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EXPERIENTIAL VALUE TOWARD BEHAVIORAL INTENTION OF LOCAL FOOD THROUGH CONSUMER ATTITUDE: INSIGHT FROM GEN Z'S IN JAKARTA

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Abstract: Recently, there has been an increase in public excitement for culinary experiences, including local cuisine exploration. The wide range of Indonesian cultures significantly impacts the variety of local food variations, which must be maintained. However, Indonesian Gen Z (27.94% of the overall population) prefers food from other cultures to their own. So, this study examines the role of experiential value as an antecedent of Generation Z's attitude to local food and its influence on behavioral intentions. This research will examine the role of consumer attitude as a mediator in the relationship between values on the behavioral intentions of Gen Z in Jakarta towards local food. The research was conducted using convenience sampling through a questionnaire by a cross-sectional survey. The data were obtained from 130 respondents and processed further with SmartPLS. The test results show that the experience value of Gen Z has a positive and significant effect on consumers' behavior and behavioral intentions toward local food. Thus, Gen Z's behavior has a positive and significant impact on the behavioral intention of Gen Z toward local food. Experiential value has a positive effect on the behavioral intention of Gen Z towards local food, mediated by consumer attitudes. This research provides input for local food entrepreneurs about the importance of experiential value through the dimensions of customers' return on investment, aesthetics, and cheerfulness. The experiential value positively influences Gen Z's attitude and behavioral intentions toward local food. For academics, this research can expand and enrich research in the food industry, especially local food.

Keywords: Local Food; Experiential Value; Gen Z; Consumer's Attitude; Behavioral Intention

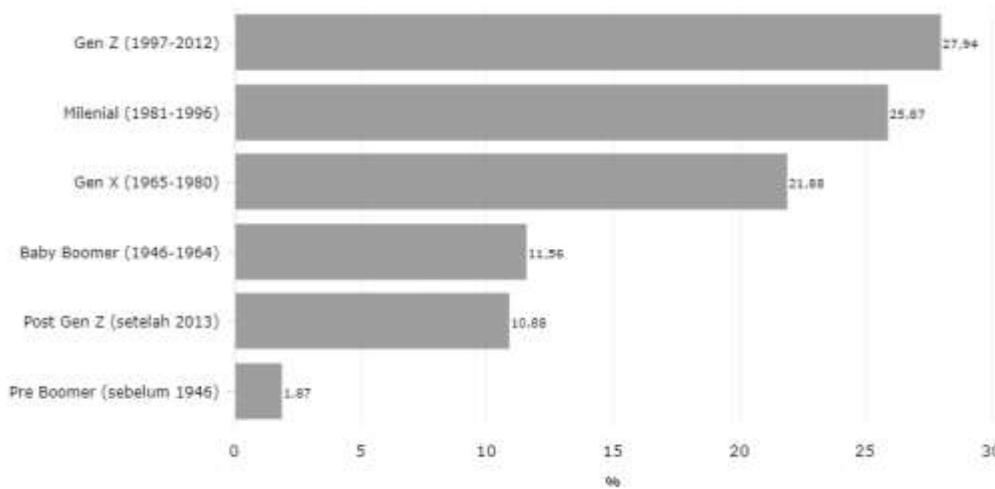
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INTRODUCTION

Lately, there has been increase in public enthusiasm for culinary experience (Tsai and Wang, 2017), which includes local food exploration. The growth of local food consumption happens due to convenience (Kumar and Smith, 2018) and other advantages for the customer, such as transparent nature of the food production, natural ingredients, the understanding of the product's origin (Kumar et al., 2021), and the sense of belonging (Zhang et al., 2020). Furthermore, as an identity for a region or country, local food can attract domestic or international tourists (Soltani et al., 2021). Besides its role as a tourist attraction, local food is also a part of local culture and is deemed necessary by the community (Kumar et al., 2021; Skallerud and Wien, 2019). The diversity of Indonesian cultures primarily influences the vast number of local food varieties. The uniqueness of Indonesian food is a result of the diversity of local culture, religions, and trade routes in previous era. Hence it should be conserved and passed down to next generation.

The diversity of local food in any country needs to be maintained from one generation to the next. Generation Z (Gen Z), which includes people born between 1997–2013, has started their productive years (Dimock, 2019). Gen Z has much uniqueness in terms of the difference in the consumption value to its predecessors, with cultural values and behavior that need further consideration. Based on the result of the public census from the Indonesian Central Bureau of Statistics in 2020, the total population of Indonesia is 270.21 million people (Badan Pusat Statistik, 2020). Gen Z alone has the highest proportion, with 27.94% of the total population, which indicates a total of 74.93 million people (katadata.co.id). This research needs to be done considering that Gen Z has more interest in food from other cultures than their own (Hasriyani, 2021). In addition, Gen Z is known to be acutely aware of the value of money and health. They also love socializing with their associates in cafes, coffee shops, or the other hangout places with wifi (Genç, 2021).



Source: databoks.katadata.co.id (2021)

Figure 1. The Proportion of the Indonesian Population per Generation

The food industry is responsible for the whole consumer experience. Local food is a product that is consumed periodically or associated with seasons or ceremonial events, usually made with accuracy and a specific cooking process. These foods, which generally pass down through generations, are also known because of their flavor uniqueness and connection to a particular region or country (Hanssen and Kuven, 2016). In other words,

experience value from local food covers the overall process, consumption, and service (Mohamed et al., 2020). Thus, the consumer's experience value is crucial to understanding local food, which can connect to behavioral consumption intention (Choe and Kim, 2019; Tsai and Wang, 2017). The definition of experiential value results from the individual's evaluation based on experiential perception and the interactions in the consumption pro-

cess (Chen and Lin, 2015). Food experiences stimulate a positive response from consumers (Prayag et al., 2020). Experiential value from local food covers the overall process, consumption, and service (Mohamed et al., 2020). The traditional food experiential value is measured from the four aspects: Consumer Return on Investment (CROI), service excellence, aesthetics, and the cheerfulness (Tsai and Wang, 2017). A person's attitude might affect their emotions, thoughts, and actions; hence it is essential to give more attention to consumer behavior (Ajzen and Fishbein, 2000). The Consumer attitude toward food is an evaluative construct (Zhang et al., 2022) that is based on emotional, behavioral, and the cognitive elements (Soltani et al., 2021). The emotional element depends on the consumer's feelings about the local food. Then, consumer's attitude is usually driven by past behaviors and experiences. Moreover, the cognitive element of consumer behavior originates from trust, thoughts, and attributes of that particular food (Soltani et al., 2021). Therefore, identifying consumers' attitudes toward food products is crucial for product sellers to determine the market target and implement the most suitable strategy (Choe and Kim, 2018). Behavioral intention can be defined as the probability of someone behaving in a particular manner (Ajzen and Fishbein, 2000). And the primary purpose of behavioral intention is to maintain loyal consumers.

This research is based on the theory of Planned Behavior (TPB), which explains the framework of evaluating behavioral antecedents toward local food and its impact on the buying intention of the food itself. Health, environmental awareness, and worry about the local economic situation are claimed to affect the consumer's behavior toward local food. The attitude toward that particular food is suspected to influence the behavioral intention of someone toward the local cuisine (Kumar and Smith, 2018). In the Theory of Planned Behavior (TPB), a person's behavior is preceded by their intention to behave in that particular manner. This research is necessary to fill the gap in the lack of studies regarding the experiential value of local food industries on the consumer's behavioral intention, especially in generation Z in Indonesia. To date, other research that concerns the experiential value of the food industry that is also linked to the consumer's behavioral intention

value is usually addressed to the tourists (Mohamed et al., 2020; Soltani et al., 2021; Tsai and Wang, 2017). In the researcher's knowledge, the number of studies discussing experiential value as the antecedent of consumer behavior to form gen Z's behavioral value on local food is still minimal. Furthermore, Gen Z prioritizes their health when choosing food products (Su et al., 2019) and is more fascinated by different cultures' foods than local food (Hasriyani, 2021).

This research aims to understand further the consumer's behavior antecedents that affect behavioral intention toward local food. The study takes on the point of view of gen Z consumers. Moreover, as a novelty of this study will extend previous studies by using gen Z from Jakarta (the biggest city in Indonesia). For the governments and food industries, the insights from this research could increase the desirability of local food to local consumers and tourists. Academically, consumer behavior toward local food measured with experiential value is still not getting the attention it needs. Hence, the practical implication of this study is to help local food industries get more attention from Gen Z, which has reached the productive age.

HYPOTHESIS DEVELOPMENT

The consumer's experiential value relates to a person's emotional, behavioral, and the cognitive components (Soltani et al., 2021). Experiential value, as the sum of a consumer's individual experiences, could elicit a positive consumer response (Prayag et al., 2020). The consumer's evaluation of the experience and interactions during the consumption process is the basis for the experiential value process (Chen and Lin, 2015). Past actions and experiences could affect the consumers' attitudes, which is an evaluative construct (Zhang et al., 2022). Evaluating local food requires understanding the consumer's experiential value, which might relate to behavioral intention (Choe and Kim, 2019; Tsai and Wang, 2017).

H1: The experiential value positively affects Gen Z's attitudes toward local food.

H2: The experiential value positively affects Gen Z's behavioral intentions towards local food.

Previous studies have shown that the experiential value of experience affects consumer attitudes toward culinary arts (Choe and Kim, 2019). Furthermore, consumer attitudes positively influ-

ence behavioral intentions toward traditional foods (Skallerud and Wien, 2019; Zhang et al, 2020). Consumer attitudes are considered predictors of behavioral intentions that can determine person's behavior toward his environment (Soltani et al., 2021).

H3: Consumer attitudes positively affect Gen Z's behavioral intentions towards local food.

H4: The experiential value positively affects Gen Z's behavioral intentions towards local food mediated by consumer attitudes.

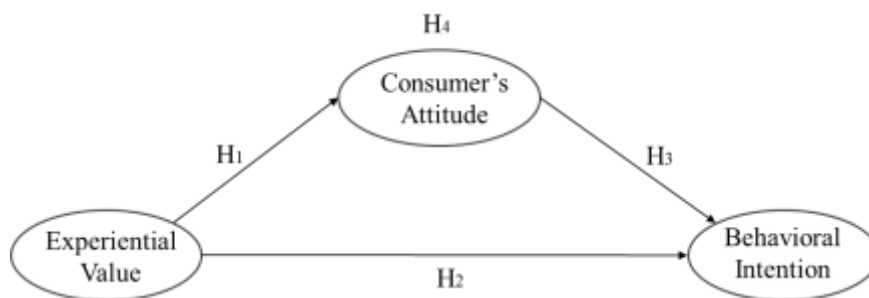


Figure 2. Research Framework

METHOD

Table 1. Variable Operationalization

Variable	Dimension	Indicators	Code	Reference
Experiential Value	CROI	Good economic value	EVC1	(Tsai and Wang, 2017)
		Feeling relaxed	EVC2	
		Willingness to queue	EVC3	
	Service Excellence	Friendliness	EVS1	
		Uniqueness	EVS2	
		Professionalism	EVS3	
	Aesthetics	Aesthetic look	EVE1	
		Attractive decoration	EVE2	
		Impressive appearance	EVE3	
	Cheerfulness	The ability to compel someone to forget their worriedness	EVH1	
		Out of this world feeling	EVH2	
		Warm hospitality	EVH3	
Consumer's Attitude	Feeling good	CAT1	(Soltani et al., 2021)	
	Overall liking	CAT2		
	Satisfaction	CAT3		
Behavioral Intention	Positive words	BIN1	(Soltani et al., 2021)	
	Recommendation to family and friends	BIN2		
	Suggestions to other people	BIN3		

This study was conducted in Jakarta, Indonesia, and the data retrieval was carried out in May 2022. In the issue of marketing research, the definition of the population is an overall element that shares the same groups of characteristics (Malhotra, 2014). Then, the sample is defined as a group of elements from a population chosen to participate in the research (Malhotra, 2014). The population of this research is Indonesian gen Z, which is also local food consumers. This study used the convenience – sampling method as its sampling technique. And the total sample used is 130 from 146 respondents, which supports Hair (2015) that the total sample number of research should be more than 100 respondents. This research has screening questions regarding their local food consumption in the last three months to get the targeted respondents. The research design used for this study is descriptive research in the form of surveys. This research is also considered a cross-sectional study, which collects data by using the answers to research questions from samples at a single time (Malhotra, 2014).

Every variable needs to be measured using the measurement indicators. These indicators are adapted from Choe and Kim (2019), Soltani et al. (2021), and Tsai and Wang (2017). The Likert sca-

le, which uses five levels of psychometric agreements such as: (1) strongly disagree; (2) disagree; (3) neither agree nor disagree; (4) agree; (5) strongly agree, is used for this study. The reason for using this particular scale is to provide ease for the respondents to use and understand and hence help them state their answers (Malhotra, 2014). The Likert scale is often handled similarly to the interval scale because it allows researchers to calculate the mean and standard deviation and use the other advanced statistical techniques (Sekaran and Bougie, 2016). Below is the variable operationalization table complete with each indicator used:

RESULTS

The total sample collected was 146 respondents. However, 16 data did not meet the pre-determined criteria, so only 130 responses were counted as the main result of this study. Most respondents are student females aged 17 – 21 years old, with high school as their last education, and average monthly spending of less than IDR 3,000,000,-. These details can be found in Table 2 and in other respondents' information. The data analytic method used in this research is the Partial Least Square – Structural Equation Model (PLS-SEM) using SmartPLS 3.2.9.

Table 2. Demographic Data

	Profile	Frequency	Percentage
Gender	Male	62	47,69%
	Female	68	52,31%
Salary	> IDR. 3.000.000	85	65,38%
	IDR. 3.000.001- IDR. 6.000.000	27	20,77%
	IDR. 6.000.001- IDR. 10.000.000	12	9,23%
	< IDR 10.000.000	6	4,62%
Occupation	Student	106	81.54%
	Working employee	21	16.15%
	Entrepreneur	3	2.31%
Education	High school	85	65.38%
	Bachelor's degree	40	30.77%
	Master's degree	5	3.85%

Outer Model

Table 3. Analytical Result for Outer Loadings

		Loading	Mean
Experiential Value	EVC2	0,76	3,6692
	EVC3	0,762	3,5077
	EVE1	0,791	3,4846
	EVE2	0,786	3,5846
	EVE3	0,722	3,9923
	EVH1	0,744	3,7769
Consumer's Attitude	CAT1	0,829	3,8923
	CAT2	0,816	4,2
	CAT3	0,77	4,0769
Behavioral Intention	BIN1	0,791	4,1385
	BIN2	0,869	4,2154
	BIN3	0,82	4,1923

The data collected was processed by Smart PLS 3.2.9, and the result for the factor loadings test can be seen in the table 3. Based on table 3, the data only shows good reliability after eliminating several unfitted indicators according to the fac-

tor loadings. Based on the outer model test, only six out of 12 indicators can be used for further processing because the outer loading values are less than 0.7. The six accepted indicators are EVC1, EVS1, EVS2, EVS3, EVH2, and EVH3. For the validity tests, this study uses convergent validity analysis via Average Variance Extracted (AVE) and discriminant validity analysis via the Fornell-larcker criterion and HTMT (Heterotrait-Monotrait Ratio of Correlations). At the same time, Cronbach's alpha and composite reliability are used for the reliability tests. The table below provides detailed results for both validity and reliability tests.

Based on the table 4, we can see that this research's analytical results of Average Variance Extracted (AVE) are more than 0.5. Thus, it has fulfilled the minimum criteria of AVE results. The Fornell-Larcker value has fulfilled the requirements, showing that each construct's variants have a higher value when measured using its construct rather than other constructs. The result of HTMT, which shows values more than 0.9, has also fulfilled the requirement. Thus, it can be concluded that the validity test has been accomplished. Other than that, table 4 also shows the analytical result of Cronbach's alpha and composite reliability. The data can be considered reliable because the result of Cronbach's alpha is higher than the minimum of 0.6, and Composite Reliability is higher than 0.7.

Table 4. Validity and Reliability Tests

Variables	Reliability				Validity
	Cronbach Alpha	CR	AVE	Fornel Larcker	HTMT
Behavioral Intention	0,769	0,867	0,685	0,827	0,860
Experiential Value	0,855	0,892	0,579	0,761	0,661
Consumer's Behavior	0,732	0,847	0,649	0,805	0,806

Source: SmartPLS (2022)

Note:

CR: Composite Reliability

AVE: Average Variance Extracted

HTMT: Heterotrait-monotrait ratio of correlations

Inner Model - Multicollinearity

There is no multicollinearity between the experiential value, consumer attitude, and behavi-

oral intention because the VIF value is less than 5. These are the detailed results of the multicollinearity test.

Table 5. Multicollinearity Test Results

Variable	Value	Note
Behavioral Intention	VIF = 1,767	No multicollinearity
Experiential Value	VIF = 1,767	No multicollinearity
Consumer's Attitude	VIF = 1,000	No multicollinearity

Coefficient of Determination

Table 6 demonstrates the coefficient of determination (R^2) test for the variable of Behavioral Intention shows a value of 0.449, which means that other variables can explain the Behavioral Intention variable with 44.9%. The remaining 55.1% is explained by other variables not included in this research. Then, the coefficient of determination on the variable of Consumer's Attitude is 0.434, which means that other variables can explain the Consumer's Attitude variable with 43.4%. The additional 56.6% is explained by other variables not included in this research.

Table 6. Coefficient of Determination

Influence	Value
Behavioral Intention	$R^2 = 0,449$
Consumer's Attitude	$R^2 = 0,434$

Hypothesis Testing

Hypothesis testing in this study can be divided into two parts: the testing of influence and direct connection and the testing of impact and indirect connection (through the mediator variable). H1, H2, and H3 are the hypotheses for direct connection (Table 7), while H4 is the hypothesis for

indirect linkage (Table 8). The Experiential Value variable has a positive influence on Behavioral Intention. Since the p-value is < 0.05 , it is statistically proven to have a significant difference (Table 7). Likewise, the Experiential Value also has a positive influence. It is significantly different from the Consumer's Attitude with a p-value < 0.05 . Below are the detailed results showing the positive effect and significant difference between H1 and H3.

Hypothesis 1. The path coefficient value for H1 is 0.206, with a p-value of 0.000 and a confidence level of 95%. The value of f^2 is 0.767, which indicates a strong influence in that relationship. Based on that coefficient, H1 can be accepted. Hypothesis 2. With a confidence level of 95%, the path coefficient value for H2 is 0.659 and a p-value of 0.011. In addition, the f^2 value in the relationship between experiential value and the behavioral intention of Gen Z is 0.044, which shows the mediocre influence on that relationship. Based on the path coefficient, f^2 , and p-value, the H2 can be accepted. Hypothesis 3. The result of H3 test shows a medium influence and a positive and significant impact. It can be seen through the path coefficient value of 0.516, a p-value of 0.000, and an f^2 value of 0.0274. These values also indicate that H3 is accepted.

Table 7. Inner Model

Influence	Values			Conclusion
	Path Coefficient	p-value	f^2	
H ₁ Experiential Value → Consumer's Attitude	0,206	0,000	0,767	Strong, Positive, and Significant
H ₂ Experiential Value → Behavioral Intention	0,659	0,011	0,044	Strong, Positive, and Significant
H ₃ Consumer's Attitude → Behavioral Intention	0,516	0,000	0,274	Strong, Positive, and Significant

Mediation Testing

Table 8. Mediation Testing Result

	Influence	Path Coefficient	p-value	Conclusion
H ₄	Experiential Value → Consumer's Attitude → Behavioral Intention	0,340	0,000	Positive and Significant

H₄ as seen in Table 8, H₄ is accepted with the conclusion of partial mediation's positive and significant effect. It can be seen through the path coefficient is 0.340 and the p-value of 0.000, which is less than 0.05. Hence, the Consumer's Attitude is shown to mediate the influence of Experiential Value toward Behavioral Intention.

DISCUSSION

This research aims to understand the antecedent of Consumer Attitude that influence gen Z's behavior towards local food in Jakarta. The study used the point of view of market demand, which points to the consumers. In addition, the experiential value helps local food industries understand the factors that influence consumers' behavioral intention, especially in Gen Z's consumption of local food. This study hoped to have an instant benefit to local food industries so that they can survive and adapt to the uniqueness of Gen Z's behaviors.

Reliability and Validity

The internal consistency reliability test results on the Experiential Value, Consumer Behavior, and Behavioral Intention show that the CR value is higher than 0.70 and lower than 0.95. Hence it can be considered to pass the reliability test. Similarly, the AVE value from the convergent validity test shows that all variables have results that are higher than 0.50. And the discriminant validity test shows that all variables have HTMT values lower than 0.90 (Table 4). These tests show that all variables pass the internal consistency reliability and convergent validity tests. Also, from the outer model test that consists of reliability and validity tests, no indicator or variable needs to be removed for future trials.

Outer and Inner Model Test

Based on the outer model test result, 6 out of 12 indicators from the experiential value varia-

ble are used, including the indicator that shows the measurements of the Consumer's Return on Investment (CROI), aesthetics, and cheerfulness dimensions. The indicators of the CROI dimension consist of the willingness to queue and the relaxed feeling consumers get from local food. Besides that, Gen Z also pays attention to the aesthetic value of the food served to them, including the local food. The dimension of cheerfulness is represented by measuring the ability to compel someone to forget their worriedness. However, the dimension variability of service excellence in local food is relatively low. It only contributes slightly to explaining the Experiential Value of Gen Z in consuming local food. Hence, it is not included in further testing. From the result of the inner model test, it can be seen that the VIF value is less than 5. Hence there is no multicollinearity between the experiential value, consumer's behavior, and consumer's behavioral intention (Hair, 2015). Other than that, the coefficient of determination (R^2) on the Behavioral Intention and Consumer Attitude variables are 0.449 and 0.434, respectively. It indicates that other variables can explain the variable of Behavioral Intention and Consumer's Attitude in the amount of 44.9% and 43.4%, and other studies will explain the rest.

Experiential Value on Consumer Attitude

Experiential value can be dynamically altered as more experiences are gained and can be participatory, subjective, favored, and individualized (Holbrook, 1994). Other than that, consumers' attitudes are supported by various emotional, behavioral, and cognitive components (Hogg and Reid, 2006). The test regarding the connection between experiential value and Consumer's Attitude indicates a strong influence in that particular connection. Based on the result, it concluded that the influence of experiential value is significant, positive, and strong to gen Z's behavior toward local food.

In other words, the higher the experiential value, Gen Z's behavior toward local food will also significantly and strongly increase.

Based on the H_1 result, to magnify the experiential value of Gen Z, local food industries should grow their experiential value via consumers' return on investment, aesthetics value, and cheerfulness. It is essential for Gen Z because they can share their experience through social media. Gen Z is known for its high utilization of social media and the need to be socially accepted (Kymäläinen et al., 2021). This research is in the same direction as Zhang et al. (2022). The study was performed on the local citizen of Tromsø Islands, aged 17 – 75, via an online survey platform (Survey Monkey). The research by Zhang et al. (2022) showed the same result by comparing the citizen of China and Denmark in various age ranges.

Experiential Value on Behavioral Intention

Experience needs to provide value to attract or retain consumers. Delivering a great consumer experience, in turn, indicates a local food owner's effort to improve consumers' behavioral intentions (Chua et al., 2014). Based on the H_2 test result, it can be concluded that the experiential value has a positive, significant, and medium-strength influence on Gen Z's behavioral intention toward local food. In other words, with the higher experiential value of Gen Z toward local food, the behavioral intention of Gen Z will also be significantly increased. The experiential value of Gen Z is measured by the willingness to queue, relaxed feelings, attractive appearance, attractive food decorations, impressive appearance, and the ability to compel someone to forget their worriedness.

This result strengthens and broadens the research by Chua et al. (2014) and Wu et al. (2018), which data from the across generations. The study conducted by Chua et al. (2014) used a web-based survey to collect data from 368 responses from the customers of full-service restaurants in the United States. It was found that experiential value could influence the consumers' behavioral intention. Other than that, Wu et al. (2018) analyzed the data from 677 respondents who took the Bauhinia cruise in Hongkong had the same result. So, it could be concluded that a person's behavioral intentions have been proven to be powerfully triggered by experiential food value.

Consumer's Attitude on Behavioral Intention

Customers' attitudes determine their behaviors under various circumstances, and service providers can shape and construct these attitudes (Hogg and Reid, 2006). Behavioral intentions to purchase local foods are taught predispositions for eating local food. The result of Consumer's Attitude towards Gen Z's behavioral intention to local food (H_3) shows a medium influence and positive and significant impact. These tests suggest that if Gen Z shows more positive behavior towards local food, behavioral intention towards local food will also increase positively and significantly. The overall liking of local food, good feeling, and consumer satisfaction measures Consumer Attitude. This test has broadened the research result by Tsai and Wang (2017) and Soltani et al. (2021) by using the Gen Z as the respondents and Jakarta as the study location on the relationship between Consumer Attitudes and the Behavioral Intention of tourists toward local foods. Tsai and Wang (2017) conducted similar research in Tainan (Taiwan) and Soltani et al. (2021) in Iran. These researches have the same result: Consumers' Attitude significantly impacts behavioral intentions.

Consumer's Attitude as Mediator between Experiential Value and Behavioral Intention

Local food restaurants should pay great attention to consumers' experiential values to develop favorable consumers' behavioral intentions. Local food producers could enhance the consumer's attitude by cultivating a sense of well-being, contentment, and overall liking for local food to strengthen behavioral intentions. The test shows that the Consumer's Attitude can mediate the Experiential Value towards Gen Z's Behavioral Intention to local food (H_4 is accepted). Based on that result, the influence of Gen Z's Experiential Value towards Behavioral Intention will be more substantial if Gen Z has a positive attitude toward local food. Recommendations, positive behavior, and suggestions to others measure Gen Z's behavioral intention on local food. These results follow and broaden the research conducted by Soltani et al. (2021), which studied the impact of experiential value toward Behavioral Intentions through Consumer attitudes in food tourism. This study broadens previous research, showing that Gen Z's attitude toward local food might influence the relationship between

en experiential value and Gen Z's behavioral intention toward local food.

IMPLICATIONS

This study has strengthened other research with similar perspectives, especially those discussing the role of experiential value as the antecedent of consumers' behavioral intention and Gen Z's behavior towards local food. In this study, the research expansion is in the form of demographic extension, including the geographic region (Indonesia) and generation Z as research objects. This research broadens TPB's function, especially on Gen Z's behavioral intention toward local Indonesian food. In addition, the result of this study also shows that experiential value is essential to form a consumer's behavioral intention, where the Consumer's Attitude has both direct and indirect effects. Furthermore, the dimension of experiential value that becomes a concern is CROI, aesthetics, and cheerfulness.

This research is helpful for any local food industry because research subjects used are Gen Z, which dominates the Indonesian population. Based on the results acquired during the study, experiential value is formed from the willingness to queue, relaxed feeling, aesthetic look, decoration, attractive appearance, and the ability of the food to compel consumers to forget their worriedness. For Gen Z, local food industries need to take notice of food appearance and create a supportive environment to generate experiential value. Gen Z loves new experiences and increasingly relies on social media and technology. Furthermore, they are known to be more aware of health and money value (Vision, 2016).

RECOMMENDATIONS

This study still has several limitations. It is hoped that future research will be more fruitful given the various constraints that this study presently has. This research only uses Jakarta-based Gen Z'ers as respondents. Moreover, the variables used in this study were limited to the experiential values, consumer attitudes, and behavioral intentions. Given this study's multiple limitations, it is hoped that future research will be more beneficial.

Based on the research results and discussion above, the authors recommend that further research use more respondents and a broader research

area. Also, to enrich the study, researchers may compare several consumer generations and add more variables, such as subjective value and innovativeness. Through a wider range of questionnaires with more respondents and the differences in research technique, it is predicted that a fuller and more thorough picture of the interaction between variables would be presented. Furthermore, the following research may use different fundamental theories, such as Consumer Culture Theory, to expand this research. We recommend that the local food industry pay attention to experiential values, which consist of the willingness to queue, relaxed feeling, aesthetic look, decoration, and attractive appearance. Other than that, the ability of the food to compel consumers to forget their worriedness and create a supportive environment will add value for them. That will attract the Gen Z to be more interested in local food.

CONCLUSIONS

There are four main conclusions for this study. The first is experiential value's strong, positive, and significant influence on consumers' behavior toward local food. Secondly, experiential value has a positive, significant, and mediocre impact on the behavioral intention of the local food. Thirdly, Consumer Attitude has a positive, significant, and modest influence on Gen Z's behavioral intention toward local food. Lastly, it proved Gen Z's attitude toward local food act as a mediation between the positive effects of experiential value on the consumer's behavioral intention to local food.

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SHORT BIODATA

Dr. Miharni Tjokrosaputro, SE, MM, started her study in FEB Satya Wacana Christian University, Salatiga, in 1987. After graduating in 1991, she worked in the banking field for approximately nine years while doing her Master's degree at MM Tarumanagara University in 1994. In 2000, she pursued the academic world as a lecturer in FEB Untar. She started her Doctorate in marketing management at Universitas Indonesia in 2010 and fi-

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