

The Contribution of Tourists' Perceived Value to Behavioral Intentions at Dessert Restaurants in Bandung City

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Abstract: Today, many restaurants offer desserts as their main menu. In the restaurant business, the managers/owners need to be aware of and understand the importance of tourists' behavioral intention, i.e. ensuring that the tourists have a desire to revisit and recommend others to visit. The behavioral intention is the factor which determines and predicts a long-term behavior. The behavioral intention can be created by measuring the tourist perceived value, which is the customer's overall assessment of the usefulness of a product or service according to the benefits they received and the sacrifices they made. Therefore, this study was aimed at finding out whether the tourists' perceived value affects their behavioral intention when they visit dessert restaurants in Bandung City. The questionnaires were distributed to 100 respondents. The collected data were then processed by using simple regression. The analysis results suggest that the travellers' perceived value influences their behavioral intention when visiting dessert restaurants in Bandung.

1 INTRODUCTION

Dessert is a dish eaten after the main course. Some restaurants usually offer dessert with a sweet and refreshing taste, but some also offer a dessert with a salty taste or a combination. Due to the culinary development, dessert has become a very well-known menu. It also has a significant change. It was originally served after dinner, but it is now able to be enjoyed at breakfast, lunch, or as a snack. Shortly, dessert is no longer a complementary menu in restaurants and cafes since many restaurants make it as their main menu (Radio Heartline Network, 2014).

The high number of restaurants which offer dessert menu has resulted in fierce competition in this culinary field. In addition to the quality of food that needs to be maintained, the dessert restaurants' managers/owners need to ensure that when travellers come and enjoy their dessert products, they will come back once they want to enjoy their products again. Business people need to be aware of and understand the importance of the travellers' behavioral intention, i.e. the perception of the places they visit, and how the perception persuades them to revisit as well as recommend others to visit. The behavioral intention

is the factor that determines and predicts the human behavior (Li and Cai, 2012). The behavioral intention plays a role in determining the destination where tourists will visit to satisfy their needs. It can be seen from three behavioral intention indicators, including the intention to revisit, word of mouth, and search for alternative (Hutchinson et al., 2009).

The behavioral intention can be created, one of which, by measuring the tourist perceived value. Zeithaml in Lovelock, Wirtz and Mussry (2012) claimed that the overall expression has four traits, including value is the low price, value is what is desired from a product, value is the quality gained from the price paid, and value is what is gained from what has been given. It shows that if a tourist perceives the value of a product as good, then it will indirectly encourage the tourist to be loyal to the product, thus leading the tourist to revisit and recommend the product to others.

As confirmed by Gianfranco et al. in Wang et al. (2012) and Bajs (2013), the customer perceived value has a relevant relationship to the customer satisfaction, loyalty, and trust, in which this affects the customer's behavioral intention and marketing service. Meanwhile, Bajs (2013) suggests that the perceived value has a strong influence on the

behavior in the future. Therefore, this study was aimed to assess the influence of tourists' perceived value on their behavioral intention at dessert restaurants in the City of Bandung.

This study differs from the existing studies which focus their subjects on destination travellers, heritage tourists, expo and mega event visitors, etc. Meanwhile, this study seeks to investigate the tourists' perceived value of the dessert restaurants' visitors. Therefore, this study is expected to contribute to supporting the recent findings that the tourists' perceived value has an influence on their behavioral intention.

The next session will discuss the literature review, methods, conceptual framework, experimental results, and conclusions.

2 LITERATURE REVIEW

Chen and Chen (2010) define perceived value as the customer's overall assessment of the usefulness of a product or service according to their response to the benefits received and the sacrifices made. Meanwhile, Kotler and Keller 2016 claim that the customers' perceived value is the difference between the prospective customers' evaluation of the total benefits and costs of supply and the perceived alternatives. It shows that the tourists' perception of a tourist attraction will affect their intention to revisit it. Furthermore, Ching-Fu Chen and Dung Chun Tsai (2007) point out that the behavioral intention is the visitors' assessment of intention to return to the same destination and willingness to recommend the destination to others. Gianfranco et al. in Wang et al. (2012a) claim that the customer perceived value has a relevant relationship to the customer satisfaction, loyalty, and trust, in which the value affects the behavioral intention and marketing service

Bajs (2013) states that the perceived value has a strong influence on the future behavior. Al-Sabbahy et al., Gallarza and Saura, and Gill et al. in Jamal et al. (2011) state that the tourists' evaluation of tourism objects, services and experience will formulate the future behavioral intention. It demonstrates that the customer's overall assessment of the usefulness of a product or service based on the responses to what has been received and what has been given will affect the travellers in revisiting a tourist attraction (Chen and Chen, 2010). As pointed out by Ching-Fu Chen and Dung Chun Tsai (2007), the behavioral intention is the visitors' assessment of the intention to return to the same destination and the willingness to recommend the destination to others. In a case of

travel agents, Yen et al. (2015) indicate that the behavioral intention includes re-purchasing travel packages offered by travel agents, providing positive word of mouth, and recommending the travel agent to others in the future.

The dimensions of tourist perceived value to be measured in this study included enjoyment value, convenience value, service value, perceived value, aesthetic value, and utilitarian value (Wang, Lu, and Xia, 2012). Nevertheless, the utilitarian value was not used in this study because it was considered inappropriate when used in a locus like dessert restaurants. The study dimensions are illustrated in Figure 1.

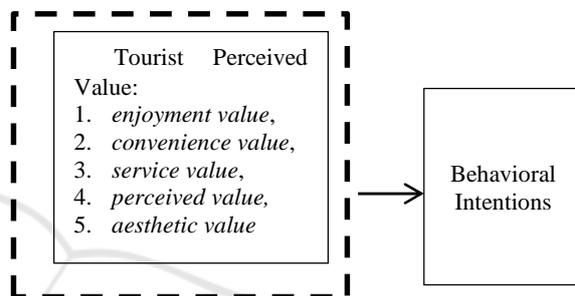


Figure 1: Conceptual framework (adapted from Hutchinson et al., 2009).

Based on Figure 1, the hypothesis of this study was:

H1: The tourist perceived value influences the behavioral intention.

This study was a quantitative research. The study samples included 100 tourists visiting three dessert restaurants in the City of Bandung, i.e. The Dream's Cake (Jl Trunojoyo), Greentea Holics (St. Sultan Agung), and Sumoboo (Jl Setiabudhi). The samples were determined using the systematic random sampling, while the data were collected through interview, questionnaire, observation and document review. The measuring tool used to compose questions on the questionnaire employed the Likert scale. The collected data were then processed using simple regression. The research model using simple regression is presented below:

$$Y' = \alpha + X$$

Where:

Y = Behavioral Intention

X = Tourist Perceived Value

= Alpha

= Regression Coefficient

Before the questionnaires were distributed to the respondents, the validity and reliability were tested first. The test result showed that the questionnaire was valid and reliable. It was valid because the calculation resulted in a value of above 0.5 and it was reliable because the Cronbach Alpha value was above 0.6.

3 RESULTS AND DISCUSSION

Based on Table 1, the value of F was 38.677, indicating that F-count > F-table (38.677 > 3.090) with the level of significance of < 0.05. Thus, it can be concluded that the tourist perceived value affected the behavioral intention.

Table 1: ANOVA.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.820	1	195.820	39.671	.000 ^b
	Residual	483.740	98	4.936		
	Total	679.560	99			

- a. Dependent Variable: Behavioral Intentions
- b. Predictors: (Constant), Tourist perceived value

According to Table 2, the values of t are as follows:

The t-count value for the tourist perceived value was 6.298, indicating that t-count > t-table (6.298 > 1.660) with the significance level of 0.00. Thus, it can be concluded that the tourist perceived value influenced the behavioral intention.

Table 2: Coefficient.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.048	1.851		2.728	.002
1 Tourist perceived value	.170	.027	.537	6.298	.000

- a. Dependent Variable: Behavioral Intentions

Based on Table 2, the regression equation was:

$$(Y) = 5.048 + .107 (X)$$

The equation indicates that there is a positive relationship between the tourist perceived value and

the behavioral intention, meaning that if the tourist perceived value increases, the value of behavioral intention will also increase. To determine the contribution of tourist perceived value to creating the behavioral intention, a determination analysis test was done as shown in Table 3:

Table 3: Model Summary^b.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	.688	.000	2.221

- a. Predictors: (Constant), Tourist perceived value
- b. Dependent Variable: Behavioral Intentions

Based on Table 3, the value of R² (R Square) was 0.688 (68.8%). This shows that the percentage contribution of tourist perceived value to the creation of behavioral intention was 68.8%.

4 CONCLUSIONS

According to the calculation results, it can be concluded that the tourist perceived value can contribute to the creation of behavioral intention when the tourists visit dessert restaurants in Bandung City. This result is in line with Bajs's (2013) study entitled "Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intention: The Example of the Croatian Tourist Destination Dubrovnik" whereby it suggests that the satisfaction and future behavioral intention are consequences of perceived value and that behavioral intention are affected. Furthermore, Chen and Chen (2010) in their study entitled "Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists" suggests that the importance of experience quality on behavioral intentions is recognized via the mediating effect of perceived value and satisfaction in heritage tourism contexts. Dessert restaurants in Bandung City have prepared their products very well. They innovate their dessert products to offer products with high uniqueness compared with other types of restaurants. According to the data processing, the tourists are satisfied with the quality of the food offered, the availability of facilities, and the physical evidence conditions at the dessert restaurants. The high value the tourists give to the dessert products has made them willing to come back and share their memorable experience of enjoying dessert menu at the restaurants with others.

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