



PERCEIVED RISKS ON TOURIST DESTINATION LOYALTY IN CAVITE CITY SHAPED BY FOOD SATISFACTION

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Abstract

The study explores the relationship between tourists' satisfaction with local food and loyalty to Cavite City, Philippines. While shedding light on the mediating role of perceived risks, encompassing COVID-19, man-made and natural related risks, in shaping this relationship. Destination loyalty pertains to the strong desire of tourists to revisit and recommend a destination, whereas satisfaction with local food triggers heightened participation in gastronomic experiences and nurtures destination loyalty, thereby motivating repeat visits. On the other hand, the research also assesses how perceived risks influence the link between tourists' food satisfaction and loyalty to the destination. These perceived risks, spanning COVID-19, man-made, and natural risks, may influence tourists' decision-making and behavior, impacting their willingness to dine out and destination preferences. Utilizing STATA version 1 for analysis, the findings indicate that tourists were generally satisfied with the food offerings in Cavite City, and this satisfaction was positively associated with their loyalty to the destination. On the other hand, perceived risks did not significantly affect the link between food satisfaction and destination loyalty. Destinations can effectively attract and retain tourists in a highly competitive landscape by ensuring satisfaction and fostering loyalty through risk mitigation measures.

Keywords: perceived risk; food satisfaction; destination loyalty; tourists; Cavite City

1. Introduction

Destination loyalty plays a substantial role in accurately predicting tourists' revisit intent (Chen & Chen, 2010). Recent studies hypothesize that tourist loyalty shapes the travellers' perceived satisfaction from experience, expectations, quality service, and costs of tourism products present (Hoang et al., 2022; Nilplub et al., 2016; Sudari et al., 2019). Destination loyalty is also deemed significant due to its contribution to achieving profitability (Yoo & Bai, 2013). To further understand destination loyalty, a study by Lacap (2019) has demonstrated that tourists who have visited Angeles City, Philippines, tend to associate satisfaction with local food with loyalty towards the destination. Food satisfaction, motivation, and destination loyalty were found to be significantly related by Chen & Huang (2019). The relationship between these variables emphasizes the importance of considering local cuisine

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when advertising and promoting the local cuisine of a certain destination (Yasami et al., 2021). Research on the integration of local food has been limited, despite its importance in terms of satisfaction and destination loyalty. (Q. Chen & Huang, 2018; Erkmen, 2019; Hernández-Rojas & Huete Alcocer, 2021; Horng et al., 2012) Moreover, Ali et al. (2020) identified the importance of food satisfaction in influencing tourists' willingness to return to a destination, emphasizing how food plays a significant role in the tourism process.

Despite a strong desire to dine out, COVID-19 risk perceptions may deter individuals from visiting restaurants due to increased infection risks (Dedeoğlu & Boğan, 2021). Research suggests that pandemic-related risk perceptions significantly influence consumers' intention to consume food and alter the link between dining out and restaurant visits (Dedeoğlu & Boğan, 2021). Li et al. (2022) also found that consumers' willingness to consume restaurant products is negatively affected by their perception of pandemic-related risk. However, there is a gap in understanding how the explicit perception of Cavite City's food satisfaction and visitor loyalty is mediated by COVID-19 risk.

The concept of tourist risk perception refers to the perceptions and evaluations of tourists regarding the potential risks associated with their travel destination, activities, and experiences (Hasan et al., 2017). Tourist risk perception, including the fear of natural or man-made disasters (Tourophobia), plays a crucial role in determining satisfaction and destination loyalty Çakar, (2021). Mancini (2022) revealed that there is a direct correlation between risk perception and reduced probability of returning to a destination or recommending it to others. High-risk perception can also deter tourists from participating in local cuisine (Jeaheng & Han, 2020; H. Zhang et al., 2018). Natural disasters and man-made disasters, such as terrorist attacks, impact the safety image of a destination Ma et al. (2020). These perceived risks are important factors to consider in understanding tourists' destination loyalty. It is crucial to understand the relationship between perceived risks and food satisfaction for the tourism industry.

The purpose of this study was to investigate whether tourists' satisfaction with local cuisine is related to their loyalty to the destination. Additionally, the study sought to differentiate itself by exploring how perceived risks might be mediated by this relationship. In inclusion of the perceived risks as the mediating factor, the study used a framework with variables of destination loyalty and food satisfaction. The following research objectives were:

- To determine the relationship between food satisfaction and destination loyalty in Cavite City, Philippines.
- To determine the effect of tourist risk perception on the relationship between food satisfaction and destination loyalty in Cavite City, Philippines.

1.1 Setting

Cavite City, located at the northern end peninsula of the province of Cavite, is known for its historical importance and diverse cuisine (The Official Website of the Province of Cavite, 2022). While its proximity to Manila may diminish the diversity of its cuisines, an emerging trend towards local heritage cooking has allowed Cavite to showcase its unique culinary dishes (Cabato, 2018; Orda, 2018). The San Miguel Pure Foods Culinary Center (SMPFCC) established the "Proba: Cavite Comida," a food crawl tour, which focused on highlighting Cavite as a food destination near Manila, fostering an appreciation for its diverse culinary traditions (Vanzi, 2018). One of the highlighted municipalities in the tour is Cavite City, known for dishes like Pansit Pusit, Pansit Puso, Bibingkoy, Tamales, Calandracas, and Bacalao (Gondra, 2022) Pansit Pusit, made with squid ink, is a popular dish served at Bernie's Kitchenette, along with Pansit Puso and Buttered Bacalao (Harme, 2021). Another delicacy is Tamales, a pasalubong treat wrapped in banana leaves (Heussaff, 2019). Calandracas, a soup with hamonado bone broth, and Bibingkoy, a glutinous rice treat, are also unique to Cavite City (Casper, 2019; Mendoza, 2018).

On the other hand, the City of Cavite inevitably experienced various natural and man-made risks, which is important in answering whether the tourists will continue to travel despite these risks. With the presence of COVID-19 in the Philippines for three years, Cavite City has accumulated 4,465 COVID cases in the city but with only one active case from March 11 to March 17, 2023 (Cavite Provincial Information Office, 2023). The city is also prone to natural disasters due to its location in a high-risk zone for typhoons and floods and is situated on a major fault line. According to a study by the Philippine Institute of Volcanology and Seismology or PHIVOLCS, the city is located near the Manila Trench, which increases its risk for earthquakes and tsunamis (Juanico, 2015). Furthermore,

man-made risk like terrorism is high. According to Deña (2023), it was reported in the City of Cavite in January that there were about seven victims of a grenade blast where it mentions that a gang of teenagers threw a grenade into the city at midnight. Risk situations like these may affect whether tourists visit Cavite City.

2. Literature Review

2.1. Destination Loyalty

Destination loyalty results from tourists' engagement and attentiveness to places they have visited with different attractions, which could lead to competition in different destinations, further explained through sensory impressions of tourists in the nomological network (Lv et al., 2020). The nomological network of experience cape explained the circumstances in a setting wherein different service was provided through important criteria that make it more comprehensible (Tasci & Pizam, 2020). According to the study of Agapito et al. (2014), sensory impression theory affirmed that people used their different senses to appreciate the world that was seen through their attitudes and behavior, which could alleviate their decision-making. Among different sensory impressions, the haptic impression (e.g., the feeling of the surrounding) helped verify its importance in determining its influence on tourists' loyalty toward the destination (Fakfare et al., 2021). The current study could either agree or provide contrary evidence to the sensory impression theory in determining the effect of tourists' satisfaction with food that could affect their loyalty to the destination..

2.2. Food Satisfaction

Tourist satisfaction is determined by comparing expectations to actual experiences at the destination (Sangpikul, 2018). In the present study, tourists responding positively to Cavite City's local food are identified as having a positive reaction to food satisfaction. According to Ullah et al. (2022) the satisfaction derived from food triggers tourists' active engagement in gastronomic experiences, fostering loyalty toward the destination. Atikahambar et al. (2019) have similarly established that positive food satisfaction heightens destination loyalty and repeat visits. Furthermore, satisfaction with local restaurants has been found significantly contributes to the promotion of a destination's culinary identity, resulting in return visits and enthusiastic recommendations from visitors (Toudert & Bringas-Rábago, 2019). Notably, the satisfaction experienced from food also assumes a pivotal role in the marketing of a destination's local cuisine (Yasami et al., 2021). The current study aligns with the expectancy-disconfirmation theory, a framework widely acknowledged in customer satisfaction research (Adesina et al., 2022; Chendo, 2019; Hasan et al., 2019; Sudari et al., 2019). The expectancy-disconfirmation theory evaluates a customer's pleasure or discontent in relation to their perceived expectations of goods or services (Oliver, 1980). Thus, the current study hypothesizes that:

H1: Food satisfaction positively affects destination loyalty.

2.3. Perceived Risks

2.3.1 Perceived Risk of COVID-19

The worldwide repercussions of the Covid-19 pandemic on the tourism and hospitality sector have resulted in significant adverse outcomes for countries, enterprises, employment, and prospects. (UNWTO, 2020). In the study conducted by Li et al. (2022), it was discovered that consumers' recognition of the risk associated with the pandemic

has an unfavorable impact on their consumption of restaurant food. COVID-19's unique nature, with no current cure other than vaccines, differentiates its perceived risk from other health hazards (Dedeoğlu et al., 2022). Dryhurst et al. (2020) have a prevalent sense of elevated risk perception regarding COVID-19 spanning the continents of Europe, Asia, and North America. Risk perceptions influence decisions regarding the acceptance of dangers and are a significant factor in actions taken before, during, and after a disaster (Rohrmann, 2008). Cui et al. (2016) highlighted risks in the tourism industry, with satisfaction and catastrophic events being interconnected. In addition, Dedeoğlu & Boğan (2021) revealed that the perceived risks of COVID-19 influence tourists' motivation for dining out and destination preferences. As perceived risk decreases, it becomes a lesser factor in shaping tourists' travel and food consumption decisions (Dedeoğlu et al., 2022). It is consistent with the findings of Huete-Alcocer & Hernandez-Rojas (2022), which findings underscore the significant role of food satisfaction as a crucial determinant of tourists' perspectives and intentions to revisit. The current study applied the Protection Motivation Theory (Rogers, 1975), which (Dedeoğlu & Boğan, 2021; Dryhurst et al., 2020) utilized in previous research to comprehend people's decisions based on the possible risks and consequences to the safety of their health. (Clubb & Hinkle, 2015).

2.3.2 Perceived Risk of Natural Disasters

Natural disasters significantly impact destination loyalty by making affected destinations appear riskier and less attractive to tourists (Genç, 2018). Rosselló et al., (2020) categorized natural risks as geological (earthquakes, volcanic eruptions, landslides) and meteorological (hurricanes, cyclones, floods). These hazards damage infrastructure, disrupt transportation, and threaten tourists' safety Rosselló et al., (2020). Natural hazards elevate the perceived risk, resulting in a decrease in satisfaction and a diminished inclination for future revisitation (An et al., 2010; Tavitiyaman & Qu, 2013). However, in terms of engagement in the exploration of authentic local cuisine, Dulani et al. (2021) discovered that tourists are willing to take risks when it comes to consuming local food, as they prioritize the experience and the unique cultural aspects of food over potential health risks. Tourists prioritize travel experiences and believe risk can be managed through personal precautions. S. R. Li & Ito (2021) The moderating impact of natural disasters remains an important area of research that Natural disasters can significantly negatively impact destination loyalty, as tourists perceive affected destinations as riskier and less attractive (Genç, 2018).

2.3.3 Perceived Risk Made by Man

Disasters caused by a human were divided into three types: those directly linked to security, economics, and politics, which were why the tourism industry was most prone to them (Ma et al., 2020). Terrorism was one of the most common man-made risks that hindered tourism. Corbet et al. (2019) argued that terrorism, specifically violence and/or threat, brought extensive fear to tourists, disrupted different infrastructures and tourism operations in a destination. Despite the reduction of prices for tickets and other tourism products, Liu & Pratt (2017) identified that it was common for tourists to prevent visiting a destination due to a possible history of terrorism. Additionally, there were perceived risks identified by Tavitiyaman & Qu (2013) encompassing psychological, social, physical, and political instability-related risks, along with risks to satisfaction, among various others. These risks were proven to be related to one another as they influenced how people made decisions and added much uncertainty to their consequences. The safety image of a destination had to be prioritized whenever a disaster happens so that the tourists could be satisfied, consequently fostering destination loyalty. Thus, the current research hypothesized that:

H2: *The perceived risks have a mediating effect on the relationship between food satisfaction and destination loyalty.*

3.3 Conceptual Framework

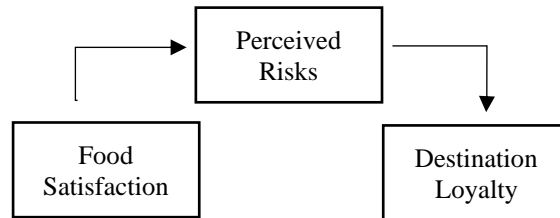


Figure 1: Conceptual Framework

Figure 1 presents the IV-DV model used in the study to illustrate the hypotheses. The IV-DV model discussed whether the independent variable (IV) had contexts that gave an important function to the dependent variable (DV) (Tabuena, 2021). Specifically, the study investigated how tourists' food satisfaction (IV) influenced their loyalty to the destination (DV). Mediating variables were employed to assess perceived risks, allowing for an analysis of perceived risk's direct and indirect effects on destination loyalty and satisfaction (Chaudhary & Islam, 2021). The upward-pointing arrow represented the mediating effect of perceived risks on the dependent and independent variables. Additionally, Lacap (2019) introduced additional variables, such as food-related motivation and local food involvement, which were now incorporated as criteria within the food *satisfaction construct*.

The expectancy-disconfirmation and protection motivation theories (PMT) were utilized in Figure 1 to develop a destination loyalty model. Based on Rogers (1975), the PMT helped understand attitude changes in the face of fear. Shillair (2020) stated that the PMT suggests perceived risks can discourage or encourage participation. The current study examined food satisfaction and destination loyalty within the PMT framework, with perceived risks as the mediating variable. Consistent with Soon et al. (2022), COVID-19 perceived risks were evaluated using PMT to assess their impact on food safety concerns and motivation for food-related activities. Moreover, the present study utilized the concept of expectancy-disconfirmation theory to understand the food satisfaction variable. The theory of expectancy-disinformation is widely viewed as acceptable in understanding customer satisfaction (Oh, 1999). The theory enabled an understanding of how satisfaction with local food contributes to destination loyalty. Previous studies, such as Hui et al. (2007) and Rashad Yazdanifard (2021), have utilized the expectancy-disconfirmation theory and found significant impacts of food on overall satisfaction and loyalty. Thus, it was essential to investigate the role of perceived risk and food satisfaction as mediators for developing destination loyalty.

3. Methodology

3.1 Research Design

A quantitative method was utilized in the study. Also, it was befitting to use quantitative since the research objectives were to determine whether tourists' food satisfaction affected destination loyalty and to identify if there were mediating effects on these two variables with the perceived risks. The data gathering was through an on-site survey questionnaire given to the selected respondents. The results gathered from the survey helped researchers to describe and answer research problems and hypotheses.

3.2 Research Participants

The study took place in Cavite City and focused on the local tourists. The survey assessed how food satisfaction influences destination loyalty and whether there were any mediating effects of perceived risks on the variables. Restaurants offering traditional Caviteño cuisine were chosen as survey sites. Purposive sampling, a non-probability sampling, selected the respondents who had visited Cavite City for at least a day. People who agreed to

have visited the city were considered qualified as the respondents. The primary objective of this sampling technique was for the researchers to gather information from participants who suited well to answer the questionnaires based on the research topic. Furthermore, using purposive sampling, the researchers selected local tourist as respondents at each location who had experienced visiting Cavite City during the pandemic, starting from 2020 to the present. The GPower Calculator, a computer statistical software, calculated the sample size of 107 respondents. Using the software, the researchers chose Linear multiple regression for the statistical test and F-test for the test family.

3.3 Data Gathering

The data-gathering tool was a survey questionnaire. Food satisfaction was measured with 19 questions - six (6) questions related to food-related motivation, eight (8) questions related to local food involvement, and five (5) questions for food satisfaction were identified in the studies of Beer et al., (2012); del Bosque & San Martín, (2008); Kim et al., (2010); Mason & Paggiaro, (2012); McKercher et al., (2008); Sparks, (2007); Žabkar et al., (2010) Furthermore, three (3) questions for Destination Loyalty were from the research of Q. Chen & Huang, (2019b) The first twenty-one questions were all summarized by Q. Chen & Huang (2019), validated, and summarized by Lacap (2019) The risk perception was divided into three (3) categories, six (6) questions were used in identifying the COVID-19 perceived as per on the study of (Z. Li et al., 2022) Four (4) questions were used to understand the perceived risk from man-made risks based on a study by B. Zhang, 2016), and four (4) questions were utilized to identify the perceived risk from natural disasters as interpreted on the studies of Kellens et al., (2011) Ng, (2022) and Rindrasih, (2018).

The pilot testing on ten (10) respondents examined the validity of the questions. For reliability, Cronbach's Alpha evaluated the results of the pilot tests. All questions were accepted after the validity test, which tested the consistency and reliability of their content validity. Furthermore, the data-gathering process involved obtaining consent from respondents who voluntarily took part in the study. The study gathered information from international and local tourists who went to Cavite City from 2020 up to the present. The researchers collected data through an on-site survey where data collection took place through an on-site survey conducted at specific food tourist spots in Cavite City, such as Asao Grill & Restaurant, Lydia's Down-Home Cooking, Regal Dining Catering and Restaurant, Palakainan, Hattydy's Sizzling & Panciteria, and Café Antix. Survey questionnaires were distributed inside local restaurants over six days during weekends.

3.3 Statistical Analysis

The study used various statistical techniques to analyze the data collected. The weighted mean determined the overall average, considering the importance of each data point. Linear regression examined the correlation between destination loyalty and food satisfaction, revealing patterns and trends. One-way ANOVA and Percentage were also employed. Regression analysis with mediation analysis explored the correlation between food satisfaction and destination loyalty. Mediation analysis investigated the impact of perceived risks on variable variations and represented data occurrence. STATA version 17 was used for all data analyses based on their suitability for the study.

4. Findings

4.1. Mean Results & Correlation

Table 1 presents rankings and mean responses on food-related motivation. The highest-ranked item (item 1) indicates strong agreement that food influences destination choice (mean: 4.46), while item 3 has the lowest mean (3.69), suggesting less agreement on food as the sole basis for destination choice. The overall mean for food-related motivation is 4.21, with a standard deviation of 0.60. These findings demonstrate significant motivation regarding food-related factors. They support previous research by Morris et al. (2020) highlighting the impact of cuisine in a local area on selecting a certain destination. Local food is a compelling attraction, not just a supplementary resource. Thus, local food and related experiences significantly contribute to attracting tourists, as supported by Atikahambar et al. (2019), Björk & Kauppinen-Räsänen (2017), and Su et al. (2020). According to the study's findings, food-related motivation also plays a significant role in enhancing tourists' satisfaction in Cavite City. However, as stated by Stankov et al. (2019) it is important that tourists' destination choices can be influenced by various factors, including local cuisine, natural and historical resources, and cultural heritage. This implies that food-related motivation is not the sole reason for visiting a destination.

In Table 1, item 1 received the highest mean rank (4.35), indicating agreement that "Local Food activities in Cavite City" are interesting. However, item 7 obtained the lowest mean (3.90), suggesting less agreement and interest in these activities. The composite mean for Food Involvement is 4.12, with a standard deviation of 0.67, indicating a high level of motivation towards food. These findings align with Sthapit et al. (2020), who found that sampling local cuisine drives trips and is a primary activity. Increasing tourist loyalty to a destination is a result of a positive food experience (J. P. Lacap, 2019; Ullah et al., 2022). However, Morris et al. (2020) and Rousta & Jamshidi (2020) suggest that tourists' attitudes towards local food do not impact their motivation to travel, indicating that interest in local food may not influence tourists' motivation to visit or revisit a destination.

Furthermore, in Table 1, item 3 received the highest mean rank for Food Satisfaction (mean: 4.19), indicating joy from the food experience in Cavite City. Conversely, item 5 obtained the lowest mean (3.68), suggesting less agreement that the food experience exceeded expectations. It indicates overall satisfaction with the food experience that the composite mean for Food Satisfaction is 3.96 and the standard deviation is 0.57. These findings align with those by Fitrizal et al. (2021) and Zargar & Farmanesh (2021), who emphasize that local food plays a critical role in satisfaction and loyalty to destinations. Ryu & Jang (2006) also note that impressive food experiences enhance satisfaction and encourage repeat visits. These results support the expectancy-disconfirmation theory, which explains satisfaction evaluation based on perceived expectations. Overall, the findings demonstrate that local food significantly enhances tourist satisfaction, with a composite mean for Food Satisfaction of 4.11 and a standard deviation of 0.57, highlighting satisfaction with Cavite City's local cuisine.

Table 1: Mean Results of Food Satisfaction

Descriptive Statistics for Food Satisfaction				
	Mean	Std. Deviation	Verbal Interpretation	Rank
1. Food in Cavite City plays an important role in my destination choice.	4.46	0.63	Agree	1
2. Prior to my trip in Cavite City, I planned food choices to experience local culture.	4.34	0.64	Agree	3.5

	Mean	Std. Deviation	Verbal Interpretation	Rank
3. I decided on destinations to visit only based on the foods I wanted to experience.	3.69	1.07	Agree	6
4. I usually do some research about the local food or restaurants in Cavite City prior to my trip.	4.00	1.01	Agree	5
5. Prior to my trip in Cavite City, one thing I anticipate is eating the food there.	4.34	0.75	Agree	3.5
6. I like trying different styles or types of food during travel in Cavite City.	4.40	0.82	Agree	2
Food-Related Motivation Composite Mean	4.21	0.60	High level of motivation	
1. Local Food activities in Cavite City are Interesting.	4.35	0.78	Agree	1
2. Local Food activities in Cavite City are Appealing.	4.14	0.87	Agree	4
3. Local Food activities in Cavite City are Valuable	4.25	0.80	Agree	2
4. Local Food activities in Cavite City are Exciting.	4.16	0.83	Agree	3
5. Local Food activities in Cavite City are Stimulating.	4.05	0.84	Agree	6
6. Local Food activities in Cavite City are Desirable.	4.02	0.92	Agree	7
7. Local Food activities in Cavite City are Wanted.	3.90	0.84	Agree	8
8. Local Food activities in Cavite City mean a lot to me.	4.09	0.86	Agree	5
Food Involvement Composite Mean	4.12	0.67	High level of motivation	
1. My food experience in Cavite City gave me high satisfaction.	3.99	0.76	Agree	3
2. My choice to taste the local cuisine of Cavite City was a wise one.	4.15	0.85	Agree	2
3. My food experience in Cavite City gave me a sense of joy.	4.19	0.73	Agree	1
4. The food in Cavite City met my expectations.	3.81	0.83	Agree	5
5. My food experience in Cavite City exceeded my expectations	3.68	0.84	Agree	6
Food Satisfaction Composite Mean	3.96	0.70	Satisfied	4
Overall Food Satisfaction	4.11	0.57	Satisfied	

Table 2 shows that respondents generally agree with item number 1, indicating their willingness to recommend Cavite City to others, as it received the highest rank. Similarly, respondents generally agree with item number 3, expressing their intention to revisit Cavite City, although it received the lowest rank among the statements. The composite mean for destination loyalty is high, indicating a strong level of loyalty among respondents. These

findings align with previous research by Lee & Xue (2020), suggesting that recommending the destination and intending to revisit it are indicators of tourist loyalty.

Table 2: Mean Results of Destination Loyalty

Descriptive Statistics for Destination Loyalty				
	Mean	Std. Deviation	Verbal Interpretation	Rank
1. I would like to recommend Cavite City to others	4.37	0.781	Agree	1
2. I will spread positive word of mouth about Cavite City.	4.36	0.767	Agree	2
3. I will visit Cavite City again	4.23	0.913	Agree	3
Destination	4.32	0.749	Loyal	

In Table 3, item 2 has the highest mean for perceived Covid-19 risks (mean: 4.47), indicating agreement that the majority of respondents agreed that restaurants disinfected and monitored their safety measures more closely during the pandemic. Conversely, item 4 had the lowest mean (3.07), indicating a neutral response to visiting restaurants without the Covid-19 vaccine. The composite means for Covid-19 risk is 3.78, with a standard deviation of 0.50, indicating a high level of perceived risk among respondents. These findings align with Faour-Klingbeil et al. (2021), highlighting increased anxiety and awareness of infection risks from various sources since COVID-19 is a subject of uncertainty. The presence of Covid-19 has made tourists more cautious about revisiting destinations, consistent with findings from Dedeoğlu et al. (2022) and Li et al. (2022) regarding higher perceived risks due to the pandemic. The findings of Lazaridis et al. (2022) indicate that attitudes toward food improved during the COVID-19 pandemic, despite neutral responses regarding intent to visit during the pandemic. A cultural experience and a sense of well-being were the greatest motivators for tourists to try local cuisine.

Table 3 also indicates that item 4 has the highest mean rank for Man-made risks, with a mean of 3.19, indicating agreement. The result suggests that respondents neither agree nor disagree with revisiting restaurants in Cavite City if traveling expenses increase due to price changes. Conversely, item 2 received the lowest mean (2.44), indicating disagreement with revisiting restaurants in Cavite City after terrorist attacks causing property damage and loss of life. The composite mean for Man-made risk is 2.88, with a standard deviation of 0.93, indicating a neutral level of perceived risk among respondents. These findings suggest a neutral stance on revisiting Cavite City in the presence of Man-made risks and disagreement with returning after terrorist attacks. They align with Chahal & Devi's (2017) study, emphasizing the influence of risk perception on destination opinions. Zha's (2016) study also supports these findings, showing that tourists' perceived risks, including unexpected danger, crime, natural disasters, terrorism, and rising expenses, negatively affect their decision to visit a destination. When perceived risk is high, tourists are more likely to alter their choice or postpone their visit.

In addition, table 3 shows that item 4 received the highest mean rank for Natural Risks, with a mean of 3.02, indicating a neutral stance among respondents. They neither agree nor disagree with the statement about natural disasters influencing their decision to revisit restaurants in Cavite City. Conversely, item 3 received the lowest mean (2.57), indicating a neutral response. Most respondents neither agree nor disagree with the statement about revisiting restaurants despite the expectation of storm surges causing floods. The composite mean for Natural Risks is 2.83, with a standard deviation of 0.87, suggesting a moderate level of perceived risk regarding natural risks. These findings align with Chew & Jahari's (2014) study, suggesting that individuals may choose not to revisit a

destination if they perceive significant physical risks, such as natural disasters. However, contrasting these findings, Kozak et al. (2007) suggest that natural risks, including disasters, do not substantially influence people's decision to change their travel plans. It is possible that while natural disasters may have a temporary impact, they do not significantly affect long-term travel choices.

Table 3. Mean Results of Perceived Risk

Descriptive Statistics for Risk				
	Mean	Std. Deviation	Verbal Interpretation	Rank
I am very worried about getting COVID-19.	4.01	1.10	Agree	3
During the COVID-19, I paid more attention to restaurant disinfection & safety measures during the service of the restaurant staff (such as tableware disinfection/contactless thermometer, wearing of mask)	4.47	0.73	Agree	1
Around the time of the COVID-19, the frequency of my dining out dropped considerably	4.08	0.88	Agree	2
I am interested in visiting restaurants in Cavite City even without the COVID-19 Vaccine	3.07	1.19	Neutral	5
I'm still willing to go to restaurants during the COVID-19	3.29	1.06	Neutral	4
Covid risk composite mean	3.78	0.50	High Risk	
I will revisit restaurants in Cavite City even if unexpected crimes may happen	2.96	1.04	Neutral	2
I will revisit restaurants in Cavite City even if terrorist attacks can occur and destroy my personal property and lives may happen unexpectedly.	2.44	1.12	Disagree	4
I will revisit restaurants in Cavite City even if unexpected political restrictions may limit the places I am visiting and traveling.	2.93	1.08	Neutral	3
I will revisit restaurants in Cavite City even if traveling expenses may increase according to the change of the price of products and services.	3.19	1.13	Neutral	1
Man-made risk composite mean	2.88	0.93	Neither	
I will revisit restaurants in Cavite City even if unexpected natural disasters, such as floods, landslides, or storms etc. may happen.	2.97	0.95	Neutral	2
I will revisit restaurants in Cavite City even if I am worried that typhoons are dangerous or catastrophic to me	2.76	0.97	Neutral	3
I will revisit restaurants in Cavite City even if I expect great chances of storm surges causing flood	2.57	0.92	Neutral	4
A natural disaster will not influence my decision to revisit restaurants in Cavite City	3.02	1.07	Neutral	1
Natural risk composite mean	2.83	0.87	Neither	
Overall Risk	3.73	0.66	High Risk	

Table 4 shows the Pearson correlation coefficient of 0.614, which has a p-value of 0.001, indicating that food satisfaction and destination loyalty are highly correlated. The positive value indicates a direct relationship, implying that as food satisfaction increases, so does destination loyalty, and vice versa. The findings of this research support hypothesis 1, stating that food satisfaction positively affects destination loyalty. The findings are backed by research conducted by Ali et al. (2020), Q. Chen & Huang (2019), Folgado-Fernández et al. (2017), J. P. Lacap (2019), and Safian et al. (2021). In addition, studies have indicated that when tourists are satisfied with their food at a destination, they are more likely to recommend that destination to others and more likely to return to it later. This, in turn, has a positive impact on their overall satisfaction. (Esparza Huamanchumo et al., 2023; X. Li & Qiu, 2023).

Table 4: Pearson's Correlations

Variable		Food satisfaction	Destination
1. Food satisfaction	Pearson's r	—	
	p-value	—	
2. Destination	Pearson's r	0.614	—
	p-value	< .001	—

4.2. Mediation Analysis

Table 5 shows the direct effect, which means the relationship between food satisfaction and destination loyalty accounting for risk factors. The p-value of <0.001 is significant, which means that the relationship is significant, as implied in the correlation value in the precious table. The estimate or coefficient of 0.709 implies that a one-unit increase in food satisfaction would lead to an increase in destination loyalty by 0.709 units accounting for the risk factor. The mediation analysis indicates that satisfaction with food influences tourists' loyalty to the destination, even considering the risk factor. The results contradict Hypothesis 2, which proposed that perceived risks mediate the relationship between food satisfaction and destination loyalty. Thus, findings suggest that tourists who experience greater food satisfaction are inclined to display loyalty to the destination, regardless of how they perceive potential risks linked to it. These results are consistent with prior studies that have explored the connection between food satisfaction and destination loyalty (Chaudhary & Islam, 2021; Cong, 2021). In contrast, a study by Mancini (2022) found that tourists who have a significant perception of risk associated with a destination are less inclined to experience satisfaction, make recommendations, or plan return visits to the place. However, this study is the first to control for the risk factor, thereby offering a more thorough comprehension of the interrelation between these variables.

Table 5: Direct effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Food satisfaction → Destination	0.709	0.092	7.747	< .001	0.530	0.889

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Table 6 shows the indirect effect of the risk factor as a mediator between food satisfaction and destination loyalty. The p-value of 0.355 indicates non-significance, suggesting that the risk factor does not influence the relationship between food satisfaction and destination loyalty. This finding contradicts the study by Jiang et al. (2022), which found that perceived risk indirectly affects travel intention through mediating factors. However, it is important to note that perceived risk impacts travel behavior, including destination selection and satisfaction, contrary to the study's results

Table 6: Indirect effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Food satisfaction → Risk → Destination	0.019	0.021	0.925	0.355	-0.021	0.060

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Table 7 shows the total effect of food satisfaction on destination loyalty without considering the influence of the risk factor. The p-value of <0.001 indicates a significant relationship between food satisfaction and destination loyalty. The coefficient of 0.728 suggests that a one-unit increase in food satisfaction corresponds to a 0.728-unit increase in destination loyalty when not accounting for the risk factor. These findings support hypothesis 1, indicating that food satisfaction positively influences destination loyalty. The results are consistent with previous studies by J. P. G. Lacap (2019) and Ali et al. (2020), which also found a direct relationship between food satisfaction and loyalty to a destination.

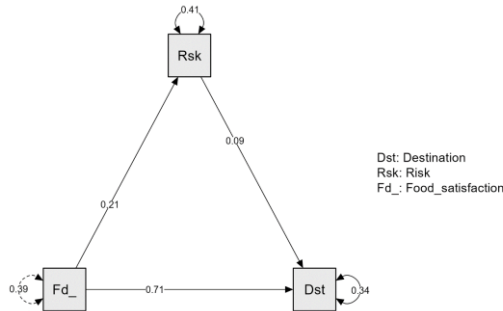
Table 7: Total effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Food satisfaction → Destination	0.728	0.090	8.088	< .001	0.552	0.905

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Figure 2 illustrates the relationship between food satisfaction and the risk factor, as well as the relationship between the risk factor and destination loyalty. The path from food satisfaction to the risk factor has a value of 0.21, indicating that an increase in food satisfaction is associated with an increase in the risk factor by 0.21 units. The path from the risk factor to destination loyalty has a value of 0.09, suggesting that an increase in the risk factor leads to a 0.091-unit increase in destination loyalty. These findings imply that higher food satisfaction is linked to higher perceived risks, and an increase in the risk factor is associated with increased destination loyalty. The outcomes are in accordance with the research conducted by Chew & Jahari (2014), revealing that individuals who had previously visited areas affected by a disaster expressed a strong desire to return to those destinations, considering the unique opportunities and distinct experiences during the recovery phase.

Figure 2: Path Plot



5. Conclusions

The research investigated the correlation among tourists' satisfaction with local food, perceptions of risks, and loyalty to Cavite City. The empirical analysis revealed a positive link between food satisfaction and loyalty to the destination. The results indicate that higher levels of motivation, involvement, and satisfaction derived from culinary experiences significantly fostered heightened loyalty and overall satisfaction toward the destination. The study also explored the mediating influence exerted by perceived risks, encompassing variables such as COVID-19, man-made risks, and natural hazards. Notably, the respondents agreed on the importance of restaurant safety measures during the pandemic but held neutral attitudes towards visiting restaurants without the COVID-19 vaccine. Moreover, tourists displayed a moderate level of risk perception for man-made and natural risks. The mediation analysis indicated that perceived risks did not influence the interplay between food satisfaction and destination loyalty. The research identified that tourists who were more satisfied with their local food experiences showed a higher inclination towards destination loyalty, regardless of their perceptions of associated risks. The path plot analysis indicated that the perception of risks increased as food satisfaction increased. Furthermore, an increase in the perceived risk factor was observed to correspond with elevated levels of destination loyalty. By offering an in-depth understanding of the interconnection among satisfaction with local food, perceived risks, and loyalty to the destination, the study substantially contributes to the scholarly discourse, producing a more nuanced and comprehensive knowledge of these pivotal facets within tourism research and management.

5.1 Implications

The study suggests several factors that can benefit tourism in the future. Firstly, strategic marketing initiatives should concentrate on highlighting the gastronomic experiences of Cavite City while enhancing the quality and diversity of available food choices. Enhancing food satisfaction can lead to increased destination loyalty and attract more tourists. One example is optimizing digital platforms to create and engage visually appealing content that showcases the city's various local foods through virtual tours and websites—creating exclusive culinary experiences by partnering with local food establishments, artisans, and producers. The culinary events, workshops, and package deals could be organized in collaboration to highlight the city's distinctive flavors. Develop innovative marketing campaigns designed to stimulate the senses and pique the interest of consumers. Also, consider potential tourists' demographics, interests, and cultural backgrounds. Enhance the personal connection to Cavite City's culinary scene through marketing materials, promotions, and experiences tailored to these distinct groups.

Additionally, addressing restaurant disinfection and safety measures during the COVID-19 pandemic is crucial to building trust and confidence among visitors. Implementing strict protocols can alleviate concerns and create a safer environment for tourists. Ensuring health and safety measures such as health screenings, physical distancing,

usage of masks, vaccination, proper hand hygiene, and regular cleaning & disinfection into practice and instilling them in establishments and visitors can alleviate COVID-19 worries and enhance tourists' enjoyment of culinary experiences. The study also emphasizes the importance of long-term resilience planning, considering the moderate risk perception regarding man-made and natural risks. Effectively managing and reducing infrastructure and climate change risks enhances safety perceptions. Effective risk management remains vital, despite perceived risks not mediating food satisfaction and destination loyalty. Enhancing loyalty and satisfaction involves addressing risks and conveying mitigation efforts. Destination marketers should craft strategies to stimulate repeat visits, including loyalty programs, personalized recommendations, and promoting distinctive culinary experiences.

The present study has limitations due to a small sample size of respondents, mainly comprising day tours and local tourists. Future researchers should consider expanding the participant pool to include more overnight and foreign tourists to enhance generalizability. Additionally, investigating further aspects of culinary experiences, including food quality, authenticity, and cultural significance, could provide insights into their influence on overall satisfaction with local cuisine, risk perception, and subsequent impact on destination loyalty. Moreover, it is recommended to conduct additional investigations to delve into the interplay among food satisfaction, destination loyalty, and perceived risks in other destinations to compare or contrast the results of the present study. Such endeavors would enable comparing or differentiating findings from the current study. Understanding these connections can inform effective marketing strategies in different contexts.

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