

THE ROLE OF AUTHENTICITY IN YOGYAKARTA CULINARY TOURISM

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ABSTRACT

This study aims to determine the effect of authenticity on brand awareness, brand image and perceived quality. To determine the effect of brand awareness, brand image and perceived quality on Brand Loyalty. To find out the effect of brand loyalty on brand choice intention in culinary tourism in Yogyakarta. By using primary data through distributing questionnaires as many as 250 respondents, filtering up to 220 data that are suitable for processing, this research data is then processed using the Structural Equation Modeling (SEM) approach. The results of this study found that brand awareness, brand image and perceived quality can be significantly influenced by the authentication variable. Brand loyalty can be significantly influenced by brand awareness variables. Brand loyalty cannot be influenced by brand image variables and perceived quality. Brand choice intention can be significantly influenced by the brand loyalty variable.

Keyword: Culinary Tourism, Authenticity, Brand, Quality

INTRODUCTION

Culinary tourism has big potential and can be a tourist attraction to visit. Culinary tourism is very different from tourism in general, because this type emphasizes food, taste satisfaction and the uniqueness of a food or dish.

Many kinds of local foods in Indonesia are in line with the ethnicities that exist. This condition can also be found in Yogyakarta. In Yogyakarta, we can easily find various types of unique food. Therefore, the business potential in the culinary sector is enormous. The many types of culinary available make businessman should think creatively, innovatively and seek differentiation of the products offered. They must determine their market so they know which ones are the most profitable.

Meanwhile, innovation still need to be carried out to adapt to changes in people's lifestyles. This condition has caused many local fast-food

businesses to emerge. Consumer decisions or intentions in determining the brand of food consumed are determined by authenticity perception and brand equity.

The culinary business has promising prospects. This can be seen in Taman Kuliner, one of the culinary destinations in Yogyakarta, visited by 300-400 visitors and even up to 700 on holidays. However, the culinary business also faces customer loyalty issues like any other business. Customer loyalty is an important variable in marketing because it determines how much profit earned. A satisfied customer will repurchase the product (Ngoc & Uyen, 2015). Customer loyalty is related to the customer needs and demands (Adi, 2012). Intention to consume is a form of consumer actualization by purchasing the product. (Sumarwan, 2003).

Most of stakeholders involved just focus on the satisfaction of the customer and the ways to increase customer satisfaction. However, good customer satisfaction does not always make the customer to repurchase the same product.

Consumer decisions in determining the brand of food consumed are determined by brand equity and authenticity perception. Cohen & Avieli (2004) state that the Authenticity depends on how consumers can recognize the uniqueness of product. Furthermore, Cohen & Avieli (2004) argue that perceptions of authenticity depend on content.

Based on the explanation above, the brand is an important factor in culinary tourism in maintaining consumer loyalty. Robinson & Clifford (2012) argue that there is still room for research on the nexus between perceptions of authenticity, brand equity and brand choice.

LITERATURE REFERENCES

Authenticity on Brand Awareness

Authenticity is an assessment of culinary brands that are shaped based on consumer perceptions toward the food uniqueness, place decoration, the atmosphere that consumers feel, and service offered (Lu & Fine, 1995). The authenticity of culinary products must be felt so that customers can easily remember and recognize the brand of the linear product. So, the higher the customer's perception of the authenticity of a culinary product, the better consumer awareness of the culinary brand (Lu & Fine, 1995). Therefore, the perception of consumer authenticity is an important factor in culinary tourism, and this factor can contribute a lot in increasing awareness of the culinary tourism brand in Yogyakarta. Thus, if consumers have a better perception of the authenticity of culinary brands, the better the awareness of culinary brands.

Authenticity on Brand Image

Authenticity can also affect the Brand Image of a product. Brand image can be significantly influenced by perceived authenticity. If the consumer's perception of the authenticity of the Culinary tour menu is good, it will provide a good brand image to customers.

Consumer satisfaction on the authenticity of culinary products also depends on how the company can provide a unique and authentic experience of the culinary products offered. Satisfaction toward the authenticity of culinary products can form brand associations that will become part of these culinary products. Therefore, perceptions of authenticity are positively connected to the brand image of culinary products (Lu & Fine, 1995).

Authenticity can also be used as a mediator between consumer attitudes towards culinary products and other variables such as product image, perceived quality, perceived value, and purchase intention (Starr-Glass, 2011). The authenticity of a culinary product can also affect the image of the culinary place. Perceptions of authenticity relate to local history, background and culture (T. Zhou et al., 2009)

Authenticity on Perceived Quality

Quality perceived is determined by several variables such as staff performance, facilities, and design of interior or exterior. In addition, good quality perceived by the customer can form brand differentiation. If a culinary destination can satisfy customer demands such as authentic food and culinary tourism services, the culinary destination will be considered to have a better service quality (Chhabra, 2010).

According to Zhou et al. (2015) the perception of the authenticity of culinary products refers to the assessment of the authenticity of the quality of culinary products. From the tourist point of view, the perception of the quality of culinary tourism products is related to the convenience of traveling provided, so that consumers judge the product as having quality and authenticity according to tourist destinations.

Brand Awareness on Brand Loyalty

Consumer awareness of a brand is a form of consumer recognition of a brand (Altaf et al., 2017; Bilgin, 2018). Awareness of a brand describes at what level consumers can recognize a brand. Brand awareness will generate brand recognition for a particular brand. The level of brand recognition that consumers have for a brand will further encourage consumers to make buying decisions. Therefore, brand awareness is the initial stage that determines the consumer's decision to buy a product or repurchase a product continuously (Yaseen & Mazahir, 2019). Good awareness toward a brand will encourage

consumer loyalty to the brand (Yousaf et al., 2012). Important aspects of brand awareness are everything related to the brand itself, such as the name, logo and jingle of the brand (Altaf et al., 2017).

Brand Image on Brand Loyalty

Consumer perception of the product image is an important aspect in marketing (Altaf et al., 2017). Brand image describes how much information a consumer has that is associated with a product or brand (Ogba & Tan, 2009). The image of a product includes the features and functions that consumers feel when buying the product sold (Song et al., 2019). In line with brand awareness, companies or products that have a good image will increase consumer loyalty to the brand (Yousaf et al., 2012).

Perceived Quality on Brand Loyalty

Perceived quality is an assessment of all aspects of the services offered by the culinary business. Perceptions of quality are attitudes about services and expectations about the difference between actual and expected services (Altaf et al., 2017). Khan et al (2016) said that food quality is considered an important part of product quality. Food quality consists of three attributes, namely: food safety, value and nutrition. Product quality is an important measure of consumer satisfaction toward the food sold. Quality is very important to develop a strong brand because it can increase the perceived advantages of the brand. Therefore, perceived quality is believed to affect consumer loyalty for a brand. Consumers are more likely to repurchase products with better quality. Ngoc & Uyen (2015) found that loyalty level is in line with the level of perceived quality of product. Good quality service will encourage consumers to repurchase the products sold.

Brand Loyalty on Brand Choice Intention

Brand loyalty is an individual's commitment to a company or brand, so that he will repurchase the brand (Altaf et al., 2017). Bilgin (2018) stated that loyalty is a customer's commitment to repurchasing products and services of a brand. Brand loyalty is a variable that can encourage consumers to choose brands consistently. The purchase of the same brand by a customer illustrates the behavioral aspect of loyalty.

Loyalty is defined as a consumer's commitment to repurchasing a product they like consistently (Calvo-Porrall & Lévy-Mangin, 2017). Loyalty can encourage the repurchase of the same brand. In tourism, tourists who are loyal to a particular brand will show a strong willingness to choose the same brand among many other brands (Hsu et al., 2012).

Based on the description above, we formulate a conceptual framework below:

- H1: Authenticity significantly influence on brand awareness
- H2: Authenticity significantly influence on brand image
- H3: Authenticity significantly influence on perceived quality
- H4: Brand awareness significantly influence on brand loyalty
- H5: Brand image significantly influence on brand loyalty
- H6: Perceived quality significantly influence on Brand loyalty
- H7: Brand loyalty significantly influence on brand choice intention

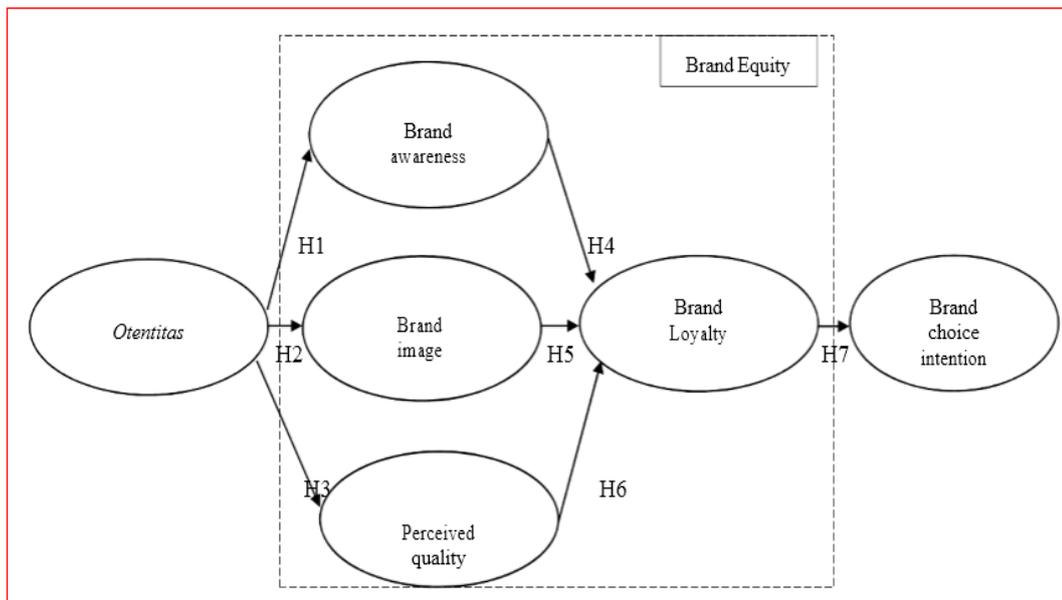


Figure 1. Conceptual Framework

RESEARCH METHODOLOGY

This research was conducted to test the rule of authenticity on brand awareness, brand image and perceived quality and the role of brand awareness, brand image and perceived quality on brand choice intention. This is to determine the effect of brand loyalty on brand choice intention. Authenticity is an independent variable. brand awareness, brand image and perceived quality are mediating variables, while brand loyalty and brand choice intention are the dependent variables.

Authenticity has 3 indicators, namely authenticity perception consisting of 4 items, authenticity of existence consisting of 5 items, and objective authenticity consisting of 4 items. Brand awareness consists of 3 items, the Brand image variable consists of 3 items. Perceived quality consists of 3 items. Brand loyalty consists of 4 items. Brand choice intention consists of a preference indicator with 5 items and a willingness to recommend three items. Therefore, there are 35 measurement items for this study.

This study used an online-based questionnaire to collect all the required data. Respondents are required to answer screening questions. Screening questions are created to find out whether the respondent meets the requirements or qualifies to be part of the research. If the respondent answers "correct" to the screening question, it means that the respondent meets the requirements for this study and can continue to the next question related to demographics such as age, gender, type of work and level of education. After that, the respondent will answer questions related to variables. The questionnaire was distributed to respondents via social media.

The questionnaire uses a likert scale with seven point, 1 representing "Strongly Disagree", and 7 representing "Strongly Agree". The reason for using the 7-point Likert Scale is because it is suitable for research that uses several variables, and does not have too many items that will burden the respondent (Chomeya, 2010). The 7-point Likert scale also helps researchers to make respondents commit to positive or negative choices (Gwinner, 2011). The 7-point Likert scale consists of "Strongly Disagree", "Disagree", "Disagree", "Neutral", "Simply Agree", "Agree" and "Strongly Agree" (Brown, 2010). Structural Equation Modeling (SEM) is used to show the causal relationship between variables in this study. In addition, SEM is widely used to confirm research designs, meaning that research is focused on the strength of the relationship between variables in a hypothesis (Devault, 2018).

Sample and Population

The population in this study are all restaurant consumers of Geblek Pari Nanggulan, Raminten, kopi klotok, Jejamuran, Serba Sambel, Masakan Padang Sederhana, Omah Tiwul Wonogiri, Ayam Goreng Ny. Suharti, Gudeng Yu Djum and Sambel Layah in Yogyakarta. The sample is a part of the population that is taken or determined based on certain characteristics and techniques. To attract population characteristics, a sample must truly be representative of the population. Therefore, techniques are needed in selecting samples to obtain a representative research sample. The sampling method used was purposive sampling method, namely prospective customers who were considered to meet the requirements and were willing to answer questions. According to Hair et al. (2010), too large sample will make it difficult to get a suitable model, and the recommended sample size is between 100-250 respondents so that it can be used for estimation by Structural Equation Model (SEM).

The number of samples will be determined based on the results of the minimum sample calculation. The minimum sample size for SEM according to Hair et a (2010) is (number of indicators + number of latent variables) x (estimated parameter). Based on these guidelines, the minimum sample size

for this study is: $(35 + 6) \times 5 = 205$ respondents. Based on this formula, the minimum sample size in this study is 205 respondents. However, to avoid questionnaires that did not return and were not filled out, this study used a sample of 250 respondents.

Data Analysis

Descriptive analysis consists of age, gender, level of education, and income, which is presented in a table. Descriptive analysis was processed using SPSS and SEM (Structural Equation Model) processed by the AMOS (Analysis of Moment Structure) program.

Descriptive analysis presents the observed population data, and the data described is only for certain groups. In contrast, inferential analysis is analyzed by statistical tests to see which observed instruments affected by the intervention. The validity test is carried out to determine whether the indicators in the questionnaire are feasible to study. The validity test was carried out on 40 respondents who met the criteria. The indicator is declared valid if $r\text{-count} > r\text{-table}$ (0.312). Reliability test aims to determine the consistency of an instrument. A valid instrument is then measured for its consistency. If the instrument is reliable, it means that the instrument has high confidence in its consistency. In this study, the reliability test was carried out using an internal consistency reliability approach using Cronbach Alpha. A factor is declared reliable if the Alpha coefficient is greater than 0.6.

In AMOS, there are several technical criteria that must be met. C-MIN is less than 5, RMSEA must be less than 0.08, IFI, TLI, CFI must be greater than or equal to 0.9 and finally AGFI, GFI must be higher or equal to 0.8. The criteria above are the conditions for fulfilling the goodness of fit assumption (Shadfar & Malekmohammadi, 2013). As for the hypothesis, the accepted p value must be less than 0.05 ($p < 0.05$), and the critical ratio must be higher than 1.96 (Ghozali, 2014).

RESULT AND ANALYSIS

Validity and Reliability Test

The purpose of the validity test is to find out whether the measuring instrument used is appropriate. According to Sekaran & Bougie (2009) validity shows the accuracy of the measuring instrument according to its measurement function. The validity test in this study was analysed with SPSS version 20.00.

An indicator is said to be valid if $r\text{-count} > r\text{-table}$. The validity test in this study was carried out by factor analysis using SPSS. The validity test is carried out to find out whether the indicator can be tested. The validity test was carried out on 40 respondents who met the criteria. The indicator is valid

if $r\text{-count} > r\text{-table}$ with $r\text{ count } n = 40$ and $r\text{-table } 0.312$. The results of the validity test can be seen in Table 1 as follows:

Table 1. Validity Test Result

Variable	Items	r value	R table	
Authenticity perception	X1	0,492	0,312	Valid
	X2	0,765	0,312	Valid
	X3	0,594	0,312	Valid
	X4	0,826	0,312	Valid
Existence Authenticity	X5	0,488	0,312	Valid
	X6	0,548	0,312	Valid
	X7	0,553	0,312	Valid
	X8	0,674	0,312	Valid
	X9	0,591	0,312	Valid
Objective Authenticity	X10	0,493	0,312	Valid
	X11	0,557	0,312	Valid
	X12	0,465	0,312	Valid
	X12	0,362	0,312	Valid
Brand Equity Awareness	Z1.1	0,655	0,312	Valid
	Z1.2	0,906	0,312	Valid
	Z1.3	0,896	0,312	Valid
Brand Image	Z2.1	0,668	0,312	Valid
	Z2.2	0,839	0,312	Valid
	Z2.3	0,826	0,312	Valid
	Z2.4	0,776	0,312	Valid
Perceived Quality	Z3.1	0,898	0,312	Valid
	Z3.2	0,862	0,312	Valid
	Z3.3	0,795	0,312	Valid
Brand Loyalty	Z4.1	0,520	0,312	Valid
	Z4.2	0,676	0,312	Valid
	Z4.3	0,526	0,312	Valid
	Z4.4	0,671	0,312	Valid
Brand choice intention				

	Y1.1	0,811	0,312	Valid
	Y1.2	0,891	0,312	Valid
	Y1.3	0,852	0,312	Valid
	Y1.4	0,746	0,312	Valid
	Y1.5	0,817	0,312	Valid
Willingness to	Y2.1	0,447	0,312	Valid
Recommend	Y2.2	0,534	0,312	Valid
	Y2.3	0,394	0,312	Valid

Source: data processed

In this study, the reliability test was carried out using an internal consistency reliability approach with Cronbach Alpha. A factor is reliable if the Alpha coefficient is greater than 0.6. Reliability test results can be seen in the following table:

Table.2 Reliability Test Result

Variable	Item	Alpha Cronba	Meaning
Authenticity	X		
Authenticity perception	X1	0,829	Reliable
Authenticity Existence	X2	0,790	Reliable
Objective Authenticity	X3	0,668	Reliable
Brand Equity	Z		
Brand Awareness	Z1	0,903	Reliable
Brand Image	Z2	0,893	Reliable
Perceived of quality	Z3	0,923	Reliable
Brand Loyalty	Z4	0,779	Reliable
Brand choice intention	Y		
Preference	Y1	0,930	Reliable
Willingness to	Y2	0,635	Reliable

Source: data processed

Structural Model

Model testing is carried out in various stages and combinations. The final path analysis model in this study is shown in Figure 2.

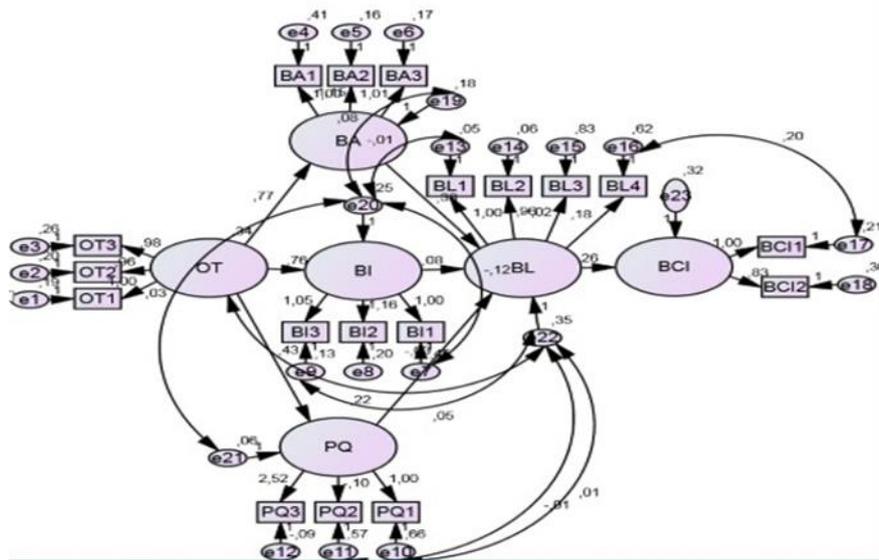


Figure 2. Path Analysis Result (Source: data processed)

The results of the Goodness of Fit test have shown that all the criteria have been met and the model can be said to be Fit as shown in Table 3:

Table 3. Goodness of Fit Result

Fit Index	Goodness of Fit	Criteria	Cut-off value	Result
Absolute Fit	RMSEA	≤	0.065	Fit
	CMINDF	≤	1.902	Marginal
Incremental Fit	TLI	≥	0.958	Fit
	CFI	≥	0.966	Fit
Parsimony Fit	PGFI	≥	0.643	Fit
	PNFI	≥	0.759	Fit

Source: data processed

The next analysis is a full model Structural Equation Model (SEM) analysis by testing the hypotheses developed in this study. The results of the regression weight test in this study are as shown in Table 4.

Table 4. Regression Weight Result

			Estimate	S.E.	C.R.	P
Brand Awareness	<---	Authenticity	,767	,095	8,073	***
Brand Image	<---	Authenticity	,757	,094	8,049	***
Perceived quality	<---	Authenticity	,427	,102	4,178	***

			Estimate	S.E.	C.R.	P
Brand Loyalty	<---	Brand Image	,075	,113	,666	,505
Brand Loyalty	<---	Brand Awareness	,383	,118	3,235	,001
Brand Loyalty	<---	Perceived quality	,027	,151	,179	,858
Brand Choice Intention	<---	Brand Loyalty	,264	,069	3,842	***

Source: data processed

A hypothesis is accepted or rejected can be seen by looking at the value of the Critical Ratio (CR) and the probability value (P). If the CR value is above 1.96 and the probability value (P) is below 0.05 / 5%, then the hypothesis is accepted. The above table shows that only two hypothesis that is not accepted, and the rests are accepted.

Analysis and Interpretation

Authenticity has a significant effect on brand awareness of culinary tourism in Yogyakarta. This result is in line with previous research by Lu & Fine (1995), Phung et al. (2019). Customer authenticity perceptions play an important role in culinary tourism in Yogyakarta, and this variable contributes very significantly to increasing brand awareness of culinary tourism. Good perception toward authenticity of a food will increase brand awareness. Culinary tourism in Yogyakarta has an interior design with local nuances, a local menu, the experience of enjoying a local food menu, so that it will generate consumer brand awareness. The authenticity of culinary tourism in Yogyakarta must be felt so that customers can remember and recognize the authentic brand of a culinary tour in Yogyakarta.

Authenticity also has a significant effect on the brand image of culinary tourism in Yogyakarta. This result is in line with research from Phung et al. (2019), Xu et al. (2015). The perception of the authenticity of culinary products refers to an assessment of authenticity over quality. From the perspective of tourists, the perception of product quality on culinary tourism can affect comfort so that the impression of the authenticity of culinary tourism products will be better.

Brand awareness positively influences on the brand loyalty of culinary tourism in Yogyakarta. This result is in line with research from Yousaf et al. (2012); Xu et al. (2015) which found that brand awareness has a direct effect on brand loyalty. The better the customer's brand awareness, the higher the brand loyalty. Brand awareness has an

important role in shaping brand loyalty. Consumers tend to have brand consideration over other attributes such as price and service.

Brand image has no effect on brand loyalty for culinary tourism in Yogyakarta. This result is in line with the research of Altaf et al. (2017). Song et al. (2019) revealed that a more positive brand image tends to be more likely associated with preferred brands than brands that are not liked. A positive brand image shows customer loyalty. While perceived quality has no effect on brand loyalty. This result is in line with previous research by Reich, (2011) which found that perceived quality is significantly related to perceived value and can provide motivation to repurchase or buy another brands. Brand loyalty also has a significant effect on choice intention of culinary tourism in Yogyakarta. This result is in line with research by Altaf et al. (2017); Bilgin (2018).

CONCLUSION AND RESEARCH IMPLICATION

The results found that Brand Awareness can be significantly influenced by the authenticity variable of culinary tourism in Yogyakarta. This means, the more authentic culinary tourism, the better brand awareness. The results of the study found that the brand image can be significantly influenced by the authenticity of linear tourism in Yogyakarta. The more authentic the culinary tour, the better the brand image.

In addition, the perceived quality can be significantly influenced by the authenticity variable of culinary tourism in Yogyakarta. This shows that the more authentic culinary tourism is, the better the perceived quality is. The results of the study found that brand loyalty can be significantly influenced by the culinary brand awareness in Yogyakarta. This shows that the higher the consumer's awareness of the culinary brand, the greater the brand loyalty. The results of the study found that brand loyalty cannot be influenced by the brand image variable. This shows that the brand image and brand loyalty do not influence each other. The results of the study found that brand loyalty was not influenced by perceived quality. This shows that there is no effect of perceived quality on brand loyalty. The results of the study found that brand choice intention can be significantly influenced by brand loyalty for culinary tourism in Yogyakarta. This shows that the higher the brand loyalty, the better the brand choice intention.

The results showed that brand loyalty cannot be influenced by brand image, so to increase brand loyalty in the culinary business in Yogyakarta, efforts are needed to increase the brand image better than other competitors, train employees to be able to provide better service, cleanliness of restaurants and customer comfort. Based on the results of this study, we hope that this can be used as a reference for future studies.

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