

# The Effect of Gastronomy Involvement, Local Food Consumption Value, Food Knowledge Toward Intention to Recommend Local Traditional Food Semanggi Suroboyo through Attitude as Mediating Variable (A Study of Culinary Arts Students at Monas Pacific Culinary Academy)

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**Abstract:** As the younger generation, students in culinary academy who learn about Culinary Arts have an important role to promote and preserved the local traditional food, because they will become a professional in tourism, gastronomy, culinary, or hospitality industry, who are expected can help, develop and encourage the local economy. Semanggi Suroboyo is one of local traditional food that becomes an icon of Surabaya and has an important role for the resident of Kampung Semanggi in Surabaya. The existence of Semanggi Suroboyo needs to be preserved because of the historical and cultural value uniqueness. Furthermore, the potential of this local food can be developed as a gastronomy attractiveness for gastronomy tourism in Surabaya. The aim of this study is to investigate the direct and indirect effect of gastronomy involvement, local food consumption value, food knowledge, and attitude toward intention to recommend Semanggi Suroboyo as a gastronomy attractiveness of Surabaya. In this study, attitude becomes a mediating variable. The number of samples in this study are 53 students from 115 population, and the method used in his study is quantitative using path analysis. This study revealed that is a good gastronomy involvement among students at Monas Pacific Culinary Academy, and positive respond about local food consumption value, but that is low level of food knowledge especially about local traditional food Semanggi Suroboyo. Students are uncertain to take a positive attitude and uncertain to recommend Semanggi Suroboyo as a kind of gastronomy attractiveness. The findings also indicate that gastronomy involvement and local food consumption value do not have a significant effect on attitude, but food knowledge about Semanggi Suroboyo affected on attitude. Gastronomy involvement, local food consumption value, and food knowledge do not have a direct significant effect toward intention to recommend, but attitude has a significant direct effect toward intention to recommend. Gastronomy involvement also does not have significant indirect effect on intention to recommend through

attitude, but local food consumption value and food knowledge have significant indirect effects toward intention to recommend through attitude on local traditional food Semanggi Suroboyo.

**Keywords:** semanggi suroboyo, gastronomy involvement, local food consumption value, food knowledge, attitude, intention to recommend.

## 1. Introduction

Gastronomy has become an interesting topic that represent uniqueness of the culture in a destination (Leong et al. 2017). In gastronomy context, culinary products or cuisine become the main element of "*global intangible heritage*". Furthermore, local cuisine which has an original cultural heritage can be a destination attractiveness and important thing for tourist to learn and love about the culture of a society, destination, and become an integral aspect for tourism experience (PPPM 2017).

As the second metropolitan city in Indonesia and the capital of East Java, Surabaya offers any kind of tourist destination. The increasing of tourist visitation over years, makes the government of Surabaya always try to do something better and makes some strategies to maintain the uptrend. Surabaya provides culinary centers, and unique local traditional culinary products, so that Surabaya not only can be appointed as the one of accelerated city in shopping and culinary tourism, but also can be a paradise for culinary lovers.

Kampung Semanggi is the one of Surabaya thematic village, most of the resident of Kampung Semanggi are Semanggi Suroboyo seller (Herawati, Astuti, and Rini 2020). But unfortunately, Surabaya were not included in the nominee of

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gastronomy tourism destination by The Ministry of Tourism, this was because Surabaya's local traditional food which has a potential concept of Indonesian Gastronomy still limited evolving. The one of the local traditional food is Semanggi Suroboyo as icon of Surabaya (Herawati, Astuti, and Rini 2020). The existence of Semanggi Suroboyo is so important for the resident's economy in Kampung Semanggi, because the cultivation of Semanggi in Indonesia still rare. In this case, the younger generations have an important role to perceive the existence of Semanggi Suroboyo.

Furthermore, the younger generation are expected to be local cultural heritage ambassador and promote Semanggi Suroboyo as an interesting local traditional food (KURNIAWATI and GUNANSYAH 2019). In this case, the collages have a strategic role in tourism development especially about culinary or gastronomy through their culinary arts program, they are expected to be able to make some innovation for local traditional food with a good taste and modern appearance ("KULINER SEBAGAI PENDUKUNG INDUSTRI PARIWISATA BERBASIS KEARIFAN LOKAL" 2018). There are some culinary academy in Surabaya, Monas Pacific Culinary Academy Surabaya is the one of and the oldest culinary academy in Surabaya which offers diploma culinary arts programs, the students of this culinary academy are expected to be a professional chefs or expert in culinary gastronomy, tourism, hospitality field or becomes entrepreneurs to develop the economy, so that Monas Pacific Culinary Academy can be a suitable location for this study.

(Derinalp Çanakçı and Birdir 2020) Indicate that gastronomy involvement, knowledge, and prior experience have a direct effect toward gastronomy attractiveness for tourists. Destination marketers are expected to give more informations about the local traditional food uniqueness that can be a new and impressive experience for tourists. (Morris, Dwyer, and Mulligan 2021) Also indicate that consistency and enhancement are needed in the all of local food quality aspect, so it can be more appetizing and attractive for tourists. Local food consumption value will be delivered better to the tourists if there is a good collaboration among stakeholder. In the other hands, (Adiasih and Brahmana 2017) find a phenomenon that students, generally do not understand enough about local traditional food and its consumption value. (Pratiknjo and Wardani 2015) Findings also shows that food knowledge of the younger generations about local traditional food especially Semanggi Suroboyo only limited on the ingredients and the servings.

According to those phenomenon, this aim of this study are to describe gastronomy involvement, local food consumption value, food knowledge, attitude, and intention to recommend Semanggi Suroboyo and investigate the effect of gastronomy involvement, local food consumption value, food knowledge towards intention to recommend directly or indirectly through attitude variable among students at Monas Pacific Culinary Academy Surabaya.

## 2. Literature Review

### A. *Semanggi Suroboyo*

(Saleh and Soediro 2017) Describe that Semanggi or Water Clover (*Marsilea crenata*) is a kind of aquatic plants and grows that the existence are found on a lake, swamps, rivers, farms or rice fields. These plants have a distinctive morphology and easy to identified from the leaves that looks like an umbrella, consist of three or four petals of heart shape small leaves. Semanggi or water clover can be used and processed for pharmacy and food industry. Their leaves and stems have a benefit for human health.

In Surabaya, Semanggi or Water Clover are utilized as a dish looks like salad and become the local traditional culinary icon of Surabaya that familiar by generation, which is called Semanggi Suroboyo. Semanggi Suroboyo is a local traditional culinary of Surabaya since pre-independence era of Indonesia and becomes a favorite dish for the warriors in Surabaya at 1945. This dish were so famous and tasty in that era, so it was also enshrined in a kroncong genre song titled "Semanggi Suroboyo" in 1950, whose the composer is S. Padimin and popularized by Tatiek Wiyono as a singer (KURNIAWATI and GUNANSYAH 2019).

### B. *Intention to Recommend*

According to (Khodijah 2014), "interest" as the origin of intention to recommend is a tendency and high enthusiasm or a strong willingness toward something. (Septiandari et al. 2021) Describe that "intention to recommend" is someone willingness to give recommendation to the other individual, so that the person wants to interact or make a relation with products providers.

(Sutisna 2003) Described that there are three components that affect intention, that are: 1) Cognitive component, which is related to knowledge and perception that are collected from any source or prior experience about an object; 2) Affective components, which is related to someone's emotional or affection towards an object observation. The affection reflects a whole evaluation about the object, it can be a preference of favorable; 3) Conative component is a component related to someone's tendency or possibility to do something for an object. According to (Rachmawati et al. 2020)(Pratama, Hidayatullah, and Alvianna 2021) intention to recommend have three indicators, i.e., 1) Willingness to share experience; 2) Willingness to share something positive of an object; 3) Willingness to recommend.

### C. *Gastronomy Involvement*

Wehmeier (2000) describe that gastronomy is the art of cooking practice. Some literature define gastronomy as "*The art of good eating*" which is means as a skill or knowledge about the art of good eating. In Indonesia, gastronomy translated as "upaboga" and the whole of cooking process, how to enjoy a dish or food involving the culture, history, and geographic overview. The purpose of gastronomy are to maintain human health and give the best nutrition through hygienic food process, so that the food can give a taste and visuality satisfaction (Sormaz, et.al. 2016). Gastronomy is a kind of

products that can be someone experience through involvement of human sensory and affection (Leong et al. 2017).

Involvement is someone relation with an object based on their needs, norms, and interest. (Zaichkowsky 1985). The concept of involvement has been found to affect brand loyalty, product information searching process, feedback to advertising communication, and product purchase decision (Bell and Marshall 2003). Food involvement reflects the significancy level and the importance of food in someone's daily life (Lee et al. 2020)(Skallerud, Armbrecht, and Tuu 2021). Based on the description in the context of gastronomy, gastronomy involvement can be defined as someone's perception about the importance of gastronomy in their daily life.

#### D. Local Food Consumption Value

(Rousta and Jamshidi 2020) Shows there are something that become local food consumption values for customers (tourists and visitors) in a destination. They will be interested to consume local or traditional culinary products if the products can give taste / quality value, health value, price value, emotional value, prestige value, and others value.

#### E. Food Knowledge

Knowledge about local gastronomy can give a motivation for tourist who has a gastronomy interest, they will take part in the gastronomy tourism event (Scorrano et al. 2018). Food knowledge is defined as a knowledge transmission especially about how the culinary products or cuisine proceed by local or specific community in a residence by generations. The information's provision about skill, method, and cultural norms or beliefs by the older generations to the youger generations can be done through recipes, technique or methods, and cooking skills (Sharif et al. 2016). In the context of this study, food knowledge refers to the knowledge about the ingredients, characteristics, history, how to process, servings, values, cultural aspect and other information of Semanggi Suroboyo as the local traditional culinary of Surabaya. According to (H. Syamsunie Carsel HR 2018)there are several indicators of knowledge's level: 1) Know; 2) Comprehension); 3) Application), 4) Analysis 5) Synthesis 6) Evaluation.

#### F. Attitude

In tourism perspective, the theory about attitude generally used to identify tourist's behavior towards any objects of the tourism systems related to tourisms products and destinations itself (Bohner and Dickel 2011)(Rachmawati et al. 2020) Defined attitude as someone's whole evaluation about an object or concept. (Alvianna et al. 2020)(Hidayatullah et al. 2021) Defined attitude as a tendency which is learned to respond an object consistently whether it is amusing or not. Based on the explanation, it can be concluded that attitude is a negative or positive affectional respond or reaction towards an object, something, or phenomenon. There are several indicator of attitude or respond towards gastronomy attractiveness according to (Quan and Wang 2004): 1) Respond toward the local traditional culinary product uniqueness; 2) Respond toward the quality and service of the local traditional culinary.

#### Conceptual Framework:

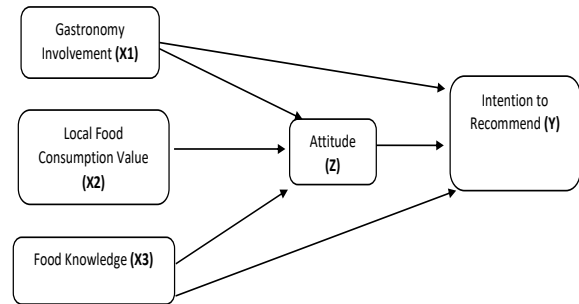


Fig. 1. Conceptual framework

### 3. Methodology

This study use quantitative method. The primary data were collected through questionnaire which is shared to the students of Monas Pacific Culinary Academy. This study were focused to investigate the effect of gastronomy involvement, local food consumption value, and food knowledge as independent variables toward intention to recommend as dependent variable through attitude as mediating variable.

The population are all the students of Monas Pacific Culinary Academy whose registered in 2019/2020, 2020/2021, and 2021/2022 academic years. The numbers of population was 115, taken from the data at PDDikti website and the sample was 53 respondents through proportional sampling. The research instrument was measured by 5 score Likert Scale, and have to pass validity and reliability test. The analysis technique used descriptive analysis, classical assumption test, path analysis and multiple regression test.

### 4. Result

#### Respondent's Characteristic:

The number of respondents in this study is the same as the sample, it is about 53 students, which are the characteristic shown in table 1.

Table 1  
Respondent's characteristic

Batch	%	City of Origin	%
2019/2020	45.3 %	Surabaya	32.1 %
2020/2021	30.2 %	Other City	67.9 %
2021/2022	24.5 %		
Gender	%	Age	%
Male	35.8 %	Under 20 Years Old	47.2 %
Female	64.2 %	≥20 Years Old	52.8 %

Source: Primary Data (proceed)

#### Validity & Reliability Test:

All of questionnaire's items for each variables have been tested by validity and reliability test. The results of validity test using *product moment correlation numbers* show that questionnaire's items for each variable exceeding 0,266 as a cut off number in r table for 53 samples with 0,05 probability level, so it means that all of items of questionnaire for each variables can be declared as valid.

Table 2.  
Reliability test (Cronbach Alpha)

Variable	Cronbach Alpha	Cut Off
Gastronomy Involvement (X1)	0,820	0,6
Local Food Consumption Value (X2)	0,860	0,6
Food Knowledge (X3)	0,969	0,6
Attitude (Z)	0,948	0,6
Intention to Recommend (Y)	0,946	0,6

Source: Primary Data (proceed)

According to reliability test (Table 2), the result of Cronbach Alpha number for each variables show that all of variables exceed the cut off number 0.6, so it means that all of variables can be declared as reliable.

Classical Assumption Test:

As conceptual framework in Figure 1, there are two structural equation model can be made.

First model (Path 1) is  $X1, X2, X3 \rightarrow Z$ , and the second model (Path 2) is  $X1, X2, X3, Z \rightarrow Y$ . Furthermore, we can do classical assumption tests: normality test, multicollinearity test, and heteroscedasticity test.

Table 3  
Normality Test (Kolmogorov Smirnov) result

Path	Exact Sig. (2 tailed)
$X1, X2, X3 \rightarrow Z$	0.128
$X1, X2, X3, Z \rightarrow Y$	0.469

Source: Primary Data (proceed)

According to Table 3, exact sig. for each structural equation model are more than 0.05. It means all the data on each path can be declared as normal.

Table 4  
Multicollinearity test result for Path 1

Coefficients		
Variabel	Tolerance	VIF
Gastronomy Involvement (X1)	0,669	1,494
Local Food Consumption Value (X2)	0,656	1,524
Food Knowledge (X3)	0,933	1,071
Dependent Variable: Attitude (Z)		

Source: Primary Data (proceed)

According to Table 4. Tolerance number for each variable > 0.1, and VIF < 10. It means no multicollinearity in path 1.

Table 5  
Multicollinearity test result for Path 2

Coefficients		
Variabel	Tolerance	VIF
Gastronomy Involvement (X1)	0,669	1,494
Local Food Consumption Value (X2)	0,612	1,634
Food Knowledge (X3)	0,476	2,100
Attitude (Z)	0,494	2,025
Dependent Variable: Intention to Recommend (Y)		

Source: Primary Data (proceed)

According to Table 5. Tolerance number for each variable >

0.1, and VIF < 10. It means no multicollinearity in path 2.

Table 6  
Heteroscedasticity test result for Path 1 & 2

Coefficients			
Model	Sig.	Model	Sig.
(Constant)	0,012	(Constant)	0,512
Gastronomy Involvement (X1)	0,512	Gastronomy Involvement (X1)	0,290
Local Food Cons. Value (X2)	0,315	Local Food Cons. Value (X2)	0,430
Food Knowledge (X3)	0,460	Food Knowledge (X3)	0,976
		Attitude (Z)	0,956
Dependent Variable: Abs_RES1		Dependent Variable: Abs_RES2	

Source: Primary Data (proceed)

According to Table 6. All of Sig > 0.05. It means no heteroscedasticity in path 1 & 2.

Descriptive Analysis:

According to the result of descriptive analysis, it was found that average score for gastronomy involvement (X1) was 4.16, it means that majority of respondent tend to agree or have a good gastronomy involvement. Average score for local food consumption value (X2) was 3.86, it means that majority of respondent gave a good response about local food consumption value. The result also shows that respondent's food knowledge (X3) average score was 2.94, it means that food knowledge of the most respondent were not good enough about Semanggi Suroboyo. Attitude's (Z) average score was 3.22, it means that majority respondent tend to uncertain or not good enough to give positive attitude respond about Semanggi Suroboyo. Furthermore, average score for intention to recommend (Y) was 3.31, it shows that majority of respondent tend to uncertain or gave a not good enough response about intention to recommend.

Path and Regression Analysis:

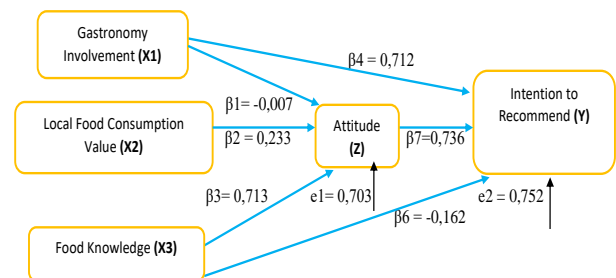


Fig. 2. Structural equation modelling result

According to Figure 2, there can be made the multiple regression model as follows:

First model :  $Z = -0.007X1 + 0.233X2 + 0.713X3 + 0.703$   
 Second model :  $Y = 0.712X1 + 0.736Z - 0.162X3 + 0.752$

According to Table 7. Gastronomy involvement (X1) and local food consumption value (X2) regression coefficient show

insignificant effect toward attitude (Z), which are Sig. > 0.05, whereas food knowledge regression coefficient shows a significant effect towards attitude (Z), which is Sig < 0.05. Gastronomy involvement (X1), local food consumption value (X2), and food knowledge (X3) regression coefficient show insignificant direct effect toward intention to recommend (Y), which are Sig > 0.05, but attitude (Z) regression coefficient shows a significant effect towards intention to recommend (Y). Gastronomy involvement (X1) towards intention to recommend (Y) through attitude (Z) indirectly remain shows insignificant effect, which is the indirect effect score less than the direct effect score ( $-0.005 < 0,172$ ). Local food consumption value (X2) and food knowledge (X3) towards intention to recommend (Y) through attitude (Z) indirectly show significant effect, which are the indirect effect score more than the direct effect score ( $0.171 > -0.222$  and  $0.5247 > -0.162$ ).

Table 7  
Path analysis result

Variable	Direct Effect	Indirect Effect	Total Effect	Sig.
X1 → Z	-0.007	-	-	0.955
X2 → Z	0.233	-	-	0.066
X3 → Z	0.713	-	-	0.000
X1 → Y	0.172	-	-	0.199
X2 → Y	-0.222	-	-	0.116
X3 → Y	-0.162	-	-	0.307
Z → Y	0.736	-	-	0.000
X1 → Z → Y	-	$-0.007 \times 0.736 = -0.005152$	0.167	
X2 → Z → Y	-	$0.233 \times 0.736 = 0.171488$	-0.051	
X3 → Z → Y	-	$0.713 \times 0.736 = 0.524768$	0,363	

#### Discussion:

*Gastronomy Involvement* among students at Monas Pacific Culinary Academy are in the good level. Most of the respondents show a high level of gastronomy involvement and assume that gastronomy as an important part of their daily life, especially about local traditional culinary. According to (Brydon and Goody 1983)(Petrich 1986), food involvement are presented in an expression or action of frequency to think and discuss about everything related to food products, and how often to shop, purchase, prepare and cook the ingredients. In tourism context, based on the food involvement category as (Hall et al. 2003) described, students of Monas Pacific Culinary Academy can be categorized as “indigenous” food tourist because they are open to explore local traditional culinary when they travel to a destination.

Most of the respondents also show that they give a positive response to local food consumption value. They assume that local traditional culinary can give a good taste/quality value, health value, price value, emotional value, and prestige value. The positive response can be generated from their prior experience and learning result when they do practical and theoretical class, especially in Indonesian Cuisine, food hygiene, and nutritional science material. This phenomenon, in line with (Choe and Kim 2018) who describe that experience toward local traditional culinary will create a consumption value perception.

Food knowledge among students at Monas Pacific Culinary

Academy are not good enough about Semanggi Suroboyo. The findings indicate that they only know about the appearance and serving of Semanggi Suroboyo, they do not know enough about the nutritional ingredients detail, history, cultivation, cultural heritage and the cooking process of Semanggi Suroboyo. This finding was in line with (Pratiknjo and Wardani 2015) research, the result show that the younger generation knowledge about local tradition culinary or food especially Semanggi Suroboyo was limited only about the ingredients and the serving appearance.

Most of respondents tend to uncertain on attitude toward Semanggi Suroboyo attractiveness. According to (Azwar 2013)(Setyorini et al. 2022)(Hermawan et al. 2021), there are several things that affect on attitude; personal experience, culture, information, and emotional factors. In this case based on the research result, most of them do not have enough experience, informations, and detail knowledge about Semanggi Suroboyo. So, the implications, Semanggi Suroboyo need to be more socialized to the youger generation through events, festivals, or the other media, so that the younger generation be more familiar with Semanggi Suroboyo.

The finding of this study also shows that students in Monas Pacific Culinary Academy tend to give a netral response related intention to recommend. It means they are tend to uncertain to recommend this local traditional culinary product. This netral response indicate that the correlation or interaction, cognitive, affective, and conative experience of the students related Semanggi Suroboyo was low or weak, as the theory about components that affect intention which is described by (Sandrio et al. 2020), there are cognitive, affective, and conative component affected the intention. This is also in line with (Sardiyanah 2020), who described that interest or intention is a self-willingness to interact or relate with something, which is the stronger that relation, the stronger the intention.

Gastronomy involvement does not give significant direct effect toward attitude and intention to recommend Semanggi Suroboyo. Gastronomy involvement also does not give an indirect effect towards intention to recommend through attitude. Although most of respondent have a good and high gastronomy involvement, it does not affect their attitude and their intention to recommend Semanggi Suroboyo. This finding is contrary with (Guan and Jones 2015), (Leong et al. 2017) and (Castillo-Canalejo et al. 2020) prior research result, which indicate that gastronomy involvement gave a positive significant effect toward attitude on gastronomy attractiveness generally. But, in the other hands, this finding was in line with (Setiawan, Hamid, and Bustan 2020) prior research, which indicate that gastronomy involvement did not give a significant effect to attitude on gastronomy attractiveness.

Local food consumption value does not give significant direct effect towards attitude and intention to recommend, but local food consumption value have an indirect effect towards intention to recommend through attitude on Semanggi Suroboyo. Although most of respondent gave a positive response of local food consumption value, it does not give direct effect to their attitude and their intention to recommend Semanggi Suroboyo. But indirectly, local food consumption

value gave a significant effect toward intention to recommend through attitude on Semanggi Suroboyo. This finding was different with (Choe and Kim 2018) and (Rousta and Jamshidi 2020) prior research that found local food consumption value give a positive effect to attitude on local traditional food.

Food knowledge about Semanggi Suroboyo give significant effect to attitude, but do not give a direct effect on intention to recommend Semanggi Suroboyo. Food knowledge about Semanggi Suroboyo give an indirect effect towards intention to recommend through attitude on Semanggi Suroboyo. This findings was in line with (Azwar 2013) who stated that attitude can be affected by information and experience, which both information and experience is the way to get knowledge. It can be indicated that attitude was succeed as mediating variable for local food consumption value and food knowledge to affect intention to recommend. Attitude itself, give effect on intention to recommend.

According to the results it can be implied that younger generation which the characters are affected by globalization and instant information from social media (Hidayatullah et al. 2020), tend to update about new information (Hidayatullah, Waris, and Devianti 2018), needs more information that can give quality and marketing information system about local traditional food in general, and especially about Semanggi Suroboyo. To fulfill that needed, all of stakeholder need to collaborate, socialize, and promote more about Semanggi Suroboyo by using information system technology, so that Semanggi Suroboyo can be preserved and familiar to the younger generation.

## 5. Conclusion

Gastronomy involvement does not have a significant effect on intention to recommend Semanggi Suroboyo, either directly or indirectly through attitude. Local food consumption value does not have a significant effect directly on intention to recommend Semanggi Suroboyo, but have an indirect effect through attitude. Food knowledge also does not have a significant effect directly on intention to recommend Semanggi Suroboyo, but have an indirect effect through attitude. Attitude have a significant effect on intention to recommend Semanggi Suroboyo. It means that attitude have an important role to mediating local food consumption value and food knowledge to increase intention to recommend Semanggi Suroboyo. (Alvianna 2021)(Rachmawati et al., n.d.). In the development and marketing of local products, it should also be combined with existing tourism attractions (Ningtiyas and Alvianna 2021) (Saway et al. 2021)(Hidayatullah et al. 2021) so that it can create good memories, besides paying attention to the existing marketing system and the need for a culinary information system through social media (Patalo et al. 2021) (Zharfaningrum, Hidayatullah, and Khourh 2020) (Hidayatullah 2020) attractive so that people's interest in buying tourism products increases. In addition, to improve and introduce clover products, they should also cooperate with travel agents so that when tourists come they can be directed to places that cooperate with the travel (Alvianna 2017)(Wibowo et al. 2021).

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