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The Influence of Culinary Quality and Tourist Experience on Visit Intention: Evidence from Urban Gastronomy in Bandung, Indonesia

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Abstract

This study examines the influence of culinary quality and tourist experience on visit intention, with tourist satisfaction acting as a mediating variable, in the context of urban gastronomy in Bandung, Indonesia. As an emerging culinary tourism destination, Bandung reflects the interaction between traditional culinary heritage and contemporary dining culture. A quantitative approach integrating text mining and Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed. A total of 6,460 Indonesian-language reviews were collected from Google Maps across seven major street food destinations. The findings reveal that culinary quality and tourist experience significantly influence tourist satisfaction, which subsequently affects visit intention. Tourist satisfaction also mediates the relationship between culinary quality, tourist experience, and visit intention. The results further indicate different mediation mechanisms, where culinary quality demonstrates a partial mediation effect, while tourist experience operates entirely through tourist satisfaction. This study contributes theoretically and methodologically by integrating big data analytics with structural modeling to provide a more comprehensive understanding of tourist behavior in digitally mediated tourism environments. The findings emphasize the strategic role of online customer reviews as a data-driven resource for improving service quality, enhancing tourist satisfaction, and supporting sustainable urban culinary tourism development.

Keywords: Urban gastronomy; tourist experience; tourist satisfaction; culinary quality; visit intention; Google Reviews

Introduction

Over the past two decades, culinary tourism has evolved into a global phenomenon, becoming an important component of tourism development where food is not merely consumed as a product but experienced as an expression of cultural and social interaction [1,2,3]. This shift reflects a transition from basic physiological consumption toward the pursuit of meaning, social engagement, and self-actualization. In line with the experience economy framework, tourism value is increasingly derived from memorable experiences rather than tangible offerings alone [4,5,6].

This phenomenon is particularly evident in Indonesia, a country known for its rich culinary diversity, which represents a dynamic expression of local culture and collective creativity. In this context, urban gastronomy

has emerged as a significant tourism product, reflecting the integration of food, place, and cultural identity within urban environments [5,7,8]. Cities increasingly function as culinary hubs where tourists engage with local identity through food experiences [9,10].

Within this national context, West Java is widely recognized as one of Indonesia's leading tourism destinations due to its diverse natural attractions, cultural heritage, and culinary tourism potential. The tourism sector has become an important contributor to regional economic development, particularly in major urban destinations such as Bandung [11]. Based on Bandung Cooperatives Agency in 2023 Bandung, as the provincial capital, has emerged as a key hub for urban culinary tourism, contributing approximately IDR 12.7 trillion to the regional economy and employing over 340,000 workers. This reinforces its position as a leading culinary destination where food functions not only as an economic commodity but also as a core element of cultural identity and innovation [7,12].

The city's culinary landscape is influenced by global trends such as fusion cuisine, molecular gastronomy, and slow food [13]. The presence of thematic culinary areas such as Sudirman Street Market, Dipati Ukur, and Paskal Food Market illustrates that dining in Bandung extends beyond basic consumption into a complex form of social engagement and sensory experience. This vibrancy has earned Bandung global recognition, ranking 32nd among the world's top 100 cities for food according to TasteAtlas in 2024. Beyond its physical and cultural attributes, the development of culinary tourism in Bandung is increasingly shaped by digital platforms that influence tourist perceptions and decision-making [14].

In the digital era, tourist behavior in seeking and evaluating culinary experiences is profoundly shaped by information technology [15]. Platforms such as Google Maps and Google Reviews have become indispensable tools for pre-visit decision-making [16]. Online reviews serve as a critical source of information, providing user-generated testimonials, visual content, and aggregated ratings that reflect perceived destination quality [17]. In particular, Google Reviews function as a credible form of electronic word-of-mouth (e-WOM), offering authentic, firsthand accounts that influence tourists' perceptions and decision-making [18,19]. For destination managers and culinary entrepreneurs, these digital footprints represent a valuable source of data for understanding customer satisfaction and identifying areas for improvement [20]. Existing research confirms that tourist satisfaction is a key determinant of revisit intention and positive word-of-mouth, both of which are essential for sustaining a destination's competitive advantage [16,21,22]. However, a significant gap remains in the literature. Previous studies tend to focus on single destinations or isolated variables, limiting the ability to capture the complex relationships between culinary quality, tourist experience, and satisfaction across multiple urban contexts.

To address this gap, this study employs a quantitative approach integrating text mining and PLS-SEM to analyze the influence of culinary quality and tourist experience on visit intention, mediated by tourist satisfaction, using textual data from Google Reviews across seven major street food destinations in Bandung. Specifically, this research aims to: (1) analyze the influence of culinary quality and tourist experience, as reflected in textual reviews, on tourist satisfaction; (2) examine the impact of tourist satisfaction on visit intention; and (3) identify key themes and lexical patterns within online reviews that shape tourist perceptions.

The findings are expected to contribute both theoretically and practically by extending the experience economy and e-WOM literature within the context of urban gastronomy in the Global South, while also providing data-driven insights for destination management and sustainable culinary tourism development.

Literature Review

Experiential Tourism and Culinary Tourism

The modern paradigm of tourism has shifted from the mere consumption of places to the consumption of experiences [23,12]. This experiential turn frames tourism as a process of creating value through memorable, multi-sensory, and emotionally engaging encounters [23]. Within this framework, food has evolved from a basic physiological necessity to a primary medium for cultural exploration and destination engagement [12,24]. Culinary tourism thus emerges as a specialized form of experiential travel where food becomes the central motif for understanding place, identity, and culture [25,26].

Digital technology has fundamentally reshaped this experiential landscape. Platforms enabling user-generated content (UGC) and electronic word-of-mouth (e-WOM), such as Google Reviews, have created a digital layer

where tourist experiences are documented, shared, and evaluated [18,8,27]. These digital narratives now play a critical role in shaping pre-trip expectations and post-trip perceptions, effectively becoming a parallel, crowd-sourced dimension of the destination experience [28,17].

Urban Gastronomy

The ultimate outcome of evaluating urban gastronomy is behavioral [29]. To understand culinary tourism in a dense, creative urban center like Bandung, the concept of urban gastronomy provides a vital integrative lens. Urban gastronomy extends beyond viewing food as mere consumption to analyze the complex socio-spatial, economic, and cultural ecosystem of eating in the city [7,30,31]. It encompasses the physical, social, and cultural dimensions of food consumption (street markets, food halls), the social rituals of consumption, the cultural narratives embedded in cuisine, and crucially the digital representation that amplify and circulate its image [30,32].

This framework posits that in cities, food functions dually: as a significant economic sector and as a core element of cultural identity and place branding [33]. Bandung's well-developed street food system represents a structured urban gastronomy environment, with its thematic clusters and digital visibility serving as a quintessential manifestation of urban gastronomy. It represents not a collection of random food stalls, but a dynamic, spatially-organized system where commerce, culture, social interaction, and digital storytelling converge to define the city's contemporary identity.

Culinary Quality

In urban gastronomy, culinary quality is a multi-attribute construct. It is assessed not only by traditional metrics like taste and hygiene but also by its authenticity, innovation, presentation, and value-for-money attributes that collectively define a city's culinary brand [34,35]. The modern urban consumer is discerning, often weighing these qualities against concerns for sustainability, health, and ethical production [36]. In the context of street food, this translates to an expectation of delicious, clean, fairly-priced, and authentically "local" food that delivers on its promise. These attributes are expected to directly influence tourist satisfaction, as they represent key evaluative criteria in culinary experiences

Tourist Experience

The tourist experience is the subjective, psychological outcome of the interaction between the individual and the destination. It comprises cognitive (learning, memory), affective (emotions, feelings), sensory (taste, sight, smell), and conative (behavioural intentions) responses [37]. In an urban food setting, this experience is shaped by situational factors like the ambiance of a night market, the crowd density, the interaction with vendors, and the overall "vibe" of the locale [38]. A positive, memorable food experience can become a powerful anchor for destination attachment and loyalty [39].

Online Reviews as e-WOM

The digital sphere, particularly review platforms like Google Reviews, acts as the public archive and amplifier of the urban gastronomy experience. These textual reviews are a dominant form of e-WOM, considered highly credible by potential tourists as they originate from peer consumers rather than commercial entities [18]. They serve a dual function: for future visitors, they are a trusted source of information that reduces perceived risk and shapes expectations; for researchers and managers, they are a rich, unsolicited data stream revealing authentic perceptions of quality and experience [40]. Analysing this UGC allows for a real-time, large-scale understanding of tourist sentiment that is often more nuanced than numerical ratings alone [41].

Tourist Satisfaction and Visit Intention

satisfaction is the key mediating psychological state, defined as the emotional response resulting from the comparison between pre-visit expectations and the actual experience received [16]. It serves as the critical link between perception and action. Satisfaction, in turn, is the primary driver of visit intention (or revisit intention), referring to a tourist's conscious plan or likelihood to revisit a destination in the future on of tourists' cognitive and affective evaluations and is influenced by the overall attractiveness of the destination, the quality of prior experiences, and the social proof generated through recommendations and online reviews [42]. Similar findings were reported by Ardani et al. [43], who stated that tourist satisfaction and service quality are major determinants influencing tourists' decisions to revisit culinary destinations [44]. Satisfied tourists are therefore not only more likely to return but also to become advocates by spreading positive electronic word-of-mouth (e-WOM), thereby reinforcing the cycle that attracts future visitors [44,45].

Conceptual Framework and Hypotheses

This study proposes the following conceptual framework (see Figure 1).

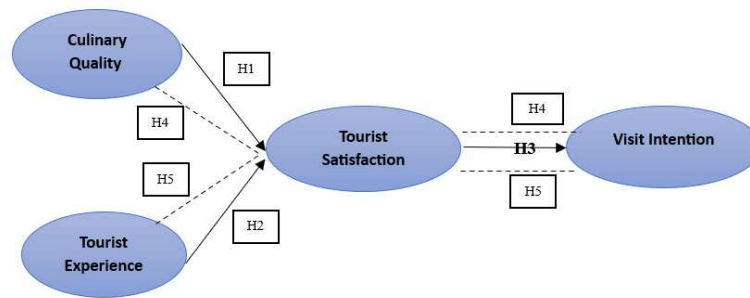


Figure 1. Conceptual Framework

The framework positions urban gastronomy as the contextual setting, represented through two exogenous constructs as perceived by tourists: Culinary Quality (X1) and Tourist Experience (X2). Based on the theoretical perspectives discussed above, this study proposes a conceptual framework that explains the relationships among culinary quality, tourist experience, tourist satisfaction, and visit intention. These core perceptions are hypothesized to directly influence the mediating endogenous construct, Tourist Satisfaction (Z), which subsequently affects the ultimate dependent variable, Visit Intention (Y). In this framework, tourist satisfaction functions as a key psychological mechanism that translates tourists' perceptions into behavioral outcomes. Accordingly, tourist satisfaction acts as a mediating variable linking culinary quality and tourist experience to visit intention, reflecting its central role in shaping tourists' decision-making processes. This leads to the following testable hypotheses:

- H1:** Culinary Quality has a positive and significant effect on Tourist Satisfaction.
- H2:** Tourist Experience has a positive and significant effect on Tourist Satisfaction.
- H3:** Tourist Satisfaction has a positive and significant effect on Visit Intention.
- H4:** Tourist Satisfaction mediates the effect of Culinary Quality on Visit Intention.
- H5:** Tourist Satisfaction mediates the effect of Tourist Experience on Visit Intention.

Despite extensive research on culinary tourism, existing studies remain fragmented and often limited to single destinations or survey-based approaches. Moreover, few studies integrate large-scale textual data with behavioral modeling to capture authentic tourist perceptions.

Study Context and Data Collection

Study Context

The study was conducted in Bandung, Indonesia, a city widely recognized for its vibrant culinary tourism and dynamic urban gastronomy ecosystem. Urban gastronomy in Bandung reflects the interaction between food culture, social life, and tourism development in an urban setting [7].

Based on data from *Humas Kota Bandung* in 2024 and reported by DetikJabar in 2024, seven major street food areas have been officially identified as primary culinary hubs recommended for tourists and considered must-visit destinations when traveling to Bandung. These locations represent diverse urban gastronomy typologies, ranging from traditional night markets to contemporary food courts, and were therefore selected as representative study sites.

Table 1 Study Context: Seven Urban Gastronomy Destinations in Bandung

No.	Destination Name	Urban Gastronomy Theme / Concept	Key Characteristics (from Big Data)	Number of Scraped Reviews (N)
1	Sudirman Street Day & Night Market (Cibadak)	Inclusive Night Market / Street Food Hub	Halal and non-halal variety, vibrant street atmosphere	1,578
2	Pasar Cisangkuy	Family-Oriented Outdoor Dining	Cool climate, open-air, spacious, family-friendly	1,414
3	Jalan Dipatiukur Culinary Area	Student-Centric Snack Hub	Iconic fried duck/chicken, crowded, student-dominated	250
4	Jalan Lengkong Kecil	Bustling Night	Affordable prices, diverse	1,183

		Culinary Street	options, lively atmosphere	
5	Paskal Food Market	Modern Curated Food Court	Premium ambiance, complete facilities, higher prices	975
6	Gegerkalong Culinary Area	Value-for-Money Student Area	Emphasis on service, cleanliness, affordable meals	570
7	Pasar Cihapit Culinary Area	Traditional Market-Based Culinary Spot	Very affordable, traditional atmosphere, dense setting	492
Total				6,460

Data Collection

The development of information and communication technology has expanded tourists' access to destination information, particularly through digital platforms such as Google Maps, which is used in the travel planning stage to obtain location information, routes, and visitor reviews [46,47,48]. In addition to being a navigation tool, Google Maps provides comprehensive data in the form of destination information, visual galleries, and customer reviews [49]. Google Reviews, as part of electronic word of mouth (e-WOM), play a crucial role in decision-making because they are considered more credible and authentic than conventional promotions, particularly because they are based on direct experience and often accompanied by visual evidence [50, 51, 52]. These reviews influence tourists' perceptions of service quality, cleanliness, taste, and price as the main factors in choosing a place to eat. Therefore, in Bandung City, which is known for its diverse culinary specialties, online reviews are an important reference in determining culinary choices [53].

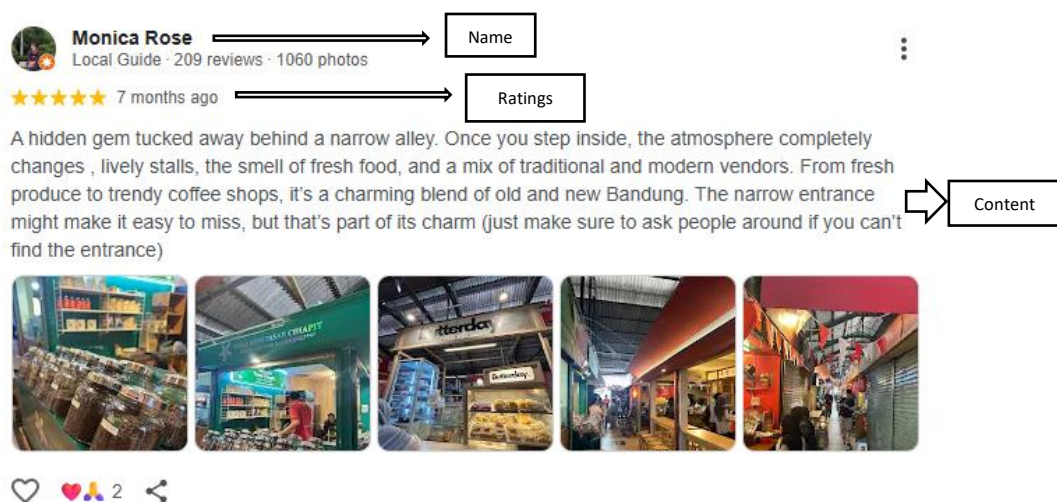


Figure 2. User Generated Content (Google Review)

This study employs a quantitative approach integrating text mining and PLS-SEM to analyze both large-scale textual data and structural relationships among variables. A total of 6,460 Indonesian-language reviews were collected from Google Maps across seven major street food destinations in Bandung using an automated scraping tool. The dataset includes textual reviews, ratings, and timestamps. The textual data were analyzed using KH-Coder, applying frequency analysis, cluster analysis, and co-occurrence network analysis to identify key themes and relationships. Based on these insights, a structured questionnaire was developed to measure four constructs: Culinary Quality, Tourist Experience, Tourist Satisfaction, and Visit Intention. Data were collected from 162 valid respondents using purposive sampling. Structural Equation Modeling–Partial Least Squares (PLS-SEM) was used to test the proposed relationships due to its suitability for predictive analysis and complex models.

Data Processing and Analysis

Based on insights from the textual analysis and established tourism literature, a structured questionnaire was developed. Four reflective constructs were measured using a five-point Likert scale: Culinary Quality, Tourist Experience, Tourist Satisfaction, and Visit Intention. Data were collected through purposive sampling, targeting respondents who had visited at least one of the selected culinary destinations and had used Google Reviews. A

total of 162 valid responses were obtained after data cleaning, exceeding the minimum sample size requirement for PLS-SEM analysis [54]. Structural Equation Modeling–Partial Least Squares (SEM-PLS) was employed to examine the relationships between variables and test the proposed hypotheses. This method was selected due to its suitability for exploratory research and its ability to handle complex models with relatively small sample sizes.

Result

Frequency Analysis

Table 2 Frequent words

Words	Frequency	Words	Frequency	Words	Frequency
<i>Food</i>	3025	<i>Meal</i>	121	<i>Chinese</i>	64
<i>Place</i>	1569	<i>Bad</i>	115	<i>Different</i>	64
<i>Delicious</i>	963	<i>Evening</i>	115	<i>Worth</i>	64
<i>Price</i>	938	<i>Favorite</i>	111	<i>Tenant</i>	63
<i>Choice</i>	743	<i>Type</i>	111	<i>Grilled</i>	62
<i>Culinary</i>	742	<i>Chicken</i>	110	<i>Mall</i>	62
<i>Snack</i>	594	<i>Motorbike</i>	110	<i>Queue</i>	62
<i>Market</i>	581	<i>Sweet</i>	110	<i>Table</i>	62
<i>Parking</i>	562	<i>City</i>	107	<i>First</i>	61
<i>Taste</i>	444	<i>Photo</i>	107	<i>Fried</i>	61
<i>Comfortable</i>	401	<i>Special</i>	105	<i>Shop</i>	61
<i>Busy</i>	385	<i>Best</i>	98	<i>Cozy</i>	60
<i>Clean</i>	363	<i>Full</i>	95	<i>Cleanliness</i>	59
<i>Night</i>	363	<i>Long</i>	95	<i>Concept</i>	58
<i>Expensive</i>	339	<i>Music</i>	95	<i>Order</i>	58
<i>Complete</i>	334	<i>Pork</i>	95	<i>Center</i>	57
<i>Atmosphere</i>	312	<i>Heavy</i>	94	<i>Lover</i>	57
<i>Service</i>	309	<i>Cashier</i>	93	<i>Option</i>	57
<i>Time</i>	300	<i>Spot</i>	93	<i>Unique</i>	57
<i>Street</i>	298	<i>Careful</i>	91	<i>Vegetable</i>	57
<i>Various</i>	264	<i>Need</i>	89	<i>Fresh</i>	56
<i>Suitable</i>	256	86		<i>Most</i>	55
<i>Area</i>	233	<i>Outdoor</i>	86	<i>Space</i>	55
<i>Difficult</i>	218	<i>Stall</i>	86	<i>Such</i>	55
<i>Friendly</i>	217	<i>Typical</i>	85	<i>Large</i>	54
<i>Cheap</i>	216	<i>Standard</i>	84	<i>Next</i>	53
<i>Halal</i>	215	<i>Quality</i>	83	<i>Plain</i>	53
<i>Kind</i>	210	<i>Seller</i>	82	<i>Variation</i>	53
<i>Non-halal</i>	207	<i>Ordinary</i>	81	<i>Busker</i>	52
<i>Rice</i>	205	<i>Court</i>	78	<i>Banana</i>	51
<i>Cool</i>	199	<i>Live</i>	78	<i>Satisfying</i>	51
<i>People</i>	181	<i>Local</i>	78	<i>Slow</i>	51
<i>Duck</i>	179	<i>Everything</i>	77	<i>Varied</i>	50
<i>Affordable</i>	176	<i>Noodle</i>	77	<i>Contemporary</i>	49
<i>Sauce</i>	176	<i>Pocket</i>	76	<i>Disappointing</i>	49
<i>Drink</i>	175	<i>Visitor</i>	75	<i>Interesting</i>	49
<i>Friend</i>	173	<i>Park</i>	74	<i>Toilet</i>	49
<i>Family</i>	168	<i>Restaurant</i>	72	<i>Afternoon</i>	48
<i>Available</i>	163	<i>Dinner</i>	71	<i>Attendant</i>	48
<i>Variety</i>	162	<i>Improvement</i>	69	<i>Coffee</i>	48
<i>Traditional</i>	158	<i>Light</i>	69	<i>Front</i>	48
<i>Fun</i>	154	<i>Payment</i>	68	<i>Ice</i>	48

Words	Frequency	Words	Frequency	Words	Frequency
<i>Weekend</i>	150	<i>Potato</i>	68	<i>Term</i>	48
<i>Location</i>	145	<i>Exciting</i>	66	<i>Extraordinary</i>	47
<i>Car</i>	144	<i>One</i>	66	<i>Indonesian</i>	47
<i>Chili</i>	132	<i>Open</i>	66	<i>Child</i>	46
<i>Road</i>	128	<i>Ball</i>	65	<i>Day</i>	46
<i>Small</i>	125	<i>Dish</i>	65	<i>Hot</i>	46
<i>Spacious</i>	124	<i>Holiday</i>	65	<i>Tender</i>	46
<i>Portion</i>	123	<i>Satay</i>	65	<i>Traffic</i>	46

Cluster Analysis

Culinary Quality: Culinary quality is primarily reflected in taste-related keywords such as *“delicious,” “taste,” “spicy,”* and *“sweet,”* indicating that sensory attributes are the dominant factors shaping tourist perceptions. In addition, hygiene and presentation, represented by terms such as *“clean”* and *“portion,”* highlight the importance of environmental and visual aspects in culinary evaluation.

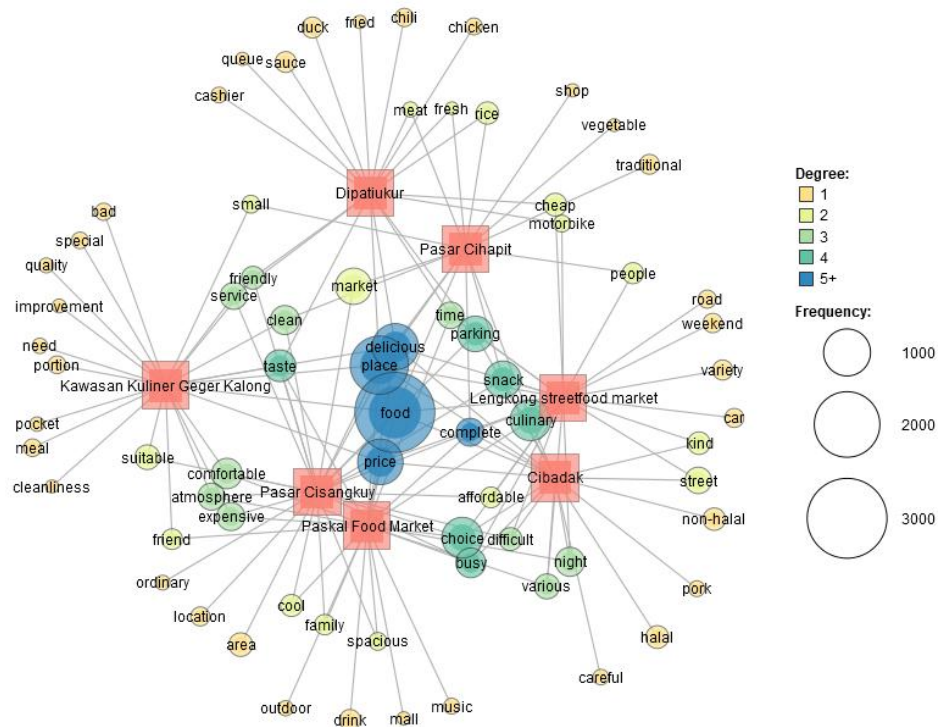
Price-related terms, including *“cheap,” “affordable,”* and *“expensive,”* suggest varied perceptions; however, most reviews indicate that pricing is generally perceived as reasonable relative to the quality and experience offered. Service quality is also emphasized through keywords such as *“friendly”* and *“service,”* confirming the role of staff interaction in shaping overall impressions.

Tourist experience: Tourist experience is further reflected through affective, cognitive, sensory, and behavioral dimensions. Emotional responses such as *“fun”* and *“enjoyable”* indicate positive affective experiences, while terms such as *“traditional”* and *“local”* highlight the cultural and cognitive value of culinary tourism. Sensory aspects remain dominant, reinforcing the centrality of taste in the experience, while behavioral intentions are reflected in keywords such as *“recommend”* and *“worth,”* indicating strong revisit and recommendation tendencies.

Tourist satisfaction: Tourist satisfaction is expressed through terms such as *“satisfying”* and *“worth,”* suggesting that expectations are generally met or exceeded. This satisfaction translates into behavioral outcomes, including revisit intention and word-of-mouth recommendations, as reflected in terms such as *“again,” “favorite,”* and *“recommend.”*

Visit intentions: visit intention is influenced by a combination of destination attributes, prior experiences, and social influence. Keywords such as *“place,” “atmosphere,”* and *“market”* indicate the importance of the physical environment, while *“food,” “service,”* and *“variety”* reflect experiential quality. Social influence is evident through terms such as *“friend”* and *“recommendation,”* highlighting the role of e-WOM in shaping decision-making.

Overall, the findings demonstrate that street food tourism in Bandung is not evaluated solely based on food quality but through an integrated experience involving service, atmosphere, cultural value, and affordability, which collectively influence tourist satisfaction and visit intention.



Based on the Co Occurance Network Result above, culinary areas such as Sudirman Street Market (Cibadak) are characterized by diversity and inclusivity, as indicated by keywords such as “*halal*,” “*non-halal*,” and “*variety*.” This suggests that the destination caters to a broad range of consumer preferences and functions as a multicultural culinary hub.

Family-oriented environments are reflected in locations such as Pasar Cisangkuy, where keywords such as “family,” “outdoor,” and “spacious” indicate a relaxed and socially oriented dining experience. This highlights the role of physical environment and comfort in shaping tourist experiences.

In contrast, areas such as Dipatiukur are strongly associated with specific food identities, particularly fried chicken and duck-based dishes, as reflected in keywords such as “*chicken*,” “*duck*,” and “*fried*.” The presence of terms such as “*queue*” indicates high demand, suggesting that product reputation can outweigh inconvenience factors such as waiting time.

Night-time culinary dynamics are prominent in locations such as Lengkong Kecil, where keywords such as “night,” “busy,” and “affordable” indicate a vibrant and accessible street food environment. This reflects the importance of temporal and economic factors in urban culinary experiences.

More structured and modern culinary environments are represented by Paskal Food Market, where terms such as “complete,” “atmosphere,” and “expensive” indicate a more curated and premium dining experience. This suggests market segmentation based on lifestyle and purchasing power.

Meanwhile, Geger Kalong reflects a value-driven segment, with keywords such as “cleanliness,” “service,” and “affordable” indicating a balance between quality and price, particularly appealing to student populations.

Finally, Pasar Cihapit represents traditional culinary settings, as reflected in keywords such as “*traditional*” and “*cheap*.” However, terms such as “*crowded*” and “*motorbike*” indicate infrastructural limitations, suggesting that accessibility and space management remain important challenges.

This segmentation highlights the complexity of urban culinary systems, where different destinations fulfill distinct experiential and economic roles within the tourism ecosystem.

PLS-SEM Result

Measurement Evaluation Model

The measurement model was assessed in terms of reliability and validity. All indicator loadings exceeded the recommended threshold of 0.70, indicating satisfactory indicator reliability.

Convergent validity was confirmed, with Average Variance Extracted (AVE) values ranging from 0.587 to 0.831, all above the minimum threshold of 0.50. Composite reliability values ranged from 0.908 to 0.974, and Cronbach's alpha values ranged from 0.797 to 0.971, indicating strong internal consistency across all constructs. Discriminant validity was established using the Fornell–Larcker criterion, where the square root of AVE for each construct exceeded its correlations with other constructs. This result was further supported by cross-loading analysis, confirming that each indicator loads higher on its associated construct than on others

Table 3 Outer Loading

Indicator	Culinary Quality (X ₁)	Tourist Experience (X ₂)	Tourist Satisfaction (Z)	Visit Intention (Y)
Taste	0.714			
	0.783			
	0.801			
Cleanliness	0.721			
	0.727			
	0.706			
Presentation	0.715			
	0.794			
	0.851			
Price	0.748			
	0.795			
	0.741			
Service	0.738			
	0.821			
	0.822			
Affective Factor		0.700		
		0.715		
		0.845		
Cognitive Factor		0.701		
		0.844		
		0.706		
Sensory Factor		0.847		
		0.864		
		0.784		
Conative Factor		0.726		
		0.859		
		0.858		
Destinations				0.859
Attractiveness				0.848
				0.853
				0.827
Tourist Experience				0.774
				0.784
				0.853
Satisfaction and recommendation				0.849
				0.840
Cultural and Social Factors				0.868
				0.867
				0.839
				0.791
Behavioral Intentions				0.857
				0.804
				0.868
Confirmation of			0.911	

Indicator	Culinary Quality (X ₁)	Tourist Experience (X ₂)	Tourist Satisfaction (Z)	Visit Intention (Y)
<i>Expectation</i>				
<i>Comparison of Ideal</i>			0.912	

The outer loading results indicate that all indicators exceed the recommended threshold of 0.70, confirming satisfactory indicator reliability. This suggests that all measurement items are strongly associated with their respective constructs.

Table 4 Reliability and Validity

Construct	Cronbach's Alpha	CR	AVE
Culinary Quality	0.950	0.955	0.587
Tourist Experience	0.944	0.952	0.625
Tourist Satisfaction	0.797	0.908	0.831
Visit Intention	0.971	0.974	0.700

Table 5 Discriminant Validity

Construct	Culinary Quality	Tourist Experience	Tourist Satisfaction	Visit Intention
Culinary Quality	0.766			
Tourist Experience	0.629	0.790		
Tourist Satisfaction	0.651	0.625	0.912	
Visit Intention	0.606	0.529	0.616	0.837

The square root of AVE for Culinary Quality (0.766) is higher than its correlations with Tourist Experience (0.629), Tourist Satisfaction (0.651), and Visit Intention (0.606). Similarly, Tourist Experience shows a square root of AVE of 0.790, exceeding its correlations with other constructs. Tourist Satisfaction demonstrates a strong discriminant validity with a value of 0.912, which is higher than its correlations with Culinary Quality (0.651), Tourist Experience (0.625), and Visit Intention (0.616). Finally, Visit Intention also meets the criterion, with a square root of AVE of 0.837 exceeding its correlations with other constructs.

These findings confirm that each construct is empirically distinct and captures a unique aspect of the conceptual model, indicating that the measurement model satisfies the discriminant validity requirement.

Table 6 R-Square Values

Construct	R ²	Adjusted R ²
Tourist Satisfaction	0.501	0.495
Visit Intention	0.460	0.450

Effect size analysis shows that culinary quality and tourist experience have moderate effects on tourist satisfaction, while their effects on visit intention are relatively small

Table 7 Effect Size (f²)

Relationship	f ²	Interpretation
Culinary Quality → Tourist Satisfaction	0.221	Moderate
Tourist Experience → Tourist Satisfaction	0.154	Moderate
Culinary Quality → Visit Intention	0.087	Small
Tourist Satisfaction → Visit Intention	0.105	Small
Tourist Experience → Visit Intention	0.015	Very small

The structural model demonstrates moderate explanatory power. Culinary quality and tourist experience explain 50.1% of the variance in tourist satisfaction ($R^2 = 0.501$), while visit intention is explained by 46.0% of the variance ($R^2 = 0.460$).

The predictive relevance of the model is confirmed by a Q^2 value of 0.409, indicating strong predictive capability. In addition, the model demonstrates a high goodness-of-fit ($GoF = 0.574$), suggesting that the overall model is well-specified.

Effect size analysis (f^2) shows that culinary quality ($f^2 = 0.221$) and tourist experience ($f^2 = 0.154$) have moderate effects on tourist satisfaction. In contrast, their direct effects on visit intention are relatively small, particularly for tourist experience ($f^2 = 0.015$), indicating limited direct influence.

Table 8 Results of Direct Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	Result
H1	CQ $\rightarrow$ TS	0.427	5.617	0.000	Supported
H2	TE $\rightarrow$ TS	0.357	4.422	0.000	Supported
H3	TS $\rightarrow$ VI	0.337	4.179	0.000	Supported

The results indicate that culinary quality and tourist experience have significant positive effects on tourist satisfaction ($\beta = 0.427$, $p < 0.001$; $\beta = 0.357$, $p < 0.001$), supporting H1 and H2. Furthermore, tourist satisfaction significantly influences visit intention ($\beta = 0.337$, $p < 0.001$), supporting H3.

These findings confirm that both culinary quality and tourist experience are important antecedents of satisfaction, which in turn acts as a key determinant of behavioral intention.

Table 9 Results of Mediation Analysis

Hypothesis	Path	β	t-value	p-value	Result
H4	CQ $\rightarrow$ TS $\rightarrow$ VI	0.144	3.063	0.002	Supported
H5	TE $\rightarrow$ TS $\rightarrow$ VI	0.120	3.222	0.001	Supported

The mediation analysis confirms that tourist satisfaction significantly mediates the relationship between culinary quality and visit intention ($\beta = 0.144$, $p = 0.002$), supporting H4. Similarly, tourist satisfaction mediates the relationship between tourist experience and visit intention ($\beta = 0.120$, $p = 0.001$), supporting H5. The results indicate distinct mediation patterns across the two relationships. Culinary quality demonstrates a partial mediation effect, as it has both a significant direct effect on visit intention and an indirect effect through tourist satisfaction. In contrast, tourist experience exhibits a full mediation effect, as its direct effect on visit intention is not significant, and its influence is transmitted entirely through tourist satisfaction.

Discussion

Culinary Quality and Tourist Satisfaction (H1)

Culinary quality emerges as a primary determinant of tourist satisfaction, particularly through attributes such as taste, cleanliness, presentation, price, and service quality. These elements constitute the core evaluative criteria through which tourists assess their culinary experiences in urban gastronomic settings. This result aligns with prior studies [34,35], which conceptualize culinary quality as a multidimensional construct shaping overall evaluation. Within urban gastronomy, food is not merely consumed as a product but forms part of a broader experiential ecosystem that integrates social interaction, cultural identity, and economic activity. The big data analysis further reinforces this interpretation. Frequently occurring keywords such as “delicious,” “clean,” “friendly,” and “affordable” highlight the dominance of quality-related attributes in shaping tourist perceptions. These patterns suggest that tourists rely heavily on observable and experiential quality cues when forming satisfaction judgments. From a theoretical perspective, this finding is consistent with Expectation-Confirmation Theory from Fornell in 1996, which posits that satisfaction arises when perceived performance meets or exceeds prior expectations. In the digital era, such expectations are increasingly shaped by online reviews, particularly among younger and digitally active tourists.

Tourist Experience and Tourist Satisfaction (H2)

Tourist experience contributes significantly to satisfaction through the integration of cognitive, affective, sensory, and behavioral responses, emphasizing the importance of experiential elements beyond purely functional attributes. This finding supports the framework proposed by [37], which conceptualizes tourist experience as a multidimensional construct encompassing cognitive, affective, sensory, and conative dimensions. In culinary tourism contexts, these dimensions interact across pre-visit, on-site, and post-visit stages to form a cohesive experience. Within urban gastronomy, environmental and social factors—such as ambiance, crowd dynamics, and interpersonal interactions—play a critical role in shaping perception. This is reflected in the big data findings, where keywords such as “atmosphere,” “busy,” “family,” and “unique” frequently appear, indicating that tourists evaluate not only the food itself but also the surrounding experiential context. Digital platforms further amplify this process. Pre-visit expectations are shaped by online reviews, while on-site sensory and affective responses influence real-time evaluations. Post-visit reflections ultimately determine satisfaction. The consistency across these stages is therefore essential in ensuring a positive overall experience. These results also reflect the characteristics of contemporary urban tourists, particularly younger and digitally engaged individuals, who tend to prioritize immersive and holistic experiences over purely functional consumption.

Tourist Satisfaction and Visit Intention (H3)

Tourist satisfaction functions as a central mechanism linking perceived quality and experience to behavioral intention, including revisit intention and recommendation behavior. This finding is consistent with prior research [16, 24], which identifies satisfaction as a key determinant of tourist loyalty and post-consumption behavior. Satisfied tourists are more likely to revisit destinations and engage in positive word-of-mouth communication. The big data analysis provides additional support for this relationship. Expressions such as “worth it,” “satisfying,” and “recommend” frequently co-occur with indicators of revisit intention, suggesting that satisfaction not only reflects individual evaluation but also serves as a social signal within digital environments. Accordingly, satisfaction operates both as a personal outcome and as a driver of collective behavioral patterns through electronic word-of-mouth (e-WOM).

The Mediating Role of Tourist Satisfaction (H4)

Tourist satisfaction partially mediates the relationship between culinary quality and visits intention. This indicates that while culinary quality can directly influence tourists’ behavioral decisions, it also enhances satisfaction, which further strengthens visit intention. This dual pathway highlights the multifaceted role of culinary quality, functioning both as a direct evaluative stimulus and as an antecedent of satisfaction. Such findings are consistent with prior research [55,26], which emphasizes satisfaction as an intermediary mechanism linking perceived quality to behavioral outcomes. The big data findings further support this mechanism. Keywords such as “delicious,” “clean,” and “affordable” frequently co-occur with expressions of recommendation and revisit intention, indicating that strong perceptual cues can directly influence behavior while also reinforcing satisfaction. This relationship aligns with Expectation-Confirmation Theory, where satisfaction emerges from the confirmation of perceived performance and subsequently drives behavioral intention.

The Mediating Role of Tourist Satisfaction between Tourist Experience and Visit Intention (H5)

Tourist satisfaction fully mediates the relationship between tourist experience and visits intention. This suggests that experiential factors alone do not directly translate into behavioral intention unless they are positively evaluated and internalized as satisfaction. This finding is consistent with prior studies [55,56], which position tourist experience as an antecedent of satisfaction rather than a direct predictor of behavioral outcomes. While experiences may be memorable, they do not necessarily lead to action unless they generate a favorable evaluative response. The big data analysis further supports this interpretation. Experiential keywords such as “atmosphere,” “unique,” “busy,” and “family” frequently appear in reviews; however, behavioral expressions such as “recommend” and “visit again” tend to emerge only when accompanied by satisfaction-related terms such as “worth it” or “satisfying.” This pattern highlights the role of satisfaction as a necessary psychological filter that transforms experiential value into behavioral intention. In digitally mediated environments—particularly among younger and highly connected tourists—this mediation becomes even more critical, as exposure to multiple alternatives increases selectivity and raises evaluative standards.

Integration with Big Data Findings

The findings of this study are further strengthened by the integration of big data analysis derived from textual

reviews on Google Reviews. The frequency and co-occurrence analyses reveal that keywords related to culinary quality, such as “*delicious*,” “*clean*,” “*affordable*,” and “*friendly*,” dominate tourist evaluations. This supports the SEM results, which identify culinary quality as a significant determinant of tourist satisfaction and a direct predictor of visit intention.

In addition, experiential elements reflected in keywords such as “*atmosphere*,” “*unique*,” “*busy*,” and “*family*” confirm that tourist experience plays a crucial role in shaping satisfaction. However, the absence of strong behavioral keywords directly linked to experience alone reinforces the SEM finding that tourist experience does not directly influence visit intention, but operates through satisfaction.

Furthermore, satisfaction-related expressions such as “*worth it*,” “*satisfying*,” and “*recommend*” frequently appear alongside indicators of revisit intention, providing empirical evidence that satisfaction acts as a bridge between perception and behavior. These patterns highlight the role of electronic word-of-mouth (e-WOM) as both a reflection and a driver of tourist decision-making.

Overall, the integration of big data analytics and PLS-SEM provides a more comprehensive understanding of tourist behavior, where quantitative modeling is supported by real-world textual evidence. This approach enhances the robustness of the findings and offers deeper insights into the dynamics of urban gastronomy.

Theoretical Contributions

This study makes several important contributions to the literature on tourism, urban gastronomy, and consumer behavior.

First, it extends the application of the experience economy framework by integrating culinary quality and tourist experience within the context of urban gastronomy in a developing country setting. While previous studies have often examined these constructs separately, this study provides a unified model that explains how they jointly influence tourist satisfaction and behavioral intention.

Second, this research contributes to the understanding of mediation mechanisms in tourism behavior by demonstrating the central role of tourist satisfaction. The findings reveal distinct mediation patterns, where culinary quality exhibits partial mediation, while tourist experience shows full mediation. This distinction provides a more nuanced understanding of how different antecedents influence behavioral intention.

Third, this study advances methodological approaches in tourism research by combining big data analytics with PLS-SEM. Unlike traditional survey-based studies, this research incorporates large-scale textual data to capture authentic tourist perceptions, thereby enhancing both the validity and richness of the analysis.

Finally, this study contributes to the growing body of literature on electronic word-of-mouth (e-WOM) by demonstrating how online reviews function not only as information sources but also as behavioral drivers that shape tourist decision-making in urban culinary contexts.

Practical Implications

The findings of this study provide several practical implications for destination managers, culinary entrepreneurs, and policymakers.

First, culinary quality should be prioritized as a strategic factor in destination management. Attributes such as taste, cleanliness, presentation, pricing, and service consistency must be maintained at high standards, as they directly influence both satisfaction and visit intention.

Second, while enhancing tourist experience remains important, stakeholders should ensure that these experiences translate into satisfaction. This can be achieved by aligning pre-visit expectations with actual experiences, particularly through accurate and engaging digital content.

Third, the significant role of satisfaction highlights the importance of managing customer feedback. Destination managers should actively monitor and respond to online reviews, as positive e-WOM can strengthen destination image and influence potential visitors.

Fourth, the integration of big data analytics suggests that digital platforms such as Google Reviews should be utilized as strategic tools for decision-making. By analyzing customer feedback in real time, stakeholders can identify strengths, address weaknesses, and continuously improve service quality.

Finally, given the dominance of younger and digitally active tourists, marketing strategies should focus on digital engagement, user-generated content, and social media interaction to enhance visibility and attract new visitors.

Conclusion

This study examines the influence of culinary quality and tourist experience on visit intention through the mediating role of tourist satisfaction within the context of urban gastronomy in Bandung. By integrating PLS-SEM with big data derived from Google Reviews, the study offers a comprehensive perspective on tourist

behavior in a digitally mediated environment. The findings demonstrate that both culinary quality and tourist experience are key antecedents of tourist satisfaction. Culinary quality emerges as a fundamental determinant, reflecting the importance of core attributes such as taste, cleanliness, price, and service. At the same time, tourist experience contributes through multidimensional interactions involving cognitive, affective, and sensory components, reinforcing the experiential nature of urban gastronomy.

Tourist satisfaction is identified as a central mechanism that translates these perceptions into behavioral outcomes. It not only drives revisit intention and recommendation behavior but also functions as a critical evaluative filter through which both quality and experience are interpreted. The results further reveal distinct mediation mechanisms: culinary quality influences visit intention both directly and indirectly (partial mediation), whereas tourist experience operates entirely through satisfaction (full mediation). These findings suggest that visit intention in urban culinary tourism is formed through a layered evaluative process rather than immediate reaction, involving the interaction of perceived quality, experiential engagement, and satisfaction. This process is further amplified by electronic word-of-mouth, where digital platforms play a significant role in shaping and disseminating tourist perceptions.

From a theoretical perspective, this study advances the integration of experience economy and e-WOM frameworks by demonstrating how digital narratives and experiential evaluations jointly influence tourist behavior. Methodologically, it contributes by combining big data analytics with structural modeling, offering a more robust and data-driven approach to tourism research. Practically, the findings highlight the importance of simultaneously managing both tangible aspects (culinary quality) and intangible elements (tourist experience) to generate meaningful satisfaction and sustainable visit intention. In digitally connected environments, leveraging online reviews as a strategic resource becomes essential for enhancing destination competitiveness and long-term development.

Limitations and Future Research

This study has several limitations that should be acknowledged. First, the study focuses exclusively on culinary destinations in Bandung, which may limit the generalizability of the findings to other urban gastronomy contexts. Second, although the integration of Google Reviews provides rich user-generated data, online reviews may not fully represent all tourist segments, particularly visitors who do not actively engage in digital platforms. Third, the survey sample size remains relatively limited and primarily reflects digitally active respondents. Future research is therefore encouraged to expand the geographical scope, incorporate cross-cultural comparisons, and explore additional variables such as destination image, authenticity, or emotional attachment. Further studies may also integrate advanced artificial intelligence or sentiment analysis techniques to enhance the understanding of tourist behavior in digital tourism environments.

Supplementary Information

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Declarations

Funding

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Competing interests

The authors declare that there are no competing interests.

Ethics approval and consent to participate

This study involved voluntary participation through an online questionnaire administered via Google Forms. Prior to participation, all respondents were informed about the purpose of the study and provided informed consent before completing the questionnaire. No personally identifiable or sensitive information was collected, and all responses were analyzed anonymously and confidentially in accordance with institutional and ethical guidelines for social science research. Ethical approval was not required according to institutional guidelines.

because the study involved anonymous voluntary survey responses and did not collect sensitive personal data.

Consent for publication

Not applicable.

Data availability

This study uses user-generated data (UGC) obtained from publicly accessible Google Reviews, along with primary survey data collected from respondents. The online review data were publicly available at the time of collection. Due to privacy and confidentiality considerations, the survey dataset is not publicly available but can be obtained from the corresponding author upon reasonable request.

Materials availability

The questionnaire used in this study is provided as Supplementary Material.

Code availability

Not applicable.

Authors' contributions

Narendra Duhita conceptualized the study, conducted data collection and analysis, interpreted the findings, and prepared the manuscript. Nurbaeti, Saptarining Wulan, and Myrza Rahmanita supervised the research process, provided academic guidance, and critically reviewed the manuscript. All authors read and approved the final manuscript.

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