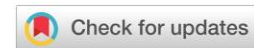# The Influence of Destination Image, Food and Beverage Quality, and Prices on Purchasing Decisions at the Surabaya Culinary Tourism Center

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ABSTRACT

The Surabaya Culinary Tourism Center (SWK) plays a vital role in developing Micro, Small and Medium Enterprises (MSMEs) by providing opportunities for MSMEs to market their products. This research investigates the influence of destination image, food and beverage quality, and price on purchasing decisions at SWK Surabaya. Quantitative methods were used with a Likert Scale to measure respondents' attitudes. Data was analysed using Structural Equation Modeling Partial Least Square (SEM-PLS). The research results show that destination image and price significantly influence purchasing decisions, while food and beverage quality has a positive but not significant influence. The implication of this research is the importance of improving destination image and pricing strategies to increase the attractiveness of SWK Surabaya.

INTRODUCTION

Culinary Traders at the Surabaya Culinary Tourism Center (also called the Culinary Tourism Center (SWK) are the outcome of the Cooperatives and MSMEs Service's relocation of Street Vendors (PKL) and Micro, Small, and Medium-Sized Enterprises (MSMEs) in the City of Surabaya. The establishment of SWK aimed to transform the perception of street vendors who cater to tourists and turn the area into a desirable travel destination (Lasiana, 2023). The Surabaya City Cooperatives and Micro Enterprises Department constructed 50 SWKs in different parts of the city between October 2015 and 2021; these SWKs are run by 1,116 micro, small, and medium-sized enterprise units (MSMEs). The Surabaya Culinary Tourism Center (SWK) has seen substantial development during this time (Amalia, 2022).

The Surabaya Culinary Tourism Center has an important role in the development of Micro, Small and Medium Enterprises (MSMEs) because it creates opportunities for MSME players to market their products more widely and increase the

visibility of their business (Sienatra et al., 2023). By becoming part of a famous culinary tourism center, MSMEs have the opportunity to attract local and foreign tourists visiting Surabaya (Sari & Meirinawati, 2021). This not only increases their sales, but also opens the door to cooperation and collaboration with other businesses in the culinary tourism ecosystem, such as hotels, travel agents and tour service providers. Apart from that, the existence of culinary tourism centers also creates a supportive environment for MSME growth and innovation (Mochklas et al., 2024), by facilitating the exchange of ideas, experiences and resources between business people.

Culinary street vendors at SWK Surabaya offer a variety of food dishes consisting of several outlets or small stands from culinary street vendors, including typical Surabaya City food, locally made and national food and drinks (Direktori Vokasi Unair, 2024), In fact, four SWKs in Surabaya have implemented a single cashier payment system and digital payments (Ermawati et al., 2022). This development shows the great potential of SWK in Surabaya as a culinary tourism attraction (Mochklas et al., 2023).

Sales of traders at the Surabaya Culinary Tourism Center (SWK) have decreased after the Covid-19 pandemic. In several reports, the sales turnover of traders at SWK Surabaya has decreased, with some traders experiencing difficulty in paying stand rentals and some even no longer selling. (Puspitaningrum et al., 2023). However, several reports also show that sales of traders at SWK Surabaya have recovered around 85 percent after the Covid-19 pandemic (Hurek, 2021).

Several Culinary Tourism Centers (SWK) still face challenges in gaining a place in the hearts of the people, so not all visitors who come to the city of Surabaya visit SWK (Herlina et al., 2022). Apart from that, competition is getting tougher amidst the increasing number of traders and the variety of food that continues to develop (Prajudi & Poerbantanoe, 2023), increasing raw material prices and high operational costs (Puspitaningrum et al., 2023), coupled with changes changing consumer trends and eating patterns (Lasiana, 2023). This condition causes several SWKs to experience a period of "suspended animation", where buyer interest decreases and causes fewer visitors at the center (Sari & Meirinawati, 2021).

Increasing the number of customers in Surabaya culinary tourism destinations requires an effective strategy. This involves improving service quality, menu innovation, creative promotions, and creating engaging experiences (Noerchoidah et al., 2022). According to Pahlawan & Harianto (2019), the decision to purchase includes consumer considerations in determining product purchasing options that suit their needs, desires and expectations, which can lead to satisfaction or dissatisfaction with the product.

According to Swastha & Handoko (2011: 175) there are five individual roles in a purchasing decision, namely taking the initiative, influencing people, decision makers,

buyers and users. In the context of the Surabaya culinary tourism center, each individual role can contribute to the purchasing decision process. For example, someone may take the initiative to look for a place to eat, another person may influence the decision by recommending a particular place, a shopper may choose and pay for food, and finally, the user will enjoy the food or drink purchased.

Understanding these roles in the context of purchasing decisions in Surabaya culinary tourism centers can help traders and managers to design more effective marketing strategies that can reach and meet the needs of each role in the purchasing process. According to Prayugo & Edwar (2016), purchasing decisions at street vendor centers are influenced by physiological and cultural needs, and the main dominant factor is physiological needs. Research by Munthe & Simanjuntak (2020) states that product quality, price, distance and location, packaging and taste, together play a role in shaping tourists' buying interest in local culinary delights. And research (Atussa'dyah & Hartaningtyas, 2022) concludes that product quality, packaging quality and price increase purchasing decisions

Fitri's (2023) study findings, however, indicated that while price has no appreciable influence on product purchase interest, product quality and brand reputation do have a favorable and significant impact. Furthermore, Mangifera et al.'s (2018) research indicates that while restaurant image and food quality do not significantly affect consumers' decisions to buy, restaurant location is the primary element that influences their meal selections. According to study by Wijaya & Soelaiman (2023), visitors' interest in returning to the Culinary Center is influenced by flavor, health value, and emotional factors, but price has no discernible effect on this desire (Wijaya & Soelaiman, 2023). Moreover, Mulyadi's research from 2022 shows that pricing has a detrimental impact on buying

The findings diverge from earlier studies in that they indicate that pricing, food quality, and destination perception all have distinct effects on consumers' decisions to buy. In order to shed light on the variables influencing customer purchasing behavior at these culinary centers, this research attempts to examine and comprehend the impact of destination image, food quality, and pricing on purchasing decisions at Surabaya culinary tourism centers. Through comprehension of these variables, merchants and administrators of culinary tourist centers may formulate more efficient promotional plans and enhance the customer experience at these culinary hotspots.

Research on destination image, food quality and price on purchasing decisions at Surabaya culinary tourism centers has several significant benefits. First, this research can provide a deeper understanding of consumer preferences and behavior in choosing places to eat in culinary areas. So that culinary business people can identify the factors that are most influential in increasing purchasing interest and design more effective marketing strategies. Apart from that, this research can also help improve

competitiveness and business sustainability in Surabaya's culinary tourism centers by providing better insight into how to optimize destination image, improve food quality, and adjust prices to consumer preferences.

LITERATURE REVIEW

The Surabaya Culinary Tourism Center (SWK) has an important role in improving the local MSME economy by providing a platform for small and medium business actors to expand market reach, increase sales, and create new jobs, factors such as purchasing decisions, destination image, quality food, drink, and price play an important role in shaping the consumer experience. Purchasing decisions are the center of attention in understanding consumer behavior at SWK Surabaya, while the destination image creates perceptions and attractiveness towards the culinary destination. The quality of food and beverages determines consumer satisfaction, while price influences purchasing value and preferences. An in-depth understanding of the interactions between these variables is a strategic basis for developing and improving the consumer experience at SWK Surabaya.

Purchasing decisions at Surabaya culinary tourism centers

A key component of consumer behavior is the selection, acquisition, and use of products, services, or concepts by individuals, groups, and organizations to satisfy their needs and preferences (Kotler & Armstrong, 2016: 177). The process of making a buying decision starts prior to the decision itself, carries over during the transaction, and even continues after. It includes the following phases: problem identification, information gathering, assessment of alternatives, decision-making regarding purchases, and behavior following purchases (Kotler & Keller, 2016: 227). This procedure has long-lasting consequences and starts much before the sale. Consumers identify a need or problem that has to be satisfied at the first stage, known as need recognition (Kotler & Armstrong, 2016: 183).

Consumers who visit Surabaya culinary tourism centers will carry out a purchasing decision process when choosing the food or drink they will consume. Consumers may consider factors such as the image of the culinary destination, the quality of food and drinks offered by traders in the center and the prices set. In this purchasing decision process, consumers will assess the extent to which the image of the destination is attractive and unique, whether the food and drinks offered meet the expected quality standards, whether the prices set are in line with the value provided.

Purchasing decisions at culinary tourism centers are influenced by several important factors that must be considered. First, price is the main consideration for consumers in choosing food or drinks. Second, food quality is a factor that cannot be ignored, because consumers are looking for a satisfying culinary experience. Apart from that, the authentic location and distinctive physical facilities of the building also

influence purchasing decisions. Finally, packaging and portions that are appropriate to the price are also considerations for consumers when choosing food or drinks at the culinary center (Isa et al., 2018).

Destination image

Destination image is the perception or image that tourists or the general public have about a tourist destination (Budi, 2018). The destination image aspect has a significant impact on visitors' perceptions and assessments of Surabaya culinary tourism centers. Destination image includes the reputation, attractiveness and uniqueness of the place in presenting culinary experiences. Positive perceptions of a destination's image can increase visitors' interest in visiting and spending time at culinary centers. Apart from that, a strong destination image can also give an exciting impression and invite visitors to try various regional culinary specialties.

A good destination image can increase consumer satisfaction and improve their purchasing decisions (Ester et al., 2020). In previous studies, destination image was found to have a significant influence on visiting decisions and purchasing decisions at Prawira & Putra (2022) and Mareta et al., (2022) tourist destinations. In the context of Culinary Tourism Centers, a good destination image can increase consumer awareness of the quality of the products and services provided, as well as increase their awareness of the uniqueness and features of the products available. Thus, a good destination image can increase consumer purchasing decisions at Culinary Tourism Centers and increase their interest in returning to visit and recommending Culinary Tourism Centers to others.

The destination image that influences visitors' perceptions of purchasing decisions at Surabaya culinary tourism centers includes the reputation and popularity of the center, the quality of the culinary offerings, the uniqueness and authenticity of the experience, the ambience and atmosphere of the place, as well as accessibility and location. A good reputation and popularity on social media increase visitor trust, while the quality of the food, atmosphere and uniqueness of the destination influence the visitor experience.

H1: Destination image influences purchasing decisions at Surabaya culinary tourism centers

Quality of Food and Drink

According to Kotler & Armstrong (2016:272), a product is considered quality if it can meet consumer needs and expectations well, which is an important factor in market placement. Research results (Tj, 2020) show that product quality plays an important role in purchasing decisions, consumers tend to choose products with good quality. Appropriate satisfying qualities create value for consumers, influence purchasing decisions, and shape brand perceptions.

The quality of food and drinks influences consumer satisfaction (Siaputra, 2020). Improving the quality of food and drinks not only increases consumer satisfaction but also builds a positive image for the culinary business. Good quality food and drinks can increase consumer satisfaction by meeting their needs and desires, as well as increasing their awareness of the quality of the products offered.

Consumers consider the quality of food and drinks in making purchasing decisions. The quality of food and drinks has a significant influence on purchasing decisions. The research results of Lestaria & Yusuf (2019) and Cahyani & Hidayat (2020) show that the quality of food and drinks has a significant influence on purchasing decisions. Consumers consider the quality of food and drinks in making purchasing decisions, and compare the quality of food and drinks with other available alternatives. Good quality food and drinks can increase consumer satisfaction and improve their purchasing decisions.

In a tight competitive environment, focusing on product quality is the key to maintaining and increasing market share, good quality food and drinks can be a factor that influences consumers' purchasing decisions and increases their interest in returning to visit and recommending culinary businesses to others. Apart from that, good quality food and drinks can also build a positive image for the culinary business by increasing consumer awareness of the quality of the products offered and increasing their awareness of the uniqueness and features of the products available.

H2: The quality of food and beverages influences purchasing decisions at Surabaya culinary tourism centers

Price

Price is the sum of money needed to purchase a good or service, or the value that customers are willing to pay for the advantages of having it or utilizing it (Kotler & Armstrong, 2016: 314). Price has an impact on purchases because buyers usually assess a product or service's worth in relation to its price. The probability of consumers making a purchase is higher when the price is reasonable or corresponds with the product's perceived worth.

Price is the sum of money that customers have to pay for a good or service. Consumers frequently take into account the openness and reliability of price information, such as that found in brochures, when making selections about what to buy. Price and product quality alignment reveals how much customers think their purchase is worth in relation to what they get. Reasonably priced goods demonstrate the purchasing capacity of the consumer and have a big influence on their decisions. Furthermore, a major factor affecting decisions to buy is how well prices match customer expectations and desires (Haedir, 2019).

When it comes to Surabaya's culinary tourism, price is an important consideration because customers look for value that complements their culinary

experiences. Research from Nabilaturrahmah et al. (2021) and Gunarsih et al. (2021) demonstrates that consumers' decisions are greatly influenced by affordable pricing that are commensurate with the caliber of the food and eating experience. Due to its direct impact on the perceived value of a good or service, price is crucial. Excessively cheap pricing could raise questions about quality, while high prices can discourage buying. Vendors in Surabaya's culinary tourism hubs can improve product attractiveness and sales prospects by setting reasonable rates. In a competitive market, competitive pricing can also help retain customers and increase market share. Merchants may develop successful pricing strategies by having a thorough understanding of how price influences consumer decisions.

H3: Price influences purchasing decisions at Surabaya culinary tourism centers

The conceptual framework in this study, to identify and explain the relationship between variables and understand how customer perceptions of destination image, food quality offered, and prices charged can influence their purchasing decisions. In addition, this conceptual framework also helps in designing data collection methods, choosing the right analysis techniques, and formulating hypotheses to be tested, so that the research becomes structured and focused on the objectives to be achieved. The following is the conceptual framework of this study shown in Figure 1.
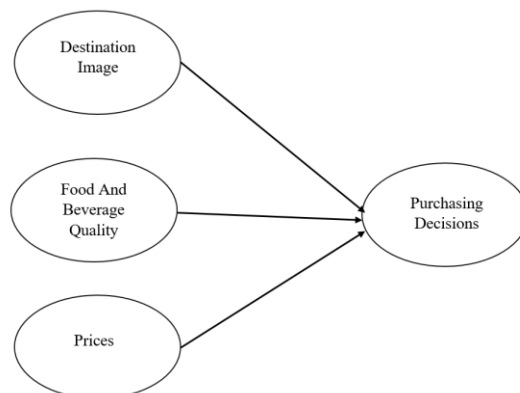
Source: Researcher (2024)

Figure 1. Research Conceptual Framework

METHOD

This research is explanatory research which aims to explain the causal relationship between existing variables (Umar, 2007:66). Where this research focuses on understanding the reasons or causes of a phenomenon. By using this method, researchers try to identify destination image, food and drink quality and price influencing purchasing decisions at Surabaya culinary tourism centers, as well as how these factors are interconnected.

According to Margono (2010:118), a population consists of data relevant to a specific scope and timeframe. This research focuses on an accessible population, which

can be quantified as the MSMEs supported by the Surabaya City Government and businesses established since 2018. Based on these criteria, the total population comprises 90 MSME actors.

An element that characterizes a notion or variable that can be measured by examining its dimensions or indicators is known as the operational definition of a variable. The independent variable and the dependent variable are the two variables that are discussed in this study (Noor, 2017:97). In this study, the operational definition is

a. Buying decision : The operational definition of purchasing decision variables refers to a specific way of measuring or explaining the concept of purchasing decisions, according to (Kotler & Armstrong, 2016: 181) that purchasing decision indicators include: a) Consistency in purchasing after product information is known, b) Selection of purchases based on brand preferred ones, c) Purchasing based on needs and desires, d) Purchasing due to recommendations from other people.

b. Destination image : The operational definition of the Destination Image variable is the concept of visitors' perceptions and assessments of Surabaya culinary tourism centers, which includes aspects of attractions, accessibility, facilities and supporting services (Zuhriah et al., 2022).

c. Food and beverage quality : The operational definition of the food and drink quality variable is the concept of the level of satisfaction and satisfaction of visitors regarding taste, freshness, aroma, presentation, nutritional content and menu variations of food and drinks offered at Surabaya culinary tourism centers (Siaputra, 2020).

d. Price : The operational definition of a price variable is a measure or parameter used to measure the extent to which the price of a product or service is in line with consumers' expectations, preferences and financial capabilities. In the context of purchasing decisions in Surabaya culinary tourism centers, this variable can be operationalized through consumer assessments of the suitability of prices to the quality of food and beverage products offered, price comparisons with competitors, and consumers' ability to pay (Kotler & Armstrong, 2016: 278).

The population in this study refers to consumers who make purchases at the Surabaya Culinary Tourism Center (SWK). Where the research aims to understand the factors that influence purchasing decisions at SWK Surabaya, consumers who actively participate in purchasing food and drinks at SWK Surabaya are relevant subjects to study.

Because quantitative approaches are used in this research, data may be collected and analyzed in an organized and impartial way. A Likert scale was employed to gauge the attitudes and opinions of the respondents (Sekaran & Bougie, 2016:215). Following collection, the Structural Equation Modeling Partial Least Square (SEM-PLS) approach will be applied to process and evaluate the data. A statistical method called SEM-PLS is

utilized to examine the connections between intricate variables in research models (Yamin & Kurniawan, 2011). This approach was selected due to its adaptability in managing intricate models and its capacity to resolve multicollinearity issues. SEM-PLS has the advantage of modeling intricate interactions between variables with a small sample size and producing reliable estimates even when the data do not match.

RESULT AND DISCUSSION
Result
Description of Research Data
For every statement indication in the research questionnaire, this section will provide an explanation of the respondent's profile and the research variables.
Respondent Profile
Data collection was carried out at the Surabaya Culinary Tourism Center (SWK) by submitting a questionnaire to respondents. A total of 200 people were willing to fill out the questionnaire. It is hoped that the 200 respondents can provide adequate diversity and representation from various levels of society who visit SWK Surabaya. The data obtained from these respondents will be used to analyze perceptions of destination image, food and beverage quality and price in purchasing decisions at SWK Surabaya, where the respondent profiles are as shown in table 1.

Table 1. Respondent Profile

Profile	Frequency	Percentage
Age		
< 20 Years	31	15%
21 - 30 Years	61	29%
31 - 40 Years	47	23%
41 - 50 Years	39	19%
> 50 Years	28	14%
Gender		
Man	132	64%
Woman	74	36%
Marital status		
Not married yet	98	48%
Married	108	52%

Source: Processed Data (2024)

The respondent profile which includes information about age, gender and marital status has a major impact on the marketing strategy and product development at SWK Surabaya. For example, consumer preferences in different age groups can influence the types of food and drinks they are interested in and the activities they enjoy. In addition, differences in preferences between genders can influence menu choices and effective promotional styles. Marital status can also influence consumer needs, such as portion sizes and family menus. By understanding the respondent's

profile in more depth, traders and managers at SWK Surabaya can develop more appropriate strategies and better meet customer needs.

The age of the respondents is as shown in table 1, the majority are 21-30 years old at 29% , which is the dominant age group in this study. This shows that the young age segment has a significant interest in purchasing at the Surabaya Culinary Tourism Center (SWK). Meanwhile, the age group over 50 years at 14% has fewer numbers in the sample. Further research may be needed to understand how preferences and purchasing decisions differ between different age groups.

The gender of the respondent profile shows that the majority of respondents are male, with a percentage of 64%, while female respondents are only 36%. This indicates that in this research sample, men had a greater contribution in providing responses to questionnaires or making purchases at the Surabaya Culinary Tourism Center (SWK). Further analysis may be needed to understand differences in preferences and purchasing behavior between the sexes.

From the profile of the respondents in the table, 52% are married, while the remaining 48% are not married. This shows that in this research sample, there is diversity in marital status among respondents. This information is important to understand the preferences and needs of married and unmarried consumers, so that marketing strategies and product offerings at the Surabaya Culinary Tourism Center (SWK) can be adjusted to the needs of each group.

Descriptive Research Variables

Descriptions of research variables are important to provide an understanding of the characteristics examined in the research. The description of the average value and standard deviation of respondents' answers to each statement indicator provides an idea of how homogeneous or heterogeneous the respondent's perception of the variable being measured is. The following are the average values and standard variations of respondents' responses to each statement indicator that measures destination image, food and beverage quality, price and purchasing decisions:

Table 2. Description of destination image variables

	Indicator	Average	Std. Deviation
CD1	Attractions	4,442	0.722
CD2	Accessibility	4,422	0.713
CD3	Facility	4,490	0.690
CD4	Support services	4,485	0.668
Overall average		4,460	

Source: Processed Data (2024)

The description of the destination image variable shows that in general, respondents gave a high assessment of the destination image with an average value of 4,460. However, there are quite significant variations in perception among respondents, as reflected in the standard deviation values. The attraction indicator has the highest standard deviation value, namely 0.722, indicating quite large variations in respondents'

responses to the attraction aspects of the destination. On the other hand, the support services indicator has the lowest standard deviation value, namely 0.668, indicating that respondents' perceptions of this aspect are more consistent. This shows the importance of understanding the variability in respondents' perceptions of destination image in designing marketing strategies and developing culinary destinations.

Table 3. Description of Food and Beverage Quality

	Indicator	Average	Std. Deviation
KMM1	Flavor	4,383	0.715
KMM2	Freshness	4,257	0.744
KMM3	Aroma	4,374	0.678
KMM4	Presentation	4,388	0.651
KMM5	Nutritional content	4,282	0.758
KMM6	Menu variations	4,563	0.579
Overall average		4,375	

Source: Processed Data (2024)

From table 3, it shows that overall, respondents gave a high assessment of product quality with an average value of 4,460. However, there is quite significant variation in respondents' perceptions, which is reflected in the standard deviation value. The nutritional content indicator has the highest standard deviation value, namely 0.758, indicating large variations in respondents' perceptions of the nutritional quality of the food and drinks offered at SWK Surabaya. On the other hand, the menu variation indicator has the lowest standard deviation value, namely 0.579, indicating that respondents' perceptions of menu variations are more consistent. This emphasizes the importance of paying attention to the diversity of consumer preferences in designing menus and improving the nutritional quality of products in SWK Surabaya.

Table 4. Price Description

	Indicator	Average	Std. Deviation
KP1	Constancy of purchases	4,214	0.754
KP2	Election Because brand	4,388	0.742
KP3	Purchase Because need	4,587	0.576
KP4	Purchased due to recommendation	4,583	0.550
Overall average		4,443	

Source: Processed Data (2024)

The description of the price variable shows that the average value of respondents' assessment of product prices at SWK Surabaya is 4,201, which indicates that in general the prices are considered affordable by respondents. However, there is significant variation in perceptions of price, as reflected in the standard deviation values. The competitiveness indicator with similar products has the highest standard deviation value, namely 0,786, indicating large variations in respondents' perceptions of the product's price competitiveness compared to similar products on the market. On the other hand, the conformity to quality indicator has a standard deviation value of 0.746, indicating quite significant variations in respondents' perceptions of the suitability of price to the quality of the products offered. This emphasizes the importance of paying

attention to consumer perceptions of prices so that they remain competitive and in line with the value they receive.

**Table 5**. Description of Purchasing Decision Variables

Indicator		Average	Std. Deviation
KP1	Constancy of purchases	4,214	0.754
KP2	Election Because brand	4,388	0.742
KP3	Purchase Because need	4,587	0.576
KP4	Purchased due to recommendation	4,583	0.550
Overall Average		4,443	

Source: Processed Data (2024)

The description of the purchasing decision variable shows that the average value of respondents' assessment of purchasing decisions at SWK Surabaya is 4,443. This indicates that in general, respondents tend to have a positive tendency towards purchasing decisions at this center. However, there are variations in respondents' perceptions of the factors that influence purchasing decisions. The purchasing constancy indicator has the highest standard deviation value of 0.754, indicating large variations in the consistency of respondents' purchasing decisions. On the other hand, the purchase indicator due to recommendations has the lowest standard deviation value of 0.550, indicating that respondents' perceptions of this factor tend to be more consistent compared to other factors. This shows the importance of understanding the factors that influence purchasing decisions to optimize marketing strategies at SWK Surabaya.

Data analysis

Utilizing the SmartPLS 3.0 tool, partial analysis Least Square (PLS) is used to process research data. This section will cover both internal assessment, which explains the link between postulated variables, and external evaluation, which describes the validity and reliability of the measurement model. The path diagram construction is shown below, along with a description of the outer evaluation structural model used in this study:
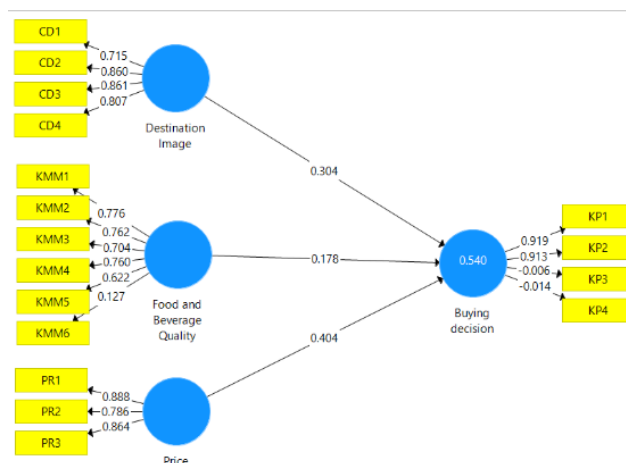
Source: Processed Data (2024)

Figure 2. Path Diagram Construction

According to Hair et al., (2017) an indicator can be said to be valid if it has an outer value loading above 0.70. If the value is below 0.70 then the indicator must be removed because it does not meet the requirements or is invalid. From figure 1 , there are indicators that have value outer loading < 0.70, namely indicators KMM5, KMM6, KP3 and KP4 , then the indicators are invalid and deleted. Following are the Path results The algorithm after the KMM5, KMM6, KP3 and KP4 indicators are deleted is shown in Figure 2.
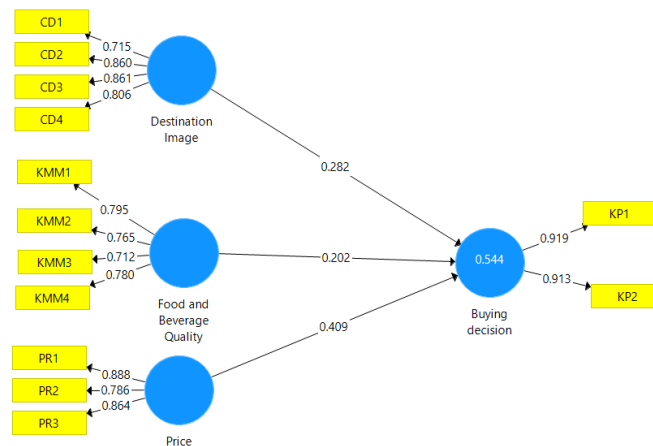
Source: Processed Data (2024)
Figure 3. Path results Algorithm after Re-Estimation

If an indicator has an AVE more than 0,5 and an outer value loading above 0,7, it is considered to have convergent validity. If the construct has a composite value reliability of more than 0,7, it is considered to fulfill the composite reliability.

Table 6 describes the outer evaluation structural model used in this study and shows the outer value, loading, AVE, and composite reliability of each research variable based on PLS data processing.

Table 6. Outer Values Loading, AVE and Composite Reliability

Variable	Indicator	Outer Loadings	AVE	Composite Reliability
Destinations Image	CD1	0.715	0.661	0.886
	CD2	0.86		
	CD3	0.861		
	CD4	0.806		
Food and Beverages Quality	KMM1	0.795	0.583	0.848
	KMM2	0.765		
	KMM3	0.712		
	KMM4	0.78		
Price	PR1	0.888	0.718	0.884
	PR2	0.786		
	PR3	0.864		
Buying decision	KP1	0.919	0.839	0.913
	KP2	0.913		

Source: Processed Data (2024)

Table 6 indicates that the outer value of Every indicator's loading on the research variables has a value greater than 0.7, and every variable's AVE value exceeds 0.5. These findings demonstrate that the convergent validity of the indicators has been satisfied and that they are suitable for measuring each variable they are intended to evaluate. as well as composite value Every research variable has a reliability of greater than 0.7, indicating strong dependability for all of the variables.

The R-Square value, also known as the coefficient of determination, can be used to evaluate the model. The following is the production of the R-Square value based on PLS data processing:

Table 7. R-Square Value

	R- Square	R Square Adjusted
Buying decision	0.544	0.537

Source: Processed Data (2024)

The employee performance variable has an R-Square of 0.544. The aforementioned result indicates that 45.6% of purchasing decisions at SWK Surabaya are impacted by factors that have not been examined, whereas the remaining 46.3% are determined by factors related to the destination, food and drink quality, and price.

If the p-value is less than 0.05 and the resulting t-statistic value is larger than 1.96, the hypothesis can be accepted. An illustration of the bootstrapping results is provided below, displaying the t-statistic value for each path:
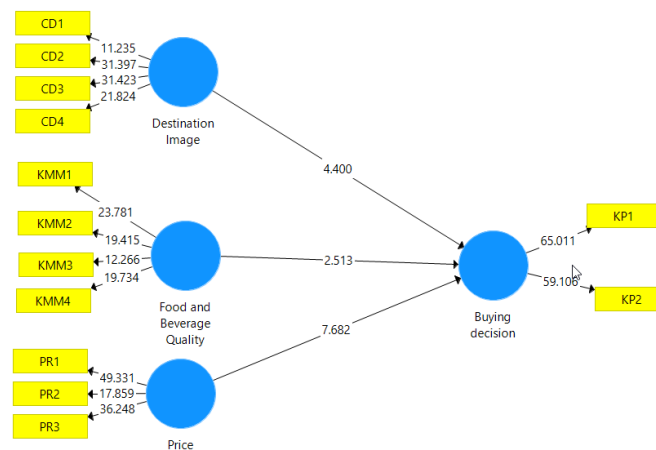
Source: Processed Data (2024)
Figure 4. PLS *Bootstrapping* Results

The estimated coefficient values, t-statistics, and p-values for testing the research's thesis hypothesis are shown in the table below:

Table 8. Estimated Coefficient Values, *T-Statistics,* and *P-Value*

	t statistics	P Values
Destinations Image -> Buying decision	4,400	0,000
Food and Beverages Quality -> Buying decision	2,513	0.012
Price -> Buying decision	7,682	0,000

Source: Processed Data (2024)

Table 8 indicates that a t-statistic of 4.400 (>1.96) is obtained when testing the first hypothesis (H1), and a p-value of 0.000 is less than 0.05. This demonstrates that the destination image significantly influences consumers' decisions to buy at SWK Surabaya, supporting the acceptance of the first hypothesis (H1).

The table's initial hypothesis (H2) was tested, and the findings indicate that the t-statistic value is 2.513 (>1.96) and the p-value is 0.012, which is higher than 0.05. The first hypothesis (H1) is rejected since this demonstrates that the quality of food and beverages has a favorable and negligible impact on purchasing decisions at SWK Surabaya.

Table 8's results for testing the first hypothesis (H3) yield a p-value of 0.000, which is less than 0.05, and a t-statistic of 7.682 (>1.96). This indicates that, at SWK Surabaya, price significantly influences consumers' decisions to buy, supporting hypothesis (3).

An important conclusion of this study was drawn from the data analysis results: destination image and pricing significantly influence consumers' decisions to buy at SWK Surabaya. Meanwhile, at SWK Surabaya, the caliber of the food and drinks influences decisions about what to buy in a favorable and minor way.

Discussion

Analyzing purchasing decisions at the Surabaya Culinary Tourism Center is very important because it helps stakeholders, such as traders and managers, understand consumer preferences and the factors that influence purchasing decisions. With a good understanding of consumer purchasing patterns and preferences, they can develop more effective marketing strategies, customize product offerings, and improve the customer experience. This analysis also helps in identifying areas where improvements are needed, thereby improving competitiveness and the overall experience at the Surabaya Culinary Tourism Center.

The R-Square test results show that the destination image, food and beverage quality and price variables together are able to explain around 54.4% of the variation in purchasing decisions at SWK Surabaya. This means that most purchasing decisions are influenced by the factors studied. However, around 45.6% of the variation in purchasing decisions can still be explained by other factors not included in this study. This emphasizes the importance of continuing to understand other factors that influence

purchasing decisions at SWK Surabaya to improve understanding and more effective marketing strategies.

The influence of destination image on purchasing decisions at the Surabaya Culinary Tourism Center

The Surabaya Culinary Tourism Center's purchase decisions are significantly influenced positively by the destination image, according to the study's first research finding. This finding deviates from earlier research by Mangifera et al. (2018), which found no discernible influence of restaurant image on consumer choices. However, research (Rifki et al., 2019) indicates that destination image has a significant relationship with tourist satisfaction (Setiawan, 2018) and that image dimensions consisting of strength, uniqueness, and excellence simultaneously have a significant influence on purchasing decisions.

Destination image is a perception or mental image held by individuals or groups about a particular place or destination, in this case, SWK Surabaya. Factors that shape a destination's image include reputation, attractions, service quality, and the uniqueness of the culinary experience offered (Zuhriah et al., 2022). In the context of SWK Surabaya, a strong destination image can be the main driver in attracting visits and increasing tourist purchasing decisions. Positive perceptions about SWK Surabaya as an attractive, diverse and quality culinary destination will encourage consumer interest in visiting and purchasing culinary products there. A strong destination image can also create long-term consumer loyalty and produce a positive impact on the brand image and reputation of traders at SWK Surabaya.

Apart from that, a positive destination image can also provide a competitive advantage for SWK Surabaya in the increasingly competitive culinary tourism market. In a competitive business environment, a positive destination image can be a determining factor in choosing a culinary destination for consumers. SWK Surabaya managers need to pay attention to overall destination image management efforts, including promotion, branding and quality management, to ensure that the destination image built is in line with Surabaya's culinary values and identity and is attractive to local consumers and tourists.

Thus, these findings emphasize the importance of strong destination image management as a strategy to improve purchasing decisions and the competitiveness of SWK Surabaya in the dynamic and developing culinary tourism industry.

The Influence of Food and Beverage Quality on Purchasing Decisions at the Surabaya Culinary Tourism Center

The Surabaya Culinary Tourism Center's food and beverage quality has a negligible beneficial impact on customers' decisions to buy, according to the study's second research outcome. This finding differs from earlier study, specifically Fitri's (2023) research, which found that product quality is the most important variable and

positively influences purchasing decisions, and that product quality has a positive and significant impact on product purchase interest (Grandhis, 2022). According to research by Wijaya & Soelaiman (2023), visitors' desire to return to the Culinary Center is influenced by their taste. However, the results of this study support those of Mangifera et al. (2018), who found no discernible effect of food quality.

This study shows that while the Surabaya Culinary Tourism Center's (SWK) food and drink quality influences consumers' decisions to buy, the effect is not statistically significant. Quality of food and drink is frequently seen as the primary determinant of purchasing decisions in the culinary business since customers typically seek for fulfilling and high-caliber culinary experiences.

Nevertheless, in the case of SWK Surabaya, while customers value food and drink quality, other considerations like destination perception and cost may have a greater impact on their choice. Customers should take into account various factors when selecting their dining destination, including but not limited to the establishment's reputation, menu diversity, and culinary atmosphere.

One reason why the effect of food and beverage quality may not be statistically significant is due to variations in consumer preferences and expectations regarding culinary taste and presentation. Although the quality of food and drinks at SWK Surabaya may be high overall, differences in individual preferences can have varying influences on purchasing decisions.

Even though the quality of food and drinks is not statistically significant, SWK Surabaya managers still need to pay attention to and improve the quality standards of their products as part of their marketing and business development strategy. Ensuring that the food and drink on offer meets high quality standards can help build a good reputation and increase long-term consumer satisfaction, although its effect is not statistically significant in purchasing decisions.

The influence of price on purchasing decisions at the Surabaya Culinary Tourism Center

The Surabaya Culinary Tourism Center's price significantly influences customers' decisions to buy, according to the third research finding in this study. This finding contrasts with that of other studies, like those by Fitri (2023) and Wijaya & Soelaiman (2023), which found no evidence of a significant relationship between price and interest in returning products. However, this study supports the findings of Nabilaturrahmah et al. (2021) and Gunarsih et al. (2021) that price plays a major role in influencing consumers' decisions to buy, as well as the findings of Atussa'dyah & Hartaningtyas (2022) that price drives up consumer choice.

Price is one of the key factors that influences the perception of product or service value in the culinary industry. Consumers often judge the quality of food and drinks based on the price they pay. In the context of SWK Surabaya, affordable prices

and in line with the value provided can be the main driver for consumers to choose this culinary destination.

Apart from that, price can also influence consumer perceptions of the relative value of the various culinary choices available at SWK Surabaya. Consumers may be more likely to choose food or drinks that offer good value for the price they pay. Thus, reasonable and competitive prices can increase the attractiveness of SWK Surabaya as an attractive culinary destination for consumers.

The importance of price in making purchasing decisions at SWK Surabaya shows that business managers and stakeholders in the culinary industry need to pay careful attention to their pricing strategies. Setting the right price can help increase competitiveness and attract consumer interest, while pricing that does not match the value provided can reduce attraction and reduce the number of visitors.

However, it is also important to note that the pricing strategy must be balanced with the quality of the products and services offered. Although price has a significant influence on purchasing decisions, consumers will also assess the quality of food and beverages and the overall experience in their purchasing process. Therefore, SWK Surabaya managers need to ensure that the prices set are in line with the quality of the products and services provided to maximize consumer satisfaction and maintain competitiveness in the market.

CONCLUSSION

The following conclusions can be drawn from the data analysis and discussion of this study:

a. At the Surabaya Culinary Tourism Center, destination image significantly influences consumers' decisions to buy.
b. At the Surabaya Culinary Tourism Center, the quality of the food and drinks influences decisions about what to buy in a favorable and minor way.
c. At the Surabaya Culinary Tourism Center, price significantly influences selections about what to buy.

Suggestion

For further research, it is recommended to further explore other factors that might also influence purchasing decisions at the Surabaya Culinary Tourism Center (SWK), such as service, product diversity, or consumer psychological factors. In addition, longitudinal research can be carried out to see changes in consumer behavior over time.

For managers, it is recommended to continue to improve the image of the SWK Surabaya destination through effective promotions, friendly service and unique culinary experiences. Apart from that, they also need to reconsider their pricing strategy to maintain the attractiveness and competitiveness of SWK Surabaya in an increasingly

competitive culinary market. Continuous evaluation of consumer preferences and needs is also important to keep up with trends and update their culinary offerings.

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