

# Platformizing Heritage Flavours: A Structural Model of Digital Ecosystem Adoption and Tourist Revisit Intention for Betawi Culinary Attractions in Jakarta

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## ABSTRACT

This study empirically investigates the impact of Digital Ecosystem Adoption by Betawi culinary attractions on Tourist Revisit Intention in Jakarta. Addressing a research gap in understanding the holistic influence of integrated digital strategies within heritage gastronomy tourism, this quantitative study employs Structural Equation Modeling – Partial Least Squares. Data analysis confirms the robust reliability and validity of the measurement model for both "Digital Ecosystem Adoption" and "Tourist Revisit Intention" constructs. The structural model reveals a significant positive relationship, with Digital Ecosystem Adoption ( $\beta = 0.370$ ,  $p < 0.001$ ) positively influencing Tourist Revisit Intention. While Digital Ecosystem Adoption explains a moderate 13.7% of the variance in Tourist Revisit Intention ( $R^2 = 0.137$ ), highlighting the role of other influencing factors, its direct impact is statistically conclusive. This research contributes theoretically by examining the integrated digital ecosystem's effect on revisit intention in a specific heritage culinary context. Practically, findings underscore the necessity for policymakers, tourism developers, and local businesses to

strategically adopt and integrate digital platforms to enhance visibility, engagement, and repeat visitation, thereby promoting and preserving Jakarta's unique Betawi culinary heritage.

**Keywords:** Digital Ecosystem Adoption, Heritage Gastronomy Tourism, Betawi Culinary Attractions

## INTRODUCTION

The global tourism industry is in a constant state of transformation, with an increasing emphasis on authentic cultural and gastronomic experiences that serve as unique identifiers for destinations and attract a diverse range of travelers<sup>1,2</sup>. Culinary tourism, in particular, has emerged as a significant and rapidly growing segment, drawing individuals who seek to explore destinations through their local food traditions and rich cultural heritage<sup>3-5</sup>. Beyond mere sustenance, traditional food acts as a profound expression of local identity, history, and plays a pivotal role in fostering cultural sustainability and economic development<sup>6-9</sup>. In Indonesia, a nation celebrated for its abundant cultural tapestry, traditional cuisines, such as the Betawi food in Jakarta, represent an invaluable and distinctive facet of its

identity. The preservation and thoughtful promotion of these "heritage flavours" are thus paramount not only for maintaining cultural continuity but also for harnessing their substantial potential to stimulate tourism.

Parallel to the growth of experiential travel, the digital revolution has fundamentally reshaped how destinations are discovered, experienced, and shared<sup>10,11,12</sup>. Digital platforms, encompassing social media, online travel agencies, review sites, and dedicated mobile applications, have become indispensable tools for tourists throughout their travel journey, profoundly influencing information search, destination selection, and the overall travel experience<sup>13,16</sup>. These platforms are crucial in shaping tourists' awareness, expectations, and attitudes towards destinations, rendering them central to effective tourism marketing and engagement strategies<sup>17-19</sup>. For cultural and gastronomic tourism, digital tools offer unprecedented opportunities to reach broader audiences, disseminate information about unique culinary offerings, and facilitate direct interaction between attractions and potential visitors<sup>20,21</sup>. Consequently, the strategic "platformizing" of heritage assets, such as Betawi culinary attractions, stands as a critical imperative to enhance their visibility and appeal within a fiercely competitive global market. This involves the integrated use of digital marketing strategies and various digital platforms to effectively promote and manage culinary tourism initiatives.

Despite the recognized and pervasive impact of digital technologies on tourist behavior and destination choice<sup>22-24</sup> a comprehensive understanding of how the adoption of an integrated "digital ecosystem"—extending beyond the use of individual platforms—influences tourist revisit intention remains an area ripe for deeper academic inquiry<sup>25</sup>. While existing studies have explored the influence of digital marketing on tourism businesses<sup>17,26</sup> and the role of online information in shaping intentions to visit<sup>27,28</sup>, there is a

notable gap in systematically examining the interconnectedness and synergistic effects of various digital components as a unified ecosystem on fostering loyalty and repeat patronage. This gap is particularly evident within the nuanced context of cultural and gastronomic heritage tourism. Although traditional gastronomy is known to significantly impact loyalty to heritage destinations<sup>29,30</sup>, the precise mechanisms through which an integrated digital ecosystem contributes to this relationship, especially for specific heritage cuisines like Betawi food, have not been adequately explored. Challenges in maximizing the potential of Betawi gastronomy tourism in Jakarta, such as a lack of coordinated promotion and weak branding, further highlight the need for a deeper understanding of effective digital strategies. This study aims to address this critical research gap by proposing and empirically testing a structural model that elucidates the relationship between Digital Ecosystem Adoption (X) by Betawi culinary attractions and Tourist Revisit Intention (Y) in Jakarta. By conceptualizing digital engagement not merely as isolated platform usage but as a cohesive and integrated ecosystem, this research seeks to provide a nuanced understanding of how strategic digital integration contributes to the sustainability and growth of heritage gastronomy tourism. Utilizing a quantitative approach with Structural Equation Modeling – Partial Least Squares, this study will meticulously analyze the direct and indirect pathways through which digital ecosystem adoption influences tourists' propensity to return to Betawi culinary destinations. The anticipated findings are expected to offer invaluable insights for policymakers, tourism developers, and local businesses, enabling them to optimize their digital strategies to effectively promote and preserve Jakarta's unique Betawi culinary heritage.

## LITERATURE REVIEW

This literature review provides a foundational understanding of the key constructs central to this study: culinary tourism and heritage flavours, digital ecosystem adoption, and tourist revisit intention. It synthesizes existing academic discourse to establish the theoretical backdrop, highlight relevant empirical findings, and delineate the research gap this study aims to address.

### Culinary Tourism and Heritage Flavours

Culinary tourism has rapidly evolved into a significant and dynamic segment within the global tourism industry, driven by travelers' increasing desire for authentic cultural experiences<sup>1,2,31</sup>. It transcends mere consumption of food, encompassing an exploration of local food traditions, cultural heritage, and the social context surrounding gastronomic practices<sup>32</sup>. The World Tourism Organization defines gastronomy tourism as a tourism activity characterized by a visitor's experience linked with food and related products and activities during travel, including authentic, traditional, and/or innovative culinary experiences<sup>6</sup>. Heritage gastronomy, in particular, plays a pivotal role in this segment, representing not just culinary delights but also profound expressions of local identity, history, and cultural sustainability<sup>6,7</sup>.

Gastronomic heritage was formally recognized with UNESCO's inclusion of traditional cuisines on its Intangible Cultural Heritage list in 2010<sup>6,33</sup>. This recognition underscores the cultural value of gastronomy, which combines identity, historical characteristics, and acts as a key development project integrating tradition and modernity into local life and activities<sup>6</sup>. Destinations are increasingly leveraging their local cuisine for branding purposes, as food offers a compelling reason for tourists to visit beyond traditional sightseeing<sup>31,34</sup>. For culturally rich nations like Indonesia, traditional cuisines, such as Betawi food in Jakarta, embody an invaluable and distinctive facet of identity, contributing

significantly to cultural continuity and possessing substantial potential to stimulate tourism<sup>8,20</sup>. The unique tastes and cultural significance of these cuisines can create memorable experiences that foster repeat visits<sup>35</sup>

### Digital Ecosystem Adoption

The advent of the digital revolution has fundamentally reshaped the tourism industry, transforming how destinations are discovered, experienced, and shared<sup>10-12</sup>. Digital platforms, including social media, online travel agencies, review sites, and mobile applications, have become indispensable tools for tourists throughout their travel journey<sup>15,16,36</sup>. These platforms not only simplify vacation planning, price comparison, and online reservations but also significantly influence information search, destination choice, and overall travel experience<sup>13,14,36</sup>. The use of digital media is a powerful strategy for constructing and enhancing e-branding, contributing to tourism growth and sustainability<sup>37</sup>. Digital marketing is central to effective tourism engagement, shaping tourists' awareness, expectations, and attitudes towards destinations<sup>18,3</sup>.

For cultural and gastronomic tourism, digital tools offer unprecedented opportunities for broader audience reach, dissemination of unique culinary information, and direct interaction between attractions and potential visitors<sup>20,21</sup>. The "platformizing" of heritage assets, such as Betawi culinary attractions, is a strategic imperative to enhance their visibility and appeal in a competitive global market<sup>35</sup>. This involves the integrated use of digital marketing strategies and various digital platforms to effectively promote and manage culinary tourism<sup>35</sup>. However, there are challenges, particularly for small and medium-sized enterprises in tourism, regarding digitalization levels and resources<sup>39,40</sup>. A "digital ecosystem" in this context refers to an interdependent group of enterprises, people, and/or things that share standardized digital platforms for mutually

beneficial purposes, such as commercial gain or innovation<sup>41</sup>. The adoption of such an ecosystem goes beyond individual platform usage, focusing on integrated strategies and digital presence to connect with consumers<sup>35</sup>. Indicators of digital ecosystem adoption for Betawi culinary attractions include the use of websites, social media, and the information obtained from these platforms to learn about Betawi cuisine<sup>35</sup>. Promotional strategies involve digital branding campaigns, utilizing social media and culinary influencers, and optimizing search engines (SEO/SEM)<sup>35</sup>.

### **Tourist Revisit Intention**

Tourist revisit intention refers to a tourist's desire or inclination to return to a specific destination after a previous visit<sup>42,43</sup>. This construct is a crucial indicator of destination success and customer loyalty in the highly competitive tourism marketplace<sup>42</sup>. A positive prior experience significantly increases the likelihood of a tourist returning to the same destination<sup>44</sup>. Loyalty in tourism is often built upon customer satisfaction, where service quality is a key input, leading to highly satisfied customers becoming "apostles" who consolidate their buying and spread positive word-of-mouth<sup>44</sup>.

Several factors significantly influence tourist<sup>43</sup> revisit intention. Cultural contact, perceived value, and green practices have been shown to impact visitor satisfaction, which, in turn, drives revisit intention<sup>45</sup>. For cultural tourism cities, sensory experience, action experience, emotional experience, and thinking experience are critical dimensions of experiential marketing that influence revisit intentions. The image of a destination, particularly its traditional gastronomy, can positively affect tourist satisfaction and influence the intention to recommend and repeat visits<sup>46,47</sup>. In the context of Betawi gastronomy, unique flavors and cultural significance can create lasting memories that encourage repeat visits<sup>35</sup>. Additionally, motivations such as

seeking unique culinary experiences, cultural immersion, and social interaction significantly increase the likelihood of revisit intention<sup>35</sup>. Effective digital marketing strategies that communicate unique aspects of a cuisine can also stimulate interest among potential visitors.<sup>35</sup>

### **The Relationship Between Digital Ecosystem Adoption and Tourist Revisit Intention**

The interplay between digital technology and tourist behavior, particularly revisit intention, is increasingly gaining academic attention. Digital media has transformed communication in tourism, influencing tourist behavior regarding information sources and fostering long-term relationships between Destination Marketing Organizations and consumers<sup>(28)</sup>. Social media, in particular, has been shown to influence travelers' intentions to visit a destination<sup>(28)</sup>. Digital Integrated Marketing Communication, characterized by consistency and interactivity, significantly impacts destination brand equity, including destination awareness, image, perceived quality, and loyalty, all of which are antecedents to revisit intention<sup>(37)</sup>.

Smart tourism technologies, which form part of a broader digital ecosystem, also play a role in shaping revisit intention. Attributes such as informativeness, accessibility, and interactivity of STTs positively contribute to tourists' memorable experiences, which subsequently predict satisfaction and revisit intention<sup>48</sup>. Digital platforms facilitate the sharing of experiences, creating a cycle where positive experiences lead to increased interest and revisit intention as tourists often seek to recreate enjoyable moments<sup>35</sup>.

However, challenges persist in fully leveraging digital tools for promoting heritage culinary tourism. Information regarding Betawi gastronomy in Jakarta is often limited, scattered, and not well-integrated into easily accessible digital

platforms<sup>35</sup> There is a lack of comprehensive digital infrastructure, such as online booking systems and interactive applications, to support efficient culinary tourism experiences<sup>35</sup> Furthermore, promotional efforts for Betawi gastronomy still largely rely on traditional methods, with suboptimal utilization of digital media<sup>35</sup> Compared to cities like Yogyakarta and Bali, Jakarta faces challenges in coordinating stakeholders and fragmented promotional strategies for its traditional culinary offerings<sup>35</sup> The ability of digital platforms to influence tourist behavior and impact visit intention by showcasing unique tastes and cultural significance is evident, but a structural understanding of how a collective digital ecosystem drives this is still being explored<sup>35</sup>

### **Research Gap**

While existing literature extensively covers culinary tourism, digital marketing in tourism, and factors influencing revisit intention, a critical gap remains in understanding the nuanced relationship between the comprehensive Digital Ecosystem Adoption by heritage culinary attractions and Tourist Revisit Intention. Previous studies often focus on individual digital tools or broad digital marketing strategies. This study specifically aims to investigate how the integrated and holistic adoption of a digital ecosystem, encompassing various digital platforms and coordinated strategies, influences tourists' propensity to revisit a specific cultural gastronomic destination. The existing literature, including insights from (35), highlights challenges such as inconsistent and fragmented digital adoption, data regulation, and suboptimal user experience in promoting Betawi gastronomy. This research seeks to bridge this gap by providing a structural model specifically tailored to the context of Betawi culinary attractions in Jakarta, analyzing how effective digital ecosystem adoption contributes to sustained tourist engagement and revisit intentions, which is crucial for

the promotion and preservation of this unique cultural heritage.

### **Theoretical Framework**

This study will draw upon established theoretical frameworks from information systems and consumer behavior to underpin its structural model. Relevant theories such as the Technology Acceptance Model, which explains user acceptance of technology based on perceived usefulness and perceived ease of use<sup>49-52</sup>, and the Theory of Planned Behavior, which links beliefs to behavior through attitudes, subjective norms, and perceived behavioral control<sup>53,54</sup>, will be considered. These theories provide a strong basis for understanding how the adoption of a digital ecosystem (X) by tourism providers and its subsequent impact on tourist perception and behavior can lead to revisit intention (Y). Additionally, frameworks exploring destination branding and loyalty within the digital context will inform the proposed model<sup>28,37</sup>.

### **MATERIALS & METHODS**

This study employed a quantitative research approach with a causal research design to investigate the relationship between Digital Ecosystem Adoption by Betawi culinary attractions and Tourist Revisit Intention in Jakarta. A structural model was proposed and tested using Structural Equation Modeling – Partial Least Squares (SEM-PLS) to analyze the direct effects between the constructs. The research focused on Betawi culinary attractions within Jakarta, Indonesia, with the target population consisting of tourists who had visited these culinary attractions.

A non-probability sampling technique, specifically convenience sampling, was employed for data collection. Structured questionnaires were administered to tourists who had experienced Betawi culinary attractions, and these questionnaires captured responses related to the study's key constructs: Digital Ecosystem Adoption and Tourist Revisit Intention. The data

collection aimed to gather sufficient responses to allow for robust statistical analysis using SEM-PLS, a method known for handling complex models with reflective and formative constructs and being suitable for smaller sample sizes.

The study involved two main constructs: Digital Ecosystem Adoption and Tourist Revisit Intention. Digital Ecosystem Adoption measures the extent to which Betawi culinary attractions have adopted and integrated digital platforms and strategies, such as the use of websites, social media, online information availability, and digital promotional strategies like branding campaigns and search engine optimization. Tourist Revisit Intention, on the other hand, measures the likelihood of a tourist's desire or inclination to return to Betawi culinary attractions after a previous visit, with indicators assessing the probability of future visits and positive recommendations.

Data analysis was conducted using SEM-PLS to evaluate both the measurement and structural models. The measurement model assessed the reliability and validity of the constructs and their indicators, focusing on internal consistency reliability using Cronbach's Alpha and Composite Reliability (CR), with values of 0.70 or higher considered acceptable. Convergent validity was assessed using Average Variance Extracted (AVE), where a value of 0.50 or higher indicated sufficient validity. Discriminant validity was examined through cross-loadings, ensuring that each indicator loaded more strongly on its intended construct than on any other construct in the model. Additionally, multicollinearity was assessed using Variance Inflation Factor (VIF), with values below 5 considered acceptable.

The structural model evaluation assessed the relationships between the latent constructs. The model's predictive power was measured using  $R^2$ , the coefficient of

determination, which indicates the proportion of variance in the endogenous construct explained by the exogenous construct. Path coefficients ( $\beta$ ) were examined to evaluate the strength and direction of the relationships between constructs, while the statistical significance of these coefficients was determined through T-statistics and P-values generated by bootstrapping procedures. A p-value of less than 0.05 was considered statistically significant, confirming the acceptance of the corresponding hypothesis.

By using SEM-PLS, the study ensured a comprehensive evaluation of the relationships between Digital Ecosystem Adoption and Tourist Revisit Intention, employing rigorous statistical procedures to assess the measurement and structural models. This approach provided valuable insights into how digital adoption influences the revisit intention of tourists at Betawi culinary attractions in Jakarta.

## RESULT

This section presents the empirical findings derived from the Structural Equation Modeling – Partial Least Squares analysis conducted to test the proposed structural model. The results encompass the evaluation of the measurement model (reliability and validity) and the structural model (path coefficients and explained variance), including the assessment of multicollinearity.

### 1. Evaluation of the Measurement Model

#### 1.1. Construct Reliability & Validity

The reliability and convergent validity of the latent constructs were assessed using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted. As presented in Table 1, the constructs generally demonstrated good internal consistency and validity.

**Table 1 | Construct Reliability and Validity**

Construct	Cronbach's Alpha	Composite Reliability	AVE
Revisit Intention	0.887	0.922	0.747
Digital Ecosystem Adoption	0.889	0.915	0.642

- **Cronbach's Alpha:** Both "Revisit Intention" (0.887) and "Digital Ecosystem Adoption" (0.889) exhibited values well above the recommended threshold of 0.70. This indicates strong internal consistency, confirming that the instruments used for data collection are reliable.
- **Composite Reliability:** The CR values for "Revisit Intention" (0.922) and "Digital Ecosystem Adoption" (0.915) were also well above 0.70, further reinforcing the consistency of the constructs used in this study.
- **Average Variance Extracted:** For "Revisit Intention," the AVE value was 0.747, indicating excellent convergent validity. However, for "Digital Ecosystem Adoption," the AVE value was 0.642, which, while above the minimum threshold of 0.50, is slightly lower than the ideal standard of 0.70. This suggests that while convergent validity is acceptable, there is potential for improvement in the measurement of this construct. Overall, the reliability and validity of the constructs are considered sufficient, with some room for enhancement in the convergent validity of "Digital Ecosystem Adoption."

## 1.2. Cross Loadings

The analysis of cross-loadings revealed that each indicator loaded higher on its theoretically assigned construct than on any other construct in the model. Specifically, indicators related to "Digital Ecosystem Adoption" (e.g., X3.1 to X3.6) exhibited higher loadings on their own construct, while indicators related to "Revisit Intention" (e.g., Y.1 to Y.4) showed higher loadings on their respective construct. This demonstrates that the indicators clearly differentiate between "Digital Ecosystem Adoption" and "Revisit Intention," confirming that discriminant validity between the two constructs is maintained.

## 1.3. Multicollinearity Assessment

The Variance Inflation Factor values for all indicators ranged between 1.726 and 2.444. These values are well below the generally accepted threshold of 5, indicating the absence of significant multicollinearity issues within the data. This enhances the reliability of the regression analysis results.

## 2. Evaluation of the Structural Model

### 2.1. Explained Variance (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) provides insight into the model's explanatory power for the endogenous variables.

- **Revisit Intention:** The R<sup>2</sup> value for "Revisit Intention" was 0.137. This indicates that the variables in the model (specifically "Digital Ecosystem Adoption" in this direct relationship) can explain 13.7% of the variability in "Revisit Intention." This suggests that while "Digital Ecosystem Adoption" does contribute to explaining revisit intention, a substantial portion of its variability is influenced by other factors not explicitly included in this model.
- **Digital Ecosystem Adoption:** The R<sup>2</sup> value for "Digital Ecosystem Adoption" was 0.159. This value represents the variability in "Digital Ecosystem Adoption" explained by its own measurement items (if a reflective model) or by other preceding variables (if an endogenous variable itself in a more complex model).

The relatively low R<sup>2</sup> values for both constructs suggest that while "Digital Ecosystem Adoption" has an influence on "Revisit Intention," numerous other external factors likely influence tourists' decisions to revisit. This highlights a need to consider additional variables or factors for a more comprehensive model in future research.

### 2.2. Path Coefficients (β) and Hypothesis Testing

The path coefficient (β) for the relationship between "Digital Ecosystem Adoption" and

"Revisit Intention" was evaluated for its magnitude and statistical significance.

**Table 2 | Path Coefficients and Significance**

Path	Original Sample (O)	T-Statistics	P-Value	Decision
Digital Ecosystem Adoption -> Revisit Intention	0.370	6.872	0.000	Accept H1

The results indicate a positive path coefficient of 0.370, representing a moderate positive relationship between "Digital Ecosystem Adoption" and "Revisit Intention." The associated T-Statistic of 6.872 and a P-value of 0.000 ( $p < 0.001$ ) confirm that this relationship is highly significant.

**Inner Model & Hypothesis:** The hypothesis testing confirmed that **Digital Ecosystem Adoption has a significant positive influence on Revisit Intention.** Based on the significant path coefficient ( $\beta = 0.370$ ) and P-value (0.000), the hypothesis is accepted. The inner model illustrates that a higher implementation of the Digital Ecosystem in Betawi culinary tourist destinations increases the likelihood of tourists revisiting these locations.

## DISCUSSION

The present study aimed to empirically investigate the relationship between Digital Ecosystem Adoption by Betawi culinary attractions and Tourist Revisit Intention in Jakarta, employing a quantitative approach with SEM-PLS. The findings provide substantial support for the direct positive influence of digital ecosystem adoption on revisit intention, offering valuable insights into the dynamics of heritage gastronomy tourism in the digital age.

The evaluation of the measurement model confirmed the robustness of the constructs. The high Cronbach's Alpha and Composite Reliability values for both "Revisit Intention" and "Digital Ecosystem Adoption" underscore their excellent internal consistency, aligning with scholarly expectations for reliable instruments in behavioral research (42,43). While the Average Variance Extracted for "Revisit Intention" was very strong, the slightly

lower (though still acceptable) AVE for "Digital Ecosystem Adoption" suggests that while the measure is valid, there might be nuanced aspects within the construct that could be further refined in future studies for even stronger convergent validity. The established discriminant validity and the absence of multicollinearity further enhance confidence in the distinctness of the constructs and the reliability of the estimated relationships.

A central and significant finding of this study is the positive and statistically significant influence of Digital Ecosystem Adoption on Tourist Revisit Intention ( $\beta = 0.370$ ,  $p < 0.001$ ). This result strongly supports the core hypothesis, indicating that a more advanced and integrated adoption of digital ecosystems by Betawi culinary attractions significantly enhances tourists' propensity to return to these destinations. This finding resonates with existing literature that highlights the transformative power of digital technologies in shaping tourist behavior and fostering engagement<sup>10-12</sup>. Digital media, by facilitating information access, enhancing destination branding, and enabling interactive communication, plays a crucial role in building long-term relationships between destinations and consumers<sup>8,37</sup>. This is in line with the interpretation that increased digital ecosystem adoption directly translates to a greater likelihood of tourists having the intention to revisit Betawi culinary tourist destinations, as digitalization can enhance awareness and attraction<sup>35</sup>. For heritage culinary tourism, where unique flavors and cultural significance are key attractors, effective "platformizing" through a cohesive digital ecosystem can amplify these aspects, leading to more memorable experiences that encourage repeat visits<sup>8,35</sup>. Studies also

confirm that digital content marketing and social media influence destination choices and repeat visitation<sup>16,18</sup>.

However, the R<sup>2</sup> value of 0.137 for "Revisit Intention" indicates that "Digital Ecosystem Adoption" explains only a moderate portion (13.7%) of the variance in tourist revisit intention. This suggests that while the digital ecosystem is a significant factor, a substantial amount of variability in revisit intention is influenced by other factors not included in this model. These could include aspects such as the perceived quality of culinary offerings, overall tourist satisfaction, unique cultural experiences, value for money, personal service encounters, and post-visit engagement strategies that might not be solely digital<sup>30,43,45</sup>. This limitation points towards future research opportunities to explore additional mediating or moderating variables that could further enhance the explanatory power of the model.

This study contributes to bridging the identified research gap by providing empirical evidence for a structural model that specifically investigates the integrated and holistic adoption of a digital ecosystem, rather than focusing on isolated digital tools<sup>35</sup>. It empirically validates how a comprehensive digital strategy can effectively address challenges such as fragmented promotion and suboptimal user experience in promoting specific heritage cuisines like Betawi food<sup>35</sup> By demonstrating the direct impact of Digital Ecosystem Adoption on Tourist Revisit Intention, this research offers a clear pathway for policymakers, tourism developers, and local businesses in Jakarta to optimize their digital strategies. Investing in integrated digital platforms, developing robust online presence, and leveraging digital branding campaigns can create a more accessible, engaging, and ultimately, more revisited Betawi culinary landscape, thereby contributing significantly to both cultural preservation and economic growth. This underscores the importance of a well-orchestrated digital strategy to capitalize on

the unique heritage flavours of Jakarta and translate initial visitor interest into sustained tourist loyalty.

## CONCLUSION

This study investigated the critical relationship between Digital Ecosystem Adoption by Betawi culinary attractions and Tourist Revisit Intention in Jakarta, employing a Structural Equation Modeling – Partial Least Squares approach. The findings confirm that Digital Ecosystem Adoption significantly and positively influences Tourist Revisit Intention, providing valuable insights into leveraging digital strategies for heritage gastronomy tourism [Table 2].

The evaluation of the measurement model demonstrated robust reliability and validity for both "Revisit Intention" and "Digital Ecosystem Adoption" constructs, with high Cronbach's Alpha and Composite Reliability values (e.g., Cronbach's Alpha for Revisit Intention = 0.887, Digital Ecosystem Adoption = 0.889) [Table 1]. While the Average Variance Extracted for "Revisit Intention" was very strong (0.747), the slightly lower AVE for "Digital Ecosystem Adoption" (0.642) suggests an area for potential refinement in future construct measurement, although it remains above the acceptable threshold [Table 1]. Discriminant validity was well-established through cross-loadings, indicating that the indicators clearly differentiate between the constructs. The absence of multicollinearity, evidenced by VIF values between 1.726 and 2.444, further strengthened the credibility of the model's estimations.

The core finding reveals a significant positive path coefficient ( $\beta = 0.370$ ,  $p < 0.001$ ) from Digital Ecosystem Adoption to Tourist Revisit Intention [Table 2]. This indicates that as Betawi culinary attractions enhance their digital ecosystem (through integrated platforms, online presence, and digital marketing strategies), the likelihood of tourists intending to revisit these attractions substantially increases. This underscores the transformative power of

digital integration in driving tourist loyalty and repeat visitation within the niche of heritage culinary tourism<sup>16,18</sup>. This aligns with the understanding that digitalization enhances awareness and attraction, directly translating into a greater likelihood of revisit intention<sup>35</sup>.

Despite this significant influence, the model explained 13.7% of the variance in Tourist Revisit Intention ( $R^2 = 0.137$ ), suggesting that while Digital Ecosystem Adoption is a vital factor, a substantial amount of variability in revisit intention is influenced by other factors not explicitly included in this model. These external factors could encompass direct experiences, perceived service quality, emotional connections with the culture, or broader destination attributes, as highlighted in previous research on factors influencing revisit intention<sup>30,43,45</sup>.

This research contributes to the existing literature by providing an empirical structural model that specifically investigates the integrated and holistic impact of a digital ecosystem on revisit intention within the context of a unique cultural gastronomic heritage. It moves beyond examining isolated digital tools to explore the synergistic effects of comprehensive digital adoption, thereby addressing a critical gap in understanding sustainable tourism development<sup>25,35</sup>.

From a practical perspective, these findings offer actionable insights for various stakeholders. Policymakers and tourism developers in Jakarta should prioritize investments in developing and integrating digital infrastructure and platforms that support Betawi culinary attractions. Local businesses are encouraged to adopt cohesive digital marketing strategies, including robust online presence, interactive booking systems, and engagement through social media and culinary influencers. By optimizing their digital ecosystems, these attractions can enhance their visibility, engage tourists more effectively, foster memorable experiences, and ultimately cultivate a higher propensity for repeat visits, thereby contributing to the

preservation and economic prosperity of Jakarta's unique Betawi culinary heritage<sup>8,20</sup>.

Future research could expand this model by incorporating additional mediating or moderating variables such as perceived authenticity, tourist satisfaction, and word-of-mouth (both online and offline), which are known to influence revisit intention<sup>43-45</sup>. Investigating the nuances of different components within the digital ecosystem and their individual contributions could also offer richer insights. Furthermore, comparative studies with other heritage culinary destinations, both locally and globally, could provide broader generalizations and context-specific adaptations of the proposed model.

#### ***Declaration by Authors***

The authors declare that they have no financial or non-financial competing interest

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