

## ABSTRAK

Gastronomi memiliki peran penting dalam pariwisata dengan menghadirkan pengalaman kuliner lokal yang unik, melampaui pemenuhan kebutuhan fungsional, serta menawarkan nilai emosional dan sosial. Penelitian ini mengeksplorasi hubungan antara pengalaman pariwisata gastronomi dengan perilaku berbagi di media sosial, khususnya pengaruh dimensi pengalaman hiburan, pelarian, edukasi, dan estetika terhadap persepsi nilai fungsional, emosional, dan sosial. Studi ini juga menganalisis peran mediasi persepsi nilai dalam hubungan antara pengalaman gastronomi dan kepuasan wisatawan, pengaruh keaslian terhadap kepuasan, dampak kepuasan terhadap perilaku berbagi di media sosial, serta peran moderasi keterikatan perilaku konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner daring. Sampel penelitian ini terdiri dari 500 responden yang merupakan pengguna media sosial yang memiliki pengalaman kuliner di Yogyakarta, Denpasar, Makassar, Pontianak, Kupang, dan Ambon. Responden mencakup berbagai kelompok demografis, dengan mayoritas berusia 20–30 tahun. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menguji hubungan antar variabel dalam model penelitian. Hasil penelitian menunjukkan bahwa keempat dimensi pengalaman gastronomi secara umum berkontribusi pada persepsi nilai fungsional, emosional, dan sosial, meskipun dimensi hiburan memiliki peran paling terbatas. Mediasi persepsi nilai dalam hubungan antara pengalaman gastronomi dan kepuasan wisatawan dikonfirmasi, sedangkan pengaruh langsung keaslian terhadap kepuasan, dampak kepuasan terhadap perilaku berbagi di media sosial, serta peran moderasi keterikatan konsumen tidak didukung. Temuan ini memperkaya pemahaman tentang peran gastronomi dalam meningkatkan pengalaman wisata dan perilaku digital wisatawan.



## **ABSTRACT**

Gastronomy plays a crucial role in tourism by providing a unique local culinary experience that goes beyond fulfilling functional needs, offering emotional and social value as well. This study explores the relationship between gastronomic tourism experiences and social media sharing behavior, specifically examining the influence of entertainment, escapism, education, and aesthetic experience dimensions on perceptions of functional, emotional, and social value. The study also analyzes the mediating role of value perception in the relationship between gastronomic experience and tourist satisfaction, the effect of authenticity on satisfaction, the impact of satisfaction on social media sharing behavior, and the moderating role of consumer behavioral engagement. This research employs a quantitative approach using a survey method through an online questionnaire. The study sample consists of 500 respondents who are social media users with culinary experiences in Yogyakarta, Denpasar, Makassar, Pontianak, Kupang, and Ambon. Respondents represent various demographic groups, with the majority aged 20–30 years. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships between variables in the research model. The findings indicate that the four dimensions of gastronomic experience generally contribute to perceptions of functional, emotional, and social value, although the entertainment dimension has the most limited role. The mediation of value perception in the relationship between gastronomic experience and tourist satisfaction is confirmed, while the direct effect of authenticity on satisfaction, the impact of satisfaction on social media sharing behavior, and the moderating role of consumer engagement are not supported. These findings enhance the understanding of gastronomy's role in improving tourism experiences and tourists' digital behavior.