

# The Effect of Experience, Perceived Value, and Destination Image on The Decision To Tour Gastronomically in Banda Aceh with Intention to Visit Back As A Mediator

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## Abstract

This research aims to test the influence of experience, perceived value, and destination image on the decision to travel to Banda Aceh for gastronomy, with revisit intention serving as a mediating variable. The population in this study comprised all gastronomic tourists in Banda Aceh, with a sample size of 190 tourists. Data analysis was conducted using Structural Equation Modeling (SEM). The results indicated that experience, perceived value, destination image, revisit intention, and gastronomic tourism decisions in Banda Aceh were all rated in the good category. Furthermore, experience, perceived value, and destination image were found to significantly influence revisit intention. Additionally, perceived value, destination image, and revisit intention also significantly affected gastronomic tourism decisions in Banda Aceh. Moreover, revisit intention was shown to partially mediate the effects of experience, perceived value, and destination image on gastronomic tourism decisions. Thus, although revisit intention acted as a mediating variable, the direct influence of experience, perceived value, and destination image on tourism decisions remained significant.

**Keywords: Experience, Perceived Value, Destination Image, Intention to Revisit, Travel Decision**

## 1. Introduction

Gastronomic tourism is a form of tourism that centers on experiencing a region's unique food and beverages as the primary attraction of the trip. As this sector evolves, gastronomic tourism is no longer merely a consumption activity but also serves as a means to understand the culture, history, and social identity of the local community. The growing interest of tourists in authentic culinary experiences has made gastronomy a vital component in the development of tourism destinations. Kivela and Crotts (2019) emphasize that gastronomy can create emotional and cognitive connections between tourists and destinations, thereby playing a strategic role in shaping the perception and image of a region.

Indonesia has significant potential for developing gastronomic tourism due to the diverse culinary heritage of its regions, including Aceh Province. Acehnese cuisine is renowned for its bold and distinctive flavors, featuring dishes such as Acehnese noodles, pliek u soup, chicken catch, and Gayo coffee, all of which are recognized internationally. The uniqueness of Acehnese cuisine lies not only in its taste but also in its historical and cultural significance, reflecting the fusion of various influences, including Malay, Arabic, Indian, and European. Each traditional Acehnese dish embodies the history and identity of its people, making it a valuable asset for tourism. Therefore, developing gastronomic tourism in Aceh can serve as a strategic approach to enhance the competitiveness of the region by establishing its culinary offerings as a key tourism icon.

Beyond offering cultural experiences, gastronomic tourism also makes a significant economic contribution. Culinary-based tourism activities can stimulate various supporting sectors, such as agriculture, fisheries, plantations, the creative industry, and micro, small, and medium enterprises (MSMEs). Tourists interested in gastronomic tourism tend to spend more on local food and products. Activities such as culinary festivals, culinary tour packages, and traditional cooking workshops can effectively attract both domestic and international tourists. Furthermore, gastronomy can serve as a medium for cultural diplomacy, where Acehnese cuisine promotes local wisdom and strengthens Indonesia's global image.

Banda Aceh, the capital of Aceh Province, occupies a strategic position for the development of gastronomic tourism. The city is renowned as a center for Acehnese culinary specialties, such as Acehnese noodles, pliek u soup, ayam tangkap, and Ulee Kareng coffee, all of which have long been popular tourist attractions. The local government has undertaken various promotional efforts through festivals and tourism activities. Banda Aceh's identity as a city that upholds Islamic Sharia values, combined with its rich local culture, offers a unique culinary tourism experience for visitors. However, this potential has not been fully explored or optimally developed, particularly regarding the factors influencing tourists' decisions to choose gastronomic tourism in Banda Aceh.

According to data from the Banda Aceh City Tourism Office, the number of tourist visits in 2023 reached 382,029, comprising both international and domestic tourists. This figure represents a 16.41% increase compared to the previous year. The rise in visits was driven by various factors, including the organization of tourism events such as the 8th Aceh Cultural Week, Banda Aceh Trail Adventure, and the Aceh Culinary Festival, as well as promotional efforts through mass media and social media. This trend highlights a significant opportunity to develop culinary-based tourism as one of Banda Aceh's main attractions.

However, in March 2025, the number of international tourist visits to Banda Aceh decreased by 42.99% compared to the previous month. This decline was also reflected in the reduced occupancy rates of star-rated hotels throughout Aceh Province. This trend indicates that the tourism sector in Banda Aceh is facing various challenges, despite previously exhibiting an upward trajectory. Changes in tourist preferences and the perceived quality of experiences may be contributing factors to the fluctuations in tourist visits.

A preliminary survey on gastronomic tourism decisions in Banda Aceh revealed that tourists generally made favorable travel choices, with average scores exceeding the established threshold. However, several indicators received relatively low ratings, particularly concerning tourists' perceptions of the taste and hygiene of Banda Aceh's traditional foods. This suggests that the quality of culinary products still requires significant improvement in the development of gastronomic tourism.

Travel decisions are also influenced by revisit intentions, which reflect a traveler's level of satisfaction and loyalty to a destination. These intentions are shaped by positive experiences that foster emotional attachment and a high perceived value of the destination. Kim et al. (2023) noted that revisit intentions significantly impact traveler decisions, as they encompass both rational and emotional evaluations of past experiences. In the context of Banda Aceh, the unique culinary offerings, rich in cultural and religious significance, play a crucial role in shaping these intentions. Although pre-survey results indicated that revisit intentions were generally positive, some respondents did not demonstrate a strong commitment to returning.

Tourist experiences play a crucial role in influencing decisions related to gastronomic tourism. These experiences encompass not only the taste of the food but also the ambiance of the dining venue, cleanliness, interactions with the local community, and the cultural values embedded in the cuisine. A positive experience can leave a lasting impression, encouraging tourists to return or recommend the destination to others. Conversely, a disappointing experience can reduce tourists' interest in gastronomic tourism. Pre-survey results indicate that tourist experiences in Banda Aceh are generally positive, although there remain shortcomings in the provision of information about traditional Acehnese food.

In addition to experience, perceived value plays a significant role in travel decisions. Tourists tend to evaluate the balance between the benefits gained and the costs, time, and effort expended. When tourists perceive the quality of food, service, and cultural experiences as commensurate with the price paid, their perceived value increases, which drives their decision to visit. Pre-survey results indicate that tourists' perceived value falls within the category, although interaction and connectedness with local communities are still considered less than optimal by some respondents.

The destination image significantly influences tourists' decisions. A positive perception of Banda Aceh as a religious city with a rich culture and distinctive culinary delights can enhance tourist interest in visiting. A strong image, supported by adequate facilities, cleanliness, security, and friendly locals, will further strengthen the appeal of gastronomic tourism. Pre-survey results indicate that Banda Aceh's destination image is rated as good; however, tourists still have reservations about the quality of the supporting facilities for gastronomic tourism.

Previous research has demonstrated that tourist experience, perceived value, and destination image are related to revisit intention, particularly within the context of halal tourism in Banda Aceh. Fadiryana and

Chan (2019) found that tourist experience significantly influenced revisit intention, whereas destination image had no direct effect. Meanwhile, Permana and Adam (2024) reported that Islamic attributes and destination image affect tourist satisfaction and revisit intention. However, these studies have not specifically addressed gastronomic tourism. Therefore, a more comprehensive study is necessary to analyze the influence of experience, perceived value, and destination image on gastronomic tourism decisions, with revisit intention serving as a mediating variable, especially in the context of Banda Aceh's culinary specialties.

## **2. Theoretical Study**

### **2.1. Travel Decisions**

Travel decisions result from a complex decision-making process in which individuals evaluate various alternative destinations, activities, and travel services before making a final choice. This process aligns with the consumer purchasing decision model, which includes need recognition, information search, alternative evaluation, decision-making, and post-visit evaluation (Chen et al., 2025). In the tourism context, tourists use both existing knowledge and new information to minimize risk and uncertainty. Perceptions of a destination including cognitive and affective images formed from information, experiences, and emotions play a crucial role in influencing visit decisions and revisit intentions (Kotler & Keller, 2016; Putra, 2021).

Travel decisions are influenced by the interaction of internal and external factors. Internal factors include motivation, personal preferences, and previous experiences, while external factors encompass destination image, social influence, media information, and recommendations from close friends. Cheng et al. (2024) emphasize that the social environment particularly family and friends plays a significant role in shaping tourists' perceptions and preferences through the socialization process. Furthermore, a positive destination image, memorable cultural experiences, and the application of sustainability principles have been shown to increase tourist interest and encourage repeat visits (Goeltom & Hurriyati, 2024).

Various studies have demonstrated that tourist experience, perceived value, destination image, and revisit intention are interconnected in shaping travel decisions. Authentic and satisfying experiences can enhance perceived value across functional, emotional, and social dimensions, ultimately strengthening destination image and fostering tourist loyalty (Xu, 2024; Jiang & Sun, 2021). A positive destination image, supported by high service quality, unique tourism products, and the preservation of local culture, contributes to tourist satisfaction and increases the likelihood of recommending the destination to others (Marques et al., 2021). Therefore, travel decisions can be understood as the result of an integration of cognitive and emotional processes influenced by experience, perceived value, destination image, and revisit intention, which together determine destination choice (Yuliviona et al., 2025).

### **2.2. Intention to Return**

Revisit intention in tourism refers to a tourist's willingness or readiness to return to a destination based on their evaluation of previous experiences. This concept encompasses tourists' assessments of satisfaction, service quality, and their perceptions of the destination's appeal. Kim et al. (2017) stated that revisit intention arises when tourists have a positive experience that fosters a favorable perception of the destination. This perspective is supported by Peng et al. (2022), who emphasized that satisfaction, destination image, and prior tourism experiences are the primary factors influencing tourists' likelihood to revisit. Consequently, revisit intention is often used as an indicator of a destination's success and as a measure of the effectiveness of tourism marketing strategies (Abbasi et al., 2021).

Various studies have demonstrated that tourist experience, perceived value, and destination image play crucial roles in shaping revisit intentions. Authentic, enjoyable, and emotionally and cognitively meaningful experiences can strengthen tourists' positive memories and encourage repeat visits (Peng et al., 2022). Additionally, perceived value the balance between perceived benefits and perceived sacrifices significantly influences tourist loyalty to a destination. Kim et al. (2023) found that high functional and emotional value increases the likelihood of tourists returning. Moreover, a positive destination image, particularly one that emphasizes cultural uniqueness, service quality, and the friendliness of local people, can enhance tourists' emotional attachment and differentiate the destination from its competitors (Lee et al., 2023).

In the context of measurement, revisit intention can be identified through several indicators of tourist behavior and attitudes. Abbasi et al. (2021) suggest that this intention is reflected in tourists' willingness to

recommend a destination to others, their preference for the same destination over alternatives, their desire to explore additional attractions on subsequent visits, and their commitment to supporting the destination's sustainability through repeat visits. These indicators are particularly relevant in gastronomic tourism, as satisfying culinary experiences often encourage tourists to share recommendations, return to try other culinary variations, and demonstrate loyalty to the destination. Thus, revisit intention can be understood as a form of tourist loyalty influenced by positive experiences, perceived value, and a strong destination image, making it a crucial factor in sustainable tourism development.

### **2.3 Experience**

Tourist experience can be understood as the overall perception and interaction experienced by individuals during a tourist trip, involving emotional, sensory, cognitive, and social dimensions. This experience is not only limited to physical activities at the destination, but also encompasses how tourists interpret the environment, culture, and services they receive. Kim, Ritchie, and McCormick (2019) explain that meaningful tourist experiences can create deep memories that influence future tourist behavior, such as the intention to revisit and recommend the destination to others. Thus, tourist experience is a crucial element in shaping satisfaction, loyalty, and destination image.

Furthermore, tourist experiences are subjective and shaped through psychological processes that occur before, during, and after the trip. Nguyen et al. (2023) emphasize that tourist experiences stem not only from physical involvement but also from emotional attachments and social interactions that provide personal meaning for tourists. This view aligns with Godovykh and Tasci (2023) who state that tourist experiences are influenced by individual characteristics, socio-cultural backgrounds, and the attributes of the destination visited. Therefore, a holistic understanding of tourist experiences is necessary so that destination managers can design products and services that meet tourist expectations and needs.

In the context of measurement, tourist experiences can be viewed through several key dimensions, such as sensory, emotional, cognitive, social, and personal meaning. Godovykh and Tasci (2023) state that sensory stimulation, emotional responses, learning processes, social interactions, and feelings of connectedness to local culture or values are important indicators in assessing tourist experiences. These dimensions are particularly relevant in gastronomic tourism, as culinary activities involve taste, aroma, visuals, emotions, cultural knowledge, and interaction with local communities. Therefore, the tourist experience can be viewed as a multidimensional construct that plays a crucial role in enhancing tourist satisfaction and encouraging revisit intentions.

### **2.4. Perceived Value**

Perceived value in tourism describes tourists' subjective assessment of the benefits gained from a travel experience compared to the costs, time, and effort involved. This concept is multidimensional, encompassing not only the usability and quality of services but also the feelings, social interactions, and personal value experienced by tourists. Yuan et al. (2023) emphasize that understanding the various dimensions of perceived value is crucial in designing destination marketing strategies, as high perceived value can increase satisfaction and foster tourist loyalty. Therefore, perceived value is a key factor in shaping tourist attitudes and behaviors toward a destination.

Several studies explain that perceived value is formed from a combination of functional, emotional, social, and economic benefits. Carvache-Franco et al. (2023) grouped perceived value into functional value related to the quality of services and facilities, emotional and social value reflecting positive feelings and social relationships during the trip, and economic value related to the match between price and benefits obtained. This finding is consistent with Zhao et al. (2024) who showed that perceived value has a positive effect on tourist loyalty, both directly and through satisfaction as an intermediary variable. Therefore, tourists' perceptions of the balance between benefits and sacrifices are important determinants in the decision to revisit.

In the context of measurement, perceived value can be identified through tourists' perceptions of service quality, emotional responses, and the appropriateness of price to the experience. Carvache-Franco et al. (2023) emphasize three main indicators: functional value, emotional and social value, and economic value, which are relevant in gastronomy tourism because culinary experiences involve food quality, ambiance, social interaction, and the price paid. Positive perceived value will strengthen tourist satisfaction

and encourage loyalty to the destination, making perceived value a strategic element in the development and sustainability of gastronomy-based tourism.

## 2.5. Destination Image

Destination image can be understood as a mental picture or overall perception held by tourists of a tourist destination, formed from a collection of knowledge, beliefs, and impressions based on information and personal experiences. Stylidis (2020) explains that destination image consists of three main dimensions: cognitive, which relates to knowledge and evaluation of destination attributes; affective, which relates to tourists' feelings and emotions; and conative, which reflects behavioral tendencies, such as the intention to visit or recommend the destination. These perceptions develop through direct experience, media exposure, and social influence, making destination image a crucial factor in shaping tourist preferences, visit decisions, and loyalty (Pike, 2020; Hamdy et al., 2024).

Destination image plays a strategic role in tourists' decision-making processes, both on initial and repeat visits. Positive perceptions of a destination, such as the quality of its facilities, safety, comfort, and unique culture and cuisine, can increase tourists' interest in choosing and returning to that destination. Conversely, a negative image can decrease tourist interest, even if the destination has high potential for attraction. Therefore, consistent destination image management is key to strengthening a destination's competitiveness and building long-term relationships with tourists (Stylidis, 2020; Pike, 2020).

In the context of measurement, destination image can be evaluated through cognitive, affective, and conative dimensions. The cognitive dimension reflects tourists' rational assessments of the destination's tangible attributes, such as facilities, accessibility, cleanliness, and safety. The affective dimension describes tourists' emotions and feelings, such as pleasure, comfort, or pride during their visit. Meanwhile, the conative dimension relates to tourists' behavioral tendencies, including their intention to return or recommend the destination to others (Stylidis, 2020). These three dimensions are considered relevant in the context of gastronomic tourism because they integrate aspects of tourists' knowledge, emotions, and behavior to form a comprehensive perception of the culinary destination's image.

## 3. Research Methods

### 3.1 Research Population and Sample

The population in this study was all gastronomic tourists in Banda Aceh. The sample size was determined by multiplying the number of indicators by 5 to 10 (Ferdinand, 2013). The sample size was 190, obtained by multiplying the number of indicators, 19, by 10.

### 3.3 Data Analysis Methods

To discuss the research, the researcher used previously collected data analysis tools. The data analysis in this study used the SEM method using AMOS.

## 4. Research Results and Discussion

### 4.1. Hypothesis Testing

Testing the research hypothesis in Table 1 below.

**Table 1: Regression Weight Structural Equational Model**

			Estimate	SE	CR	P
Intention to Visit Again	<---	Experience	0.271	0.078	2.301	0.021
Intention to Visit Again	<---	Perceived Value	0.322	0.081	2.990	0.000
Intention to Visit Again	<---	Destination Image	0.373	0.092	3.344	0.000
Travel Decisions	<---	Experience	0.271	0.103	2.293	0.028
Travel Decisions	<---	Perceived Value	0.212	0.108	2.110	0.032
Travel Decisions	<---	Destination Image	0.190	0.088	2.052	0.041
Travel Decisions	<---	Intention to Visit Again	0.278	0.059	2.645	0.004

Source: Processed Primary Data, (2025)

#### **4.1.1. Direct Hypothesis Testing**

The analysis shows that gastronomic tourism experiences have a positive and significant influence on tourists' revisit intentions. The holistic experience, from culinary delights and ambiance to social and cultural interactions, has been shown to create a strong impression on tourists. The more positive the experience during a gastronomic tour in Banda Aceh, the more likely tourists are to plan a return visit in the future. These findings underscore the importance of managing the tourism experience as a key factor in building tourist loyalty.

In addition to experience, perceived value has also been shown to have a positive and significant influence on revisit intention. Tourists' perceptions of the balance between the benefits received and the cost, time, and effort expended are crucial factors in determining their desire to revisit. When tourists perceive that the gastronomic experience is worth, or even exceeds, the intention to revisit is strengthened. This demonstrates that optimal value creation is a strategic element in encouraging repeat visits.

Destination image also has the strongest influence on revisit intention compared to other variables. A positive image of Banda Aceh as a gastronomic tourism destination can build trust, interest, and confidence in the quality and uniqueness of the destination's offerings. Positive perceptions of safety, comfort, cultural richness, and culinary authenticity are important factors that encourage tourists to return. Therefore, strengthening destination image plays a strategic role in increasing the attractiveness and sustainability of gastronomic tourism.

Furthermore, the research results show that experience, perceived value, and destination image also have a positive and significant influence on travel decisions, both directly and through revisit intentions. Memorable experiences, high perceived value, and a strong destination image encourage tourists to choose Banda Aceh as a gastronomic tourism destination. Furthermore, revisit intentions are proven to be a significant factor reinforcing travel decisions, indicating that loyalty and the desire to return act as a bridge between tourist perceptions and travel decision behavior..

#### **4.1.2. Testing the Mediation Hypothesis**

The test results show that revisit intention acts as a mediating variable in the relationship between tourism experience and travel decisions. A significant Sobel test value indicates that gastronomic tourism experiences not only directly influence travel decisions but also indirectly through shaping tourists' revisit intentions. A pleasant, memorable, and meaningful experience encourages tourists to revisit, which ultimately strengthens their decision to choose Banda Aceh as a gastronomic tourism destination.

Furthermore, revisit intention has also been shown to mediate the relationship between perceived value and travel decisions. Tourists' perceptions of the appropriateness of benefits versus costs and effort can increase revisit intentions, which in turn impact travel decisions. While perceived value still has a direct influence on travel decisions, revisit intention indirectly strengthens this influence. This suggests that high perceived value is more effective in driving travel decisions when accompanied by a strong desire to return.

The results of the mediation test also indicate that revisit intention mediates the relationship between destination image and travel decisions. Banda Aceh's positive image as a gastronomic tourism destination builds trust and interest in tourists, which in turn increases revisit intention. This intention then plays a role in strengthening tourists' travel decisions. While destination image has a direct influence on travel decisions, the indirect influence through revisit intention provides a significant additional contribution.

Overall, the mediation test results indicate that revisit intention acts as a partial mediator in the relationship between experience, perceived value, and destination image on travel decisions. This partial mediation indicates that travel decisions are not only directly influenced by tourists' perceptions and experiences but are also reinforced by revisit intention. These findings emphasize the importance of building positive experiences, creating high value, and strengthening destination image to foster revisit intention as a strategic mechanism for increasing gastronomic tourism decisions in Banda Aceh.

#### **4.2. Discussion**

Research shows that tourism experiences have a positive and significant influence on revisit intentions. Tourists' experiences during a visit, such as service quality, unique attractions, social interactions, and the destination atmosphere, can build a lasting impression and influence the decision to return. Kim, Lee, and Klenosky (2021) stated that positive experiences not only increase tourist satisfaction but also strengthen the emotional bond between tourists and the destination. This bond encourages tourists to revisit and share

experiences through recommendations to others, thus indirectly influencing loyalty and the destination's reputation. Furthermore, memorable experiences also serve as lasting travel memories, which can increase tourists' intention to explore more aspects of the destination (Wang, Li, & Hwang, 2023). Therefore, destination managers must focus on improving the quality of experiences, both in terms of service, attractions, and social interactions, to support the growth of repeat visits.

In addition to experience, tourists' perceived value has been shown to significantly influence their intention to revisit. This value reflects tourists' perceptions of the benefits received relative to the cost, time, and effort expended during their trip (Chen & Rahman, 2021). When tourists perceive high value—whether functional, emotional, or social—their satisfaction tends to increase, thus strengthening their intention to revisit the destination. For example, gastronomic tourism in Banda Aceh, which offers distinctive cuisine, quality service, and a comfortable atmosphere at a reasonable price, can increase perceived value. This perceived value also plays a role in building tourist loyalty, as satisfied tourists are more likely to return and recommend the destination to others, supporting long-term tourism growth (Prayag & Ryan, 2022).

Destination image is also a crucial factor influencing revisit intentions. A positive image encompasses favorable perceptions of the destination's attractions, facilities, safety, atmosphere, and cultural values (Stylidis, 2020). Tourists who have a positive view of a destination's image are more likely to return and recommend it to others. Furthermore, a strong image helps destinations maintain their competitiveness amidst global competition, as tourists feel more confident choosing destinations with a good reputation (Hamdy et al., 2024). Therefore, destination managers need to manage and strengthen their destination image through effective promotion, improving service quality, and providing satisfying tourism experiences to continuously increase revisit intentions.

Furthermore, travel experiences have been shown to significantly influence travel decisions. Experiences gained during a visit provide a basis for tourists' evaluations when choosing a destination. Pleasant interactions, quality service, and unique attractions increase satisfaction and strengthen tourists' decisions to return or recommend the destination (Kim, Lee, & Klenosky, 2021). Tourists who experience authentic experiences tend to make more confident travel decisions because these experiences provide physical, emotional, and social satisfaction (Wang, Li, & Hwang, 2023). Therefore, destination managers must focus on improving the quality of travel experiences to attract new tourists while maintaining the loyalty of existing visitors.

Perceived value also has a significant influence on travel decisions. Tourists assess the benefits of a travel experience relative to the costs and effort involved, and a positive perception of value is a key determinant of travel decisions (Chen & Rahman, 2021). When tourists perceive optimal benefits, they are more confident in choosing the same destination in the future. In addition to influencing initial travel decisions, perceived value also impacts traveler loyalty and revisit intentions, as tourists who experience maximum benefits have a strong emotional attachment to the destination (Prayag & Ryan, 2022). Therefore, destination managers need to continuously improve the quality of services and tourism experiences to optimize perceived value for tourists and support positive travel decisions.

Destination image also significantly influences travel decisions. Tourists tend to choose destinations with a strong and positive image because they feel more confident in the quality of the experience they will have (Stylidis, 2020). A positive destination image, including the quality of attractions, services, safety, and ambiance, helps build tourist trust and loyalty, which impacts current travel decisions and future repeat visits (Hamdy et al., 2024). A positive image also increases word-of-mouth recommendations and facilitates destination marketing strategies. Therefore, destination managers must actively build and maintain a strong image to encourage tourists to choose that destination.

Furthermore, revisit intention has been shown to mediate the relationship between experience, perceived value, and destination image on travel decisions. Positive experiences, high perceived value, and a favorable destination image shape tourists' intention to revisit, which further strengthens their decision to choose the same destination (Kim, Lee, & Klenosky, 2021; Chen & Rahman, 2021; Stylidis, 2020). This partial mediation suggests that revisit intention is not solely a consequence of these factors but also serves as a mechanism that strengthens the influence of experience, value, and image on travel decisions. Revisit intention serves as an important bridge between tourists' perceptions and actual behavior in travel decision-making.

Overall, the findings of this study confirm that tourism experience, perceived value, and destination image have both direct and indirect influences on travel decisions through revisit intentions. Tourists who

experience satisfying experiences, obtain optimal benefits, and evaluate the destination image positively are more likely to have strong intentions to return, which in turn influences their travel decisions. Destination management strategies that focus on improving the quality of experiences, providing maximum value, and strengthening the destination image will maximize revisit intentions and strengthen travel decisions, thereby supporting the sustainability and growth of gastronomic tourism in Banda Aceh (Prayag & Ryan, 2022; Wang, Li, & Hwang, 2023; Hamdy et al., 2024).

## **5. Conclusion**

### **5.1 Conclusion**

Based on the research results discussed previously, it can be concluded that all variables examined in the context of gastronomic tourism in Banda Aceh showed good conditions. These variables include Travel Decision, Revisit Intention, Experience, Perceived Value, and Destination Image, which overall provide a positive indication of the quality of tourists' experiences and perceptions at the destination.

The research findings also confirm that tourism experiences directly influence tourists' intention to revisit gastronomic destinations in Banda Aceh. Positive experiences, including satisfaction with services, attractions, and social interactions, can encourage tourists to form revisit intentions. Similarly, tourists' perceived value, the extent to which the benefits received are commensurate with the costs and effort expended, has been shown to significantly influence revisit intentions, indicating that high perceived value can strengthen tourists' intention to return.

Furthermore, destination image also has a direct influence on revisit intentions. Positive perceptions regarding the quality of attractions, facilities, atmosphere, and reputation of a destination encourage tourists to consider revisiting. Experience, perceived value, and destination image not only play a role in shaping revisit intentions but also influence tourists' decisions to engage in gastronomic tourism in Banda Aceh. Each of these variables contributes significantly to travel decisions, confirming that both internal and external factors of a destination are equally important in influencing tourist behavior.

In addition to its direct influence, research shows that revisit intention acts as a partial mediator between experience, perceived value, and destination image and travel decisions. In other words, the influence of experience, value, and image on travel decisions is partially channeled through revisit intention. This confirms that cultivating revisit intention is a crucial strategy for destination managers, as it not only influences travel decisions but also plays a role in strengthening loyalty, increasing word-of-mouth recommendations, and supporting the sustainable growth of gastronomic tourism.

### **5.2 Suggestions**

1. The Experience variable obtained the lowest average score of 3.80 for the indicator "I felt happy and delighted while enjoying culinary tourism in Banda Aceh." This can be a concern for tourism stakeholders and culinary businesses to enhance the emotional aspect of the gastronomic tourism experience. Efforts that can be made include creating a more comfortable and authentic dining atmosphere, improving the quality of friendly and interactive service, and presenting supporting attractions such as culinary culture stories or direct interactions with local culinary entrepreneurs to make the tourist experience more enjoyable and memorable.
2. The Perceived Value variable showed the lowest average value of 3.54 for the indicator "The price of the food I paid was commensurate with the quality and taste I received." This finding should be a concern for culinary entrepreneurs, who should pay more attention to the appropriateness of price, taste, portion size, and service. Businesses are advised to improve product quality consistency, price transparency, and provide added value such as attractive presentation or cultural experiences, so that tourists feel that the costs incurred are commensurate with the benefits received.
3. The Destination Image variable received the lowest average score of 3.54 for the indicator "I believe the supporting facilities for gastronomic tourism in Banda Aceh are adequate and of high quality." This indicates the need to improve the quality and availability of supporting facilities for gastronomic tourism. Local governments and destination managers are advised to improve accessibility, environmental cleanliness, parking facilities, sanitation, and culinary information signs. These facility improvements are expected to strengthen Banda Aceh's image as a comfortable and worthwhile gastronomic tourism destination.

4. The variable "Return Intention" had the lowest average value of 3.51 for the indicator "I am committed to continuing to support the development of Banda Aceh's gastronomic tourism by returning." This should be a focus for tourism stakeholders to increase tourist loyalty. Strategies include regularly introducing menu innovations, organizing culinary events or festivals, and developing promotional and loyalty programs to make repeat visits more attractive and valuable.
5. The Travel Decision variable showed the lowest average value of 3.54 for the indicator "Banda Aceh's gastronomic tourism has its own uniqueness compared to other culinary destinations." This finding indicates the need to strengthen the differentiation and uniqueness of Banda Aceh's gastronomic tourism. Tourism and culinary entrepreneurs are advised to further emphasize the distinctive taste, local ingredients, history, and cultural values of Acehnese culinary in every product and promotion. Packaging a strong culinary cultural narrative is expected to increase the perception of uniqueness and encourage tourists' decisions to choose Banda Aceh as a gastronomic tourism destination..

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