The Effect Of Lifestyle And Local Food On Selction Of Tourist Destinations In Malang City Through Eating Experience As A Mediation

Rulli Krisnanda, Harianto Respati, Bambang Supriadi

Abstract: Malang City is one of the tourist destinations in East Java, Indonesia which has a significant increase in tourist arrivals. The increase in tourist visits shows that the needs and desires of so-called tourist lifestyles are increasingly diverse. The local food of a tourist destination is one component that affects the quality of travel. Eating experience (eating experience) which is influenced by the lifestyle of tourists and local food is an important factor in the selection of tourist destinations. The purpose of this study is to analyze the influence of lifestyle and local food on the selection of tourist destinations in the city of Malang through eating experience. The method used in this research is Path Analysis. The results of the analysis show that eating experience is an intervening variable that can mediate lifestyle variables. Eating experience has the status as an intervening variable that can mediate local food variables on the selection of tourist destinations. This means that the selection of tourist destinations can be built if tourists have an appropriate lifestyle and culinary attractions have quality local food and are easily accessible. The development of marketing strategies, additional product innovations that exceed the expectations of tourists, the development of gastronomic culinary models that are adjusted to the times needs to be done to encourage the interest of tourists visiting Malang and referring others to travel to Malang.

Index Terms: lifestyle, local food, eating experience, tourist destination selection, Indonesia

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1 INTRODUCTION

The development of tourism in the city of Malang is currently caused by the lifestyle trends of millennials who put spending on travel (traveling) as one of the main shopping portions [1]. Head of Tourism Promotion Office of Malang City Culture and Tourism Office recorded an increase of 15,034 tourists from foreign countries and 4.8 million local tourists visited Malang during 2018. Increased visits showed that the needs and desires of tourists were increasingly diverse or complex. A tourism organization or destination is easier to develop 3A (attractions, amenities, and accessibility) [2] and create a marketing program if it can understand and provide the needs or desires of tourists [3]. Many factors influence tourists to choose a tourist destination, one of which is food [4]. Food or culinary becomes one of the tourism components that grows rapidly and becomes one of the dynamic and creative tourism activities. Tourist destinations and tourism organizations pay more attention to culinary tourism intending to provide comfort to tourists [5]. Malang City at the end of 2016 had 707 restaurants or restaurants with a visit rate that rose more than 60%, compared to the previous year only 191 restaurants or restaurants [6]. The survey results of the Malang City Culture and Tourism Office in February 2019 also showed that out of 170 respondents, 111 people stated that culinary tourism was the most preferred tourism in Malang City [7]. This illustrates that food or culinary becomes a major requirement for tourists visiting the city of Malang.

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Local food in a tourist destination [8] is an aspect that influences the quality of tourist vacationing [9]. "Toko Oen, Inggil Restaurant, Bakso Kota Cak Man, Ronde Titoni, Puthu Lanang, and Sentra Kripik Tempe Sanan" are some examples of culinary tourism potential in Malang City. The culinary has become a trademark or local identity for tourists visiting Malang. Distinctive menu offerings, the consistency of taste, and the history of the past make the culinary legendary and become a popular culinary destination for tourists in Malang. Culinary becomes one of the ways for tourists to find new experiences and learning to enjoy foods in a destination [9]. Most tourists spend time on vacation to consume food and drinks or decide what and where tourists enjoy food and drinks [4]. The opportunity to enjoy food and drinks in various ways (eating experience) is a relaxation experience for tourists [4]. The tourist lifestyle or lifestyle [10][11] is one of the factors that influence the interests and behavior of tourists in choosing the type of food in a tourist destination to obtain pleasure. This shows that tourists tend to choose foods that fit their daily lifestyle or in other words commonly eaten foods. Food that fits the lifestyle or tastes of tourists will create a memorable experience (eating experience). The eating experience is a means of gaining satisfaction, providing entertainment, and stimulating the five senses [12] which are influenced by overall service [4]. Food-related vacation experiences [4] have an effect on tourist behavior in choosing a destination because life experiences can create memorable memories. The eating experience becomes an evaluation criterion when tourists choose tourist destinations [4]. In addition to the lifestyle of each tourist, local food in a tourist destination also influences the tourist experience [13]. Traditional foods served in different ways such as in a restaurant or special event add value to the food so that tourists are expected to be more interested in culinary offerings in a tourist destination [14]. This different sensation from traditional culinary can create a memorable experience [15]. Malang City Government tries to facilitate tourists with a variety of culinary offerings so that tourists have more experience and following the interests of tourists. Examples are Inggil Restaurant and Oen Shop with distinctive

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Malang decorations, Ronde Titoni and Puthu Lanang with a trademark "since 1920" and Sanan "Tempe" chips center which provides education on how to make "tempe" chips that can be followed directly by tourists. Positive experiences that are memorable and following lifestyles stimulate tourists in planning a trip in the future, even tourists want to spend more to get the experience [16]. Eating experience also affects tourist opinion, not only limited to the experience for these tourists but also shares the experience with other tourists. This explanation shows that eating experiences that are following the desires and needs or lifestyle of tourists [11] can be a determining factor [4] in the selection of Malang City as a tourist destination of choice. Based on the description above there are many factors that determine tourists in choosing a tourist destination, especially from the eating experience benchmark. Eating experiences that are influenced by the lifestyle of tourists [10][11] and local food [8] are important factors in the selection of tourist destinations [4]. Therefore, the authors researched the influence of lifestyle and local food on the selection of tourist destinations in Malang by considering eating experience as a determining factor for tourists choosing Malang as a tourist destination.

2 LITERATURE REVIEW

Selection of tourist destinations is a process of tourists responding to stimuli both from internal and external to a tourist destination information as a basis for decision making [17]. The eating experience is a means to get pleasure, provide entertainment and stimulate the five senses through culinary offerings [12] which depend on the whole service [4]. Eating experience following the wishes and needs of tourists [11] is a determining factor [4] in choosing some places as the tourist destination of choice. Also, eating experience becomes a destination evaluation criterion, stimulating tourists to travel back (positive experiences that fit a lifestyle have a more memorable impact) [16] and influence tourist opinion and share these experiences with other tourists. Lifestyle (life-style) is a description of behavior, patterns, and ways of life. This is shown by how a person's activities, interests, and opinions about themselves so that they differentiate their status from others and the environment [11]. Dietary cultural patterns also affect a person's lifestyle [10] and social status [11], namely:

1. Cosmopolitans: elites with high income, high education, and an appetite based on the original culture of the individual.
2. Omnivorous: teenagers and middle-aged people, on average they still have formal education. Behavior tends to change towards appetite, can accept food from various cultures, tends to accept foods that are globally recognized in their social environment.
3. Foodies: elite social groups who know food history, the purpose of consuming food, experts in assessing the taste of food, and learning the ins and outs of these foods (new cultural knowledge). Most of them are individuals with high income and live an established life, thus placing food as a measure of social status.
4. Non-foodies: average social groups that tend to place food as the fulfillment of people's daily basic needs.

And the last terminology, Local food is a culinary dish that shows the characteristics of an area and the values that exist within the area [18], which can be in the form of food, drinks, and snacks or snacks [19].

3 METHODOLOGY

This research was designed using explanatory research. This study examines the influence of lifestyle and local food on the selection of tourist destinations in Malang through eating experience. This research takes the scope of tourism marketing management, which deepens the influence of the lifestyle of tourists and local food in Malang on the selection of tourist destinations in Malang through eating experience. The research location is in the city of Malang, especially the culinary places in the legendary Malang City such as "Toko Oen, Inggil Restaurant, Bakso Kota Cak Man, Ronde Titoni, Puthu Lanang, and Sentra Kripik Tempe Sanan". The dependent variable (independent variable) in this study is the selection of tourist destinations and eating experiences, while the independent variable is the lifestyle and local food. There are 2 types of data sources used in this study, namely primary data in the form of questionnaires and secondary data obtained from BPS data, Malang City Culture and Tourism Agency data on tourist visits and tourism profiles in Malang City. The research instrument was measured using a Likert scale and tested with a validity and reliability test. The sample of this study is 204. Data analysis techniques include (1) Descriptive Analysis, (2) Analysis of Structural Equation Models, (3) Classical Assumptions Test.

4 RESEARCH RESULTS

4.1 Testing of Instrument

Validity is measured by comparing the correlation value of each indicator with the correlation value of the table (r table). The value of the r product moment table at alpha (0.05) on 204 units is 0.138. Based on the data processing and testing of 38 statement indicators, all indicator correlation coefficients are positive and greater than the r table. Indicator probability is smaller than 5thatmeaning that all variables are valid and have a significant relationship. The reliability test results showed that the variable had a reliability coefficient greater than 0.60, in conclusion, the existing instruments were feasible to be used based on the reliability test.

4.2 Description of Research Variable

Based on the results of the study it was found that the average score for lifestyle variable data (X1) was 3.90. When compared, the indicator that best describes the lifestyle variable is the activity (activity) of tourists with an average score of 4.01, especially new experiences gained when traveling to Malang with an average score of 4.18. This shows that respondents tend to strongly agree that tourists get new experiences when traveling to Malang. The next indicator that describes lifestyle variables is opinion and interest. However, opinion indicators dominate with an average score of 4.00 which shows that spending on trips to Malang is affordable for tourists (average score of 4.17). Based on the results of the study obtained the overall distribution of respondents' answers about local food variables is 3.45. This shows that respondents tend to agree that local food is determined by socio-culture, local, and traditional raw materials. The main thing that can determine local food socio-cultural is reflected from the food in Malang different from other regions, namely an average score of 3.66 and the characteristics of food in Malang that can provide information about the local culture (an

average score of 3.66). Also, respondents' answers regarding indicators of local raw materials describe local food in Malang. This is seen through the answers of respondents who quite agree that local food in Malang is cooked using local raw materials (average score of 3.78). Based on the results of the study obtained the respondent's answer distribution. Overall the average Eating Experience variable is 4.02, this shows that respondents tend to strongly agree that Eating Experience is determined by eating experience stimuli, entertainment stimuli, and sensory stimuli. The main thing that can improve the Eating Experience is a stimulus of satisfaction, reflected in culinary locations in Malang easily accessible by tourists (4.21). Besides, respondents also agree that tourists recommend culinary in Malang to other tourists as indicated by the average score of 4.15. Another thing that affects the eating experience is the suitability of tourist tastes with culinary flavors in Malang City with an average score of 4.08. The results showed that overall the average tourist destination selection variable was 3.90, this illustrates that respondents tend to agree that the selection of tourist destinations is determined by motivation, knowledge, information, tourism products, and evaluation. The thing that most influences the selection of tourist destinations is the experience of visiting before, as evidenced by the distribution of respondents who tend to strongly agree that tourists have visited Malang before (average score of 4.41). Another thing that affects the selection of tourist destinations is that respondents agree that the relatively calm atmosphere of the city encourages trips to Malang with an average score of 4.23.

4.3 Classical Asumption Test
Multicollinearity Test Results is presented in Table 2.

Tabel 1.
Multicollinearity Test Results

Variables	VIF	
	Substructure 1	Substructure 2
Life-style	1,682	2,429
Local food	1,682	1,977
Eating experience	-	2,639

The multicollinearity test results in Table 2 illustrate that all independent variables both for substructure 1 and substructure 2 have a VIF value less than 5 so that the regression model in this study is free from multicollinearity problems.

Autocorrelation Test Results is presented in Table 3.

Tabel 2.
Autocorrelation Test Results

No	Variable	Du	Durbin Watson	4-Du	Note
1	Sub Structure 1	1,72	1,831	2,28	No autocorrelation
2	Sub Structure 2	1,74	1,846	2,26	No autocorrelation

Table 3 illustrates that the Durbin Watson sub-structure 1 value of 1.831 is greater than 1.72 (Du) and smaller than 2.28 (4-Du), meaning there is no autocorrelation in the regression model. The Durbin Watson sub-structure 2 value of 1.846 is greater than 1.74 (Du) and smaller than 2.26 (4-Du), meaning that there is no autocorrelation in the regression model. And

also, Included lifestyle variables, local food, and eating experiences, were normally distributed.

4.3 Structural Equation Model Test Results
Coefficient of determination model (Rm^2) is test the level of accuracy of the structural equation research model. The results of the model test using the formula below,

$$Rm^2 = 1 - Pe_1^2 Pe_2^2 \ldots Pe_i^2$$
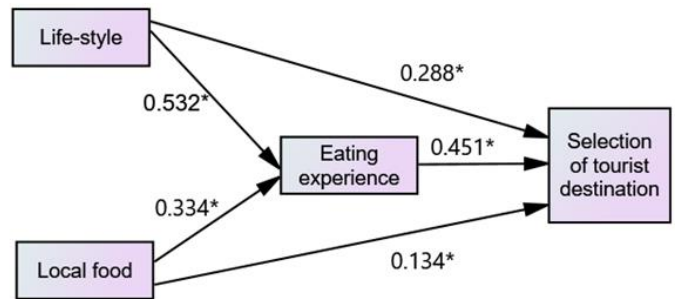$$P_{e1} = \sqrt{1-R_1^2} = \sqrt{1-0{,}621} = 0{,}616$$
$$P_{e2} = \sqrt{1-R_1^2} = \sqrt{1-0{,}628} = 0{,}612$$
$$Rm^2 = 1 - (0{,}616)(0{,}612)$$
$$= 1 - 0{,}376$$
$$= 0{,}624$$

The determination coefficient value is 0.624 indicates the diversity of data or information that can be explained by the model is 62.4%, while 37.6% can be explained by other variables that are not yet present in the model or error. The model is accepted as a tested analysis tool.

Figure 1. *Path Analysis Results*
Note: * is a significant level of less than 5%

The path analysis explanation is presented in Table 4.

Table 3.
Path analysis

Variables	Direct path	Indirect path	Total path
Lifestyle → eating experience	0,532*	-	-
Local food → eating experience	0,334*	-	-
Life style → Selection of tourist destination	0,288*	-	-
Local food → Selection of tourist destination	0,134*	-	-
Eating experience → Selection of tourist destination	0,451*	-	-
Lifestyle → eating experience → Selection of tourist destination	0,288*	0,532* X 0,451* = 0,240*	0,528*
Local food → eating experience → Selection of tourist destination	0,134*	0,334* X 0,451* = 0,228*	0,285*

* significance level of less than 5%

5 DISCUSSION
Lifestyle is determined by activities (activities), interests (interests), and opinions. The main contribution to lifestyle is the activity (activity) reflected by tourists gaining new

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experiences when traveling to Malang, especially in the culinary field. The results of this study are in line with the opinion of [11] who state that lifestyle or lifestyle is a picture of human behavior, patterns, and how they live. This is shown through how a person's activities, interests, or interests and what they think so that distinguishes the identity or position of others and the environment. Food in Malang has a variety of local foods and drinks. Local food is very important to attract attention and interest in one's life experience [20]. This is supported by research by [13] that local food is an important part of the traveling experience because it can function as a cultural activity and entertainment. Eating Experience is determined by satisfaction stimuli, entertainment stimuli, and sensory stimuli. The main thing that can enhance the Eating Experience is the stimulation of satisfaction, reflected by the culinary locations in Malang easily accessible by tourists. Easy-to-reach culinary tourism encourages tourists to want to taste the culinary offered in line with previous research that eating experience is a means to get pleasure, provide entertainment and stimulate the senses through culinary offerings [12] that depend on the overall service [4]. This supports the results of researchers that the food in the city of Malang according to tourist tastes, which is dominated by tourists in East Java and East Indonesia, which has a characteristic like salty and spicy food. Selection of tourist destinations is determined by motivation, knowledge, information, tourism products, and evaluation of tourist destinations. The main thing that can improve the selection of tourist destinations is the knowledge of tourists. This is reflected in tourists visiting Malang before. Tourists who have good experience of culinary tourism in the city of Malang will take a tour in the future if they need a place to take a vacation. Lifestyle (activities, interests, and opinions that describe tourist behavior) affects the eating experience, which means that the higher the level of the tourist lifestyle can increase the eating experience. Lifestyle indicators that make the biggest contribution to increasing eating experience are activities reflected in tourists gaining new experiences when traveling to Malang. This shows that Malang City has an attraction for tourists. When tourists have free time, tourists will use the time properly, and by what tourists want to restore clarity of mind, gain new experiences, and have fun, after carrying out activities that tourists do. One of the activities (activities) that tourists can do to fill and get what tourists want is to travel which has an impact on the eating experience. As the results of [11] which states that the factor that most influences tourists to choose food in a destination is a lifestyle (lifestyle), an individual will behave according to which behavior is appropriate or not appropriate to be displayed in their environment. Local food affects the eating experience, which means that more quality local food can increase the eating experience. Local food indicators that contribute to the improvement of eating experience are socio-cultural reflected in the food in Malang different from other regions, most tourists are satisfied with the dish, come back to Malang and taste according to tourist tastes. Malang City has many typical local foods such as bakso kota, puthu lanang, ronde titoni, kripik tempe Sanan, etc. which affect the quality of tourist vacationers. "Toko Oen, Inggil Restaurant, Bakso Kota Cak Man, Ronde Titoni, Puthu Lanang, and Pusat Kripik Tempe Sanan" are Culinary tours in Malang. The food served has a characteristic and makes it of attraction for tourists to increase the eating experience. As [21] opinion supports the results of

this study which states that some people have a special interest in food experience and culinary science so that it can function as a trigger for choosing tourist destinations. . The results of the study are also consistent with [4] which state that food selection is based on local, authentic and authentic foods that represent the local food culture. Lifestyle has a significant effect on the selection of tourist destinations. The higher the lifestyle of a person can increase the choice of tourist destinations. The lifestyle in this study is reflected by tourists who like to get new experiences (omnivorous lifestyles) and learn the culture contained in them (foodies), can channel hobbies, and the presence of families also encourages tourists to travel to Malang. Food that is unique and different from other places, easily accessible locations, and affordable travel expenses to Malang also increase the choice of tourist destinations, as reflected in motivation, knowledge, post-information stimuli, tourism products, and evaluation. As [22] points out, the factors that determine the decision to choose a tourist destination are divided into two internal factors of a tourist and external factors for a tourist. High tourist curiosity demanded that Malang City give an interesting experience. Local food influences the choice of tourist destinations, which means that local food that has uniqueness can increase the selection of tourist destinations. Local food boosts the level of economic growth and attracts the level of tourist shopping and complements tourist needs in enjoying tourist trips. Most tourists spend time on vacation consuming food and drinks, or deciding what and where tourists enjoy food and drinks [4]. Local food is very important to attract attention and interest in one's life experience, not just because they have a great interest in food, but also because of the attitude that is easily adaptable to new foods [20]. This makes local food an important part of the traveling experience because it can function as a cultural and entertaining activity [13]. [23] argues that The psychological reason why tourists enjoy local food is to find a motive for self-identity, not only to satisfy hunger. Eating experience has a significant effect on the selection of tourist destinations, which means that the higher the level of eating experience can increase the selection of tourist destinations. The eating experience indicator that gives the biggest contribution to increasing the choice of tourist destinations is the stimulating eating experience reflected from culinary locations in Malang easily accessible to tourists. The ease of culinary location makes tourists choose tourist attractions. Eating experience influences tourist opinion, not only limited to the experience for tourists but also shares the experience with other tourists. Eating experience following the wishes can be a determining factor in the selection of tourist destinations to the city of Malang. The eating experience is a means to get satisfaction, provide entertainment, and stimulate the five senses [12]. The results of this study are consistent with [4] which states that eating experience is the most important evaluation criteria when tourists choose a tourist destination. Besides, the Eating experience is influenced by overall service (a type of food, where it is served, how it is served, service, and atmosphere of the place to eat). Also, food selection is based on local, authentic, and authentic food that represents the local food culture local. Behavioral motives and travel styles also influence what kind of experiences tourists want to have (relaxation, education, experimentation). Eating experience mediates the influence of lifestyle on the selection of tourist destinations, which means that lifestyle can increase the choice of tourist destinations if tourists are

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satisfied with the eating experience. The eating experience becomes an evaluation criterion when tourists choose tourist destinations [4]. Food that fits the lifestyle or tastes of tourists will create a memorable experience (eating experience). The eating experience is a means to obtain satisfaction and provide entertainment. As the view of [24] states that understanding one's needs and desires (in this case tourists) is very influential in directing tourist behavior so that an organization is easier to make a targeted marketing program. Eating experience can mediate the influence of local food on the selection of tourist destinations, which means that the choice of tourist destinations can be increased if local food can provide satisfaction to tourists. Local food is very important to attract attention and interest in one's life experience, not just because it has a great interest towards food, but also because of the attitude that is easily adaptable to a new food [20]. Information obtained by tourists about local food can shape the decision of choosing a tourist destination. While [23] opinion states that psychologically the reason tourists enjoy food Local is looking for self-identity motives, not only satisfying hunger.

6 CONCLUSION

Omnivorous lifestyle (easy to accept new things) and foodies (new cultural knowledge), as well as quality local food, can increase eating experience. The selection of tourist destinations is built through the understanding of the lifestyle of tourists who tend to want to gain experience or new knowledge as well as quality local food and according to taste. Eating experience can increase the choice of tourist destinations through stimulation of satisfaction, entertainment, and the five senses that are memorable and following what tourists need. The selection of tourist destinations can be built through culinary attractions that are following the lifestyle of tourists, provide new experiences, are easily reached by the location and quality local food.

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