# Examining behavioral drivers of domestic gastronomy consumers toward street food in Jakarta

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**Abstract:** Street food in Indonesia is a major attraction for both domestic and international visitors in Indonesia. Street food has also become a regional highlight in many ASEAN countries, as demonstrated by the growing interest among researchers in studying the street food scene of the region. For this reason, understanding the factors that motivate consumers' purchasing decisions is crucial to further developing and strengthening Indonesia's street food gastronomy ecosystem. This study aims to explore the factors that influence gastronomy consumers' intentions to revisit street food in Indonesia, focusing on Jakarta's street food scene. The research sample consists of 218 Indonesian gastronomic customers, via an online marketing research firm from across geographical provinces. Multiple linear regression analysis reveals that food quality ( $\beta$=0.406 , $\alpha$<.05 ) and service quality( $\beta$=0.431 , $\alpha$<.05 ) are significant drivers for visitors' repeat purchases of street food in Jakarta. In contrast, factors such as hygiene (as a risk) ( $\beta$= 0.063, $\alpha$>.05 ) and price (as a motivator) ( $\beta$= 0.023, $\alpha$>.05) were not found to significantly influence consumers' decisions to repurchase street food in Jakarta. The study provides practical implications for tourism stakeholders in Indonesia and offers recommendations for future research.

**Keywords:** Consumer Behavior, Consumer Preference, Culinary, Gastronomy, Street Food

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## Introduction

Food serves as a fundamental aspect of human life and a significant economic resource for many destinations globally. In recent decades, food tourism has emerged as a dominant trend, with a substantial portion of tourist expenditures allocated to food experiences (BPS, 2025). This underscores the crucial role of food in visitors' travel decisions, overall experiences, and subsequent satisfaction. Among various culinary offerings, street food has gained widespread embrace, particularly in numerous Asian regions, owing to its cost-effectiveness, accessibility, and ability to offer diverse food experiences (Henderson, 2019). The term "street food" refers to ready-to-eat foods and beverages prepared and sold by vendors in public places, often reflecting traditional local cultures and providing valuable insights into a destination's contemporary society and heritage, such as the papaya-salad "som tam" of Thailand, "Teh Tarik (Pull Tea)" of Malaysia to the coconut paste beef dish "Rendang" of Indonesia. The food features all compass of taste from acid, sweet, salty, fatty, fishy, coconuty, etc. It is one of the major reasons many foreign visitors flock this food-heaven of a region (Santhadkarn & Sakethipohn, 2023). Sharing similarities with theri ASEAN counterpart, Indonesia, with its rich ethnic diversity, also boasts an extensive selection of local street foods that hold significant potential for attracting both domestic and international visitors.

Local culinary dishes such as Rendang, Gudeg, Sate, Nasi Uduk, and so on are now popular with foreign visitors, and they were even featured as top-ranking global dishes internationally (Tempo, 2020). International visitors love these "street food" dishes, because it represents Indonesia in its authentic and no-fillers form. These dishes expressed the core identities and

image of the nation (Kompas Media, 2017). Street food stalls are a major segment of Indonesia's foodservice industry, primarily serving low-to-middle-income consumers. However, the COVID-19 pandemic significantly impacted these merchants, leading to reduced sales and temporary closures. This shift necessitated a focus on safer purchasing behaviors, such as online food ordering, and highlighted the need to understand changing consumer attitudes and behaviors.

Extant literature on the gastronomic consumption in Indonesia, particularly lacks attention on examining behavioral antencedents on street food (Briliana et al., 2023; Jokom et al., 2025; Wijaya et al., 2017). Briliana et al. (2023) primarily focuses on the influence of street food vloggers toward stret food consumption post Covid-19. Jokom et al. (2025) focuses on the role of domestic tourists' culinary experience quality as the primary driver of destination satisfaction and behavioral intention in one of Indonesia's most visited tourism hub, like Yogyakarta. Wijaya et al. (2017)also examines gastronomic tourism in Indoneisa on a more holistic level offering conceptual mapping of Indonesia food cultural and the critical part of Indonesia's socio-cultural values.

Previous studies compliment this study's goal by providing literature support in the exploration of gastronomic consumption behavior. However, it does not provide quantitative validation of behavioral antencendents for domestic gastronomic customers to purchase street food in one of Indonesia's highly-visited destination and diverse population, such as Jakarta. Previous research has largely focused on either domestic or international visitors, often treating consumer motivations as a secondary consideration or limiting analysis to a few key attributes (Jokom et al., 2025; Wijaya et al., 2017). However, little attention has been paid to the complex interplay of diverse motivational factors driving street food consumption in Indonesia's capital city from a consumer value perspective. Exploring behavioral antecedent toward street food consumption can help establish consensus on salient behavioral motivators for consumers to consume street food in Indonesia's top culinary destination and assist tourism policymakers to design relevant marketing strategies in promoting their own destination's street food culinary assets in enticing greater visitations from domestic and international customers to their destination.

Therefore, this study aims to examine the effects of food quality, service quality, hygiene, and price on visitors' revisit intention toward street food in Jakarta, and identifies the most significant factor and its implications for managers and poicy makers. To accomplish the purpose of research, the study aims to accomplish several research objective. First, the study aims to examine key street food attributes and its influence on revist intention among gastronomic customers. Second, the study aims to examine the relationship between street food pricing and visitors' behavioral intention to return.Third, the study plans to uncover the relationship and influence of perceived safety and overall quality of street food on revisit intention.

Street food, defined as "ready-to-eat foods and beverages prepared and sold by vendors or hawkers, especially in streets and similar places", has become an integral part of the tourism and hospitality industries, particularly in Southeast Asia. Street food blends local heritage with modern trend making it a primary draw for visitors (Hanim, 2025). Street food also offeris insights into a destination's contemporary society and heritage, and can function as communal spaces for immersing in local life (Henderson, 2019). Street food offerings are typically authentic and cost-effective compared to formal restaurants, making them a popular choice. The increasing global recognition of "street food tourism" highlights its distinct form of travel. Indonesia's unique street food contributes to its reputation as a "food paradise".

In Indonesia, the popularity of street food Indonesia is affected by many factors such as culinary diversity of Indonesia, affordability, social factors, and technological affordances. First, Efandi & Indrayeni (2023a)found that Indonesian culinary diversity means that every province has its own unique local cuisine and food culture. Second, for Indonesian consumers, regardless of their socio-economic status, street food is accessible and affordable in terms of price. Thus, it provides good value. Third, street food in Indonesian also serves as a social meeting space and gathering place for family and friends. As a result of this packed ambiance, the attraction of street food also increases. Fourth, the advancement of technology, particularly e-commerce and mobile online food ordering application also give a tremendous boost to the increasing popularity of street food among the consumers (Efandi & Indrayeni, 2023b), In Jakarta, street foods are

abundant and affordable (Lonely Planet, 2024) Jakarta's street food sellers springs up anywehere in the alleyway, major roads, intersection, on the entrance of public transportation terminal, etc. (Lonely Planet, 2024).There are famous street food spots in Jakarta, where the locals gather. These places offer smooth experience for travelers, particularly international travellers, to start their Jakarta's culinary journey (Lonely Planet, 2024).

Previous research has affirmed the importance of memorable and positve gastronomic/culinary experience toward tourist destination satisfaction and loyalty (Kivela & Crotts, 2005; Stone et al., 2018; Wijaya et al., 2017). A study of visitors in Hongkong shows their perception and overall tourism satisfaction was shaped by their gastronomic experience in Hongkong. In the case of Indonesia, international visitors find authenticity, uniqueness, and food familiarity to be important attributes shaping their expeectations with local foods.

Authenticity, uniqueness, and food familiarity of Indonesian local foods shape expectations of international visitors in their encounter with local foods (Wijaya et al., 2017). A qualitative study of memorable gastronomic experience finds that the food itself, environmental settings, tourist companions, novelty, and authenticity to be crucial experiential elements making the experience memorable (Stone et al., 2018).

Consumer behavior (CB) subject examines the whole buying process and all factors (observable and non-observable) that affects consumer purchase decision (Ruvio & Iacobucci, 2023). Food consumption is a basic human behavior that warrant continuous examination and scrutiny from CB theories.

On the subject of street food, consumer behavior theories and frameworks have helped researchers in understanding the underlying pscyhological factors contributing to gastronomic customers consumption decision, such as repurchase intention or consumption (Choi et al., 2013; Ozcelik & Akova, 2021; Khanna et al., 2022; Loh & Hassan, 2022; Mohamad et al., 2022; Zhou & Ali, 2024) . In several studies in Korea (Choi et al., 2013) (Choi et al., 2013), India (Khanna et al., 2022)(Khanna et al., 2022), Malaysia (Loh & Hassan, 2022)(Loh & Hassan, 2022), theory of planned behavior had demonstrated effectiveness in explaining factors related to street food consumption. Other studies used more general framework of consumer behavior theory in explaining street food consumption antecedents (Briliana et al., 2023; Jeaheng & Han, 2020a; Mohamad et al., 2022; Soliman et al., 2024). Mohamad et al. (2022) used its own framework, which share similarity with consumer value framework in understanding consumer's revisit intention to Penang. (Jeaheng & Han, 2020a) investigation to the attributes of Thai street and its impact on behavioral intention employed a multi-method approach to generate its integrated loyalty model. (Briliana et al., 2023)in examining street food consumption in Indonesia use satisfaction-loyalty framework with antecedents of food quality, price, and physical environment. Newer framework on street food loyalty use a S-O-R (Stimulus-Organism-Reponse) framework to accommodate existing finding on the linkages of satisfaction-attitude-loyalty and entertain more broad antecedents that shape satisfaction (Soliman et al., 2024). With the diverse approaches to explore street food consumption, common salient findings started to take form on the common predictors of street food consumption and repurchase. Yet, it also introduces new predictors and psychological pathways, which help to advance the current literature on street food consumption.

## *Theoretical Framework: Consumers' Perceived Value*

Zeithaml, (1988, p.14)defines consumer value as a consumer's overall assessment of the utility of a product or service, which is based on perceptions of what is received and what is given. This concept frames consumer value as a trade-off, or ratio, between what the consumer 'gets' and what they 'give' in exchange for a product or service. The commonly accepted definition of consumer value centres on the balance between price and quality, thus aligning with value-for-money conceptualisations (Cravens et al., 1988; Monroe & Lee, 1999)

Over the course of its development, consumer value has evolved significantly, as noted by Zeithaml et al. (2020). Initially, research adopted a unidimensional, positivist approach, emphasising a judgement-based perspective whereby consumer value was determined through comparisons of product or service utility against its price. As the field matured, new epistemological perspectives emerged, including interpretivist and social-constructionist paradigms. The interpretivist approach considers consumer value as a subjective interpretation,

formed during the process of value creation. Meanwhile, the social constructionist view, informed by Service-Dominant(Vargo & Lusch, 2004), examines consumer value through the value-in-use of a product or service, focusing on interactions among resource-integrating actors within a market ecosystem.

The multi-dimensional PERVAL scale, developed by Sweeney & Soutar (2001), is widely adopted and distinguishes perceived value across four main dimensions: Social Value (enhancement of social concepts), Functional Value (price/quality), and Functional Value (performance/quality), emotional value.Consumer perceived value, which reflects consumers' judgements regarding services or products they have consumed, serves as the theoretical foundation for this study.

The theoretical model proposed by Mohamad et al., (2022) follows established pathways for consumers' perceived value, with adjustments to antecedents and reflective output variables to suit the context of street food settings.Meta-analyses of Consumer Perceived Value (CPV) reveal that model frameworks have evolved from single-dimensional to multi-dimensional approaches, with some iterations including mediators such as overall value (Blut et al., 2024). The present research adopts a multi-dimensional model, wherein the antecedents of consumers' benefits and sacrifices exert direct influence on customer post-purchase outcomes, specifically behavioural intention.Within this study's model, consumer sacrifices are represented by food hygiene and food price, as these factors embody the risks and costs borne by the customer. Conversely, consumer benefits are reflected in food quality and service quality, offering enjoyment and convenience to customers engaging with street food vendors (Mohamad et al., (2022).
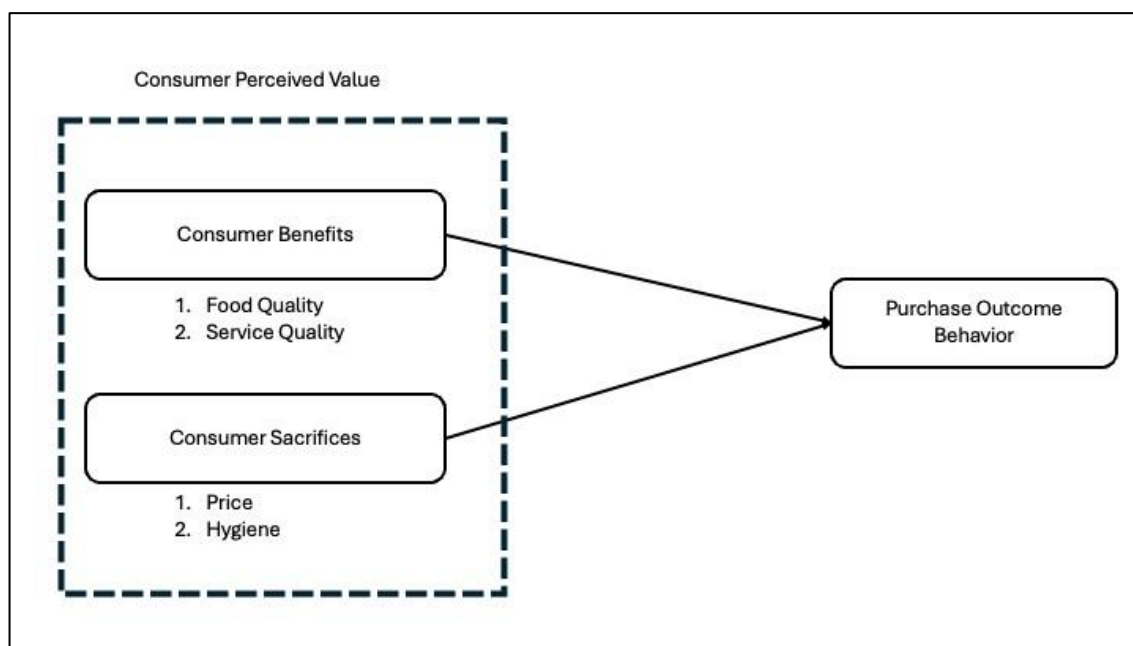


**Figure 1.** Proposed consumer perceived value framework

## Factors Affecting Street Food Consumption

### Food Safety

Food safety risks significantly influence consumers' decisions to purchase from and/or return to street food vendors. Zhou & Ali (2024) extend CDMS to encompass food safety and environmental concerns, reveaWling that food safety risks significantly influence consumer decisions while purchasing street food. Nevertheless, research on street food in Thailand and Malaysia presents conflicting results. In Thailand, researchers discovered that food safety risks affect attachment (Jeaheng & Han, 2020; Mohamad et al., 2022); however, studies in the Malaysian setting of street food consumption indicate that food safety issues do not significantly

influence visitors' behavioral intentions Mohamad et al. (2022). A comparative examination of the European Union and Asian countries reveals numerous hygienic non-compliances in Asian countries relative to those in the European Union. Presently, there is a deficiency of research and agreement regarding the influence of food safety risks on behavioral intentions toward street food vendors in Indonesia. Nonetheless, referencing prior research, albeit conflicting, food safety issues may influence the intention to revisit Jakarta's street cuisine.Thus, we hypothesize that:

H1: Food Safety Risks influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

## Food Price

The price of food significantly influences visitors' purchasing decisions and their propensity to revisit street food vendors (Cha & Borchgrevink, 2019; Jeaheng & Han, 2020a; Mohamad et al., 2022; Zhou & Ali, 2024) identify price consciousness as a significant element influencing customer decisions regarding street food purchases. Perceived value is a crucial factor influencing street food enjoyment among college students. In the context of ASEAN countries, Thai visitors consider food prices a crucial aspect for their happiness; nevertheless, visitors in Penang, Malaysia, do not regard food prices as a significant driver for revisiting street food in Penang (Mohamad et al., 2022). In Indonesia, Briliana et al. (2023)identify the value for money of street food, in relation to food prices, as a strong predictor of street food satisfaction following the COVID-19 pandemic.Thus, we hypothesize that:

H2: Food Price influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

## Service Quality

The efficiency, speed, and friendliness of staff are crucial, as they significantly influence customer satisfaction and behavioral intentions, impacting customer retention. Previous research indicates that service quality to be a major predictor of visitors' revisit intention to street food spots. Staff services and proficiency are essential factors in Thai street food satisfaction(Jeaheng & Han, 2020). The menu and atmosphere are significant factors affecting street food satisfaction in Thailand (Jeaheng & Han, 2020). In the realm of Penang Street Food, service quality serves as a crucial determinant affecting visitors' intention to revisit Penang's Street Food (Mohammad et al., 2022).Thus, we hypothesize that:

H3: Service Quality influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

## Food Quality

Often considered the main motivation for customers to visit street food outlets. It encompasses taste, freshness, consistency, appearance, temperature, healthy choices, and nutritional value. High food quality significantly and positively impacts satisfaction and is a stronger factor than price and physical environment (Mohamad et al., 2022). In Indonesia, Food Quality is a key factor influencing Indonesian Gastronomic customers' satisfaction to Indonesian street food stalls (Briliana et al., 2023). Street food tourism research in Thailand famous street gastronomy epicentres: Yaowarata Road and Khao San Road reveals that food quality is an important factor for general visitors and Thai Visitors in capturing interest of visitors to visit. Similar finding was found by about important street food attributes in Thailand (Jeaheng & Han, 2020a). In the neighbouring ASEAN country of Malaysia, similar finding was found on the importance of food quality toward repurchase intention of street food in Penang, Malaysia (Mohamad et al., 2022). Thus, we hypothesize that:

H4: Service Quality influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.
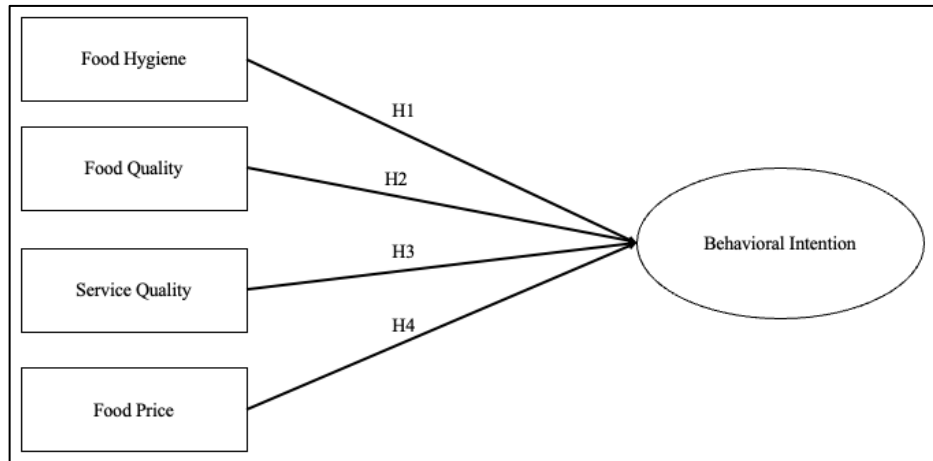
**Figure 2.** Proposed model for hypothesis testing

## Methodology

This quantitative study uses an online-administered survey through online marketing research firm Populix. The target population for this study are Indonesian Gastronomic customers who had patronized and consumed a street food in Jakarta within the last 6 months. The target population represents the broad spectrum of customers of street food vendors. To be eligible for the study, respondents must be street food customers in DKI Jakarta who have eaten Jakarta street food within the past six months. Respondent must have also agreed to the study's informed consent.

Items on the Likert scale were scored from (1) Strongly disagree with (5) strongly agree. Additionally, at the conclusion of the study, behavioral questions were addressed on the respondents' open-ended experiences, preferred street food dishes, and frequency of monthly street food intake. Included were sociodemographic inquiries about age, gender, socioeconomic status, frequency of street food consumption, and residence.

Using four items modified from Chavarria & Phakdee-Auksorn (2017), food hygiene is evaluated based on visitors' perceptions of the establishment's and its employees' cleanliness. Four factors from Cheah et al. (2018) are used to assess price, while six factors from Chavarria & Phakdee-Auksorn (2017) and Cheah et al. (2018) are used to measure food quality. These factors include taste, freshness, variety, presentation, texture, serving temperature, and healthiness. Seven items from Ryu et al. (2012)are used to assess service quality, looking at things like friendliness, staff efficiency, and speed. Finally, four items from Ling et al. (2010) are used to quantify behavioral intention. Mohamad et al. (2022)previously replicated and validated these scale components in their study on predictors of tourists' intention to return to Penang, Malaysia, for street food.

A non-probability covenience sampling technique was used to determine respondents for the study. The study uses a purposive sampling through a digital marketing research agency, due its ease and cost effectiveness. Since the study uses non-probability sampling, participants who have not finished or failed to meet the qualification criteria are removed.

A pilot study of 100 samples were collected to test reliability and validity of instrument, scale items used in the study showed excellent reliability with Cronbach alpha (a) > .80 and good correlations among the items under its construct. The main study gathered 250 responded surveys from the sample. Out of 250 surveys, 218 met the qualification and were utilized for further analysis. Thus, the discrepancy between samples collected and data utilized for the study reflect a 87.2 percent response rate. Multiple regression analysis was used to analyze the data and test the hypothesis.

## Results and Discussions

### Demographic Results

A total of 218 valid responses were analyzed in this study. The majority of respondents were male (56%), while female participants accounted for 43%. In terms of age distribution, the largest group was aged between 25 and 30 years (36%), followed by those aged 18 to 24 years (29%) and 31 to 35 years (14%). The remaining 20% were aged 40 years and above. Socioeconomic background analysis revealed that respondents predominantly came from middle and upper economic strata. Regarding consumption behavior, 38% of respondents reported consuming street food one to two times per week, while 35% consumed it three to four times weekly. The most frequently consumed types of street food were *gorengan* (Indonesian fried snacks), followed by packaged snacks and *jajanan pasar* (traditional market treats). Open-ended responses regarding important street food attributes ranked food quality as the most critical factor influencing consumption decisions, followed by food hygiene, service quality, and lastly, food price. Demographic results also show that respondents primarily come from provinces in Java Island (West Java, Central Java, Banten, Yogyakarta Special Region, and East Java) (63%), as well as Jakarta (21%), Provinces in Sumartra Island (North Sumatra, Aceh, South Sumatra, West Sumatra) (10%), and Borneo Island (West Boreneo, South Borneo, and East Borneo) (3%).

**Table 1.** Demographic table

| Description | N |
|---|---|
| Gender | |
| Male | 123 |
| Female | 95 |
| Age | |
| 18-24 | 65 |
| 25-30 | 80 |
| 31-35 | 31 |
| 36-40 | 24 |
| 41-45 | 7 |
| 46-50 | 5 |
| 51-55 | 4 |
| >55 | 2 |
| SES Grade | |
| Lower | 32 |
| Middle | 92 |
| Upper | 94 |
| Frequency to Eat Street Food | |
| 1-2 per Week | 84 |
| 3-4 per Week | 78 |
| 4-5 per Week | 23 |
| >5 per Week | 33 |
| Respondents Place of Origin | |
| Java Island, Outside Jakarta | 138 |
| Jakarta | 46 |
| Sumatra Island | 22 |

| | |
|---|---|
| Borneo Island | 7 |
| Sulawesi, Maluku, and Papua Islands | 4 |
| NTB, NTT, Bali Islands | 1 |

Note. N = 218

## Descriptive Analysis

### Food Hygiene

In terms of Jakarta's Street Food Hygiene, respondents have overall positive perception on the hygiene quality of Jakarta's street food ( $\chi = 4.122,\ \delta = 0.746$ ). Respodents' perception of Cleanliness of tableware was rated the highest among the indicators and perception of cleanlinesss and organization of food stands and food carts was rated the lowest.

### Food Quality

In terms of Jakarta Street Food Food Quality, respondents also have an overall positive perception on the Food quality of Jakarta's street food ( $\chi = 4.439,\ \delta = 0.595$ ).Positive perception of the tastiness of Jakarta's street food was rated the highest, and Healthiness of foods sold at Jakarta Stalls was rated the lowest.

### Service Quality

In terms of Jakarta Street Food Service Quality, respondents also have an overall positive perception on the Food quality of Jakarta's street food ( $\chi = 4.287,\ \delta = 0.571$ ). Perceived uniqueness of Jakarta's food was rated the highest among the indicators, while perceived fastness of street food service delivery was rated the lowest.

### Food Price

Respondents also extended their overall positive perception toward the Food Price of Jakarta's street food ( $\chi = 4.287,\ \delta = 0.571$ ). Affordability of Jakarta's Street Food was rated the highest, and Expected price of Jakarta's Street Food was rated the lowest. This implies, while Jakarta's food is affordable, the price was an unexpected from consumer's point-of-view.

**Table 2.** Descriptive results

| Variables | | Mean | SD | Factor Mean | Factor SD |
|---|---|---|---|---|---|
| Food Hygiene | Street food in Indonesia is hygienic | 4.101 | 0.62 | 4.122 | 0.746 |
| | Vendors at Indonesian street food are well-groomed and clean | 4.147 | 0.61 | | |
| | Food stands and carts at street food in Jakarta are clean and well organized | 4.073 | 0.64 | | |
| | Tabelware (cutlery, cup, plate, bowl) used at street food sports in Indonesian is clean | 4.165 | 0.59 | | |
| Food Quality | Vendors at Jakarta street food use fresh ingredients | 4.266 | 0.54 | 4.287 | 0.595 |
| | Food at Jakarta street food tastes good | 4.505 | 0.53 | | |
| | The smell of street food in Jakarta is delcious | 4.459 | 0.52 | | |
| | The visual at Jakarta street food is attractive | 4.381 | 0.55 | | |
| | Food sold at Jakarta street food stalls are healthy | 3.977 | 0.63 | | |
| | Food at Jakarta street food in served at the right temperature | 4.138 | 0.59 | | |

| | | | | | |
|---|---|---|---|---|---|
| Service Quality | Street food in Jakarta is unique | 4.537 | 0.52 | 4.439 | 0.571 |
| | Street food in Jakarta represents an authentic local culture | 4.546 | 0.45 | | |
| | There are plet of food options at Jakarta Street food spots | 4.459 | 0.52 | | |
| | Street food vendors in Jakarta are friendly | 4.468 | 0.51 | | |
| | Locations of street food in Jakarta are convenient | 4.339 | 0.58 | | |
| | Street food in Jakarta Provide a fast service | 4.284 | 0.57 | | |
| | It is easy to order my meal at street food spots in Jakarta | 4.44 | 0.56 | | |
| Food Price | Jakarta street food price is as expected | 4.197 | 0.62 | 4.249 | 0.671 |
| | Jakarta streed food price is affordable | 4.294 | 0.56 | | |
| | Jakarta street food price is worth the money | 4.266 | 0.57 | | |
| | Jakarta street food is low priced | 4.239 | 0.65 | | |
| Behavioural Intention | I would recommend street food in Jakarta to my friends and family | 4.472 | 0.53 | 4.442 | 0.633 |
| | Based on my street food experience, I return in the future | 4.505 | 0.51 | | |
| | Based on my street food experience in Jakarta, I would recommend Jakarta as a vacation destination for friends and family | 4.468 | 0.50 | | |
| | As a whole, street food is the best food tourism destination in penang | 4.321 | 0.58 | | |

## Inferential Analysis

To determine the validity of the regression model, assumptions of regression were tested against the dataset to ensure a reliable and valid results.Sample size for the study is 218. For regression, scholar suggest that a multiple linear regression model employs at least 200 samples to achieve desired confidence and small margin of error.

All of the independent variables in the model showed tolerance score more than 0.1 (<0.1) and VIF score less than 10. The statistical result show that the model fulfils the multicollinearity assumption (Pallant, 2016; Tabacnick & Fiddell, 2017).

Visual inspection of the Q-Q Plot does not indicate extreme outliers in the data set. There are four cases of data where standardized residual is above 3 Std. Residual (+3.0 or -3.0). They are data case: 35, 44, 64, 116. Of all identified four cases, only one case (Case Number:64) that has cook's distance above 1.0 ( Cook's Distance = 1.050) (Tabachnick & Fidell, 2013; Pallant, 2016).

Q-Q Plot also shows good normality, as all data points center within the linear line. ANOVA shows an F-Score of 97.816 with p-value <.05 indicating good linearity of the independent variables against predicted variable (Tabachnick & Fidell, 2013; Pallant, 2016).

Results of residual plots reveal good homoscedasticity, as no pattern of residuals emerge against predicted variable (Tabachnick & Fidell, 2013; Pallant, 2016). Inferential analysis of the multiple regression linear show that the model meets all the regression assumption checks.

**Table 3.** ANOVA

| Model | Sum of Squares | Df | Mean Square | F | P |
|---|---|---|---|---|---|
| Regression | 56.214 | 4 | 14.054 | 97.816 | <.05 |
| Residual | 30.603 | 213 | 0.144 | | |
| Total | 86.817 | 217 | | | |

**Table 4.** Pearson's correlations

| Variable | Behavioural Intention | Food Hygiene | Food Quality | Service Quality | Food Price |
|---|---|---|---|---|---|
| Behavioural Intention | | | | | |
| Food Hygiene | 0.447 | | | | |
| Food Quality | 0.532 | 0.577 | | | |
| Service Quality | 0.522 | 0.424 | 0.544 | | |
| Food Price | 0.428 | 0.416 | 0.482 | 0.505 | |

**Table 5.** Hypothesis testing

| Hypothesis | Variables | B | T | p | Results |
|---|---|---|---|---|---|
| $H_1$ | Food Hygiene → Behavioral Intention | 0.063 | 0.998 | 0.319 | Rejected |
| $H_2$ | Food Quality→ Behavioral Intention | 0.406 | 4.028 | <0.05 | Supported |
| $H_3$ | Service Quality → Behavioral Intention | 0.431 | 5.342 | <0.05 | Supported |
| $H_4$ | Food Price → Behavioral Intention | 0.023 | 0.398 | 0.691 | Rejected |

## Discussions

### H1: Food Hygiene →Behavioral Intention

The findings do not support Hypothesis 1 that Food Hygiene influence behavioral intention ($\beta = 0.063, t = 0.998, p < .05$). While many may find that street food in Asia, particularly in Indonesia to not meet their hygiene expectations, this does not affect their decision making to consumer street food. Such finding confirmed previous research by   that conducted predictors of behavioral intention of street food consumption in Penang Malaysia. Mohamad et al., 2022 also found that food hygiene to be insignificant in influencing visitors to consumer street food in Penang. While the finding also partially disconfirm the role of risks as moderating variable in previous research by  Jeaheng & Han, 2020, where high and low perceived risks of street food influence tourist future intention to consume street food in Thailand. Thus, Hypothesis 1 is rejected.While food hygiene may not influence tourist behavior intention, it still recommended that street food providers maintain a hygienic environment and perform sanitary best practices in producing, holding, and storing food. Continuous socialization and educational programs about the contribution of unhygienic foodservice practices on foodborne outbreak. Under regulation (*Permenkes No 14. Tahun 2021*, 2021),Indonesian government actually requires that any food service provider to meet its sanitation and hygienic certification (SLHS). Standards under SLHS can be the benchmark for foodservice providers to meet, at least.

### H2: Food Quality →Behavioral Intention

The research findings show that Food quality is a  significant  influence on torist's revisit intention to consume street food in Jakarta ($\beta = 0.406, t = 4.028, p < .05$). This finding confirmed previous studies on street food consumption in Asean countries that also state that food quality to be significant predictor for consumption intention (Mohamad et al., 2022) or Satisfaction (Jeaheng & Han, 2020). Birch & Memery (2020)found that instrinsic quality and value product to be significant driver in vistor willingness to purchase local food. Mohamad et al. ( 2022)rationalized that traits in food quality such as ingredients, taste, visual, healthiness, and temperature are important factors influencing tourist intention. Thus, Hypothesis 2 is accepted.A case study of Japanese food visitors explore that quality in food goes beyond its perceived characteristics. These characteristics and consumers' high appraisal for them affect consumer state of Flow. Kim et al. (2019)indicated that gastronomical experience can be a satisfies that both appeal and please their biological senses and but also soothe their psychological needs, be

it the pursuit of authenticity, heritage, reminisces and memories stemming from the act of consuming the food.

## H3: Service Quality → Behavioral Intention

The research finding found that service quality does have significant influence over tourist's behavioral intention to revisit street food in Jakarta ($\beta = 0.4321, t = 5.342, p < .05$). Statistical analysis and output show that service quality significantly influence visitors' behavioral intention to consume street food. This finding followed previous finding on street food consumption in Penang (Mohamad et al., 2022) and in Thailand (Jeaheng & Han, 2020b). Thus, Hypothesis 3 is accepted. Previous studies by (Arlanda & Suroso, 2018; Chavarria & Phakdee-Auksorn, 2017a; Seo & Lee, 2021) also supports this finding as they discovered that service is a major predictor of tourist's revisit intention.

## H4: Food Price → Behavioral Intention

Findings of the study do not support H4 where food price has significant influence over tourist behavioral intention ($\beta = 0.023, t = 0.398, p > .05$). Thus, Hypothesis 4 is rejected. While street vendor food price may be a potential demand pull for street food consumption, The findings proved that it was not a significant predictor of visitors' consumption intention. This finding confirmed previous finding by (Mohamad et al., 2022) that food price is not a singificant predictor of street food consumption. However, This finding partially went against result by (Jeaheng & Han, 2020) on the influence of street food's value for money as antencedent of satisfaction and intention to consume street food.

## Theoretical Implications

Cosumer behavior theories deals with examining the unobservable and observable factor that shape consumer decision, judgment, and pattern in the marketplace (Ruvio & Iacobucci, 2023). Consumer behavior theories examine a range of elements that affect purchasing behaviour, including psychological, social, and economic factors. One of the theoretical perspective that focuses on how consumers weigh the utility of a product and service received with the price they pay (Zeithaml, 1988). This is particular relevant for street food, as they are assumed to be affordable, risky, and yet provide a memorable culinary experience (Jeaheng & Han, 2020a; Kivela & Crotts, 2005; Mohamad et al., 2022; Stone et al., 2018; Wijaya et al., 2017).

The study indicates that the use of perceived value theory in examining consumption behavior of customers is appropriate and relevant (Blut et al., 2024; Sweeney & Soutar, 2001; Zeithaml, 1988; Zeithaml et al., 2020). Independent variables employed in the study represent the hedonic and utilitarian aspects of gastronomic customers purchase decision and behavioral intention on street food.

Food quality and service quality sufficiently represents customers perceived value of street food. The insignificant of price and hygiene in gastronomic consumption of street food show that it is not main utilitarian factors in deciding value of street food consumption (Zeithaml et al., 2020). Indonesian gastronomic customers perhaps take a more for-granted mindset assuming all street in Jakarta as afforble and minimal level of hygiene. Hence, they are not considered seriously in deciding whether to patronize street food.

The applicability of perceived value in the model should also give new paths for a richer model for future theoretical development on gastronomic consumption of street food. Future researchers can incorporate elements of sacrifices and benefits found in the model and futher expand it by incorporating other theories, such as expectation-disconfirmation theory to examine performance of the experience (Jokom et al., 2025; Le et al., 2025)

## Practical Implications

On a practical level. Findings of the study have several policy and strategic implications for the street food provider and government.

The findings underscore the critical role that both food and service quality play as determining factors influencing consumers' behavioural intentions regarding street food

consumption. Specifically, the research highlights several key components that constitute high service quality in this context: friendliness, availability, promptness, and the ease of ordering.

From a service management perspective, these findings suggest that street food vendors need to focus on enhancing their interactions with customers by fostering a friendly and welcoming environment. Ensuring that services are readily available, both in-person and through digital platforms, is also essential. The ability for customers to place orders easily—whether physically at the stall or through online ordering systems such as GoFood, GrabFood, and ShopeeFood—contributes significantly to the overall service experience.

A distinctive aspect of street food culture is the capacity for customers to order directly from the vendor, bypassing third-party intermediaries. Maintaining this direct ordering approach is vital, as it forms an integral part of the authentic street food experience. At the same time, vendors must manage the ordering process efficiently to meet customer expectations. Investing in appropriate ordering technology can help streamline order management and ensure that vendors can effectively handle varying workloads while preserving the personalised service that customers value.

For the Jakarta's local government, street food vendors play into a greater tourism agenda and wealth improvement. Jakarta is rich with its ow gastronomic tradition such as  soto Betawi, gado-gado, ketoprak, laksa Betawi, asinan Betawi, kerak telor, and rujak beubek, possesses considerable historical and cultural importance within Jakarta's culinary story. Yet, these rich gastronomic traditions are delivered through street food vendors through the Jakarta area. To ensure such attraction and tradition to live, government of Jakarta should help to facilitate training, incentives, award, and culinary developmental education to ensure sustainability of their business and growth. Developmental approach can be conducted through community training or matching local tourism institution with street food vendors with the local government business development program.

## Conclusion

The study concludes that street food consumption in Indonesia, especially in the Jakarta region, is predominantly driven by food quality and service quality. Food hygiene and food price are determined to be unimportant factors in determining consumption intention. This suggests that food hygiene is of little significance to typical street food gastronomic consumers. The respondents may deem the current hygienic conditions of the street food vendors to be acceptable. The price of food is likewise deemed insignificant. Consequently, it indicates that the price sensitivity of street food may be seen as somewhat inelastic, as it is often perceived as affordable by the typical street food consumers.

## Limitations and Future Research

The research possesses certain limitations. This study exclusively examines food marketing aspects (food price, food quality, and food hygiene) and service quality. The survey is conducted via internet marketing research, which may compromise the accuracy of the responses compared to in-person data collection. The study is also limited in terms of its sample. While perception of local respondents provide insightful findings on local gastronomic behavior, further study may want to examine international tourists' perception of Indonesian street food. The generalizability of this study may be constrained due to the restricted geographical scope (i.e., Jakarta). Future research should explore additional antecedents of street food behavioral intention and incorporate more intricate mediators and/or moderators to more accurately depict consumer behavior related to street food, especially in tourism destinations. A face-to-face survey, accompanied by a focus group discussion or in-person interview, would improve response accuracy and provide deeper insights into consumer motivations and behaviors around street food. This study exclusively examines consumer perceptions of street cuisine in Jakarta. Future researchers should contemplate duplicating or expanding the investigation of street food consumption in different geographical regions, especially those with stringent hygiene regulations. This may explain the extent to which cultural norms influence consumers' perceptions of food hygiene and its significance in the selection and consumption of street food.

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