

CHAPTER V

CONCLUSIONS

5.1 Conclusion of Research

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

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

This research concludes that Memorable Culinary Tourism Experiences (MCTE) have a positive and significant effect on revisit intention, indicating that higher MCTE enhances the likelihood of Nasi Kapau visitors in Bukittinggi City returning. Similarly, Local Food Enjoyment also positively and significantly influences revisit intention, suggesting that greater enjoyment of local food boosts the intention to revisit. However, Food Safety shows a positive but insignificant

effect on revisit intention, implying that improved food safety does not necessarily encourage visitors to return.

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

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

5.2 Implications of Research

1. Practical Implications:

The results of this study offer valuable insights for culinary tourism in Bukittinggi City, particularly for enhancing tourism attraction and ensuring sustainability. The findings underscore the significant role of Memorable Culinary Tourism Experiences (MCTEs) in influencing both tourist satisfaction and intentions to revisit. Given the high impact of MCTEs (with a path coefficient of 0.621 and a T-statistic of 5.982), owners should prioritize innovation in food presentation, creating an authentic dining atmosphere, and fostering positive interactions with visitors. Furthermore, the study emphasizes the importance of local food enjoyment (path coefficient of 0.248, T-statistic of 3.248) in promoting revisit intentions, suggesting that continued efforts to promote local cuisine through creative marketing strategies such as culinary festivals, social media engagement, and influencer partnerships are crucial.

Although food safety (with a non-significant relationship to revisit intention) does not directly influence tourist satisfaction or revisit intentions, it remains essential for maintaining hygiene and building consumer trust. Therefore, culinary managers should ensure food safety practices align with industry standards. Furthermore, improving tourist satisfaction (path coefficient of 0.218, T-statistic of 2.761) should be a top priority, with fast service, a comfortable environment, and good facilities being key factors for encouraging repeat visits. Local governments can use these findings to enhance the local culinary tourism sector by providing support through customer service training, offering incentives to local businesses, and promoting tourism rooted in local culture.

2. Theoretical Implications:

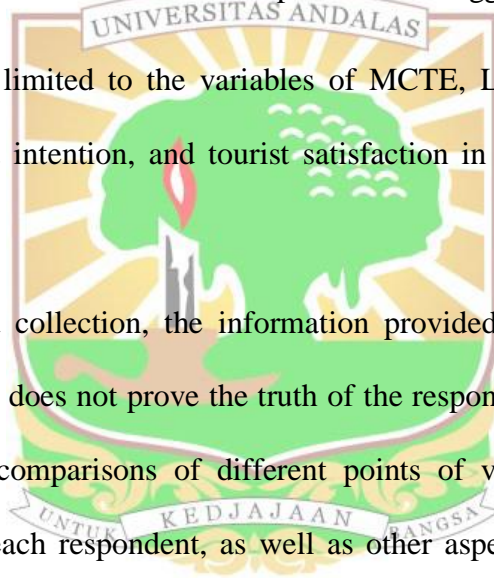
Theoretically, this study contributes to the growing body of culinary tourism literature by demonstrating the critical roles of Memorable Culinary Tourism Experiences (MCTE), local food enjoyment, and food safety in shaping tourist satisfaction and revisit intentions. The results confirm that MCTEs (path coefficient of 0.625, T-statistic of 4.547) significantly enhance both tourist satisfaction and revisit intentions, reinforcing the importance of creating memorable experiences for tourists. Additionally, the study reveals that while local food enjoyment and food safety have some effect on tourist satisfaction and revisit intentions, their impact is less significant compared to MCTEs. This provides valuable insights into how certain elements of culinary tourism affect tourist behavior, opening opportunities for further research.

Furthermore, the study highlights tourist satisfaction as a key mediator (with a significant mediation effect in the MCTE -> Tourist Satisfaction -> Revisit Intention model, path coefficient of 0.136, T-statistic of 2.153, $p = 0.031$), emphasizing its role in bridging the relationship between culinary tourism experiences and revisit intentions. This mediation model contributes to the understanding of how different aspects of culinary tourism influence tourist behavior and offers a framework that can be applied to various cultural contexts and tourist destinations. The findings also reinforce the relevance of the tourism experience theory, suggesting areas for future research to explore other factors that may influence these relationships.

5.3 Research Limitations

There are limitations to this research method, and perhaps there are several aspects that future researchers can pay more attention to in their research because there are definitely weaknesses in this research that need to be corrected and can be improved in future studies. Some of the weaknesses of this research are:

1. The research object focuses on Nasi Kapau in Bukittinggi City.
2. This research is limited to the variables of MCTE, Local Food Enjoyment, Food Safety, revisit intention, and tourist satisfaction in Visitor Nasi Kapau in Bukittinggi City.
3. In terms of data collection, the information provided by respondents using questionnaires often does not prove the truth of the respondents' opinions. This is sometimes due to comparisons of different points of view, assumptions, and explanations from each respondent, as well as other aspects such as honesty in providing answers to questions from the questionnaire.



5.4 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, as follows:

1. The researcher suggest that further research will explore different research objects beyond Nasi Kapau in Bukittinggi City to provide a broader understanding of culinary tourism. Expanding the study to include other culinary destinations will help identify unique patterns in tourist preferences and behaviors. Additionally, future research should

consider variables such as food quality, pricing, and service quality, as these elements play significant roles in shaping tourist satisfaction and revisit intentions. Understanding the impact of these factors will provide a more holistic view of the culinary tourism experience. The researcher suggests that the Bukittinggi City government use the results of this study as a reference for improving the culinary sector in Bukittinggi City.

2. The researcher suggests that the results of this study be used to improve the culinary tourism experience. For business owners, it is essential to enhance the ambiance and decor of their establishments. A well-designed, aesthetically pleasing environment not only enhances the dining experience but also creates a memorable atmosphere that encourages tourists to return. Moreover, introducing innovations in food presentation and offering interactive activities like cooking classes or cultural performances will further engage tourists, improving their overall satisfaction. Focusing on customer service and maintaining food quality is equally important to ensure consistent, high-standard experience for visitors, which will lead to higher tourist satisfaction and repeat visits.
3. The researcher suggests that the local government can utilize the results of this study to improve the culinary sector in Bukittinggi City by supporting training programs for restaurant owners on food safety and customer service. Additionally, the government can provide

incentives to local businesses and encourage them to participate in national and international culinary festivals or events, which would raise the profile of Nasi Kapau and Bukittinggi's culinary tourism. By facilitating collaboration among local culinary businesses and improving tourism infrastructure, the government can contribute significantly to the growth and development of this sector, thereby attracting more tourists and supporting local businesses.

