

Does Food Image Affect Customer Intention to Buy Food?

H. P. Diyah Setiyorini

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia
hp_diyah@upi.edu

Taufik Abdullah

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia
taufikabdullah@upi.edu

W. Ariandani

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia

Abstract—Culinary tourism is believed to bring both economic and cultural benefits to the community. Bandung which is in Indonesia is known for its innovative and various foods which make Bandung famous as a culinary tourism destination. This study was conducted to analyze the image built within the customer who came to one of the top culinary tourism destination spots in Bandung, that is Sudirman Street Day & Night Market. This study also examined the influence of food image towards customer intention to buy food in that market. The respondents were 200 customers of Sudirman Street Day & Night Market. The data were collected from questionnaires and later on, they were analyzed by using descriptive statistic and regression analysis. The results of this study showed that from all dimensions of food image, only food quality, the attractiveness of food and food culture which significantly influence the behavioral intention of the customer.

Keywords—*food image; behavioral intention*

I. INTRODUCTION

Bandung is a city in West Java province with many tourist attractions, one of the famous things from this city is its food or snack. Currently, Bandung is selected by the Ministry of Tourism of the Republic of Indonesia as a culinary tourism destination [1]. With this, Bandung has a title as a culinary tourism destination. It will strengthen the image of Bandung as a culinary destination. This is a big opportunity for Bandung because an image is a factor of consideration to choose a destination[2].

The image as a culinary tourism destination is very related with food that is served there. In choosing a product, consumers tend to evaluate the product before and after using it. Therefore, the consumer can use the image as a tool to do the evaluation.

According to [3], tourists feel that food image directly affects their satisfaction with the food itself and the quality of the culinary experience. In their study, food image measured from the uniqueness and accessibility of food, the variety of food, the quality of the food and the appearance of the food. Food image is regarded as a multidimensional phenomenon and that includes not just about belief or knowledge about attributes of food but also involves feelings toward the food [4].

This study was conducted to review and evaluate the image of Sudirman Street Food Day Night Market in Bandung as a culinary destination. This is because the place is one of the most famous culinary spots in Bandung. In this area, there are a lot of modern food courts with colorful stalls.

Those food providers sell a variety from traditional to modern food. this place is also supported by places which have attraction the middle of the city center shops and nuanced. With so many attractiveness of Sudirman Street Food Day Night Market especially regarding their food, this study also aimed to understand the influence of food image towards behavioral intention for consumers in Sudirman Street Day Night Market.

II. METHOD

The survey was used in this study. Distribution of questionnaires were conducted in Sudirman Street Day Night Market. The number of samples in this research were determined by quota sampling technique. This was necessary because the number of populations, who were visitors coming and consuming food in Sudirman Street Day Night Market, could not be calculated. Hence, the number of quota samples were set with the same characteristics [5], the quota was 200 respondents.

In Determining the items of questionnaires used this study, dimensions from the expert were used. The dimensions of the food image were food safety, food quality, attractiveness of food, food culture and culinary arts of food [4]. While the dimensions of the behavioral intention were revisit intention, willingness to recommend and willingness to pay more [6]. To analyze the variable of food image, the descriptive qualitative analysis was used. Whereas, in order to understand the influence of food image against behavioral intention, the authors performed multiple linear regression analysis calculation by using SPSS 23 for windows.

III. ANALYSIS AND DISCUSSION

Based on the results of the data processing, the consumer's response towards food image in Sudirman Street Day Night Market can be seen below.

TABLE I. THE RECAPITULATION OF CONSUMER'S RESPONSE TOWARDS FOOD IMAGE IN SUDIRMAN STREET DAY NIGHT MARKET

No	Dimensions	Score	Items in Questionnaires	Average Score
1	Food safety	3,083	4	770.75
2	Food quality	2,481	3	827
3	Attractiveness of food	1,604	2	802
4	Benefits health of food	1,342	2	671
5	Food culture	1,586	2	793
6	Culinary arts of food	1,538	2	769
Total		11,634	15	80.937

Sudirman Street Day Night Market is a culinary tourism destination consisting a wide range of Small and medium-sized enterprises that sell wide range of various foods and drinks. Based on table I, food image related food quality and attractiveness became dimensions with the highest average score. This was because the sellers tried to serve good quality of foods, and some were unique in term of their packaging.

Because there were many foods classified as snacks in Sudirman Street Day Night Market, then the benefit of food on health were assessed low by the customers. Most of the snacks in Bandung was indeed using raw ingredients that contain of relatively low nutrition. These findings were followed by an average score of food safety and culinary arts of food which were also not so high.

In Indonesia, the image of snack food is not very good, especially concerning its food safety, it was due to many news that illustrates an excessive use of food additive. In addition, since the preparation of snack food is not hard and complicated, hence, the score of culinary arts of food dimension was not high.

Based on multiple linear regression analysis calculation, the regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6$$

$$Y = -0.737 + -0.075X_1 + 0.527X_2 + 1.031X_3 + -0.114X_4 + 0.785X_5 + 0.577X_6$$

Through multiple linear regression equations and significance tests, it was known that in this study, food image simultaneously influences behavioral intention. But partially per each dimension, there were two dimensions that got no significant influence, those were the dimensions of food safety and health benefits of food. Experts stated that food safety does not affect purchasing decisions because it cannot be seen by consumers [7]. Whereas the study conducted by [8] stated that 94% of respondents knew and were aware that the food consumed was contaminated and 95% of respondents knew the lack hygiene of the utensils used by street vendors because of bad water and sanitation.

Basically, consumers who visited Sudirman Street Day & Night Market already knew that consuming food at street vendors had the potential to cause various diseases since the food was contaminated. However, the behavior of consumers who came to the area had a variety of motivations, for

example, wanting to try snack foods that were famous in Bandung. Therefore, food safety is not a significant influence. But still, food vendors should always try to improve their food security from physical, biological, and chemical hazard, namely by maintaining cleanliness from processing until serving the food.

The dimensions of health benefits of food did not have a significant effect on behavioral intention. One of the reasons was because many news said that many street vendors were using raw ingredients that were not good for health, some even used food additives that had an adverse effect on the body if consumed excessively. Then, consumers also realized the lack of available menus that were healthy for the body. They did not really care about that issue because basically, when they visited Sudirman Street Day & Night Market, they were not willing to nourish the body, but to enjoy the culinary experience and consume food that has good taste, and good taste is not always in line with healthy when consumed.

IV. CONCLUSION

In general, consumers who come to the Sudirman Street Day & Night Market area had a good image of food quality and attractiveness of food. Simultaneously, food image could influence behavioral intention [3]. However, in a partial significance test, the dimensions of food safety and health benefits of food did not significantly influence behavioral intention. In descriptive statistical calculations regarding the dimensions of the food image, the average score of those two dimensions was also not very good.

REFERENCES

- [1] S. Widianto, "Bandung Ditetapkan Sebagai Destinasi Wisata Kuliner Indonesia," *Pikiran-Rakyat*, 23-Nov-2015.
- [2] A. Beerli and J. D. Martin, "Factors Influencing Destination image," *Ann. Tour. Res.*, vol. 31, pp. 657–681, 2004.
- [3] C. G. Q. Chi, B. L. Chua, M. Othman, and S. A. Karim, "Investigating the Structural Relationships Between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions: The Case of Malaysia," *Int. J. Hosp. Tour. Adm.*, vol. 14, no. 2, pp. 99–120, 2013.
- [4] S. Seo, "Multi-Dimensional Scale to Measure Destination Food Image: Case of Korean food," *Br. Food J.*, vol. 117, no. 12, 2015.
- [5] Sugiyono, *Metode Penelitian Kualitatif Kuantitatif dan R&D*. Bandung: Alfabeta, 2012.
- [6] S. C. S. Jang and Y. Namkung, "Perceived Quality, Emotions, and Behavioral Intentions: Application of an Extended Mehrabian-Russell Model to Restaurants," *J. Bus. Res.*, vol. 62, no. 4, pp. 451–460, 2009.
- [7] W. Van Rijswijk and L. J. Frewer, "Consumer perceptions of food quality and safety and their relation to traceability," *Br. Food J.*, vol. 110, no. 10, pp. 1034–1046, 2008.
- [8] W. Y. Lin and M. Yamao, "Street Foods Safety in Yangon: A Case Study on Street Food Vendor's Socio-Economic and Production Aspects," *Int. Rev. Res. Emerg. Mark. Glob. Econ.*, vol. 1, no. 4, pp. 206–216, 2014.