), and shrimp paste. Similar to noodles soup in Belitung, Bangka noodles soup is prepared from fish and has a slightly sweet taste. It is eaten with boiled eggs and *jeruk kunci* (lime juice). In addition to satisfying bodily needs, eating customary food satisfies other wants as well, such as the need

for self-actualization—that is, the urge for tourists to appreciate the distinctive flavor of the place they are visiting (Tikkanen, 2007).

Food that has been passed down through generations to become a custom in a community is known as traditional food (Setiati, 2008). *Lempah Kuning*, also known as *Gangan* in Belitung, is a common Bangka dish that is prepared using fish and components like shrimp paste and pineapple. It is frequently served in local restaurants. Consuming usual food is also motivated by traditional food motives (S. Jang & Eves, 2019; S.-Y. Jang et al., 2019).

The ingredients used, the manufacturing facility, and the retail location all contribute to the authenticity of local food. Since Bangka Belitung is the source of its raw ingredients, the traditional dishes *otak-otak*, *lempah kuning*, and *gangan* can be considered authentic Bangka Belitung cuisine. Locals make it, and it's marketed in areas nearby the producing location. If tourists are aware of this food, they will be encouraged to consume unique and traditional dishes.

The taste, original Bangka Belitung ingredients, processing techniques, and consumption methods all contribute to the distinctiveness of Bangka Belitung cuisine, which offers visitors—especially those traveling for the first time—a novel experience that reflects the distinct culture and customs of the Bangka Belitung people. Because of the food's specialization, recommendations for it are common.

Tourists are encouraged to express themselves and form their self-status by the popularity of social media (S. Jang & Eves, 2019; Wachyuni & Yusuf, 2021; Wu & Pearce, 2016). Tourists may use the excellent and culturally representative authentic Bangka Belitung food as the subject of Instagram posts and social media discussions. Tourism players (government, travel businesses, tour guides, etc.) must inform tourists about numerous unique local foods so that tourists can collect images and have conversations on various social media platforms.

4. CONCLUSION & SUGGESTION

Support from the ABG (academic, business, and government) is required to encourage tourists to consume food locally. The academy's responsibilities include food testing, research, and exploration. It is the responsibility of tourism-related enterprises, such travel agencies and tour guides, to offer and suggest local food experience packages to tourists. In order to boost tourism motivation, local governments can play a strategic role in protecting, fostering, and enabling corporate and academic collaborations. It is suggested to include social interaction incentive in future studies.

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