

Table 1. Measurement: Loading factor, Validity, and Reliability

Variable, Indicator Scale Item	Reference	Std. Loading	Critical Ratio ≥ 1.96
Culinary Destination Experiential Quality (CV-AVE=0.62; CRI=0.92)	Adapted from (Auh, 2005); Hu et al. (2021) and Hsu et al. (2021)		
Hard-value experience			
<ul style="list-style-type: none"> The appearance and taste of culinary tourism dishes in Semarang are extraordinary. 		0.795	12.352
<ul style="list-style-type: none"> The atmosphere of the entire culinary tour is novel and exciting. 		0.850	12.352
<ul style="list-style-type: none"> I really enjoy this culinary tourism experience. 		0.656	9.804
Soft-value memorability			
<ul style="list-style-type: none"> I learned many new things during the culinary tour. 		0.793	12.156
<ul style="list-style-type: none"> The culinary tour experience made me more knowledgeable about the specific value of this culinary destination. 		0.839	13.450
<ul style="list-style-type: none"> The culinary tour experience stimulated my curiosity to learn new things. 	0.815	12.482	
Value-oriented storytelling (CV-AVE=0.64; CRI=0.87)	Adapted from Abdillah et al. (2022) and Kim and Hall (2020)		
<ul style="list-style-type: none"> I am happy to share the story about the culinary authenticity of this city 		0.812	13.450
<ul style="list-style-type: none"> I often tell stories about the culinary specialities of this city. 		0.827	13.785
<ul style="list-style-type: none"> I often tell stories about the authentic culinary diversity of this city. 		0.831	7.648
<ul style="list-style-type: none"> I often tell stories about this city's memorable experiences and culinary delights. 	0.716	11.328	
Destination Image (CV-AVE=0.54; CRI=0.77)	Adapted from Hernandez-Rojas et al. (2021) and Ragb et al. (2020)		
<ul style="list-style-type: none"> This city is a nice city. 		0.852	7.818
<ul style="list-style-type: none"> This city is a relaxing city. 		0.520	12.156
<ul style="list-style-type: none"> This city is an excellent place to visit with the family. 		0.849	7.807
<ul style="list-style-type: none"> This city has a good reputation. 	0.811	7.648	
Destination Loyalty (CV-AVE=0.60; CRI=0.82)	Adapted from Hernández-Mogollón et al. (2020) and Li et al. (2021)		
<ul style="list-style-type: none"> I recommend that others visit this City. 		0.896	12.352
<ul style="list-style-type: none"> I will revisit this city. 		0.718	12.131
<ul style="list-style-type: none"> I would have liked to have stayed longer in this City. 	0.695	11.550	
CV-AVE = Convergent Validity			
CRI = Construct Reliability Index			

Source: The author's own research.

We used AMOS SEM version 23 to perform a two-step analysis consisting of confirmatory factor analysis (CFA) and a full structural model following. The CFA results met the minimum expected value of 0.50 for each construct, with a minimum critical significant ratio of 1.96, as shown in Table 3. Thus, it was accepted for further analysis. All model constructs have acceptable convergent validity, measured by average extracted variance (AVE) with a minimum cut-off value of 0.50. Our CFA demonstrates that the experience quality reaches its threshold with an AVE of 0.62. The results are also the same for value-oriented storytelling variables (0.64), destination image (0.54), and destination loyalty (0.60). The construct reliability index (CRI) measures the construct's reliability by a value cut-off of at least 0.70. A good level of reliability appears, based on our calculation results, where experience quality has a CRI of 0.92, along with value-oriented storytelling (0.87), destination image (0.77) and destination loyalty (0.82). Because the validity and reliability of all constructs meet the minimum requirements, we concluded that the data, as shown, was good for model conclusions. Next came a complete structural equation modelling procedure to test the proposed hypotheses.

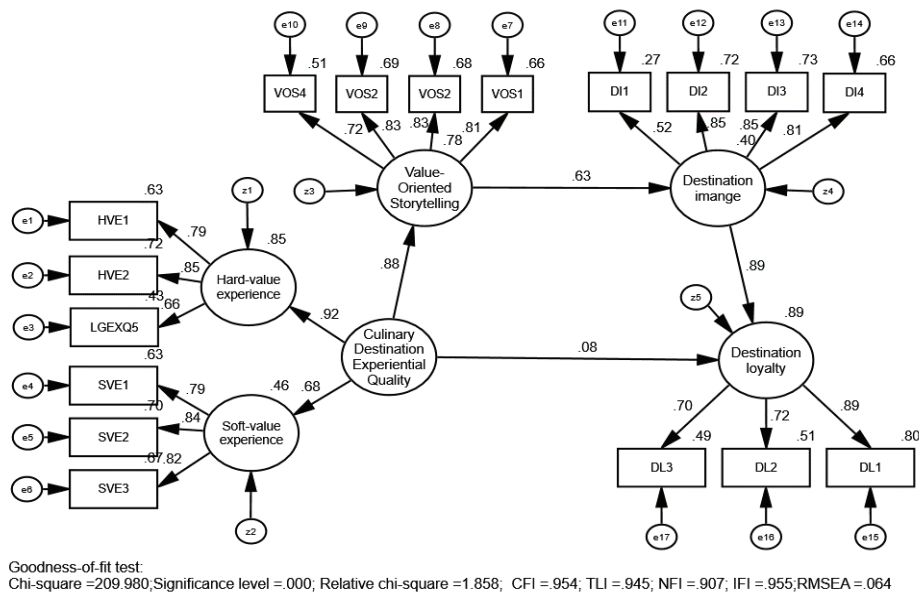
3. DATA ANALYSIS

3.1. Hypothesis Testing

We carry out one step before the hypothesis testing process by observing the sample's adequacy and the data distribution's normality. A sample profile of 208 respondents is sufficient to test the developed model (Collier, 2020). However, observation of the normality of the data distribution shows evidence of non-normality. Therefore, we use the Tabachnick and Fidell (2013) approach to transform the data through the formula $\sqrt{C-X}$, where C is a constant equal to the highest value of the respondent's answer plus 1, and X is the score of the respondent's answer. The results of the data transformation show that the data is normally distributed. Therefore, our analysis continues with hypothesis testing.

The first step in testing our model using the AMOS SEM software was to analyse the model's goodness of fit. We adopted the guidelines of Bentler and Bonett (1980) and Collier (2020) for evaluating the mode with the criteria of relative chi-square of ≤ 3.0 , CFI (comparative fit index), TLI (Tucker Lewis Index), IFI (Incremental Fit Index) and NFI (Normed Fit Index) of ≥ 0.90 with the Root-mean-square error of approximation (RMSEA) of between 0.03-0.08. The result of the data processing indicates that these criteria are satisfactorily fulfilled with a relative chi-square of 1.858, CFI of 0.954, TLI of 0.944, NFI of 0.907, IFI of 0.955, and RMSEA of 0.064, as depicted in Figure 2. Therefore, the model is fit, and we continue testing the regression hypothesis.

Figure 2: Full Structural Model



As Figure 2 presents, we carried out hypothesis testing for the regression effect hypothesis and the serial mediation hypothesis using the AMOS SEM procedure. Table 2 shows the results of the standardised structural path coefficient.

Table 2. Hypothesis Testing

Hypothesis	Std. Estimate	Lower	Upper	P	Conclusion
H1: Culinary-Destination Experiential quality→Value-oriented storytelling	.884	.791	.984	.001	Accepted
H2: Destination Culinary Experiential quality→Destination loyalty	.082	-.038	.221	.256	Rejected
H3: Value-oriented storytelling→Destination Image	.635	.539	.718	.001	Accepted
H4: Destination Image→Destination loyalty	.893	.782	.979	.003	Accepted

Source: The author's own research.

As proposed in the development of the study's Hypothesis 5, we developed a serial mediation, namely Value-oriented storytelling and Destination Image mediate the effect of Destination Culinary Experiential quality on Destination Loyalty. This led to generating a serial mediation using the syntaxis formula in the AMOS software (Collier, 2020), as Table 3 shows.

Table 3. **Serial Mediation Testing**

Serial mediation test	Direct effect	Indirect effect				Conclusion
		Estimate	Confidence interval		P	
			Lower	Upper		
H5 Destination Culinary Experiential quality→Value Oriented storytelling→Destination Image→Destination Loyalty	0.082 (p=0.256) ns	.346	.251	.497	.001	Full mediation

Source: The author's own research.

The rejection of hypothesis 2 (0.082 with p=0.256) provides good fortune for our analysis because rejecting that direct effect indicates full serial mediation in the model (Collier, 2020). Therefore, we may conclude that destination experience is a good driver for developing value-oriented storytelling (0.884). Furthermore, value-oriented storytelling that will articulate and highlight the unique values of an excellent and memorable culinary experience in a destination will be more potent if there is a good quality culinary experience. Furthermore, storytelling that articulates and highlights the unique culinary values of a destination will encourage a good destination image (0.635). Finally, this study found that a good destination image can effectively drive destination loyalty (0.893). Our mediation hypothesis test showed that the direct effect of destination culinary experience quality on loyalty is insignificant (0.082 with p=0.256). In contrast, serial mediation tests produce a significant indirect effect of destination culinary experiential quality on destination loyalty (0.346 with p=0.001), through the bridge of value-oriented storytelling and destination image, leading us to conclude a full mediation.

CONCLUSION: FINDINGS AND DISCUSSION

Findings

This research aims to fill the gap in the inconsistent findings from previous studies regarding the effect of experience quality on increasing destination loyalty. Our research findings conclude the importance of destination value-oriented storytelling and image as important strategic influences to increase destination loyalty. Value-oriented storytelling is a means of creating an understanding for tourists of a destination, as well as building relationships between people, places and the environment (Lund et al., 2018), which leads to the formation of destination images, as this study shows. We can present the following findings based on the magnitude of the regression coefficients this study generated. First, as several previous studies showed, a destination experience, especially a consumption experience at culinary destinations, cannot always increase consumer loyalty. This is logical because if there is nothing specific (or, through the lens of SDL, if there are no particular values for sharing or storytelling) (Tran et al., 2021; Vargo & Lusch, 2004, 2017), experience has difficulty encouraging consumers (even other people) to behave loyally. The ViU concept in SDL denotes that superior value in culinary destination consumption will have the potential to be shared for enhancing differentiation to a consumer as a means of forming a good consumption memory, a springboard for increasing loyalty to a destination- culinary destination (Di-Clemente et al., 2019; Hernández-Mogollón et al., 2020; Li et al., 2021). The second finding is that a good experience at a culinary destination will only be able to increase loyalty if that experience has specificity in sharing with broader consumers (Hong et al., 2022; Moin et al., 2020; Nicoli et al., 2022). Therefore, value-oriented storytelling is a solution that companies must develop, emphasising the uniqueness of ViU that lasts as long as a memory of consumption. If storytelling well-emphasises the uniqueness of the ViU, it may become a strong power for increasing the image of a culinary destination. Therefore, we may conclude a good experience will improve the open space for value-oriented storytelling and enhance the culinary destination's image, increasing destination loyalty.

Theoretical Implication

The current study adopted the SDL theory by looking through the lens of the value delivery concept (Vargo & Lusch, 2007) in explaining experiential quality, especially culinary destination experiential quality. Accordingly, this study contributes to SDL with several theoretical implications. First, this study attempts to translate the essence of value (Vargo & Lusch, 2007) into culinary destinations. A culinary destination means that consumers will enjoy culinary delights in an area because of the uniqueness of those delights. Experience in a culinary destination may occur in terms of hard-value experience and soft-value experience. The concept of value provision and value proposition can be actualised in the form of hard-value and soft-value experiences that consumers seek and enjoy (Anton Martin et al., 2021; Badu-Baiden et al., 2022; Chang et al., 2021; Fonseca et al., 2021; Harrington et al., 2021). The second implication is the current study contributes to SDL theory in the form of the applied mechanism of value proposition, value delivering, value accentuation and value resonating (Ferdinand, 2021; Ferdinand & Zuhroh, 2022; Vargo & Lusch, 2007), particularly in value-oriented storytelling. In other words, the actualisation of value delivery through value-oriented storytelling is proven in this study as a strong determining factor for increasing consumer loyalty. Storytelling is a medium for informing or sharing values to create and enhance the destination image (He et al., 2021; Hong et al., 2022; Vargo & Lusch, 2007). The third implication is that there is no single way of driving the consumption experience to increase loyalty. The findings regarding serial mediation in this study enrich the application of the

concept of value proposition and value resonating (Ferdinand, 2021; Vargo & Lusch, 2007) through value-oriented storytelling to strengthen the image of a product and service to increase consumer loyalty, especially in a culinary destination.

Managerial Implication

The current research posits several managerial implications for managing culinary tourism destinations to enhance tourists' loyalty towards such cities. Firstly, by focusing on coaching, support, and collaboration, culinary tourism destination managers can monitor the quality of experience to cultivate a superior consumer experience within the culinary locale. Secondly, given the swift advancement of social media and the diversification of promotional means, digital value-oriented storytelling can be employed through social media to share narratives in the form of reviews of visited culinary tourism destinations. Thirdly, the government may survey tourists to gauge the image ingrained in their minds concerning culinary tourism, which can be utilised as a branding tool for a culinary destination.

Limitations and further research

This study undoubtedly has certain limitations and areas for improvement that subsequent research might address. Firstly, this research delves into the quality of experience, value-driven storytelling, and destination image, which are core theories in bolstering tourist loyalty towards culinary tourism sites. Secondly, the examination within this study hinges on the quality of the experience, manifested in various dimensions that tourists perceive during their visits. Given its constraints and areas of potential enhancement, future research suggestions include cultivating a more in-depth and holistic perspective grounded in qualitative research by engaging respondents through an intrapersonal method using face-to-face interviews. This study does not include control variables such as the respondents' general importance of culinary offerings and the length of their last visit to the destination. Therefore, it would be advantageous for future research to incorporate these control variables into the research model to obtain a more complete illustration for deriving conclusions.

ACKNOWLEDGEMENTS

We thank all the respondents involved in this studyOriginal scientific paper

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Please cite this article as:

Ferdinand, A.T., Gunawan, Y.A.K. & Santosa, S.B. (2024). Value-oriented storytelling: does it matter for destination performance? *Tourism and Hospitality Management*, 30(2), 151-163, <https://doi.org/10.20867/thm.30.2.1>



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