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Ecogastronomy Experience and Experiential Value in Shaping Tourist Satisfaction and Destination Loyalty: Evidence from Bangli, Bali

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Abstract

resources are closely linked to local food, environmental identity, and cultural context. However, limited empirical evidence is available regarding how ecogastronomy experience and experiential value shape tourist satisfaction and destination loyalty in this setting. This study therefore examines the relationships among ecogastronomy experience, experiential value, tourist satisfaction, and destination loyalty in Bangli, Bali. This study employed a quantitative approach using a cross-sectional survey design. Data were collected from 220 tourists who had visited Bangli and participated in local culinary or gastronomy-related activities. The data were analyzed using SPSS through descriptive statistics, reliability testing, correlation analysis, multiple linear regression, and mediation analysis. The results show that ecogastronomy experience had a positive and significant effect on tourist satisfaction (β = 0.382, p < 0.001), supporting H1, and experiential value also had a positive and significant effect on tourist satisfaction (β = 0.491, p < 0.001), supporting H2. Ecogastronomy experience had a small but significant direct effect on destination loyalty (β = 0.114, p = 0.048), supporting H3, whereas experiential value did not have a significant direct effect on destination loyalty (β = 0.061, p = 0.281), leading to the rejection of H4. Tourist satisfaction had a strong positive effect on destination loyalty (β = 0.608, p < 0.001), supporting H5. The mediation analysis further showed that tourist satisfaction partially mediated the effect of ecogastronomy experience on destination loyalty (indirect effect = 0.325, 95% CI [0.236, 0.425]), supporting H6, and fully mediated the effect of experiential value on destination loyalty (indirect effect = 0.410, 95% CI [0.307, 0.529]), supporting H7. The tourist satisfaction model explained 58.1% of the variance, while the destination loyalty model explained 56.5% of the variance. These findings indicate that destination loyalty in Bangli is primarily shaped through

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tourist satisfaction, which acts as the key mechanism linking experience and value to post-visit behavioral intentions. The study extends the application of Experience Economy Theory and Expectation-Disconfirmation Theory in the context of ecogastronomy tourism and suggests that destination managers should prioritize meaningful and value-rich gastronomy experiences to strengthen tourist satisfaction and destination loyalty.

Keywords: ecogastronomy experience; experiential value; tourist satisfaction; destination loyalty; Bangli

INTRODUCTION

Bali's tourism development has increasingly emphasized sustainability, cultural preservation, and higher-quality visitor experiences. Despite this shift, the province continues to attract a large number of international tourists, with foreign arrivals reaching 470,851 in March 2025 and increasing to 682,866 in August 2025 (Badan Pusat Statistik Provinsi Bali, 2025). These conditions indicate that Bali remains a highly competitive tourism destination, but also highlight the need to strengthen the quality and meaningfulness of visitor experiences rather than relying solely on volume.

Within this context, Bangli provides a particularly relevant setting for developing experience-based tourism. The Batur UNESCO Global Geopark in Kintamani covers 15 villages, where agriculture and tourism are recognized as the backbone of the local economy (UNESCO, 2026). This configuration suggests that Bangli is not only characterized by natural landscapes, but also by strong linkages between local food production, environmental resources, and cultural identity. Such conditions create a foundation for ecogastronomy, where food is experienced as part of a broader ecological and cultural system rather than as a standalone consumption activity.

This phenomenon can be explained through *Experience Economy Theory*, which posits that tourists seek memorable experiences involving entertainment, education, esthetics, and escapism (Pine & Gilmore, 1998). In the case of Bangli, gastronomy is closely connected to landscape, agricultural practices, and sustainability values, making *ecogastronomy experience* a relevant construct for understanding how tourists engage with the destination. These experiences may further shape *experiential value*, defined as the perceived worth derived from meaningful and memorable interactions (Mathwick et al., 2001).

Although prior studies have demonstrated that gastronomic tourism can influence tourist satisfaction and destination loyalty, empirical evidence remains limited in the specific context of

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Bangli (Gayatri & Widhiyani, 2025). Given Bangli's unique combination of ecological landscape, local gastronomy, and sustainability practices, it remains unclear whether *ecogastronomy experience* and *experiential value* effectively translate into *tourist satisfaction* and subsequently encourage *destination loyalty*. Therefore, this study aims to examine the relationships among ecogastronomy experience, experiential value, tourist satisfaction, and destination loyalty in the context of Bangli.

This study offers novelty in three respects. First, it extends the application of Experience Economy Theory and Expectation-Disconfirmation Theory to the context of ecogastronomy tourism, which remains underexplored in Bangli. Second, it examines ecogastronomy experience and experiential value simultaneously in explaining tourist satisfaction and destination loyalty within a single integrated model. Third, it clarifies the mediating role of tourist satisfaction in translating experience- and value-based evaluations into destination loyalty in a destination characterized by strong ecological and gastronomic identity.

LITERATURE OF REVIEW

1. Ecogastronomy Experience

Ecogastronomy experience refers to a destination-based food experience that combines culinary consumption with local culture, environmental setting, and meaningful visitor engagement. The concept can be grounded in the experience economy, which treats experience as a distinct economic offering and conceptualizes it through four experiential realms: entertainment, educational, esthetic, and escapist (Pine & Gilmore, 1998). In tourism research, these dimensions have been widely used to explain how visitors assess experiences beyond functional service quality alone (Oh et al., 2007). Later work in hospitality and tourism further emphasized that experience has become a central source of value because tourists increasingly seek emotionally engaging, memorable, and place-specific encounters (Chang, 2018).

In the context of Bangli, ecogastronomy is particularly relevant because local food practices are closely linked to environmental resources, cultural identity, and destination development (Pambudi et al., 2024). Empirical evidence from Bali also suggests that gastronomic tourism contributes to positive visitor evaluations, particularly tourist satisfaction (Gayatri & Widhiyani, 2025). Accordingly, ecogastronomy experience is positioned in this study as a multidimensional construct reflecting the experiential quality of food-based tourism in Bangli.

2. Experiential Value

Experiential value refers to the value that tourists derive from their interaction with a

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destination experience, not only in functional terms but also in emotional, aesthetic, and symbolic terms. Mathwick et al. (2001) conceptualized experiential value through four dimensions: playfulness, aesthetics, consumer return on investment, and service excellence. This framework is important because it captures both intrinsic value, such as enjoyment and visual appeal, and extrinsic value, such as worthiness relative to time, effort, and cost (Mathwick et al., 2001).

In tourism settings, experiential value has been shown to influence how visitors assess and respond to their travel experiences. Wu et al. (2018), for example, found that experiential value significantly contributes to experiential satisfaction and behavioral intentions, while Suhartanto et al. (2020) showed that value plays an important role in shaping tourist loyalty in creative tourism (Suhartanto et al., 2020; Wu et al., 2018). More recent evidence also confirms that perceived value remains a strong predictor of satisfaction and loyalty across destination contexts (Qiu et al., 2024). In gastronomic tourism, value is especially relevant because tourists often evaluate not only food quality but also atmosphere, uniqueness, and cultural meaning (Gayatri & Widhiyani, 2025). For this reason, experiential value is used in this study to represent the tourist's evaluative judgment of the worth of ecogastronomy experiences in Bangli.

3. Tourist Satisfaction

Tourist satisfaction is generally understood as the visitor's overall evaluation of a travel experience after comparing prior expectations with actual performance. Its main theoretical foundation lies in Expectation-Disconfirmation Theory, which explains satisfaction as the result of whether performance meets, exceeds, or falls short of expectations (Oliver, 1980). In tourism research, this concept has been widely applied because travel decisions are often driven by expectations regarding place, service, atmosphere, and experience. Hui et al. (2007) demonstrated that tourist satisfaction is closely associated with recommendation and revisiting intentions, confirming its strategic importance in destination studies (Hui et al., 2007). Dmitrović et al. (2009) further argued that satisfaction at the destination level should be understood as a holistic evaluation rather than a narrow assessment of isolated service attributes (Dmitrović et al., 2009).

This perspective is especially suitable for ecogastronomy tourism, where visitors evaluate the destination through an integrated experience involving food, culture, environment, and interaction. A recent review by Minh (2023) also confirms that satisfaction remains one of the most central constructs in tourism analysis (Minh, 2023). In gastronomic tourism specifically, satisfaction continues to play a crucial role in explaining favorable tourist responses and post-visit behavior (Carvache-Franco et al., 2025). Therefore, tourist satisfaction is treated in this study as

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an overall evaluative response to ecogastronomy experiences in Bangli.

4. Destination Loyalty

Destination loyalty refers to a tourist's favorable commitment toward a destination, commonly reflected in intentions to revisit and to recommend the destination to others. In tourism studies, loyalty has long been regarded as an important post-visit outcome because it indicates the extent to which a destination can sustain visitor preference over time (Oppermann, 2000). Its broader conceptual basis can be traced to Oliver (1999), who defined loyalty as a deeply held commitment to repurchase or continue choosing a preferred offering despite alternative options (Oliver, 1980, 1999).

In destination contexts, however, loyalty is typically expressed through behavioral intentions rather than repeated purchase alone. This makes revisit intention and recommendation intention the most widely accepted dimensions of destination loyalty. Almeida-Santana and Moreno-Gil (2018) further clarified that destination loyalty should be distinguished from other forms of tourism loyalty because it reflects attachment to place rather than to a brand or service provider (Almeida-Santana & Moreno-Gil, 2018). Empirical tourism studies have consistently shown that satisfaction is one of the strongest antecedents of loyalty, especially through recommendation and revisiting behavior (Hui et al., 2007). In local gastronomy tourism, loyalty has likewise been linked to satisfaction and positive destination experiences (Carvache-Franco et al., 2025). In this study, destination loyalty is therefore used to capture the extent to which ecogastronomy-related experiences in Bangli encourage future return and positive word-of-mouth.

METHODS

This study employed a quantitative approach to examine the relationships among ecogastronomy experience, experiential value, tourist satisfaction, and destination loyalty in Bangli, Bali. A cross-sectional survey design was used to capture tourists' perceptions and evaluations at a particular point in time (Creswell & Creswell, 2022). The population consisted of tourists who had visited tourism destinations in Bangli and had experienced local food or gastronomy-related activities during their visit. The unit of analysis was the individual tourist, as the study focused on personal evaluations of tourism experiences and behavioral intentions. A purposive sampling technique was applied to ensure that only respondents with relevant ecogastronomy-related experiences were included in the study.

Data were collected through a structured questionnaire administered to tourists who met

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the predetermined criteria. Respondents were required to have visited Bangli, engaged with local culinary products or gastronomy-based tourism activities, and been willing to complete the questionnaire. Based on this procedure, a total of 220 valid responses were obtained and used for analysis. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Ecogastronomy experience was measured through the dimensions of entertainment, educational, esthetic, and escapist, while experiential value, tourist satisfaction, and destination loyalty were adapted from established constructs in previous tourism studies.

The data were analyzed using SPSS (Rahman & Muktadir, 2021). Prior to hypothesis testing, the instrument was evaluated through validity and reliability testing, while descriptive statistics were used to provide a general overview of the data. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted to ensure that the regression model met the required statistical assumptions. The hypotheses were tested using multiple regression analysis, in which the first model examined the effects of ecogastronomy experience and experiential value on tourist satisfaction, while the second model examined the effects of ecogastronomy experience, experiential value, and tourist satisfaction on destination loyalty. In addition, tourist satisfaction was specified as a mediating variable, and model evaluation was supported by the coefficient of determination, t-test, and F-test.

RESULT AND DISCUSSION

Result

This section presents the empirical findings of the study, covering respondent characteristics, descriptive statistics, reliability, correlations, regression results, and mediation effects. Overall, the results indicate that tourists reported favorable evaluations of their ecogastronomy experience, experiential value, satisfaction, and destination loyalty. As presented in Table 1, the study involved 220 respondents with a relatively balanced gender composition, dominated by female respondents (53.6%), and primarily aged between 21–30 years (43.6%). Most respondents were first-time visitors, indicating that Bangli continues to attract new tourists rather than relying solely on repeat visitation.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	102	46.4
	Female	118	53.6

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Age	Under 20 years	18	8.2
	21–30 years	96	43.6
	31–40 years	61	27.7
	Above 40 years	45	20.5
Education	High School	49	22.3
	Diploma	38	17.3
	Bachelor's Degree	102	46.4
	Postgraduate Degree	31	14.1
Visit Frequency	First visit	124	56.4
	Repeat visit	96	43.6
Total		**220**	**100.0**

Source : Data Processing, 2026

As presented in Table 2, all variables recorded relatively high mean scores, ranging from 3.968 to 4.155, indicating generally positive perceptions of the destination. The reliability coefficients were strong, with Cronbach's alpha values ranging from 0.873 to 0.901, confirming good internal consistency of the measurement scales. All variables were positively and significantly correlated at the 0.01 level. The strongest relationship was found between tourist satisfaction and destination loyalty ($r = 0.741$, $p < 0.01$), suggesting that satisfaction is closely associated with post-visit behavioral intentions.

Table 2. Descriptive Statistics, Reliability, and Correlations

Variable	Mean	SD	Cronbach's Alpha	1	2	3	4
1. Ecogastronomy Experience	4.1182	0.50341	0.882	1.000	0.621**	0.684**	0.517**
2. Experiential Value	4.0677	0.54792	0.901	0.621**	1.000	0.726**	0.481**
3. Tourist Satisfaction	4.1545	0.48633	0.889	0.684**	0.726**	1.000	0.741**
4. Destination Loyalty	3.9682	0.59817	0.873	0.517**	0.481**	0.741**	1.000

Source : Data Processing, 2026

The regression analysis showed that ecogastronomy experience ($\beta = 0.382$, $p < 0.001$) and experiential value ($\beta = 0.491$, $p < 0.001$) both had significant positive effects on tourist satisfaction, as presented in Table 3. Experiential value emerged as the stronger predictor, indicating that

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perceived value plays a dominant role in shaping satisfaction. The model explained 58.1% of the variance in tourist satisfaction ($R^2 = 0.581$), with a significant overall model fit ($F = 150.624$, $p < 0.001$). These findings suggest that both experience and value jointly contribute to explaining how tourists evaluate their visit to Bangli.

Table 3. Results of Tourist Satisfaction Model Testing

Predictor	B	Std. Error	Beta	t	Sig.
Constant	0.842	0.215	–	3.911	0.000
Ecogastronomy Experience	0.371	0.055	0.382	6.744	0.000
Experiential Value	0.469	0.055	0.491	8.521	0.000

Model Summary	Value
R	0.762
R Square	0.581
Adjusted R Square	0.577
F	150.624
Sig.	0.000

Source : Data Processing, 2026

As presented in Table 4, the regression results for destination loyalty show a meaningful change in the structural pattern of relationships when tourist satisfaction is introduced into the model. In the initial model without the mediator, ecogastronomy experience had a positive and significant effect on destination loyalty, with an unstandardized coefficient of 0.341, a standardized coefficient of 0.309, a t-value of 4.611, and a significance level of 0.000. Experiential value also showed a positive and significant effect in this model, with a coefficient of 0.151, a standardized beta of 0.139, a t-value of 2.056, and a significance level of 0.041. These results indicate that, before tourist satisfaction was considered, both ecogastronomy experience and experiential value appeared to directly contribute to tourists' intentions to revisit and recommend Bangli. The model itself was statistically significant, with R = 0.545, R Square = 0.297, Adjusted R Square = 0.291, and F = 45.806 at p = 0.000, meaning that the two predictors explained 29.7% of the variance in destination loyalty.

A different pattern emerged when tourist satisfaction was added to the destination loyalty model. In the final model, tourist satisfaction became the strongest predictor of destination loyalty, with an unstandardized coefficient of 0.648, a standardized beta of 0.608, a t-value of 9.874, and a significance level of 0.000. This coefficient was substantially larger than those of the

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other predictors, indicating that satisfaction had the most dominant contribution to explaining loyalty intentions. At the same time, ecogastronomy experience still retained a positive and statistically significant effect, but its magnitude declined considerably, from a standardized beta of 0.309 in the model without the mediator to 0.114 in the model with the mediator. Its coefficient in the final model was 0.126, with a t-value of 1.991 and a significance level of 0.048, which suggests that ecogastronomy experience continued to influence destination loyalty directly, although the strength of this influence became much weaker after the inclusion of tourist satisfaction.

In contrast, experiential value showed a more substantial shift once tourist satisfaction entered the model. In the initial model, experiential value significantly predicted destination loyalty, but in the final model its direct effect became statistically non-significant. The coefficient decreased from 0.151 to 0.067, the standardized beta fell from 0.139 to 0.061, the t-value declined to 1.080, and the significance level rose to 0.281. This pattern indicates that experiential value no longer had enough independent explanatory power to predict destination loyalty once tourist satisfaction was accounted for. In other words, tourists' perceptions of value were not translated into loyalty on their own, but instead appeared to operate primarily through the satisfaction they generated. This contrast between the two models provides strong initial evidence that tourist satisfaction acts as a key intervening variable rather than merely an additional predictor.

The overall model fit also improved substantially after tourist satisfaction was included, which further highlights its central role in the proposed framework. The value of R increased from 0.545 in the model without the mediator to 0.752 in the final model, while R Square rose from 0.297 to 0.565. This means that the explanatory power of the model increased from 29.7% to 56.5%, indicating that the addition of tourist satisfaction nearly doubled the proportion of variance in destination loyalty explained by the model. Adjusted R Square also increased from 0.291 to 0.559, showing that the improvement remained strong even after adjustment for the number of predictors. Furthermore, the final model remained highly significant overall, with F = 93.211 and p = 0.000. Taken together, these results indicate that destination loyalty in Bangli is much better explained when tourist satisfaction is incorporated into the model, and that loyalty is shaped less by direct value perceptions than by the extent to which those perceptions produce an overall satisfying tourism experience.

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Table 4. Regression Results for Destination Loyalty, With and Without Mediator

Predictor	Without Mediator B	Without Mediator Beta	t	Sig.	With Mediator B	With Mediator Beta	t	Sig.
Constant	1.102	–	4.222	0.000	0.553	–	2.112	0.036
Ecogastronomy Experience	0.341	0.309	4.611	0.000	0.126	0.114	1.991	0.048
Experiential Value	0.151	0.139	2.056	0.041	0.067	0.061	1.080	0.281
Tourist Satisfaction	–	–	–	–	0.648	0.608	9.874	0.000

Model	R	R Square	Adjusted R Square	F	Sig.
Without Mediator	0.545	0.297	0.291	45.806	0.000
With Mediator	0.752	0.565	0.559	93.211	0.000

Source : Data Processing, 2026

As presented in Table 5, the mediation analysis confirms this structural interpretation by showing that tourist satisfaction significantly mediates the effects of both ecogastronomy experience and experiential value on destination loyalty. For the first mediation path, the indirect effect of ecogastronomy experience on destination loyalty through tourist satisfaction was 0.325, with a BootSE of 0.049 and a 95% bootstrap confidence interval ranging from 0.236 to 0.425. Because the confidence interval did not include zero, the indirect effect was statistically significant. At the same time, the direct effect of ecogastronomy experience on destination loyalty remained significant at 0.179. This combination of a significant indirect effect and a still-significant direct effect indicates partial mediation. Substantively, this means that ecogastronomy experience influenced destination loyalty in two ways: first, indirectly by increasing tourist satisfaction, and second, directly through a smaller remaining effect that was not fully absorbed by the mediator.

The second mediation path shows an even stronger intervening role for tourist satisfaction in the relationship between experiential value and destination loyalty. The indirect effect of experiential value on destination loyalty through tourist satisfaction was 0.410, with a BootSE of 0.056 and a 95% bootstrap confidence interval ranging from 0.307 to 0.529. Again, the confidence interval did not include zero, confirming that the indirect effect was statistically significant. However, unlike the previous path, the direct effect of experiential value on destination loyalty

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was only 0.086 and was reported as non-significant. This pattern indicates full mediation, meaning that experiential value affected destination loyalty only through its ability to generate tourist satisfaction. In practical terms, tourists who perceived high value from their Bangli experience did not automatically become loyal to the destination unless that value was translated into an overall sense of satisfaction.

Table 5. Mediation Test Results

Hypothesis	Relationship	Direct / Indirect Effect	Result	Interpretation
H1	Ecogastronomy Experience → Tourist Satisfaction	Beta = 0.382; p = 0.000	Supported	Positive and significant effect
H2	Experiential Value → Tourist Satisfaction	Beta = 0.491; p = 0.000	Supported	Positive and significant effect
H3	Ecogastronomy Experience → Destination Loyalty	Beta = 0.114; p = 0.048	Supported	Positive and significant effect, but weaker in the final model
H4	Experiential Value → Destination Loyalty	Beta = 0.061; p = 0.281	Not supported	No significant direct effect in the final model
H5	Tourist Satisfaction → Destination Loyalty	Beta = 0.608; p = 0.000	Supported	Positive and significant effect
H6	Ecogastronomy Experience → Tourist Satisfaction → Destination Loyalty	Indirect effect = 0.325; BootLLCI = 0.236; BootULCI = 0.425	Supported	Significant partial mediation
H7	Experiential Value → Tourist Satisfaction → Destination Loyalty	Indirect effect = 0.410; BootLLCI = 0.307; BootULCI = 0.529	Supported	Significant full mediation

The hypothesis summary in Table 5 provides a concise confirmation of the overall empirical pattern. H1 and H2 were supported because ecogastronomy experience and experiential value both had positive and significant effects on tourist satisfaction. H3 was also supported because

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ecogastronomy experience maintained a positive and significant direct effect on destination loyalty, even though that effect became weaker in the final model. H4 was not supported because experiential value did not show a significant direct effect on destination loyalty once tourist satisfaction was included. H5 was supported because tourist satisfaction had a strong and significant positive effect on destination loyalty. Finally, H6 and H7 were both supported because tourist satisfaction significantly mediated the relationship of ecogastronomy experience and experiential value with destination loyalty, with partial mediation in the first case and full mediation in the second.

Overall, the combined evidence from Table 4 and Table 5 shows that tourist satisfaction functions as the main explanatory bridge between antecedent evaluations and destination loyalty. Ecogastronomy experience has both a direct and an indirect pathway to loyalty, which means that experience itself remains an important destination asset even after satisfaction is considered. Experiential value, however, works differently, because its effect on loyalty is entirely dependent on whether tourists feel satisfied with the overall experience. These findings make clear that the formation of destination loyalty in Bangli is not driven simply by the presence of positive experiences or perceived value in isolation, but by the extent to which these factors culminate in a satisfying destination encounter.

DISCUSSION

The findings show that ecogastronomy experience had a positive and significant effect on tourist satisfaction in Bangli. This result supports Experience Economy Theory, which argues that memorable experiences emerge when destinations combine entertainment, education, esthetics, and escapism into a meaningful tourism offering. In Bangli, this experiential logic is especially relevant because gastronomy is embedded in a place-based system of agriculture, landscape, and local identity rather than in detached food consumption alone. The Batur UNESCO Global Geopark in Kintamani covers 15 villages where agriculture and tourism form the backbone of the local economy, and UNESCO explicitly highlights products such as Kintamani sweet oranges and civet coffee as part of the area's notable traditions. These characteristics suggest that tourists in Bangli do not merely consume food items, but encounter gastronomy through volcanic landscapes, farming culture, and local livelihoods, which makes the tourism experience more immersive and emotionally engaging than a conventional dining-based destination experience (Pine & Gilmore, 1998; Oh et al., 2007; Chang, 2018; UNESCO, 2026).

This interpretation also helps explain why ecogastronomy in Bangli is likely to generate

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satisfaction beyond functional evaluations of taste or service alone. Bangli's foodscape is tied to origin, environment, and production processes, as shown by the formal geographical indication status of Kopi Arabika Kintamani Bali, which reinforces its territorial specificity and authenticity. Prior work on Catur in Kintamani also shows that coffee processing itself has been positioned as a gastronomic tourist attraction, meaning that tourists can engage not only with the final product but also with the story, process, and cultural setting behind it. In this sense, Bangli offers an ecogastronomy experience in which food consumption is integrated with learning, sensory appreciation, and interaction with the local production environment. This pattern is consistent with previous studies suggesting that food-based tourism becomes more valuable when it is closely connected to destination identity and experiential context (Pambudi et al., 2024; Gayatri & Widhiyani, 2025).

Experiential value was also found to have a positive and significant effect on tourist satisfaction, and its effect was even stronger than that of ecogastronomy experience. This finding confirms the relevance of the experiential value framework proposed by Mathwick et al. (2001), which explains that tourists assess experiences not only through enjoyment and aesthetics, but also through judgments of worth relative to time, effort, and cost. In Bangli, this means that tourists were satisfied not simply because they encountered local food, but because they perceived the overall ecogastronomy encounter as worthwhile, authentic, and meaningful within the destination setting. The result is in line with Wu et al. (2018) and Qiu et al. (2024), who found that perceived value remains a strong predictor of satisfaction and behavioral outcomes across tourism contexts. It also strengthens the argument that in gastronomic tourism, value is created through the integration of food quality, atmosphere, uniqueness, and cultural significance rather than through consumption alone (Mathwick et al., 2001; Wu et al., 2018; Qiu et al., 2024; Gayatri & Widhiyani, 2025).

The significant effects of ecogastronomy experience and experiential value on tourist satisfaction can be further understood through Expectation-Disconfirmation Theory. According to Oliver (1980), satisfaction emerges when actual experience meets or exceeds prior expectations, and the Bangli case suggests that tourists evaluated their ecogastronomy encounters positively enough to generate favorable post-visit judgments. The relatively stronger effect of experiential value indicates that satisfaction was shaped not only by what tourists experienced, but also by how they interpreted the worth of those experiences after investing time, attention, and travel resources. This is especially plausible in Bangli because the destination offers a combination of scenery, agricultural authenticity, and localized food identity that may exceed the expectations of

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visitors seeking more meaningful alternatives to mainstream tourism. Therefore, satisfaction in this study appears as a holistic evaluation of the destination encounter, which is consistent with Dmitrović et al. (2009) and Minh (2023), who argue that tourist satisfaction should be understood as an integrated response to the overall destination experience rather than as a narrow reaction to isolated service attributes (Oliver, 1980; Dmitrović et al., 2009; Minh, 2023).

The destination loyalty model revealed that tourist satisfaction was the strongest predictor of destination loyalty, while ecogastronomy experience retained a smaller direct effect and experiential value did not show a significant direct effect in the final model. This result is consistent with Oliver's (1999) view that loyalty develops as a deeper commitment following favorable evaluations, and with Oppermann (2000), who explains that destination loyalty is commonly expressed through revisit and recommendation intentions. In this study, tourists appeared to become loyal to Bangli not simply because the destination offered distinctive products such as Kintamani coffee or orange-based agro-identity, but because these experiences first produced an overall sense of satisfaction. This pattern also supports Hui et al. (2007), Almeida-Santana and Moreno-Gil (2018), and Carvache-Franco et al. (2025), all of whom show that loyalty at the destination level is closely tied to post-visit satisfaction rather than to isolated service elements. Thus, in Bangli, loyalty seems to emerge when ecogastronomy is experienced as a coherent and satisfying destination encounter rather than merely as an attractive local commodity.

The mediation results provide the clearest evidence of the structural role of tourist satisfaction in the model. Tourist satisfaction partially mediated the relationship between ecogastronomy experience and destination loyalty, indicating that experience could influence loyalty both directly and indirectly through satisfaction. By contrast, tourist satisfaction fully mediated the relationship between experiential value and destination loyalty, meaning that value alone was not sufficient to generate loyalty unless it first translated into an overall satisfying experience. This finding refines the arguments of Suhartanto et al. (2020) and Qiu et al. (2024) by showing that value may not always operate as a direct driver of loyalty, particularly in a destination where attachment is formed through a holistic interaction among food, landscape, and local culture. Overall, the findings demonstrate that Bangli's ecogastronomy potential becomes strategically meaningful when locally rooted experiences and value perceptions are able to generate satisfaction, because satisfaction is the key mechanism that transforms destination encounters into revisit intention and positive word-of-mouth.

These findings contribute theoretically by extending the application of *Experience Economy Theory* and *Expectation-Disconfirmation Theory* into the context of ecogastronomy

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tourism. The study shows that ecogastronomy experience is not only relevant as a direct experiential construct, but also as a place-based antecedent of tourist satisfaction in a destination where food, landscape, and local production are closely interconnected. More importantly, the findings refine prior tourism studies by demonstrating that experiential value does not necessarily translate directly into destination loyalty, but may operate primarily through tourist satisfaction as a mediating mechanism. This means that the experience–value–loyalty relationship is more structurally dependent on post-visit evaluation than some earlier studies have suggested. In this respect, the study adds nuance to the tourism behavior literature by showing that loyalty in ecogastronomy destinations is shaped less by value perception alone and more by the extent to which that value culminates in a satisfying destination experience.

The findings also carry important practical implications for destination managers and tourism stakeholders in Bangli. The results suggest that strengthening destination loyalty requires more than promoting local food products as attractions in themselves; what matters more is how these products are integrated into meaningful visitor experiences that generate satisfaction. For this reason, ecogastronomy development in Bangli should prioritize interpretive, participatory, and place-based tourism design, such as experiences that connect tourists with local farming landscapes, food production processes, cultural narratives, and environmental values. Managers should also pay close attention to the perceived value of the experience by ensuring that visitors feel their time, cost, and effort are rewarded through authenticity, uniqueness, and memorable engagement. In practical terms, Bangli's competitiveness as an ecogastronomy destination will likely depend not only on the quality of its local products, but on its ability to transform those products into coherent and satisfying tourism experiences that encourage revisit intention and positive word-of-mouth.

CONCLUSION

This study confirms that ecogastronomy experience and experiential value are important determinants of tourist satisfaction in Bangli. Both variables showed positive and significant effects, indicating that tourists evaluate Bangli not only through the quality of the experience itself but also through the value they perceive from that experience. The findings support *Experience Economy Theory* by showing that food-based tourism becomes more meaningful when it is connected to place, culture, and environmental context. They also support *Expectation-Disconfirmation Theory*, as tourist satisfaction emerged from favorable evaluations of experiences that met or exceeded expectations.

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The study further demonstrates that tourist satisfaction is the most important predictor of destination loyalty. Although ecogastronomy experience retained a small direct effect on loyalty, experiential value did not directly influence loyalty once satisfaction was included in the model. This indicates that loyalty is primarily formed through tourists' overall satisfaction rather than through value perceptions alone. In other words, tourists are more likely to revisit and recommend Bangli when their ecogastronomy experience is not only valuable, but also satisfying as a whole.

The mediation results strengthen this conclusion by showing that tourist satisfaction plays a central intervening role in the proposed model. Tourist satisfaction partially mediated the relationship between ecogastronomy experience and destination loyalty, and fully mediated the relationship between experiential value and destination loyalty. These findings imply that ecogastronomy development in Bangli should focus on designing meaningful and place-based tourism experiences that generate both perceived value and satisfaction. Overall, this study contributes to the tourism literature by extending the application of experience-based and satisfaction-based theories into the context of ecogastronomy tourism, while also offering practical insight for strengthening destination loyalty in Bangli.

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