

## REFERENCES

- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57–64. <https://doi.org/10.1016/j.tmp.2015.03.009>
- Albayrak, T., Caber, M., & Çömen, N. (2016). Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention. *Tourism Management Perspectives*, 18, 98–106. <https://doi.org/10.1016/j.tmp.2016.01.007>
- Alderighi, M., Bianchi, C., & Lorenzini, E. (2016). The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing? *Tourism Management*, 57, 323–333. <https://doi.org/10.1016/j.tourman.2016.06.016>
- Alegre, J., & Cladera, M. (2010). Tourist Expenditure and Quality: Why Repeat Tourists Can Spend Less than First-Timers. *Tourism Economics*, 16(3), 517–533. <https://doi.org/10.5367/000000010792278419>
- Almli, V. L., Verbeke, W., Vanhonacker, F., Næs, T., & Hersleth, M. (2011). General image and attribute perceptions of traditional food in six European countries. *Food Quality and Preference*, 22(1), 129–138. <https://doi.org/10.1016/j.foodqual.2010.08.008>
- Antón, C., Camarero, C., & Gil, F. (2014). The culture of gift giving: What do consumers expect from commercial and personal contexts? *Journal of Consumer Behaviour*, 13(1), 31–41. <https://doi.org/10.1002/cb.1452>
- Anton Martin, C., Camarero Izquierdo, C., & Laguna-Garcia, M. (2021). Culinary tourism experiences: The effect of iconic food on tourist intentions. *Tourism Management Perspectives*, 40, 100911. <https://doi.org/10.1016/j.tmp.2021.100911>
- Asdhiana, I. M. (2014, January 3). *Bakpia, Buah Tangan Toleransi dan Akulturasi* Halaman all. KOMPAS.com. <https://travel.kompas.com/read/xml/2014/01/03/0713066/Bakpia.Buah.Tangan.Toleransi.dan.Akulturasi>
- Ayo, C. k., Oni, A. A., Adewoye, O. J., & Eweoya, I. O. (2016). E-banking users' behaviour: E-service quality, attitude, and customer satisfaction. *International Journal of Bank Marketing*, 34(3), 347–367. <https://doi.org/10.1108/IJBM-12-2014-0175>

- Bagozzi, R. P., & Burnkrant, R. E. (1979). Attitude Measurement and Behavior Change: A Reconsideration of Attitude Organization and Its Relationship to Behavior. *ACR North American Advances*, NA-06. <https://www.acrwebsite.org/volumes/9573/volumes/v06/NA-06/full>
- Baumgartner, H. (2012). Repetitive Purchase Behavior. In A. Diamantopoulos, W. Fritz, & L. Hildebrandt (Eds.), *Quantitative Marketing and Marketing Management: Marketing Models and Methods in Theory and Practice* (pp. 269–286). Gabler Verlag. [https://doi.org/10.1007/978-3-8349-3722-3\\_13](https://doi.org/10.1007/978-3-8349-3722-3_13)
- Belk, R. W. (1976). It's the Thought that Counts: A Signed Digraph Analysis of Gift-Giving. *Journal of Consumer Research*, 3(3), 155–162. <https://doi.org/10.1086/208662>
- Belk, R. W. (1982). Effects of Gift-Giving Involvement on Gift Selection Strategies. *ACR North American Advances*, NA-09. <https://www.acrwebsite.org/volumes/6036/volumes/v09/NA-09/full>
- Benitez, J., Henseler, J., Castillo, A., & Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information & Management*, 57(2), 103168. <https://doi.org/10.1016/j.im.2019.05.003>
- Bernardo, E., & Rodrigues, V. (2020). Buying Sweet Memories: The Heritagization of Food Souvenirs in Northern Portugal. *Journal of Gastronomy and Tourism*, 4(3), 129–140. <https://doi.org/10.3727/216929720X15846938924003>
- Bessi re, J. (1998). Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas. *Sociologia Ruralis*, 38(1), 21–34. <https://doi.org/10.1111/1467-9523.00061>
- Blundell, V. (1993). Aboriginal empowerment and souvenir trade in Canada. *Annals of Tourism Research*, 20(1), 64–87. [https://doi.org/10.1016/0160-7383\(93\)90112-G](https://doi.org/10.1016/0160-7383(93)90112-G)
- Bons n Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodr guez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302. <https://doi.org/10.1016/j.tourman.2014.10.009>
- Borobudur, B. O. (2022a, October 26). Bakpia Pathok 25 Yogya, Makanan Khas dengan Rasa Melegenda. *Badan Otorita Borobudur*.

<https://bob.kemenparekraf.go.id/271088-bakpia-pathok-25-yogya-makanan-khas-dengan-rasa-melegenda/>

Borobudur, B. O. (2022b, November 18). Bakpia Kukus Tugu Jogja Inovasi Terbaru dan Teristimewa. *Badan Otorita Borobudur*.  
<https://bob.kemenparekraf.go.id/274537-bakpia-kukus-tugu-jogja-inovasi-terbaru-dan-teristimewa/>

Brady, M. K., & Robertson, C. J. (1999). An exploratory study of service value in the USA and Ecuador. *International Journal of Service Industry Management*, 10(5), 469–486.  
<https://doi.org/10.1108/09564239910289003>

Chang, E.-C., & Tseng, Y.-F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of Business Research*, 66(7), 864–870.  
<https://doi.org/10.1016/j.jbusres.2011.06.012>

Chang, T.-Y., Hung, S.-F., & Tang, S. (2022). Seek common ground local culture while reserving difference: Exploring types of souvenir attributes by Ethnic Chinese people. *Tourist Studies*, 22(1), 21–41.  
<https://doi.org/10.1177/14687976211035961>

Chang, T.-Z., & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science*, 22(1), 16–27. <https://doi.org/10.1177/0092070394221002>

Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619.  
<https://doi.org/10.1016/j.heliyon.2022.e10619>

Cheah, I., Shimul, A. S., Liang, J., & Phau, I. (2022). Consumer attitude and intention toward ridesharing. *Journal of Strategic Marketing*, 30(2), 115–136. <https://doi.org/10.1080/0965254X.2020.1733050>

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.  
<https://doi.org/10.1016/j.tourman.2009.02.008>

Chen, J., & Kim, S. (2013). A Comparison of Chinese Consumers' Intentions to Purchase Luxury Fashion Brands for Self-Use and for Gifts. *Journal of International Consumer Marketing*, 25(1), 29–44.  
<https://doi.org/10.1080/08961530.2013.751796>

- Chen, Q., Huang, R., & Hou, B. (2020). Perceived authenticity of traditional branded restaurants (China): Impacts on perceived quality, perceived value, and behavioural intentions. *Current Issues in Tourism*, 23(23), 2950–2971. <https://doi.org/10.1080/13683500.2020.1776687>
- Chiang, C.-F., & Jang, S. S. (2007). The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes Toward Online Hotel Booking. *Journal of Hospitality & Leisure Marketing*, 15(3), 49–69. [https://doi.org/10.1300/J150v15n03\\_04](https://doi.org/10.1300/J150v15n03_04)
- Cho, M., Bonn, M. A., Moon, S., & Chang, H. (Sean). (2020). Home chef meal kits: Product attributes, perceived value and repurchasing intentions the moderating effects of household configuration. *Journal of Hospitality and Tourism Management*, 45, 192–202. <https://doi.org/10.1016/j.jhtm.2020.08.011>
- Choe, J. Y. (Jacey), & Kim, S. (Sam). (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1–10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Clausen, T. H., & Pohjola, M. (2013). Persistence of product innovation: Comparing breakthrough and incremental product innovation. *Technology Analysis & Strategic Management*, 25(4), 369–385. <https://doi.org/10.1080/09537325.2013.774344>
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6(1), 18–35. [https://doi.org/10.1016/0160-7383\(79\)90092-6](https://doi.org/10.1016/0160-7383(79)90092-6)
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3), 371–386. [https://doi.org/10.1016/0160-7383\(88\)90028-X](https://doi.org/10.1016/0160-7383(88)90028-X)
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of Perceived Value and Repurchase Intention of Organic Food. *Journal of Food Products Marketing*, 24(4), 456–475. <https://doi.org/10.1080/10454446.2017.1314231>
- Elmhurst, Q. (2022, September 1). Indonesian food is delicious but little-known. *The Economist*.

<https://www.economist.com/culture/2022/09/01/indonesian-food-is-delicious-but-little-known>

- Farias, F. D., Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019). Determinants of Organic Food Repurchase Intention from the Perspective of Brazilian Consumers. *Journal of Food Products Marketing*, 25(9), 921–943. <https://doi.org/10.1080/10454446.2019.1698484>
- Firdaus, Y. F., Rozaki, Z., Kamarudin, M. F., Proklamlatu, M. A., & Utami, S. S. (2021). Millennials Generation Consumers' Preference on Modern Bakpia during the Covid-19 Pandemic. *E3S Web of Conferences*, 316, 01016. <https://doi.org/10.1051/e3sconf/202131601016>
- Fu, X., Zhang, W., Lehto, X. Y., & Miao, L. (2018). Celebration of heritage: Linkages between historical re-enactment festival attributes and attendees' value perception. *Journal of Travel & Tourism Marketing*, 35(2), 202–217. <https://doi.org/10.1080/10548408.2017.1350618>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 / Imam Ghozali, Hengky Latan*.
- Gordon, B. (1986). The Souvenir: Messenger of the Extraordinary. *The Journal of Popular Culture*, 20(3), 135–146. [https://doi.org/10.1111/j.0022-3840.1986.2003\\_135.x](https://doi.org/10.1111/j.0022-3840.1986.2003_135.x)
- Graburn, N. H. H. (1979). *Ethnic and Tourist Arts: Cultural Expressions from the Fourth World*. University of California Press.
- Grayson, K., & Martinec, R. (2004). Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331–352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)
- Guo, Y., & Zhu, Z. (2023). Intangible cultural heritage souvenirs: Image congruity and brand influence on tourists' purchase intention. *Tourism Review*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/TR-04-2022-0196>

- Gwin, C. F., & Gwin, C. R. (2003). Product Attributes Model: A Tool for Evaluating Brand Positioning. *Journal of Marketing Theory and Practice*, 11(2), 30–42. <https://doi.org/10.1080/10696679.2003.11658494>
- Ha, J., & (Shawn) Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2–13. <https://doi.org/10.1016/j.ijhm.2009.03.009>
- Hackett, P. (2018). *Quantitative Research Methods in Consumer Psychology: Contemporary and Data Driven Approaches*. Taylor & Francis.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Han, S., & Shavitt, S. (1994). Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies. *Journal of Experimental Social Psychology*, 30(4), 326–350. <https://doi.org/10.1006/jesp.1994.1016>
- Hansen, H., Samuelsen, B. M., & Silseth, P. R. (2008). Customer perceived value in B-t-B service relationships: Investigating the importance of corporate reputation. *Industrial Marketing Management*, 37(2), 206–217. <https://doi.org/10.1016/j.indmarman.2006.09.001>
- Hashimoto, A., & Telfer, D. J. (2013). 8. Green Tourism Souvenirs in Rural Japan: Challenges and Opportunities. In 8. *Green Tourism Souvenirs in Rural Japan: Challenges and Opportunities* (pp. 119–131). Channel View Publications. <https://doi.org/10.21832/9781845414078-009>
- Hellali, W., & Korai, B. (2023). The impact of innovation level and emotional response on upcycled food acceptance. *Food Quality and Preference*, 107, 104849. <https://doi.org/10.1016/j.foodqual.2023.104849>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Ho, C.-I., Liu, L.-W., Yuan, Y., & Liao, H.-H. (2021). Perceived food souvenir quality as a formative second-order construct: How do tourists evaluate the quality of food souvenirs? *Current Issues in Tourism*, 24(4), 479–502. <https://doi.org/10.1080/13683500.2020.1715928>



- Inasis, G. V. (2019). *Asal Muasal Tradisi Oleh-oleh di Indonesia*. kumparan. <https://kumparan.com/kumparantravel/asal-muasal-tradisi-oleh-oleh-di-indonesia-1r69qNIJq24>
- Jamal, S. A., Othman, N., & Nik Maheran Nik Muhammad. (2011). Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 17(1), 5–15. <https://doi.org/10.1177/1356766710391130>
- Jansen-Verbeke, M. (1991). Leisure shopping: A magic concept for the tourism industry? *Tourism Management*, 12(1), 9–14. [https://doi.org/10.1016/0261-5177\(91\)90024-N](https://doi.org/10.1016/0261-5177(91)90024-N)
- Kahupi, I., Eiríkur Hull, C., Okorie, O., & Millette, S. (2021). Building competitive advantage with sustainable products – A case study perspective of stakeholders. *Journal of Cleaner Production*, 289, 125699. <https://doi.org/10.1016/j.jclepro.2020.125699>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of Variables, Descriptive Statistics, and Sample Size. *Indian Dermatology Online Journal*, 10(1), 82–86. [https://doi.org/10.4103/idoj.IDOJ\\_468\\_18](https://doi.org/10.4103/idoj.IDOJ_468_18)
- Keskitalo, E. C. H., Schilar, H., Heldt Cassel, S., & Pashkevich, A. (2021). Deconstructing the indigenous in tourism. The production of indigeneity in tourism-oriented labelling and handicraft/souvenir development in Northern Europe. *Current Issues in Tourism*, 24(1), 16–32. <https://doi.org/10.1080/13683500.2019.1696285>
- Kim, H., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management*, 26(4), 549–560. <https://doi.org/10.1016/j.tourman.2004.03.010>
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a Scale to Measure Memorable Tourism Experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kim, J.-H., Song, H., & Youn, H. (2020). The chain of effects from authenticity cues to purchase intention: The role of emotions and restaurant image. *International Journal of Hospitality Management*, 85, 102354. <https://doi.org/10.1016/j.ijhm.2019.102354>
- Kim, J.-H., Youn, H., & Rao, Y. (2017). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management*, 61, 129–139. <https://doi.org/10.1016/j.ijhm.2016.11.003>

- Kim, S., & Littrell, M. A. (2001). Souvenir buying intentions for self versus others. *Annals of Tourism Research*, 28(3), 638–657. [https://doi.org/10.1016/S0160-7383\(00\)00064-5](https://doi.org/10.1016/S0160-7383(00)00064-5)
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156. <https://doi.org/10.1016/j.ijhm.2008.06.010>
- Kinley, T. R., Forney, J. A., & Kim, Y.-K. (2012). Travel motivation as a determinant of shopping venue. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 266–278. <https://doi.org/10.1108/17506181211246429>
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. <https://doi.org/10.1016/j.tourman.2009.07.010>
- Kolm, S.-C., & Ythier, J. M. (2006). *Handbook of the Economics of Giving, Altruism and Reciprocity: Foundations*. Elsevier.
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kovács, B., Carroll, G. R., & Lehman, D. W. (2017). The Perils of Proclaiming an Authentic Organizational Identity. *Sociological Science*, 4, 80–106. <https://doi.org/10.15195/v4.a4>
- Leão, A. L. M. de S., & Mello, S. C. B. de. (2007). The means-end approach to understanding customer values of a on-line newspaper. *BAR - Brazilian Administration Review*, 4, 1–20. <https://doi.org/10.1590/S1807-76922007000100002>
- Lee, B. C. Y. (2012). The determinant of consumer adoption of product innovation: A multi-component measure and its antecedents. *Asian*



*Journal of Technology Innovation*, 20(2), 295–307.  
<https://doi.org/10.1080/19761597.2012.754209>

Lee, K.-S. (2023). Cooking up food memories: A taste of intangible cultural heritage. *Journal of Hospitality and Tourism Management*, 54, 1–9.  
<https://doi.org/10.1016/j.jhtm.2022.11.005>

Lin, C.-H., & Wang, W.-C. (2012). Effects of Authenticity Perception, Hedonics, and Perceived Value on Ceramic Souvenir-Repurchasing Intention. *Journal of Travel & Tourism Marketing*, 29(8), 779–795.  
<https://doi.org/10.1080/10548408.2012.730941>

Lin, L. (2017). Food souvenirs as gifts: Tourist perspectives and their motivational basis in Chinese culture. *Journal of Tourism and Cultural Change*, 15(5), 439–454.  
<https://doi.org/10.1080/14766825.2016.1170841>

Littrell, M. A., Anderson, L. F., & Brown, P. J. (1993). What makes a craft souvenir authentic? *Annals of Tourism Research*, 20(1), 197–215.  
[https://doi.org/10.1016/0160-7383\(93\)90118-M](https://doi.org/10.1016/0160-7383(93)90118-M)

Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36–45.  
<https://doi.org/10.1016/j.ijhm.2015.07.008>

Lu, B., Yan, L., & Chen, Z. (2022). Perceived values, platform attachment and repurchase intention in on-demand service platforms: A cognition-affection-conation perspective. *Journal of Retailing and Consumer Services*, 67, 103024. <https://doi.org/10.1016/j.jretconser.2022.103024>

Lyiana, L. (2021, September 11). *Mengulik Sejarah Bakpia, Kue Asli China yang Kini Jadi Oleh-oleh Khas Yogyakarta Halaman all*. KOMPAS.com.  
<https://www.kompas.com/food/read/2021/09/11/201200475/mengulik-sejarah-bakpia-kue-asli-china-yang-kini-jadi-oleh-oleh-khas>

Macklin, M. C., & Walker, M. (2015). *The Joy and Irritation of Gift Giving* (K. D. Bahn, Ed.; pp. 28–32). Springer International Publishing.  
[https://doi.org/10.1007/978-3-319-17046-6\\_6](https://doi.org/10.1007/978-3-319-17046-6_6)

MacLeod, N. (2006). 11. Cultural Tourism: Aspects of Authenticity and Commodification. In 11. *Cultural Tourism: Aspects of Authenticity and Commodification* (pp. 177–190). Channel View Publications.  
<https://doi.org/10.21832/9781845410452-013>

- Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928–936. <https://doi.org/10.1016/j.ijhm.2011.10.012>
- Mareza, B. (2016). *Tradisi Oleh-Oleh*. <https://www.cnnindonesia.com/inspirasi/20160617141010-322-138934/tradisi-oleh-oleh>
- Marian, L., & Thøgersen, J. (2013). Direct and mediated impacts of product and process characteristics on consumers' choice of organic vs. Conventional chicken. *Food Quality and Preference*, 29(2), 106–112. <https://doi.org/10.1016/j.foodqual.2013.03.001>
- McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. B. (1995). Tourism: Principles, practices, philosophies. *Tourism: Principles, Practices, Philosophies*, Ed. 7. <https://www.cabdirect.org/cabdirect/abstract/19951806712>
- Medeiros, M. de L., Horodyski, G. S., & Passador, J. L. (2017). Food souvenirs in the perception of the tourist: The case of the artisanal minas Serro cheese. *Revista Brasileira de Pesquisa Em Turismo*, 11, 347–364. <https://doi.org/10.7784/rbtur.v11i2.1307>
- Mkono, M. (2012). A netnographic examination of constructive authenticity in Victoria Falls tourist (restaurant) experiences. *International Journal of Hospitality Management*, 31(2), 387–394. <https://doi.org/10.1016/j.ijhm.2011.06.013>
- Moniz, A. I. (2012). A Dynamic Analysis of Repeat Visitors. *Tourism Economics*, 18(3), 505–517. <https://doi.org/10.5367/te.2012.0129>
- Monroe, K. B., & Chapman, J. D. (1987). Framing Effects on Buyers' Subjective Product Evaluations. *ACR North American Advances*, NA-14. <https://www.acrwebsite.org/volumes/6684/volumes/v14/NA-14/full>
- Moutinho, L. (2015). *Quantitative Modelling in Marketing and Management* (2nd ed.). WORLD SCIENTIFIC. <https://doi.org/10.1142/9657>
- Nilsen, P., & Bernhardsson, S. (2019). Context matters in implementation science: A scoping review of determinant frameworks that describe contextual determinants for implementation outcomes. *BMC Health Services Research*, 19, 189. <https://doi.org/10.1186/s12913-019-4015-3>
- Oke, A. O., Kamolshotiros, P., Popoola, O. Y., Ajagbe, A. M., & Olujobi, J. O. (2016). *Consumer Behavior towards Decision Making and Loyalty to*

*Particular*

*Brands.*

[https://core.ac.uk/display/79125229?utm\\_source=pdf&utm\\_medium=banner&utm\\_campaign=pdf-decoration-v1](https://core.ac.uk/display/79125229?utm_source=pdf&utm_medium=banner&utm_campaign=pdf-decoration-v1)

Orgaz-Agüera, F., & Moral-Cuadra, S. (2022). The Relevance of the Souvenirs, Food, Experiences and Facilities of a Bordered Destination on the Key Relationship of Perceived Value, Attitudes and Satisfaction. *Journal of Borderlands Studies*, 37(3), 513–532. <https://doi.org/10.1080/08865655.2020.1792799>

Park, E., Kim, S., & Xu, M. (2020). Hunger for learning or tasting? An exploratory study of food tourist motivations visiting food museum restaurants. *Tourism Recreation Research*. <https://www.tandfonline.com/doi/abs/10.1080/02508281.2020.1841374>

Park, M. kyung. (2000). Social and Cultural Factors Influencing Tourists' Souvenir-Purchasing Behavior: A Comparative Study on Japanese "Omiyage" and Korean "Sunmul." *Journal of Travel & Tourism Marketing*, 9(1–2), 81–91. [https://doi.org/10.1300/J073v09n01\\_05](https://doi.org/10.1300/J073v09n01_05)

Park, S.-Y. (1998). A comparison of Korean and American gift-giving behaviors. *Psychology & Marketing*, 15(6), 577–593. [https://doi.org/10.1002/\(SICI\)1520-6793\(199809\)15:6<577::AID-MAR6>3.0.CO;2-3](https://doi.org/10.1002/(SICI)1520-6793(199809)15:6<577::AID-MAR6>3.0.CO;2-3)

Petrack, J. F. (2004). First Timers' and Repeaters' Perceived Value. *Journal of Travel Research*, 43(1), 29–38. <https://doi.org/10.1177/0047287504265509>

Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in Vietnam. *Sustainability*, 10(1), Article 1. <https://doi.org/10.3390/su10010156>

Purnama, I., & Yasa, I. N. M. (2013). Faktor-Faktor yang Mempengaruhi Keputusan Wisatawan Domestik Berbelanja di Pasar Oleh-Oleh Modern (Studi Kasus di Kota Denpasar). *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 2(5), 244–253.

Putsanra, D. V. (2019). *Asal-Usul Bakpia, Makanan Khas Jogja Akulturasi Jawa dan Cina*. [tirto.id. https://tirto.id/asal-usul-bakpia-makanan-khas-jogja-akulturasi-jawa-dan-cina-ejlv](https://tirto.id/asal-usul-bakpia-makanan-khas-jogja-akulturasi-jawa-dan-cina-ejlv)

Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism*

*Management*, 32(3), 465–476.  
<https://doi.org/10.1016/j.tourman.2010.03.014>

Qu, Y., & Mardani, A. (2023). Market orientation, technological opportunity, and new product innovation performance. *Journal of Business Research*, 162, 113841. <https://doi.org/10.1016/j.jbusres.2023.113841>

Rahnama, H. (2017). Effect of Consumption Values on Women's Choice Behavior Toward Organic Foods: The Case of Organic Yogurt in Iran. *Journal of Food Products Marketing*, 23(2), 144–166. <https://doi.org/10.1080/10454446.2017.1244790>

Ryan, C., & Crofts, J. (1997). Carving and tourism: A maori perspective. *Annals of Tourism Research*, 24(4), 898–918. [https://doi.org/10.1016/S0160-7383\(97\)00052-2](https://doi.org/10.1016/S0160-7383(97)00052-2)

Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.

Semar 01, T. K. J. (2022). *Bakpia Kukus Dianggap Merusak Budaya Kuliner, Warga Jogja: Itu Bolu Kukus*. <https://kabarjoglosemar.pikiran-rakyat.com/wisata/pr-734546565/bakpia-kukus-dianggap-merusak-budaya-kuliner-warga-jogja-itu-bolu-kukus>

Setyowati, N., Masyhuri, Mulyo, J. H., Irham, & Yudhistira, B. (2023). The hidden treasure of wedang uwuh, an ethnic traditional drink from Java, Indonesia: Its benefits and innovations. *International Journal of Gastronomy and Food Science*, 31, 100688. <https://doi.org/10.1016/j.ijgfs.2023.100688>

Shanka, T., & Handley, B. (2011). Gift Giving: An Exploratory Behavioural Study. *Asia Pacific Journal of Tourism Research*, 16(4), 359–377. <https://doi.org/10.1080/10941665.2011.588865>

Shen, H., & Lai, I. K. W. (2022). Souvenirs: A Systematic Literature Review (1981–2020) and Research Agenda. *SAGE Open*, 12(2), 21582440221106736. <https://doi.org/10.1177/21582440221106734>

Shen, Y., Jo, W., & Joppe, M. (2022). Role of country image, subjective knowledge, and destination trust on travel attitude and intention during a

- pandemic. *Journal of Hospitality and Tourism Management*, 52, 275–284.  
<https://doi.org/10.1016/j.jhtm.2022.07.003>
- Sherry, J. F., Jr. (1983). Gift Giving in Anthropological Perspective. *Journal of Consumer Research*, 10(2), 157–168. <https://doi.org/10.1086/208956>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shtudiner, Z., Klein, G., Zwillling, M., & Kantor, J. (2019). The value of souvenirs: Endowment effect and religion. *Annals of Tourism Research*, 74, 17–32. <https://doi.org/10.1016/j.annals.2018.10.003>
- Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106(8), 607–628. <https://doi.org/10.1108/00070700410553602>
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580802359293>
- Snepenger, D. J., Murphy, L., O'Connell, R., & Gregg, E. (2003). Tourists and residents use of a shopping space. *Annals of Tourism Research*, 30(3), 567–580. [https://doi.org/10.1016/S0160-7383\(03\)00026-4](https://doi.org/10.1016/S0160-7383(03)00026-4)
- Sosik, J. J., Kahai, S. S., & Piovoso, M. J. (2009). Silver bullet or voodoo statistics?: A primer for using the partial least squares data analytic technique in group and organization research. *Group & Organization Management*, 34, 5–36. <https://doi.org/10.1177/1059601108329198>
- Soukhathammavong, B., & Park, E. (2019). The authentic souvenir: What does it mean to souvenir suppliers in the heritage destination? *Tourism Management*, 72, 105–116. <https://doi.org/10.1016/j.tourman.2018.11.015>
- SoYoung, K., & Littrell, M. A. (1999). Predicting souvenir purchase intentions. *Journal of Travel Research*, 38(2), 153–162.
- Spence, C. (2018). Contemporary fusion foods: How are they to be defined, and when do they succeed/fail? *International Journal of Gastronomy and Food Science*, 13, 101–107. <https://doi.org/10.1016/j.ijgfs.2018.07.005>

- Spence, C., Motoki, K., & Petit, O. (2022). Factors influencing the visual deliciousness / eye-appeal of food. *Food Quality and Preference*, 102, 104672. <https://doi.org/10.1016/j.foodqual.2022.104672>
- Statista. (2020). *Indonesia: Tourism as share of GDP*. Statista. <https://www.statista.com/statistics/1150613/indonesia-tourism-gdp-direct-contribution-share/>
- Statista, R. D. (2022a, September). *Indonesia: Breakdown of domestic tourist spend*. Statista. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1198135/indonesia-expenditure-types-domestic-tourists/?locale=en>
- Statista, R. D. (2022b, October). *Indonesia: Number of domestic trips 2021*. Statista. <https://www.statista.com/statistics/1192992/indonesia-number-of-domestic-trips/>
- Statista, R. D. (2022c, December). *Indonesia: Yearly domestic tourism expenditure*. Statista. <https://www.statista.com/statistics/1197881/indonesia-yearly-domestic-tourism-expenditure/>
- Stone, L. S., & Nyaupane, G. P. (2019). The Tourist Gaze: Domestic versus International Tourists. *Journal of Travel Research*, 58(5), 877–891. <https://doi.org/10.1177/0047287518781890>
- Stone, M. J., Migacz, S., & Wolf, E. (2018). Beyond the journey: The lasting impact of culinary tourism activities. *Current Issues in Tourism*. <https://www.tandfonline.com/doi/abs/10.1080/13683500.2018.1427705>
- Suhartanto, D. (2018). Tourist satisfaction with souvenir shopping: Evidence from Indonesian domestic tourists. *Current Issues in Tourism*, 21(6), 663–679. <https://doi.org/10.1080/13683500.2016.1265487>
- Suhartanto, D., Sosianika, A., & Suhaeni, T. (2018). Unlocking the Component of Food Souvenir Quality. *Advanced Science Letters*, 24(12), 9279–9282. <https://doi.org/10.1166/asl.2018.12254>
- Sunaryo, N. A., Putra, I. N. D., & Dewi, M. H. U. (2020). Food souvenirs preferences by domestic Tourists-Indonesia. *2nd International Conference on Social, Applied Science, and Technology in Home Economics (ICONHOMECES 2019)*, 46–50.
- Suzuki, S., Cross, L., & O'Doherty, J. P. (2017). Elucidating the underlying components of food valuation in the human orbitofrontal cortex. *Nature*



*Neuroscience*, 20(12), Article 12. <https://doi.org/10.1038/s41593-017-0008-x>

Swanson, K. K., & Timothy, D. J. (2012). Souvenirs: Icons of meaning, commercialization and commoditization. *Tourism Management*, 33(3), 489–499. <https://doi.org/10.1016/j.tourman.2011.10.007>

Talwar, S., Kaur, P., Kumar, S., Hossain, M., & Dhir, A. (2021). What determines a positive attitude towards natural food products? An expectancy theory approach. *Journal of Cleaner Production*, 327, 129204. <https://doi.org/10.1016/j.jclepro.2021.129204>

Timothy, D. J. (2005). Shopping Tourism, Retailing and Leisure: In *Shopping Tourism, Retailing and Leisure*. Channel View Publications. <https://doi.org/10.21832/9781873150610>

Torabian, P., & Arai, S. M. (2016). Tourist perceptions of souvenir authenticity: An exploration of selective tourist blogs. *Current Issues in Tourism*, 19(7), 697–712. <https://doi.org/10.1080/13683500.2013.820259>

Turner, D. P., & Houle, T. T. (2019). Conducting and Reporting Descriptive Statistics. *Headache: The Journal of Head and Face Pain*, 59(3), 300–305. <https://doi.org/10.1111/head.13489>

Turner, L. W., & Reisinger, Y. (2001). Shopping satisfaction for domestic tourists. *Journal of Retailing and Consumer Services*, 8(1), 15–27. [https://doi.org/10.1016/S0969-6989\(00\)00005-9](https://doi.org/10.1016/S0969-6989(00)00005-9)

Tynan, C., Teresa Pereira Heath, M., Ennew, C., Wang, F., & Sun, L. (2010). Self-gift giving in China and the UK: Collectivist versus individualist orientations. *Journal of Marketing Management*, 26(11–12), 1112–1128. <https://doi.org/10.1080/0267257X.2010.508981>

Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. SAGE.

Usman, H., & Akbar, P. S. (2020). *Pengantar Statistika (Edisi Ketiga): Cara Mudah Memahami Statistika*. Bumi Aksara.

Uzir, Md. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>

- van Bergen, G., Ushiama, S., Kaneko, D., Dijksterhuis, G. B., de Wijk, R. A., & Vingerhoeds, M. H. (2022). What makes foods and flavours fit? Consumer perception of (un)usual product combinations. *Food Quality and Preference*, 102, 104680. <https://doi.org/10.1016/j.foodqual.2022.104680>
- Verdú Jover, A. J., Lloréns Montes, F. J., & Fuentes Fuentes, M. del M. (2004). Measuring perceptions of quality in food products: The case of red wine. *Food Quality and Preference*, 15(5), 453–469. <https://doi.org/10.1016/j.foodqual.2003.08.002>
- Jogja Tourism Promotion Board. (2023). *Inovasi Oleh-Oleh Kekinian di Jogja*. <https://visitingjogja.jogjapro.go.id/38619/inovasi-oleh-oleh-kekinian-di-jogja/>
- Vermeir, I., & Roose, G. (2020). Visual Design Cues Impacting Food Choice: A Review and Future Research Agenda. *Foods*, 9(10). <https://doi.org/10.3390/foods9101495>
- Wang, D., Martin, B. A. S., & Yao, J. (2021). Do Discount Presentations Influence Gift Purchase Intentions and Attitudes of Chinese Outbound Tourists? *Journal of Travel Research*, 60(5), 1104–1122. <https://doi.org/10.1177/0047287520918008>
- Wang, J., Chang, M., Luo, X., Qiu, R., & Zou, T. (2023). How perceived authenticity affects tourist satisfaction and behavioral intention towards natural disaster memorials: A mediation analysis. *Tourism Management Perspectives*, 46, 101085. <https://doi.org/10.1016/j.tmp.2023.101085>
- Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, 108, 106825. <https://doi.org/10.1016/j.foodcont.2019.106825>
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370. [https://doi.org/10.1016/S0160-7383\(98\)00103-0](https://doi.org/10.1016/S0160-7383(98)00103-0)
- Wilkins, H. (2011). Souvenirs: What and Why We Buy. *Journal of Travel Research*, 50(3), 239–247. <https://doi.org/10.1177/0047287510362782>
- Williams, P., & Soutar, G. N. (2009). VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS IN AN ADVENTURE TOURISM CONTEXT. *Annals of Tourism Research*, 36(3), 413–438. Scopus. <https://doi.org/10.1016/j.annals.2009.02.002>

- Witt, S. F., & Moutinho, L. (1989). Tourism marketing and management handbook. *Tourism Marketing and Management Handbook*. <https://www.cabdirect.org/cabdirect/abstract/19891869663>
- Wolfinbarger, M. F., & Gilly, M. C. (1991). A conceptual model of the impact of advertising on service employees. *Psychology & Marketing*, 8(3), 215–237. <https://doi.org/10.1002/mar.4220080306>
- Wolfinbarger, M. F., & Yale, L. J. (1993). Three Motivations For Interpersonal Gift Giving: Experiential, Obligated and Practical Motivations. *ACR North American Advances*, NA-20. <https://www.acrwebsite.org/volumes/7507/volumes/v20/NA-20/full>
- Wu, J., Zhang, L., Lu, C., Zhang, L., Zhang, Y., & Cai, Q. (2022). Exploring Tourists' Intentions to Purchase Homogenous Souvenirs. *Sustainability*, 14(3), Article 3. <https://doi.org/10.3390/su14031440>
- Wu, L. (2021, October 14). *Best Getting To Know Lap Cheong (Chinese Dried Sausage) Recipes, News, Tips And How-Tos*. Food Network Canada. <https://www.foodnetwork.ca/article/lap-cheong-chinese-dried-sausage/>
- Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., & Cheng, S.-L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768–2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>
- Wu, R., Steffel, M., & Shavitt, S. (2021). Buying gifts for multiple recipients: How culture affects whose desires are prioritized. *Journal of Business Research*, 132, 10–20. <https://doi.org/10.1016/j.jbusres.2021.04.005>
- Xie, P. F., Wu, T.-C. (Emily), & Hsieh, H.-W. (2012). Tourists' Perception of Authenticity in Indigenous Souvenirs in Taiwan. *Journal of Travel & Tourism Marketing*, 29(5), 485–500. <https://doi.org/10.1080/10548408.2012.691400>
- Youn, H., & Kim, J.-H. (2018). Is unfamiliarity a double-edged sword for ethnic restaurants? *International Journal of Hospitality Management*, 68, 23–31. <https://doi.org/10.1016/j.ijhm.2017.09.003>
- Zarei, G., Asgarnezhad Nuri, B., & Noroozi, N. (2019). The effect of Internet service quality on consumers' purchase behavior: The role of satisfaction, attitude, and purchase intention. *Journal of Internet Commerce*, 18(2), 197–220. <https://doi.org/10.1080/15332861.2019.1585724>