

UDC 332

WELLNESS TOURISM EXPERIENCE OF INNOVATION PRODUCT, TRUST AND INTENTION TO BUY VEGAN CULINARY: A CASE STUDY IN SEMINYAK, BALI

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ABSTRACT

The purpose of this study is to determine the behavior of wellness tourists on their culinary experiences and the vegan lifestyle in Bali. This research used a mix method, which combines qualitative and quantitative approaches. Data was collected through interviews and surveys using questionnaires. This research was conducted in Seminyak Bali with a sample of 180 respondents. The analysis of this study uses Smart PLS to determine the relationship between the effect of product innovation and trust from tourists on their interest in buying vegan cuisine. This research is vital considering the development of wellness tourism in Bali, especially in promoting the culinary and vegan lifestyle which increasingly in demand by tourists around the world. The number of facilities developed for culinary and vegan lifestyles in Bali, and the desire of Minister of Tourism to encourage Indonesia to become a vegan-friendly country, are expected to be one of the drivers of wellness tourism in Indonesia, especially in Bali. This study is also expected to be useful for the advancement and future studies of wellness tourism in Bali

KEY WORDS

Wellness tourism, vegan culinary, life style.

The development of wellness tourism in the world is growing rapidly and has attracted the attention of various countries to develop wellness tourism. Indonesia is one of the countries that has started to develop wellness tourism. The development of the Indonesian tourism sector is part of the priority targets in the work program of the President and Vice President Jokowi - Ma'ruf for the 2019-2024 period. Global tourists not only seek and gain new experiences, but are also involved in making changes for the better in the fields of social, cultural, economic, and environmental life in a sustainable manner (Ryan, 2002; Cohen, 1979). In recent years there has been a shift in the trend of the tourism paradigm, namely from the motivation of having fun to seeking new experiences (Kim et al., 2009; Kivela and Crotts, 2006; Quan and Wang, 2004).

Food can also be a tourism attraction (Quan & Wang, 2004) and an important reason or even the main reason why a tourist visits a destination (Rimington&Yüksel, 1998), bringing tourists closer to the culture, people and lifestyle of the destination (Lee & Arcodia, 2011). A destination's traditional food embodies its culture and, therefore, serves as a marker of authenticity and attraction for visitors (Ting, Hwa, Fam, & Richard, 2019). In many destinations, food is used as part of the image of a place that is promoted to attract tourists (Choe & Kim, 2017). Food can also create unforgettable experiences and offer tourists novelty, surprises and pleasure during their trip (Kivela&Crotts, 2005). Around the world, there is increasing interest in veganism and vegetarianism (Kaminski, Skonieczna-Zydecka, Nowak, & Stachowska, 2020). Proponents of the vegetarian diet think that it can improve personal health, end animal suffering, and, on a global scale, reduce hunger and increase sustainability (Wu, 2014). However, destination marketing in general, and specifically towards specific markets (e.g. culinary travelers), occurs at multiple scales such as states or provinces, cities, and neighborhoods. (Whitney, et al., 2020).

Bali as the most popular destination for foreign tourists needs to develop health tourism and vegetarian cuisine to increase foreign tourist visits. There are two places that are the choice of tourists when visiting Bali, namely Ubud and Seminyak (travel.kompas.com). Ubud ranks as the second Most Vegan Friendly City in the World in 2020 issued by

theveganworld.com. Seminyak also has a vegetarian restaurant but it is not known as a “vegan friendly” area. The government's desire to make Indonesia a vegan-friendly country needs the support of every regional leader and business actor to be ready to make Indonesia in general and Bali in particular a destination. vegan friendly tours.

The increasing number of tourists with food allergies and different eating preferences triggers various problems in gastronomy and the establishment of tourism services (Eren, 2020). Eren's (2020) findings also reveal that tourists face various problems during their gastronomic and tourism-related experiences. Researchers classify vegetarians into two broad categories based on their motivations: health-oriented vegetarians and ethically motivated ones (Fox & Ward, 2008). Health-oriented vegetarians focus on personal health-related reasons (e.g., seeking health benefits or losing weight) for their food choices (Baron, 2013; Corliss, 2002; Craig & Mangels, 2009), whereas ethical vegetarians are health-oriented, altruistic (Fox & Ward, 2008). In particular, ethical vegetarians are usually motivated to prevent cruelty and harm to animals (Fessler, Arguello, Mekdara, & Macias, 2003) and protect the environment by reducing greenhouse gases from livestock (Fox, 2010). Ethical vegetarians tend to maintain their diet longer (Hoffman, Stallings, Bessinger, & Brooks, 2013). The difficulty that vegetarians face in traveling is a worldwide problem, especially in choosing a hotel or restaurant. Vegetarians often require tailor-made offers when traveling and conflict can occur if the service provider does not adequately cater to their particular needs (Council, 2017). For example, Rivera and Shani (2013) found that some restaurants are still not aware of the special needs of vegetarian travelers (e.g., better-designed menus that explicitly mark vegetarian items). In the selection of hotels, vegetarians prioritize environmentally friendly and animal-friendly hotels, which is indicated by the facilities, food, and drinks available at the hotel (Dilek & Fennell, 2018). Second, according to the cultural tightness-loose framework in cross-cultural psychology, different countries differ in the regulation of social norms that affect behavior (Gelfand, Raver, Nishii, & Leslie, 2011). The relationship between product innovation and consumer buying interest is explained by (Setiadi, 2003) that, product innovation is creating new products that can meet the needs of consumers' desires so that buying interest arises for these products. In other words, the addition of product innovation can increase buying interest in the product. So that the problems faced need to be investigated further related to the development of wellness tourism in the tourist experience related to vegan cuisine in Bali.

METHODS OF RESEARCH

This research uses explanatory research. The location of this research is in Seminyak, Bali. This research was conducted to determine the development of wellness tourism related to the tourist experience of vegetarian culinary in Bali. The population in this study are foreign tourists and domestic tourists who visit Seminyak Bali.

Table 1 – Definition of Operational Variables

No	Variables	Variable Definition	Indicator	Sources
1	Product Innovation	A combination of various processes that are mutually influence, where the company creates a new product introduced to market.	Creating new markets Creating new products Products determine choices for consumers There are many kinds of product choices Substitute products create added value Products can expand marketing Cheaper products Products can increase sales volume	Kotler and Keller (2007)
2	Trust	Certain parties' trust in others in conducting transactions based on a belief that the person he trusts it will fulfill all its obligations well, as expected.	<i>Benevolence</i> <i>Integrity</i> <i>Competence</i> <i>Willingness to depend</i> <i>Subjective probability of depending</i>	McKnight et al (2002)
3	Intention to buy	Desire or thought that arises because of a feeling of being interested and wanting to have an expected good or service	Desire to buy the product Referring products Product preference interest Interest in finding information Interest supports the positive nature of the product	Ferdinand (2006)

According to Sekaran (2011), a good sample size for filling out the questionnaire is based on 5-10 times the number of indicators. The number of indicators in this study were 18 indicators, so the sample size used in this study was 180 respondents. This study uses a structural equation model based on partial least squares (PLS).

RESULTS AND DISCUSSION

Based on the characteristics of the respondents in this study (Appendix 1) The country of origin of the sample is all from Indonesia. The types of work are divided into six types, namely Civil Servants, Private Employees, Entrepreneurs, Entrepreneurs, Students, and Others. The most respondents were students, amounting to 91 people (50.6%) and the fewest were civil servants (0.6%). Most of the respondents were in the age range of 20 to 23 years. This is in line with the occupations held by respondents with most student jobs. Most respondents do not have an income or their income is zero rupiah per month, totaling 48 respondents (26.7%). This is because most of the respondents are still students. The second highest income is respondents with an income of Rp. 4,000,000.00 per month, totaling 16 respondents (8.9%).

Table 2 – Value of R Square

Variable	R Square
Intention to Buy	0.511
Trust	0.546

Source: Data processed, 2021.

Table 2 shows the R-square value of the variable intention to buy 0.511 and trust 0.546. The higher the R-square value, the greater the ability of the exogenous variable to be explained by the endogenous variable so that the better the structural equation. The intention to buy variable has an R square value of 0.511, which means that 51.1% of the variance trust and product innovation can be explained by the intention to buy variable, while the rest is explained by other variables outside the research model. The trust variable has an R-square value of 0.546 which means that 54.6% of product innovation variance can be explained by the trust variable while the rest is explained by other variables outside the research model.

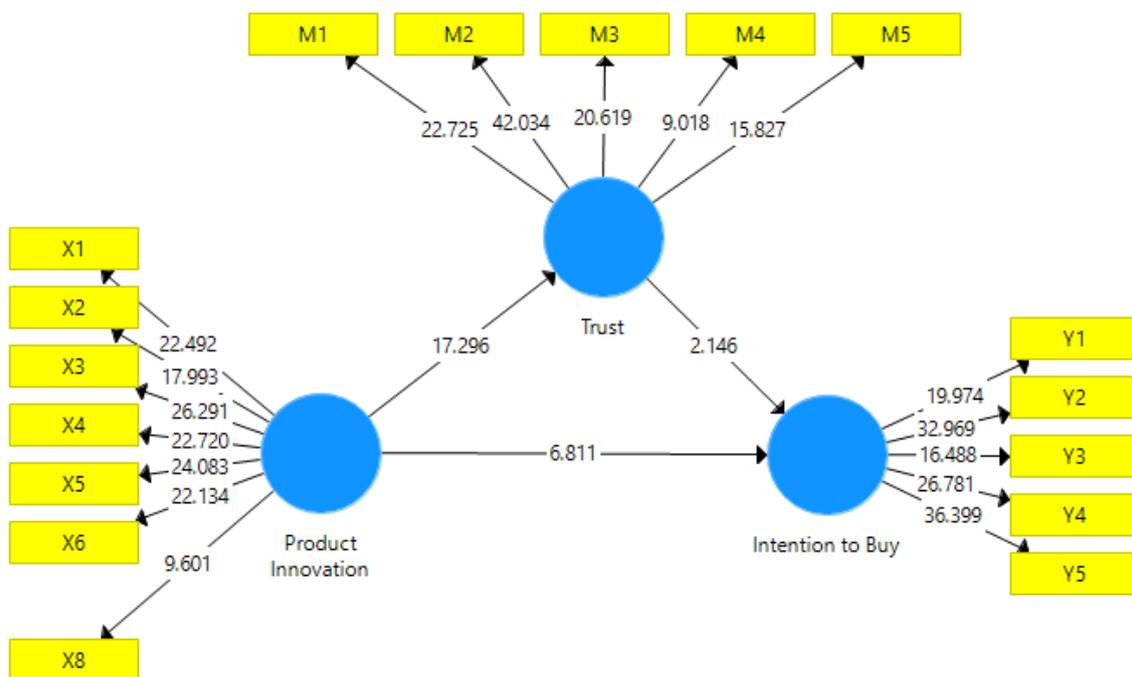


Figure 1 – Bootstrapping PLS Output Results (Source: Data processed, 2021)

Table 3 – Result for Inner Weight

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Innovation -> Intention to Buy	0.569	0.569	0.083	6.811	0.000
Product Innovation -> Trust	0.739	0.737	0.043	17.296	0.000
Trust -> Intention to Buy	0.184	0.183	0.086	2.146	0.032

Table 4 – Indirect Effect

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Innovation -> Trust -> Intention to Buy	0.136	0.135	0.064	2.115	0.035

Source: Data processed, 2021.

Effect of Product Innovation on Trust. Hypothesis 1 states that product innovation has a positive and significant effect on trust. The results of the parameter coefficient test between product innovation and trust show a positive relationship with a coefficient value of 0.739 with a t-statistic value of 17,296 and significant at = 0.05 the t-statistic value is above the critical value of 1.96, thus H0 is accepted. This is in accordance with research from Sari (2018) which states that innovation has a significant effect on customer trust at Pamella Supermarket. Panjaitan, et al., (2019) stated that product innovation has a positive and significant effect on trust. Eka (2019) stated that product innovation had a significant effect on consumer interest as much as 40.8%.

The Effect of Trust on Intention to Buy. Hypothesis 2 states that trust has a positive and significant effect on innovation to buy. The results of the parameter coefficient test between compensation and job satisfaction show a positive relationship with a coefficient value of 0.184 with a t-statistic value of 2.146 and significant at = 0.05 the t-statistic value is above the critical value of 1.96, thus H0 is accepted. This is in accordance with research from Chrysnaputra (2020) that trust has an effect on purchase intention in people who plan to carry out Umrah in Malang. Narko (2017) trust has a significant positive effect on online shop purchase intentions. Nurcahyo, et al. (2017) stated that there was a positive and significant influence of trust on intention to purchase, the effect of Trust on the Intention to Purchase of Bhinneka.com customers had the highest percentage in their research. Dewi, et al., (2021); Hasyim & Helmi (2017) stated that there was a positive and significant influence of trust on intention to buy.

The Effect of Product Innovation on Intention to Buy. Hypothesis 3 states that product innovation has a positive and significant effect on intention to buy. The results of the parameter coefficient test between motivation and performance show a positive relationship with a coefficient value of 0.569 with a t-statistic value of 6.811 and significant at = 0.05 the t-statistic value is above the critical value of 1.96, thus H0 is accepted. This is in accordance with research from Rahardian (2015) which states that product innovation and price have a significant effect on purchase intention of MizoneFresin fruit flavored drink study in Primavera Futsal Surabaya. Daeli (2018) states that there is a positive and significant effect of product innovation on the intention to buy a smartphone.

The Effect of Trust in Mediating the Effect of Product Innovation on the Intention to Buy. Hypothesis 4 states that trust mediates the effect of product innovation on intention to buy. The results of the coefficient test of the indirect effect of product innovation on the intention to buy through trust show a positive relationship with a coefficient value of 0.136 and significant at = 0.05, thus H0 is accepted. Based on the results of the significant effect of the product innovation variable on the intention to buy and the influence of the trust variable on the intention to buy variable which is also significant, it can be said that the findings of this study support the partially mediated effect of mediation. This is in accordance with research from Sujana and Suprpti (2016) consumer trust significantly mediates the relationship between site quality and online purchase intention. Hasyim & Helmi (2017) state that

perceived benefits affect purchase intentions through consumer trust, meaning that the intention to buy insurance products is influenced by the positive perspective of customers on insurance products offered in the market.

CONCLUSION AND SUGGESTIONS

Based on the results of research that has been carried out and described, the conclusion of this study is that the majority of respondents are students, so they tend to have no income. Of the three variables in this study, the variable with the highest average value is product innovation, this indicates that product innovation is very much needed by consumers, because with product innovation, consumers will never get bored of a product so that it will indirectly create a competitive advantage. Product innovation has a positive and significant effect on trust. Trust has a positive and significant effect on innovation to buy. Product innovation has a positive and significant effect on intention to buy. Trust mediates the effect of product innovation on intention to buy.

Based on the conclusions that have been described, the suggestions that can be given to further researchers are that when viewed from the R-Square value in this study the intention to buy variable has an R square value of 0.511 which means 51.1% variance trust and product innovation can be explained by the variable intention to buy while the rest is explained by other variables outside the research model. The trust variable has an R-square value of 0.546 which means that 54.6% of the variance of product innovation can be explained by the trust variable while the rest is explained by other variables outside the research model. So that further research can add other variables that are outside this research model such as service quality, WOM, and others according to the research conducted.

Based on the average respondent's answers, suggestions that can be given to restaurant managers or cafes that provide vegan food are, when viewed from the product innovation variable, namely "various product choices appear" being the highest indicator of this, the entrepreneur can innovate by providing wide selection of vegan products thus creating a lot of variety that can satisfy consumers. When viewed from the trust variable, the "competence" indicator has the highest average value, this means that consumers will have more confidence in restaurants or cafes that provide vegan food, where their chefs have sufficient competence to provide vegan food. When viewed from the intention to buy variable, the indicator that has the highest average value is "supporting the positive nature of the product" this means that the entrepreneur would be better off if he promoted the positive side of a vegan product more often, because vegan products themselves have more value. positive for health and nature.

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