

PENGARUH *EXPERIENTIAL VALUE* DAN *PLACE FOOD IMAGE*  
TERHADAP *BEHAVIORAL INTENTION* WISATA KULINER BANDUNG

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Experiential Value* dan *Place Food Image* terhadap *Behavioral Intention* Wisata kuliner Bandung. Penelitian ini dianalisis menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan AMOS 22.0. Penelitian ini menggunakan sampel sebanyak 150 responden yang pernah berwisata kuliner di Bandung. Hasil penelitian ini membuktikan bahwa *experiential value* yang meliputi *customer return on invesment*, *service excellence*, *aesthetics*, dan *playfulness* memiliki pengaruh positif dan signifikan terhadap *place food image* dan *place food image* memiliki pengaruh positif dan signifikan terhadap *behavioral intention*.

Kata kunci: *Experiential Value*, *Place Food Image*, *Behavioral Intention*,  
*Wisata Makanan*

*THE EFFECT OF EXPERIENTIAL VALUE AND PLACE FOOD IMAGE ON  
BEHAVIORAL INTENTION OF BANDUNG CULINARY TOURISM*

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**ABSTRACT**

*The purpose of the study was to find out the effect Experiential Value and Place Food Image on Behavioral Intention in Bandung culinary. The research was analyzed using Structural Equation Modeling with SPSS 18.0 and AMOS 22.0 software. The study uses a sample of 150 respondents who have had culinary tours in Bandung. The results of this study prove that experiential value which includes customer return on investment, service excellence, aesthetics, and playfulness has a positive and significant influence on place food image and place food image has a positive and significant influence on behavioral intention.*

*Keyword : Experiential Value, Place Food Image, Behavioral Intention, Food Tourism.*