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The Street Food Paradox: Risk, Attraction, and the Quest for Culinary Satisfaction

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Abstract

This study investigates the influence of perceived risks and motivations on tourist behavior and satisfaction in Indonesia's street food tourism context. Using a quantitative method with stratified random sampling and using Structural Equation Modeling (SEM), it analyzes data from tourists in Indonesia's urban street food settings. The findings indicate that perceived risks do not directly inhibit tourists' behavioral intentions but significantly affect both push and pull motivations, suggesting that risks can both discourage and strengthen the street food tourism experience. Contrary to some prior studies, pull motivation does not directly impact behavioral intention but significantly influences satisfaction, highlighting the importance of external factors like ambiance and authenticity. Push motivation, conversely, has a notable effect on behavioral intention, pull motivation, and satisfaction. A strong correlation between satisfaction and behavioral intention is observed, emphasizing satisfaction's key role in predicting future tourist behaviors. The study also discusses its limitations and suggests directions for future research.

Keywords: *Street Food Tourism, Perceived Risk, Motivations, Satisfaction, Behavioral Intention, Millennials, Indonesia.*

Introduction

In the dynamic landscape of global tourism, street food has emerged as a pivotal element, significantly enriching travel experiences for both domestic and international tourists (Chavarria & Phakdee-auksorn, 2017; Tsai & Wang, 2017). Street food is also becoming an important factor in attracting and encouraging tourists to visit specific destinations and creating positive perceptions (Kivela & Crotts, 2006; Prayag & Ryan, 2012). However, the health and hygiene issues that are closely associated with this type of tourism make street foods challenging (Gupta et al., 2018; Lo et al., 2023; A. A. Mohamad et al., 2024) such as the intention to consume (Khanna et al., 2022), satisfaction, and recommend to others (Gupta et al., 2018).

Regarding this issue, the government and street food actors need to understand tourist behavior such as their motivation, as a fundamental aspect, that can significantly influence tourists' decisions to engage in street food tourism (Tanrıverdi & Doğukan Çıkı, 2023). Indonesia, with its rich cultural heritage and diverse culinary offerings, has many renowned dishes that Atlas Asian has recognized as some of the best, especially as a street food destination that attracts food enthusiasts from all over the world, including domestic tourists (Taste Atlas, 2024). Indonesia also has a significant number of domestic tourists which can be optimized to develop street food tourism after the COVID-19 pandemic. Data show that domestic tourists recover more quickly than international tourists, as reported by the National Statistics Bureau of Indonesia which shows that domestic tourists already grew by 18.41% in 2022 (BPS, 2023). This data can provide momentum to encourage government programs to accelerate and recover tourism sectors by optimizing domestic tourists (Hutauruk, 2022) by exploring domestic tourist motivation and other factors, as fundamental aspects, that influence them while visiting some tourist attractions and destinations (Gurbaskan Akyuz, 2019; Iso-Ahola & Baumeister, 2023).

The previous research highlights a gap in the Bibliometric studies on street food tourism in Southeast Asia are limited and most previous research approach using case studies and qualitative approaches, resulting in a gap in quantitative analysis (Naruetharadhol & Gebsombut, 2020). A comprehensive understanding of

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tourist motivation for culinary destinations also remains lacking (Su et al., 2020). Furthermore, UNESCO acknowledges just three Southeast Asian towns for their gastronomy: Phuket (Thailand), Phetchaburi (Thailand), and Kuching (Malaysia), despite Indonesia's potential owing to its rich indigenous cuisine, which is similar to that of other ASEAN nations (Wijaya, 2019).

Addressing this gap, the current study particularly attempts to investigate the motivation that drives domestic tourists to street food tourism in Indonesia, as well as how their perceived risks influence their pleasure and future behavioral intentions (Mansoor et al., 2019). This study aims to provide a more nuanced understanding of the relationships between cultural attraction and risk perception in shaping Indonesia's street food tourist experience.

Literature Review

Motivation in Street Food Tourism

Motivation is known as a fundamental aspect that gains attention because it can predict the actual behavior of consumers (Hausman, 2000). Understanding consumer motivation is crucial for tourism marketers and policymakers, as it provides insights into how subjective norms and perceived behavioral control influence tourist behaviors (Joo et al., 2020).

Researchers commonly divide motivations into push and pull factors, which play a pivotal role in shaping tourist behavior and satisfaction (Crompton, 1979; S. S. Kim et al., 2003; Su et al., 2020). The study also found that gastronomy tourism can influence the tourist experience through tourist motivation, which is a valid construct variable (Y. G. Kim & Eves, 2012; Kivela & Crotts, 2006). Push factors are internal drivers from individual desires and needs that prompt tourists to seek new and unique experiences, while pull factors are external attractions that draw tourists to specific destinations (Su et al., 2020; Wu et al., 2009). Other studies relate to tourism, which uses internal psychological forces and external destination attribute dimensions to measure tourist motivation (Khuong & Ha, 2014; Yoon & Uysal, 2005).

In the context of street food tourism, push factors may include the desire for cultural exploration, novelty-seeking, and the pursuit of authentic culinary experiences, while pull factors may encompass the unique offerings of street food in different destinations, such as local flavors and traditional dishes (Y. G. Kim & Eves, 2012; Mak et al., 2012). Studies have shown that push and pull motivations significantly influence tourist satisfaction and behavioral intentions. For instance, entertainment, excitement, and food novelty (push motivations) and the allure of famous dishes or renowned food cultures (pull motivations) can strongly influence tourists' satisfaction and their behavioral intentions (Khuong & Ha, 2014; Smith et al., 2010; Yoon & Uysal, 2005). However, studies also found that both push and pull motivations may not directly influence tourist satisfaction or behavioral intention (Salsabila & Alversia, 2020) only pull motivation directly influences the behavioral intention of tourists (Bayih & Singh, 2020).

Based on the various results from the previous research findings, we proposed the following hypotheses:

H1: Push motivation has a significant impact on tourist satisfaction.

H2: Pull motivation has a significant impact on tourist satisfaction.

H3: Push motivation has a significant impact on tourist behavioral intention.

H4: Pull motivation has a significant impact on tourist behavioral intention.

Perceived Risk in Street Food Tourism

Risk can be defined from many points of view such as subjective and objective risk thus this also can make many kinds of terms such as likelihood, probability, uncertainty, and expectation of loss (Mitchell, 1999). Perceived risk is a substantial aspect of tourism because the risk aspect has increased over the years

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(Chaudhary & Islam, 2021) moreover, perceived risk is a multifaceted perspective, encompassing various dimensions that significantly influence tourists' experiences (Park & Tussyadiah, 2017; Pham et al., 2023).

Perceived risk in street food tourism encompasses various dimensions, including hygiene and health risks (Gupta et al., 2018). Hygiene risk refers to concerns about the cleanliness and safety of street food, often stemming from visible cues like the cleanliness of the vendor's stall or the handling of food (Lo et al., 2023; N. Mohamad et al., 2022). Health risk, perhaps the most critical, relates to potential adverse health effects from street food, such as food poisoning or allergic reactions (Choi et al., 2013; Trafialek et al., 2018).

Perceived risk is a critical determinant of consumer satisfaction, particularly in the context of street food tourism. Studies have indicated that these various dimensions of perceived risks such as hygiene and health concerns have a direct and significant influence on tourists' satisfaction and their intentions toward street food consumption (Gupta et al., 2018; Jeaheng & Han, 2020; Y. G. Kim & Eves, 2012; N. Mohamad et al., 2022). However, there remains some ambiguity in the literature. A study argues that perceived risk may not always directly affect satisfaction and behavioral intention (Sohn et al., 2016), pointing to the need for further investigation to clarify these relationships and suggesting that other mediating factors may also play a role, necessitating a more nuanced examination.

Behavioral intention can be defined as the likelihood of engaging in a specific action, which is heavily influenced by perceived risk (Lo et al., 2023; Sohn et al., 2016). Prior research shows that higher levels of perceived risk often deter positive behavioral intentions, such as the intention to revisit or recommend a destination (Gupta et al., 2018; Jeaheng & Han, 2020). This is particularly evident in high-risk contexts like street food tourism, where concerns about hygiene and health risks may reduce the intention to consume street food (Festervand et al., 1986; Lo et al., 2023).

Push and pull motivations play a critical role in shaping tourists' satisfaction. Push factors, such as the desire for novelty, adventure, or social interaction, drive tourists to seek new experiences, while pull factors, such as the appeal of a destination or its unique offerings, attract them to specific locations (Crompton, 1979; Iso-Ahola & Baumeister, 2023). However, studies found that perceived risk can mediate the relationship between these motivations and satisfaction. Tourist may be intrinsically motivated to try street food for its cultural value, and perceived risks—such as fear of food poisoning—may negatively influence their overall satisfaction (Gupta et al., 2018; Park & Tussyadiah, 2017). Similarly, perceived risk mediates the relationship between push and pull motivations and behavioral intention, a key component of tourist decision-making (Pham et al., 2023). Even when tourists are highly motivated to explore new destinations or experiences, their behavioral intentions—such as returning to a destination or recommending it to others—may be hindered by perceived risks (Jeaheng & Han, 2020; Gupta et al., 2018). Therefore, perceived risk serves as a filter through which push and pull motivations impact the overall tourist experience.

Based on the literature explored above, the hypotheses proposed are:

H5: Perceived risk has a significant impact on satisfaction.

H6: Perceived risk has a significant impact on behavioral intention.

H7: Perceived risk significantly mediates the push motivation on satisfaction

H8: Perceived risk significantly mediates the pull motivation on satisfaction

H9: Perceived risk significantly mediates the push motivation on behavioral intention

H10: Perceived risk significantly mediates the pull motivation on behavioral intention

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Satisfaction is widely recognized as a critical and solid determinant of behavioral intention in tourism and consumer behavior research (Baker & Crompton, 2000; Smith et al., 2010). In the street food tourism context, the study also found that satisfaction is a crucial element that reflects tourists' contentment with their culinary experiences (Rodríguez-Gutiérrez et al., 2020). Previous research has explored the relationship between the quality of street foods, tourists' satisfaction, and the image of destinations (Mak et al., 2012). Many studies found that satisfaction plays an important variable that can predict tourist behavioral intention (Baker & Crompton, 2000; Huang et al., 2015) and also mediate the relationship between push and pull motivations and behavioral intentions (Bayih & Singh, 2020).

Based on the previous literature findings, we propose the following hypotheses:

H11: Satisfaction has a significant impact on tourist behavioral intention

H12: Satisfaction mediates significantly the push motivation on behavioral intention

H13: Satisfaction mediates significantly the pull motivation on behavioral intention

Figure 1 represents our research model and hypothesized relationship based on the explanation provided by the literature review.

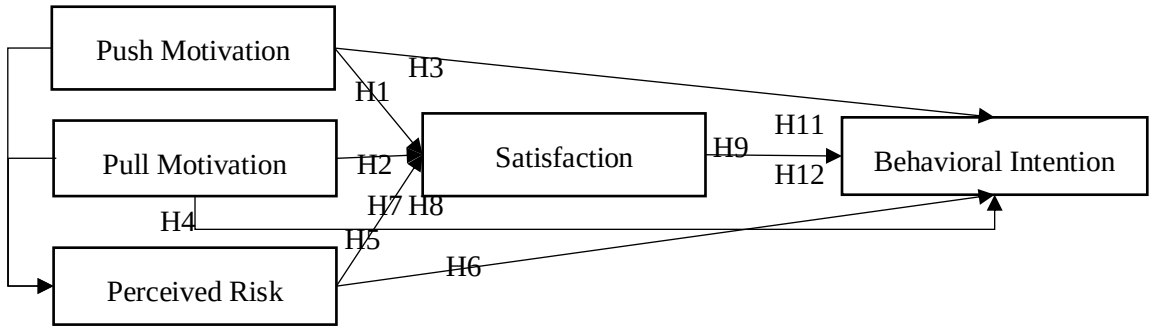

Figure 1. Research Model

Methodology

This study adopts a quantitative approach by distributing a structured questionnaire to a targeted group of respondents. Probability sampling is employed to ensure the results are representative and generalizable to the broader population. Specifically this research use a stratified random sampling method to capture a representative cross-section of the population (Sekaran & Bougie, 2019) by selecting respondents that reflect the domestic tourist distribution in Indonesia. According to the Statistics National Bureau, in 2022, there will be around 734 million domestic tourist travelers, we set our confidence level at 95% (Z-score = 1.96) and the margin of error is ±5%. The sample size will be determined using the following formula (Horng et al., 2012; Jiang et al., 2017):

$$n = \frac{N}{N\ x\ (2d/Z_{(\alpha/2)})^2+1} = 384.16$$

The result by using this formula is 384 minimum respondents and we successfully gathered 386 valid samples from five provinces that already cover 71.41% of the population which are East Java, West Java, Central Java, Jakarta, Banten, and South Sulawesi we collected from October 2023 – January 2024. Therefore the ratio of respondents in each province was calculated based on the proposition below (Table 1).

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Table 1. Stratified Sampling Frame of Research

Province	Number of Tourists	Proposition	Sample size	Collected
East Java	198,913,339	198,913,339/524,742,487 X 384	146	136
West Java	128,667,116	128,667,116/524,742,487 X 384	94	85
Central Java	10,3991,668	10,3991,668/524,742,487 X 384	76	71
Jakarta	63,081,040	63,081,040/524,742,487 X 384	46	57
South Sulawesi	30,089,324	30,089,324/524,742,487 X 384	22	37
Total	N=524,742,487		384	386

The quantitative data were collected through structured questionnaires, which included a series of closed-ended questions designed to assess tourists' motivations (Bayih & Singh, 2020; Smith et al., 2010; Yoon & Uysal, 2005), while perceived risks in the context of street food tourism (Choi et al., 2013; Gupta et al., 2018) and lastly satisfaction levels and behavioral intentions (Bayih & Singh, 2020; Choi et al., 2013; Gupta et al., 2018) as represented in Table 2.

Table 2. List of Questions of Questionnaire

Variable	Code	Indicators	References
Push Motivation	Push1	I learn new things when visiting street food	Bayih & Singh (2020); Smith et al., (2010); Yoon & Uysal, (2005)
	Push2	I visited the street food to relax	
	Push3	I spend a lot of time with the closest people when visiting street food	
Pull Motivation	Pull1	This street food has a good ambiance, atmosphere, and facilities	
	Pull2	This street food is a famous place and has proper accommodation	
	Pull3	The food price is inexpensive and has much variety of food	
Perceived Risk	Hy1	The food ingredients in the street food are still fresh	Choi et al., (2013); Gupta et al., (2018); Jeaheng & Han, (2020)
	Hy2	The street food vendors have well-storage food their ingredients	
	PR1	The food in the street food is nutritious	
	PR2	The food in the street food is free from risky ingredients	
	PR3	The food in the street food is healthy	
Satisfaction	S1	I enjoy the street food experience	Bayih & Singh (2020); Choi et al., (2013) and Gupta et al., (2018)
	S2	I am happy with the street food experience	
	S3	I am satisfied with the street food experience	
	S4	I am satisfied with the street food price	
Behavioral Intention	BI1	I will recommend this street food	
	BI2	I will revisit this street food	
	BI3	I will repurchase food from this street food	

The questionnaire was distributed online, such as chat groups, online forums, and online communities, and also in person at various tourist hotspots known for street food in Indonesia. SmartPLS version 3 software was utilized for the data analysis, providing insights into the influence of push and pull motivations, and perceived risks on tourist satisfaction and behavioral intentions (Hair et al., 2020; Sarstedt et al., 2022).

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Result

Demographic Profile

Table 3 presents the demographic profile of our respondents, highlighting that the majority are millennials and Generation Z. This aligns with existing data indicating that these age groups are currently dominating the tourist sector predominantly from the Java Island area, reflecting the demographic concentration in Indonesia's most populated tourist origin region (BPS, 2023). For the socio-economic status, the data also aligns with the data that show most of Indonesian society in the middle-class socio-economic (World Bank, 2019).

Table 3. Demographic Profile

Gender		**Area**	
Male	39%	Jakarta	14.77%
Female	61%	West Java	22.02%
SES Category		Central Java	18.39%
A	12.95%	East Java	35.23%
B	16.58%	South Sulawesi	9.59%
C	20.98%	**Occupation**	
D	18.91%	Full-time	34.46%
E	8.55%	Part-time	9.84%
Age Range		Student	8.29%
18-24	39.12%	College	19.95%
25-30	26.42%	Entrepreneur	16.06%
31-35	21.24%	Others	11.40%
36-40	8.03%		
> 40	5.18%		

Measurement Model Analysis

The validity and reliability model can be analyzed by measuring each indicator's individual reliability, construct reliability, and discriminant validity value (Henseler, 2017). Table 4 shows that the values of Cronbach's Alpha (CA), and Composite Reliability (CR) for all variables in our study are above the critical threshold of 0.7, indicates a high level of internal consistency and reliability within our constructs. Additionally, the Average Variance Extracted (AVE) values for all variables exceed the critical value of 0.5, further affirming the validity of our model (Hair et al., 2020). These results demonstrate that our model is both valid and reliable, providing a robust foundation for the subsequent analysis of street food tourism in Indonesia.

Table 4. Convergent Validity Measurement

Variable	CA	CR	AVE
Behavioral Intention	0.898	0.936	0.831
Perceived Risk	0.886	0.929	0.815
Pull Motivation	0.717	0.876	0.779
Push Motivation	0.731	0.848	0.650
Satisfaction	0.910	0.937	0.788

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Table 5 represents the outer loading of each indicator of our research to measure the correlation between the item value of indicators and the construct value, which can be seen that all indicators have values higher than 0.7 (Hair et al., 2020), except indicators Pull2 (Famous place and proper accommodation) and Hy2 (food storage risk) which are far below 0.7, thus we eliminated the indicator and then re-run the model and results as presented in Table 5.

Table 5. Correlation Measurement

Indicators	Behavioral Intention	Perceived Risk	Pull Motivation	Push Motivation	Satisfaction
BI1 (Recommend)	0.878				
BI2 (Revisit)	0.934				
BI3 (Repurchase)	0.921				
Hy1 (Freshness)		0.922			
PR1 (Nutrition)		0.924			
PR2 (Safe)		0.861			
Pull1 (Ambience, atmosphere, and facilities)			0.893		
Pull3 (Inexpensive & variety of food)			0.872		
Push1 (Experiencing something new/different)				0.838	
Push2 (Need to relax)				0.824	
Push3 (Togetherness)				0.754	
Sa1 (Enjoy)					0.894
Sa2 (Happy)					0.890
Sa3 (Satisfy with food)					0.909
Sa4 (satisfy with price)					0.857

This discriminant validity measure using the HTMT approach as one of the recent marketing studies (Cheung et al., 2023; Henseler, 2017). The results, as shown in Table 6, indicate that all variables have HTMT scores below 1, which is considered acceptable and indicative of adequate discriminant validity (Cheung et al., 2023; Henseler, 2017). Even though ideally the HTMT scores below 0.85 which indicates no issues with discriminant validity (Henseler, 2017; Voorhees et al., 2016).

Table 6. Discriminant Validity

	Behavioral Intention	Perceived Risk	Pull Motivation	Push Motivation
Perceived Risk	0.721			
Pull Motivation	0.813	0.909		
Push Motivation	0.781	0.695	0.781	
Satisfaction	0.913	0.794	0.883	0.758

To investigate the collinearity issues in the model, we use the value of the Variance Inflation Factor (VIF). Table 7 shows that the model is free from collinearity issues because the score of all indicators is below 5 (Hair et al., 2020).

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Table 7. Collinearity Assessment

Indicators	VIF	Indicators	VIF
BI1 (Recommend)	2.105	Push1 (Experiencing something new/different)	1.516
BI2 (Revisit)	4.050	Push2 (Need to relax)	1.505
BI3 (Repurchase)	3.712	Push3 (Togetherness)	1.350
Hy1 (Freshness)	3.010	Sa1 (Enjoy)	3.292
PR1 (Nutrition)	3.108	Sa2 (Happy)	3.302
PR2 (Safety)	2.082	Sa3 (Satisfy with food)	3.369
Pull1 (Ambience, atmosphere, & facilities)	1.454	Sa4 (satisfy with price)	2.553
Pull3 (Inexpensive and variety of food)	1.454		

Structural Model Assessment

Goodness of Fit Model

For explanatory purposes, we consider determining the model fit criteria such as SRMR, d_ULS, d_G, Chi-Square, and NFI score (Dijkstra & Henseler, 2015; Henseler, 2017). Table 8 indicates that the SRMR value of our model is below the threshold value of 0.08 (Chin et al., 2020; Hu & Bentler, 1999). To calculate the difference between empirical and implied covariance matrices in composite factor models, two bootstrap-based inferential statistical tests are used: d_ULS (Euclidean distance squared) and d_G (geodesic distance), the lower value of d_ULS and d_G means more accurate of the model (Dijkstra & Henseler, 2015; Henseler, 2017).

The Chi-Square value for both the Saturated and Estimated Models in our study is 864.553. It's important to note that the Chi-Square test is sensitive to sample size, which can influence its value. However, when considered alongside other fit indices, it contributes to a comprehensive assessment of the model's fit. The Normed Fit Index (NFI) for both models is recorded at 0.818. While this is slightly below the recommended threshold of 0.90 as suggested (Bentler & Bonett, 1980), it is still within an acceptable range. Others posit that an NFI value closer to 1 indicates a better fit (Lohmöller, 1989) means that the combination of these indices still supports our model's validity, indicating that it reasonably captures the dynamics of tourist behavior concerning street food tourism.

Table 8. Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0.062	0.062
d_ULS	0.466	0.466
d_G	0.350	0.350
Chi-Square	864.553	864.553
NFI	0.818	0.818

Determination of Coefficients

With a maximum value of 1 and a minimum value of 0, the coefficient of determination indicates the variation in the dependent variable(s) explained by the independent variables (Hair et al., 2020). Table 9 indicates that 61.9% of the variance in the satisfaction variable is captured by the independent variables included in the model, and the behavioral intention variable can be explained as 71.1%.

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Table 9. Coefficients Determination

	R Square	R Square Adjusted
Behavioral Intention	0.711	0.708
Pull Motivation	0.609	0.607
Push Motivation	0.317	0.315
Satisfaction	0.619	0.616

Hypothesis Testing

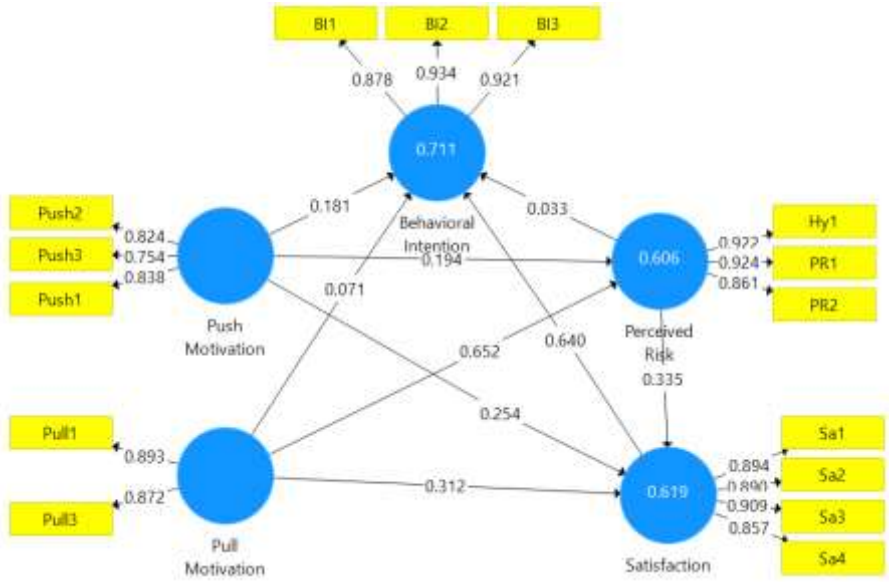

Figure 2. Structural Model and Path Coefficient

Table 10. Result of Hypothesis Testing

Hypothesis	Relationship Hypothesis	T Statistics (|O/STDEV|)	P Values	Result
H1	Push Motivation -> Satisfaction	5.308	0.000	Supported
H2	Pull Motivation -> Satisfaction	5.317	0.000	Supported
H3	Push Motivation -> Behavioral Intention	3.373	0.001	Supported
H4	Pull Motivation -> Behavioral Intention	1.123	0.262	Not Supported
H5	Perceived Risk -> Satisfaction	5.784	0.000	Supported
H6	Perceived Risk -> Behavioral Intention	0.666	0.506	Not Supported
H7	Push Motivation -> Perceived Risk -> Satisfaction	3.288	0.001	Supported

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H8	Pull Motivation -> Perceived Risk -> Satisfaction	5.053	0.000	Supported
H9	Push Motivation -> Perceived Risk -> Behavioral Intention	0.621	0.535	Not Supported
H10	Pull Motivation -> Perceived Risk -> Behavioral Intention	0.665	0.506	Not Supported
H11	Satisfaction -> Behavioral Intention	9.561	0.000	Supported
H12	Push Motivation -> Satisfaction -> Behavioral Intention	3.973	0.000	Supported
H13	Pull Motivation -> Satisfaction -> Behavioral Intention	4.190	0.000	Supported
H14	Push Motivation -> Perceived Risk -> Satisfaction -> Behavioral Intention	3.265	0.001	Supported
H15	Pull Motivation -> Perceived Risk -> Satisfaction -> Behavioral Intention	4.806	0.000	Supported

As Figure 2 and Table 10 show, The hypotheses testing revealed several key relationships in the context of street food tourism:

The study discovered that perceived risk did not directly influence tourists' behavioral intentions for being involved in street food tourism (T = 0.666, P = 0.506). However, perceived risk considerably impacts satisfaction (t = 5.784, p = 0.000). Pull motivation also does not directly influence behavioral intention (T = 1.123, P = 0.262), but it considerably increases satisfaction (T = 5.317, P = 0.000). On the other hand, push motivation has a strong direct effect on behavioral intention (T = 3.373, P = 0.001) and satisfaction (T = 5.308, P = 0.000). Furthermore, satisfaction strongly influences behavioral intention (T = 9.561, P = 0.000), emphasizing the importance of satisfaction in shaping tourists' intentions.

The study also identifies some significant indirect effects. Push motivation indirectly influences satisfaction through perceived risk (T = 3.288, P = 0.001), implying that push motivation, as mediated by perceived risk, considerably impacts tourist satisfaction. Similarly, pull motivation has an indirect effect on satisfaction through perceived risk (T = 5.053, P = 0.000). Push motivation indirectly influences behavioral intention through satisfaction (T = 3.973, P = 0.000), while pull motivation has a similar indirect effect on behavioral intention through satisfaction (T = 4.190, P = 0.000). Furthermore, push motivation affects behavioral intention through a double mediation of perceived risk and satisfaction (T = 3.265, P = 0.001). Pull motivation also influences behavioral intention through the combined mediation of perceived risk and satisfaction (T = 4.806, P = 0.000). These data show that push and pull motivations substantially impact tourists' behavioral intention when mediated by perceived risk and satisfaction.

Discussion

The findings of our hypothesis testing in street food tourism provide both confirmation and contrast, providing a thorough insight into tourist behavior. First, the study reveals that perceived risk does not affect tourists' intention to engage in street food tourism which is consistent with other research that suggests tourists to aware of potential risks but are not always deterred (Sohn et al., 2016). This finding could also be attributed to an increasing trend among millennials and Generation Z, who are more adventurous and prepared to take chances in pursuit of authentic and unique experiences (Helmi et al., 2021; Sari et al., 2023). However, perceived risk has a significant impact on tourist satisfaction, suggesting that while visitors may accept the risks, these perceptions still affect their overall satisfaction with the experience and support studies that show that health and hygiene concerns can influence satisfaction levels (Gupta et al., 2018; Lo et al., 2023).

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We also investigated the direct impact of motives on tourist behavior. Push motivation that strongly influences satisfaction and behavioral intention. These findings support a prior study that found internal motivations as determinants of tourist behavior (Khuong & Ha, 2014; Yoon & Uysal, 2005). Pull motivation does not directly impact behavioral intention, but significantly affects satisfaction. This finding demonstrates that, while pull factors attract tourists to street food venues, the satisfaction gained from these experiences ultimately determines their future intentions, consistent with Prayag and Ryan's (2012) findings. Additionally, satisfaction significantly impacts behavioral intention underscoring the critical role of satisfaction in predicting future tourist behaviors (Bayih & Singh, 2020; Huang et al., 2015).

Besides direct effects, this study investigates indirect effects, which were shown to be significant. Push motivation indirectly affects satisfaction via perceived risks, showing that push motivation, as mediated by perceived risk, significantly impacts visitor satisfaction. Similarly, pull motivation indirectly influences satisfaction via perceived risk. Push motivation indirectly affects behavioral intention through satisfaction, as does pull motivation. Furthermore, push motivation influences behavioral intention via a twofold mediation of perceived risk and satisfaction. Pull motivation increases behavioral intention by mediating perceived risk and satisfaction. These results emphasize the complex relationship between risk perceptions, motivations, and satisfaction in shaping domestic tourist behavior. As a result, this research aligns with the research from Choi et al. (2013) and Gupta et al. (2018) that perceived risk is pivotal in shaping overall domestic tourist satisfaction. Moreover, tourist satisfaction can be related to their overall experience by making some association with the experience while they doing some activities in the tourist destinations (Pham et al., 2023; Wang et al., 2023).

In addition to these findings, addressing food waste presents a critical opportunity for enhancing sustainability in street food tourism (Keck & Etzold, 2013). Food waste is a persistent issue, as vendors often overproduce to meet fluctuating tourist demand, leading to significant environmental degradation due to improper disposal. Adopting sustainable practices, such as improved inventory management and food donation programs, can help mitigate this problem. Recycling and composting organic waste can further reduce environmental impacts and support urban farming initiatives (Damayanti et al., 2022; M. J. Kim et al., 2020). Educating tourists about responsible consumption, such as ordering smaller portions to minimize leftovers, and encouraging them to support vendors who adopt eco-friendly practices like using biodegradable packaging, can foster a more sustainable street food ecosystem (Gómez-Suárez & Yagüe, 2021; Nguyen et al., 2021). These initiatives align with eco-humanist principles, which prioritize ethical and sustainable tourism practices, benefiting both vendors and the environment.

Furthermore, the role of street food tourism in preserving cultural heritage is paramount. Street food represents a living embodiment of a community's culinary traditions, showcasing unique cooking techniques, local ingredients, and cultural narratives passed down through generations (Khairatun, 2020; Okumus & Sonmez, 2019). However, globalization and commercialization pose threats to these traditions, leading to the potential loss of authenticity (Wijaya, 2019). To counter this, stakeholders can document traditional recipes and preparation methods, creating digital archives to ensure these practices are preserved. Supporting small-scale vendors who maintain traditional methods is crucial, as they embody the authenticity that distinguishes street food (Gaffar et al., 2022; Hiemstra et al., 2006). Additionally, culinary tourism initiatives, such as food trails and guided tours, can promote and safeguard cultural heritage while providing tourists with immersive cultural experiences. These efforts enhance tourist satisfaction by fostering a deeper appreciation of local traditions and aligning with eco-humanist values that emphasize sustaining human traditions and fostering community resilience.

Conclusion, Limitations, and Future Research Suggestions

This study provides valuable insights into the dynamics of street food tourism, particularly in understanding how perceived risks, motivations, and satisfaction interact to influence tourist behavior. Our findings reveal that while perceived risks do not directly deter tourists' behavioral intentions, they significantly influence both push and pull motivations. This suggests a nuanced role of risk in street food tourism, where it can act both as a deterrent and an enhancer of the tourist experience. In line with studies by Sohn et al. (2016)

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and Seo and Lee (2021), our research indicates that tourists, particularly millennials, may be more inclined to embrace risks in pursuit of authentic experiences showing millennials willing to try something new for a new experience.

Contrary to previous research, our study found that pull motivation does not directly influence behavioral intention. However, as supported by Prayag and Ryan (2012), its significant impact on satisfaction indicates that the quality distinctive of the street food experience, including factors like ambiance, atmosphere, and authenticity, plays a crucial role in shaping tourist satisfaction and subsequent behaviors. This aligns with the findings that emphasize the importance of external factors in influencing tourist satisfaction and behavior.

The strong relationship between satisfaction and behavioral intention underscores the critical role of satisfaction in predicting future behaviors such as revisiting and recommending. This highlights the need for stakeholders, including government bodies and street food vendors, to focus on enhancing the overall quality distinctive and safety of the street food experience. Moreover, the result from this study underlined that all the stakeholders in street food tourism must be because once the street food destination is judged as a risky destination, especially at hygiene risk and health risks, it will imply the growth and development of this street food tourist destination.

The study focuses on certain demographics, especially millennials and Generation Z, which might limit the findings' generalizability. Furthermore, the study's focus on urban street food tourism in Indonesia may not completely represent the different street food experiences available in rural or less visited areas. Future studies could examine how various demographic groups perceive and interact with street food tourism. Given their expanding significance, studying the impact of digital marketing and social media on visitor behavior in street food tourism might yield significant insights.

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Open Contributorship

All authors contribute equally to this research.

Data Statement

The data of this research has already been uploaded and can be found at https://zenodo.org/records/14626017.

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