

Analysis of Moment of Truth in Culinary Tourism Destination: A Case of Haitang Bay Houhai Fishing Village Hainan, China

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Abstract

Moment of Truth is one way to market a tourist destination. The purpose of this research is to analyse the stages of Zero Moment of Truth, First Moment of Truth, Second Moment of Truth, and Ultimate Moment of Truth that tourists go through when deciding to visit Haitang Bay Houhai Fishing Village Hainan, China, for a culinary tour. This research uses a qualitative method, and the research data is obtained from interviews with tourists who come and direct observation to Haitang Bay Houhai Fishing Village Hainan, China, and the website. Based on the results of the study, it can be concluded that the series of Moment of Truth felt by tourists towards culinary tourism in Haitang Bay Houhai Fishing Village Hainan, China, has been passed and felt by tourists who visit there. The series of Moment of Truth that occurs is starting from the Zero Moment of Truth, First Moment of Truth, Second Moment of Truth, and Ultimate Moment of Truth stages, where tourists start looking for information related to the culinary available at Haitang Bay Houhai Fishing Village Hainan, China via mobile phones, then after seeing the available culinary tourism information, tourists decide to visit Haitang Bay Houhai Fishing Village based on the culinary information there that has been searched. Tourists directly taste and enjoy the culinary specialties at Haitang Bay Houhai Fishing Village. Finally, tourists give their reviews based on their experiences and the typical culinary they enjoy at Haitang Bay Houhai Fishing Village in Hainan, China, as well as recommending it to friends/family on social media. Based on the interview results, many tourists gave positive reviews and recommended to others about the culinary delights available. However, some tourists gave negative reviews and did not recommend Haitang Bay Houhai Fishing Village to come on a culinary tour there.

Keywords: Moment of Truth, Tourism Village, Culinary Tourism, Fishing Village

A. INTRODUCTION

Tourist destinations are defined as geographical areas included in one or more administrative regions and have tourist attractions (Jovicic, 2016). Culinary tourism is one of the many types of tourist destinations. Culinary tourism is a journey that aims to find food and drinks and get an unforgettable culinary experience (Wijayanti, 2020). Meanwhile, according to Kaushal and Yadav, (2021), culinary tourism includes everything related to food, such as subjects and media, tourism destinations and tools, and tourism activities, such as tasting food at ethnic restaurants, visiting food festivals, trying food during the trip, and even cooking at home. The culinary tourism industry, including food and drinks, has experienced rapid development. This is due to the current trend of tourists visiting a tourist area to look for the unique culinary delights of the area (Harsana & Triwidayati, 2020). Culinary tourism has many opportunities to grow. Compared to visiting overly exposed landmarks or shopping, culinary exploration of a destination has become an important part of tourists' itineraries or travel plans. According to Sunaryo (2019), culinary exploration has been the primary goal of tourist trips for years, which means that tourists deliberately choose a destination because of its culinary appeal. Tourists who come to culinary tourism destinations are usually interested in the culinary specialties of the destination area, they look for these culinary specialties to try and enjoy, and they feel that their travel experience will

not be complete without tasting the culinary specialties of the destination area. Culinary tourism is a type of recreation that includes the availability of food and drinks. Visitors usually search for and taste traditional foods from the places they visit. The changing lifestyle of society is currently underway. People are now looking for filling dishes and atmosphere and service as part of their food order. Culinary tourism is a type of recreation that includes the availability of food and drinks. Visitors usually search for and taste traditional foods from the places they visit. The changing lifestyle of society is currently underway. People now want to fill dishes, atmosphere, and service as part of their food orders (Rahayu, 2022).

Culinary tourism can be found in villages that have their characteristics. A tourist village is a rural area with a unique attraction that can be used as a tourist destination. People who live in tourist villages maintain their original customs and culture, and supporting activities such as agricultural and gardening systems and traditional food add color to life there. In a tourist village, original and well-maintained environmental elements are important (Zakaria & Suprihardjo, 2014). According to Taolin et al., (2016), a tourist village is a rural area with an atmosphere that reflects the authenticity of the village in terms of socio-cultural life, customs, daily activities, building architecture, and spatial structure, as well as the potential to become a tourist attraction, such as attractions, food and drinks, souvenirs, accommodation, and other tourist needs. Tourist villages are one of the attractions that are an opportunity to increase the number of tourist visits. The development of tourism in rural areas packaged in tourist villages is caused by saturation with modern types of tourism and the desire to return to experiencing life in rural nature and interacting with the community and its socio-cultural activities.

Culinary tourism can be found in various countries, such as Hainan and China. There is a fishing village there that offers beach views and waves for surfing and culinary tourism with various types of food and drinks. This village is one of the attractions tourists can visit when visiting Hainan, China. Houhai Village, or Tenghai Fishing Village, is located at the southern end of Haitang Bay and the north of Queen Bay (Figure 1).



Figure 1. Map of Haitang Bay Houhai Fishing Village

Source: Google Maps, 2024

In Houhai Village, tourists can feel the relaxed atmosphere of the fishing village and the life of fishermen and taste a variety of freshly caught seafood. Houhai Village is located on a small peninsula between Haitang Bay and Queen Bay. This village has always been unknown and unknown. In recent years, with the completion of the Wuzhizhou Island Tourist Terminal and the gradual popularity of Haitang Bay and Queen Bay, this small fishing village has also slowly attracted the attention of tourists. Houhai Village faces Haibei Mountain, which has a pristine soft beach and

relatively complete coral reefs in the nearby waters. Here, people can enjoy the beach to the best of their heart and dive into the sea. It is also a good place to watch the sunrise. The people here make their living by fishing, and tourists can often see fishermen returning from their hard work and "trophies." Tourists can also sample freshly caught seafood on Hainanese-style fishing rafts.

Activities that can be done in Houhai Village include surfing. Houhai Village is a gathering place for beginner surfers. The wind and small waves are perfect for beginners. Surf shops can be found everywhere and are almost the same everywhere. In addition to surfing, there are beautiful beaches that can be enjoyed by drinking coffee, lying down, and relaxing. Moreover, Houhai Village is a culinary place with a variety of flavors. The restaurants vary, ranging from Fisherman's Alley Breakfast, Sanwa Flavor Restaurant, Watanabe Canteen, Tai Shi San, and Yang Kee Fish Balls. Houhai Village is famous for its relaxed fishing village atmosphere, typical fishing life, and authentic and fresh seafood. This is the attraction of Sanya City tourism in Hainan, China, so many tourists will come and experience it. One idea that can be used to review how the feedback from the product is to the original product based on the experience felt directly by tourists is the Moment of Truth.

The case study of this research is Haitang Bay Houhai Fishing Village, located in Hainan, China, because of the combination of the life of the fishing village community with the development of tourism in Hainan, China. This study analyzes the Zero Moment of Truth, First Moment of Truth, Second Moment of Truth, and Ultimate Moment of Truth felt by tourists when visiting Haitang Bay Houhai Fishing Village in Hainan, China.

B. LITERATURE REVIEW

Moment of Truth

Moments of Truth (MOT) can be define as attitude of contact between customers and brands that allows customers to make an impression about the product, whether it is pleasant or unattractive (Kurian & Asavalertpalakorn, 2024). Moment of Truth can be used for customer service contact (Choi & Lee, 2018). Moment of truth creates impressive memories that leave an impression on customers' minds (Mbulu et al., 2023), moreover Löfgren et al., 2008 also mentioned that when customers feel what is offered by the organization, a moment of truth occurs in the relationship. Moment of truth is a variety of opportunities and interactions between companies and customers where customers can experience and assess the services they receive (Groth, 2019; Weeks, 2015). Moment of Truth can be interpreted as an event where organizations and customers connect and interact to allow customers to learn and change their perceptions of the company (Beaujean et al, 2006).

The moment of truth can be divided into four stages, namely Zero Moment of Truth (ZMOT), First Moment of Truth (FMOT), Second Moment of Truth (SMOT) and Ultimate Moment of Truth (UMOT). Moment of Truth is used to determine decisions in purchasing a product, starting from seeing advertisements (stimulus) and then looking for information (zero moment of truth) (Lecinski, 2011).

According to Juliana et al. (2021), zero moment of truth is when consumer reviewed products or services that others will use to consider and make decisions before buying. In the tourism industry, zero moment of truth (ZMOT) occurs when customers search for information about accommodation, attractions, destinations, or tourist activities online before making a travel decision. Tourism destinations or service providers must have a strong online presence and relevant information to attract potential tourists. They can find hotel reviews, travel videos, or other people's experiences on blogs or social media.

The next stage is to see and search for new information; then, tourists will decide to buy (first moment of truth). The first moment of truth occurs at the first interaction between a customer and a product. This moment usually occurs on the store shelf and is considered one of the most important interactions between a product/brand and a customer; this is when the customer decides the product (Mahfooz, 2024).

After purchasing, enter the stage of using the product or experience (second moment of truth). The second moment of truth refers to the event where the buyer consumes or uses the product and determines how well their expectations of the product are. Sometimes, the product meets the consumer's expectations and other times, the product does not meet their expectations, creating cognitive dissonance (Mahfooz, 2024). If the consumer's expectations and perceived performance are the same, the consumer is satisfied with the product. Whether or not these expectations are met is a key factor in how consumers remember a brand and use their experiences with the brand when making future purchasing decisions (Blackwell et al., 2006)

When tourists go through various stages of the moment of truth, the next stage is to give a review (ultimate moment of truth), and this stage will continue to repeat itself. After the trip, visitors share their experiences. This is known as UMOT in the tourism industry. This can be achieved through online reviews on travel sites, social media sites, or recommendations from friends and family. Good reviews can help promote a particular tourist destination or service, while bad reviews can tarnish the image of a destination or service provider. This is very important for tourists' decisions when buying tourist goods. Advertising and information influence the decision to buy; this experience creates a cycle of product sustainability that meets customer expectations.

Tourism Village

Tourism villages are tourism assets in rural tourism that focus on the potential and attractions of the countryside. This village can be developed and promoted as a tourism product to attract more tourists (Sudibya, 2018). According to Taolin et al., (2016), a tourism village is a rural area with an atmosphere that reflects the authenticity of the village in terms of socio-cultural life, customs, daily activities, building architecture, spatial structure, and the potential to become a tourist attraction, such as attractions, food and drinks, souvenirs, lodging, and other tourism needs. Tourism villages have many things that can be done. Many studies have been conducted to determine the potential of tourism villages physically and non-physically. Tourism villages depend on the participation of various parties, including local communities, pokdarwis, and village governments, from preparation, implementation, and supervision to preservation (Santika, 2017). A tourism village is a village that stands alone and has much potential to become an attraction for others without asking for investors (Arintoko et al. 2020). Village tourism can provide a unique tourist attraction by enjoying different rural life experiences and community traditions because it is located in the administrative area of the village (Kachniewska, 2015).

Culinary Tourism Destinations

According to Lubis et al. (2018), a tourist destination is where local or foreign tourists can visit objects purchased as souvenirs and facilities supporting transportation and accommodation. As with culinary tourism destinations that sell a variety of culinary delights that can be enjoyed. One type of tourism that has developed into a new phenomenon in the tourism sector is culinary tourism, which has much potential to be developed. One of the tourism industries in great demand by the public and private companies is the culinary business. This company continues to work

together to provide tourism commodities such as hotels, lodging, cafes, restaurants, and even restaurants, which can also be used as businesses (Prayogo & Suryawan, 2018). Acc

ording to Palupi and Abdullah (2019), the term "culinary tourism" describes a type of tourism that focuses on the relationship between visitors and service providers through food or drink as a culture. Culinary tourism is also defined as a broad experience where the primary purpose of a tourist's trip or group is to experience the process of making typical local food and drinks. Culinary tourism is a tourist trip primarily to provide typical local food and drinks. This culinary tourism aims for visitors to enjoy tourist destinations in addition to the natural atmosphere and its characteristics, but also the local food and drinks (Harsana & Triwidyati, 2018). Traveling involves activities related to consuming local food, which allows us to enjoy food and drinks or do culinary activities, such as visiting food and beverage industry centers and cooking schools and having a different experience when consuming local snacks (Zulfikar, 2022). Culinary tourism involved many activities such as visiting food producers, food festivals, restaurants, and unique locations to try food and gain experience from certain regional specialties, which are the primary motivations for traveling (Ab Karim, 2006).

C. RESEARCH METHOD

This type of research is qualitative research. This approach was chosen to provide a deeper picture of the research object of culinary tourism destinations in Haitang Bay Houhai Fishing Village, Hainan, China. The philosophy of qualitative research is the conceptual foundation that underlies the qualitative approach in the research process. This philosophy includes an understanding of the nature of reality, an understanding of how knowledge is constructed, and a view of the role of researchers in uncovering and understanding the phenomenon being studied. In research, a qualitative approach is used to understand social phenomena from the perspective of the subject or participant. This approach focuses on understanding the context, meaning, and experiences associated with the phenomenon (Nartin et al., 2024).

This research was conducted in Haitang Bay Houhai Fishing Village in Hainan, China. This study's subjects were tourists who visited Haitang Bay Houhai Fishing Village in Hainan, China, for culinary tourism. The data collection technique used in this study is a qualitative analysis used by previous researchers proposed by Miles and Huberman in Sugiyono (2013), which states that qualitative data analysis is carried out continuously until finished so that the data becomes saturated. The qualitative data analysis process includes data reduction, display, and conclusion drawing/verification (see Figure 2).

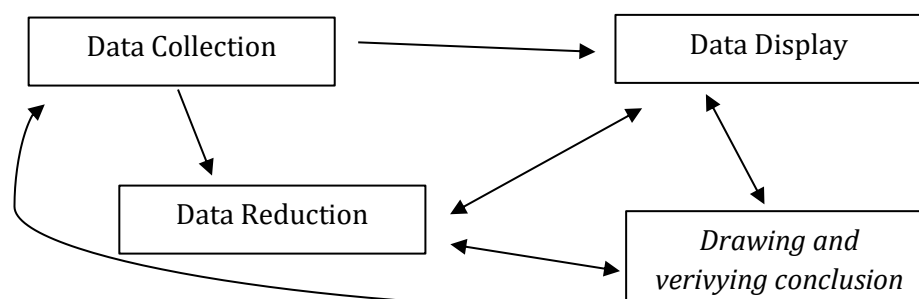


Figure 2. Components in Data Analysis (Interactive Model)

Source: Sugiyono, 2013

The conceptual framework for this research is based on a review of existing literature on moment of truth, culinary tourism, and tourism villages. The conceptual framework in this study explains the conceptual flow of the tourist experience of enjoying culinary tourism based on tourism villages using moment of truth in Haitang Bay Houhai fishing village Hainan, China (See Figure 3). The moment of truth process starts from initial stimuli in the form of social media and also other people's reviews which then starts a series of moment of truth processes from zero moment of truth where tourists seek as much information as possible about their tourist destinations through social media, first moment of truth where tourists decide to come to their tourist destination. second moment of truth where tourists experience the culinary directly to ultimate moment of truth which is a situation where tourists provide reviews and recommendations through social media or directly. This feedback will become new input that will influence potential tourists who will come through the next zero moment of truth stage and this condition will form a cycle of sustainability of destination image and tourist decisions in travelling.

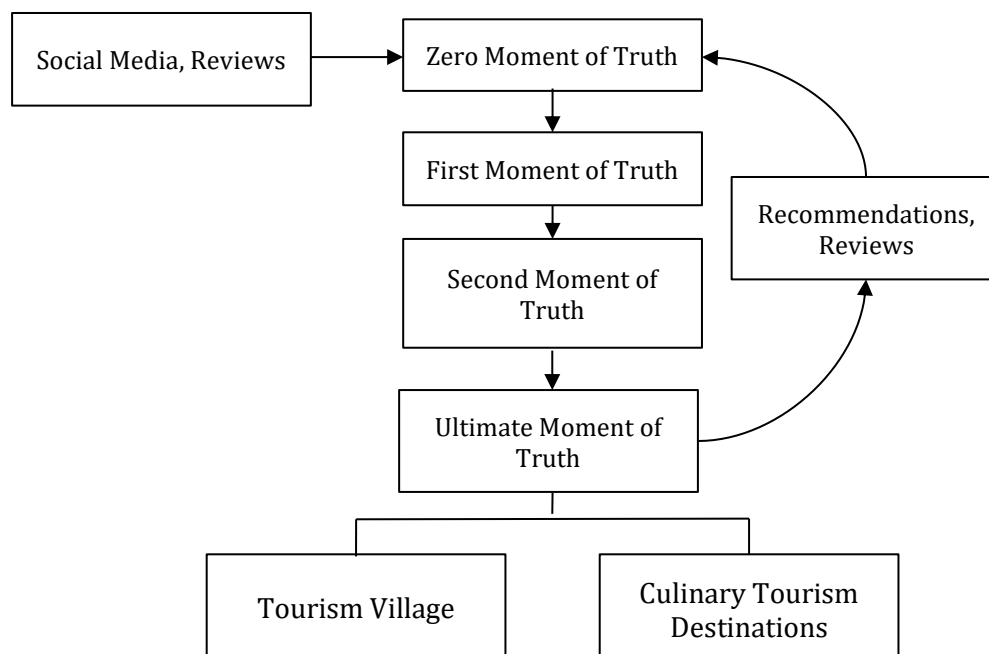


Figure 3. Research Conceptual Framework
 Source : Author Elaboration, 2025

In this study, the data reduction stage focuses on tourists visiting Haitang Bay Houhai Fishing Village to find out about the series of Moment of Truth stages for tourists who want and are visiting there for culinary tourism. Then, the data display stage in this study is a descriptive narrative based on interviews conducted with tourists visiting Haitang Bay Houhai Fishing Village. Finally, the conclusion stage: drawing/verifying in this study the conclusion drawn is whether the Moment of Truth series has run and is appropriate based on the tourists who come.

The sampling technique used is purposive sampling. The purposive sampling technique is a research sampling technique used when the researcher already has a target individual according to the characteristics of the study (Turner, 2020). In this study, 16 informants were determined, all of whom were tourists from Indonesia who would visit Haitang Bay Houhai Fishing Village Hainan, China, the informants characteristics can be seen in Table 1.

Table 1. Research Informants

Code	Gender	Age
Informant 1	Male	20 years old
Informant 2	Male	21 years old
Informant 3	Male	22 years old
Informant 4	Male	20 years old
Informant 5	Male	21 years old
Informant 6	Male	20 years old
Informant 7	Male	23 years old
Informant 8	Male	22 years old
Informant 9	Female	20 years old
Informant 10	Female	20 years old
Informant 11	Female	21 years old
Informant 12	Female	21 years old
Informant 13	Female	41 years old
Informant 14	Female	43 years old
Informant 15	Female	34 years old
Informant 16	Female	43 years old

Data were collected through in-depth interviews with tourists based on interview protocol in Table 2, participatory observation, and experiencing directly the culinary tourism in Haitang Bay Houhai Fishing Village Hainan, China.

Table 2. Interview Protocol

Definition	Indicators	Question
Moments of truth are the various opportunities and interactions between companies and customers where customers can experience and assess the service they receive (Monroe, 2007; Brian, 2006; Lawrence, 2007).	Zero Moment of Truth	1. How do you usually search for information about culinary tourism destinations in Haitang Bay Houhai Fishing Village before deciding to visit it? 2. What is the first thing you look for when visiting a fishing village or culinary tourism area outside the city?

First Moment of Truth	1. Did you immediately decide to visit After seeing the review about Haitang Bay Houhai Fishing Village as a culinary tourism destination? 2. What interested you in finding more information about Haitang Bay Houhai Fishing Village as a culinary tourism destination?
Second Moment of Truth	1. Do you feel that the culinary experience at Haitang Bay reflects the authenticity of local or regional cuisine? 2. What was the price of the food and drinks you purchased at Haitang Bay? Was it commensurate with the quality and experience?
Ultimate Moment of Truth	1. After visiting Haitang Bay Houhai Fishing Village as a culinary tourism destination, how would you rate your overall experience? Did it meet your expectations? 2. Would you recommend this destination to others After visiting Haitang Bay Houhai Fishing Village as a culinary tourism destination?

D. RESULTS AND DISCUSSIONS

Zero Moment of Truth

The initial stage of the Moment of Truth series that tourists do before visiting Haitang Bay Houhai Fishing Village Hainan, China, as a culinary tourism destination is to dig deeper into Haitang Bay Houhai Fishing Village Hainan, China which is known as the Zero Moment of Truth (ZMOT). This moment is to decide whether they will visit Haitang Bay Houhai Fishing Village by reviewing existing reviews. The process of the Zero Moment of Truth (ZMOT) carried out by tourists can be done by utilizing technology, namely searching for reviews related to culinary tourism that tourists will visit. Information about Haitang Bay Houhai Fishing Village Hainan, China as a culinary tourism destination can be seen via social media platforms such as YouTube and Baidu.com. Tourists will search and watch content about culinary tourism, atmosphere, attractions, and activities in Haitang Bay Houhai Fishing Village Hainan to get an idea of Haitang Bay Houhai Fishing Village Hainan as a culinary tourism destination. Based on the information that tourists have gathered, they will later determine whether or not to visit Haitang Bay Houhai Fishing Village.

ZMOT significantly influences pre-purchase behavior by providing a platform for consumers to access, evaluate, and compare information (Samardiwakara, 2024). Based on existing reviews of Haitang Bay Houhai Fishing Village Hainan, China, as a culinary tourism destination, most of them provide positive reviews so that they become the most critical factor in the decision of prospective

tourists to visit Haitang Bay Houhai Fishing Village Hainan. Prospective tourists can read these reviews to consider whether to continue to the First Moment of Truth stage and decide about their trip to Haitang Bay Houhai Fishing Village in Hainan, China. It can be concluded that from these reviews, it is the beginning of the Moment of Truth process, namely the Zero Moment of Truth for Haitang Bay Houhai Fishing Village Hainan, China, and has been implemented. In addition to YouTube content, information about Houhai Village can be found on the Baidu.com. Comments about Houhai Village vary from positives reviews (Table 3 and Figure 4), and negative reviews (Table 4 and Figure 5).

Table 3. Positive Traveler Reviews

"If you feel that you have been away from home for a long time and are eager to eat Chongqing food, then I can tell you responsibly, don't be afraid. At present, Chongqing cuisine is spread all over the country. Two shops are selling Chongqing noodles in Houhai, and there is also a Chongqing hot pot! I have eaten one of the average Chongqing noodles, and the hot and sour noodles are okay. They are all Chongqing flavors. However, the ingredients are limited in other places. The chili sauce is not as spicy as I want it to be. But to occasionally supply the taste of hometown is better than nothing"

"You Dessert: A dessert shop that also provides set meals. As a sweet tooth, I regret not living long enough to eat all their desserts. I especially want to pack their coconut jelly and return it to Chongqing."

"Houhai, a small fishing village, hides many Hainanese specialties. In addition to the fresh seafood feast and barbecue available, there are also Hainanese snacks you will never be able to eat in a hotel. Among them, there are two specialty shops that I recommend to everyone. Hai SASA: It tastes good, the portions are large, and it is not expensive. The key is that Meituan also offers discounts."

"My most significant gain from this trip is that it turns out that Lijiang and Dali can not only relax and live a leisurely life in the clouds and wild cranes but also enjoy the warmth of spring and flowers blooming facing the sea in this small fishing village in Sanya. And because of its low-key nature, it is not as low as the commercialization of Lijiang and Dali. I think everyone who has been there will say, "I will come again next time, and I must come to surf next time"

"Houhai Fishing Village is wonderful. Fishing boats, fishing nets, and seafood markets are all unique, which makes people feel the real life of a fishing village".

"The food here is delicious, especially the fresh and tasty seafood, which is a must-try.!"

"Houhai Fishing Village is close to the Nanshan Cultural Tourism Area, so you can visit together and experience a different cultural atmosphere."

"There are many people on Houhai Beach, especially surfers. The water quality is not good, and it is unsuitable for snorkeling. Sitting in a bar or cafe is very comfortable, and the wind will keep you cool. The street next to it is lively, and the prices of various squid, grilled durian, and seafood are a bit expensive. Coconuts are 9 or 10 yuan each. There are some unscrupulous businessmen in the hotel whose accents sound like Northeastern, so be careful when identifying them."

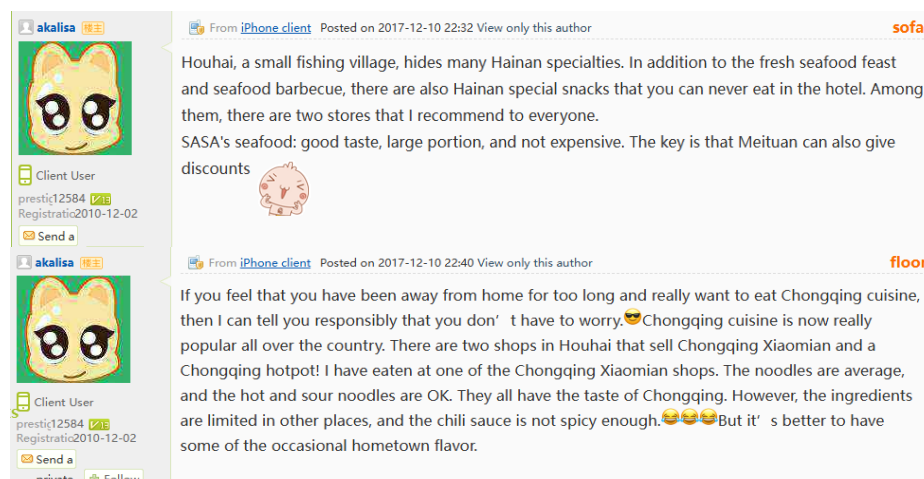


Figure 4. Positive Reviews About Haitang Bay Houhai Fishing Village Hainan, China
 Source: go.cqmmgo.com, 2017

Table 4. Negative Tourist Reviews

"Honestly, I was full of fantasy before going to Houhai Village, but it was awful after arriving. First, the beach is on the seaside, and the sand is indeed wonderful, but it is too dirty, and no one manages it. The beach is full of cigarette butts, garbage, and bark. Next is the restaurant street in the fishing village; the ground is foul, and a lot of dirt is scattered on the floor".

"Be careful when coming to Houhai!!! When shopping, you must choose a shop that has a business license. Otherwise, if there is a dispute, there will be no supervision and restrictions from the administration; you complain at will 😊😊😊".

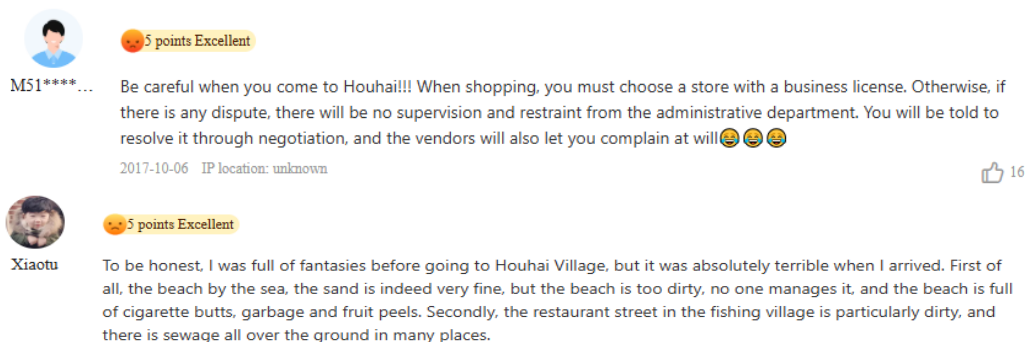


Figure 5. Negative Reviews About Haitang Bay Houhai Fishing Village Hainan, China as a culinary tourism destination
 Source: you.ctrip.com, 2021

First Moment of Truth

The second stage of the moment of truth series is the first moment of truth, where prospective tourists decide whether or not to go to Haitang Bay Houhai Fishing Village Hainan for culinary tourism. After seeing reviews, reading articles, and watching content about Haitang Bay Houhai Fishing Village Hainan as a culinary tourism destination, they will decide whether or not they are interested in visiting Haitang Bay Houhai Fishing Village Hainan. At this moment, the initial impression of the circulating reviews, photos, and videos greatly influence the decision of tourists

whether or not they are interested in visiting Haitang Bay Houhai Fishing Village Hainan. When going to Haitang Bay Houhai Fishing Village, you can buy plane tickets and tour packages for foreign tourists. Meanwhile, local tourists must only purchase entrance tickets to the destination area at the available payment counter. Based on the interviews with prospective tourists, the average answer was that they were interested because they wanted to see the differences between villages in Indonesia and those in Hainan, China (See Table 5).

Table 5. Tourist Opinions

"I am interested in visiting the Hainan fishing village because I want to feel firsthand how the village atmosphere differs from the villages in Indonesia and what the food is like."

"I am interested in coming to the fishing village, the reason is that I want to see the comparison of tourist villages in Indonesia and in China, how they are different, and I also want to see what the culture and cuisine are like there, and I also want to see how the fishermen live there."

"Not interested, because when I hear the word fishermen, in my mind, the place will be like lots of fishponds... or there won't be many small fishing boats like in Muara Angke, so I imagine it will be hot and make my skin sore and the fishy smell of fish like that."

"I am interested because it's a new experience; I also want to know the difference between the one in Indonesia and the one in Indonesia. Is it like in Indonesia, which is crowded? Or is it tidier? How are the people? Because in Indonesia, it is associated with being a bit backward if it's a village. I also want to know how interesting the cuisine is because it's close to the sea, so I'm curious about the food."

"I'm interested in visiting the Hainan fishing village because I want to feel firsthand how the village atmosphere differs from the villages in Indonesia and what kind of food there."

The first moment of truth is when a customer decides on a product. This is usually the first interaction between a brand and a customer. It is considered one of the most important moments between the two parties (Mahfooz, 2024). So, based on this study, prospective tourists decide to visit Haitang Bay Houhai Fishing Village after seeing reviews, photos, and videos that they feel interested in and not interested in visiting Haitang Bay Houhai Fishing Village Hainan, China as a culinary tourism destination.

Second Moment of Truth

The third stage of the moment of truth series is the second moment of truth, where tourists come to the previously determined destination, Haitang Bay Houhai Fishing Village, as a culinary tourism destination. At this stage, tourists come directly to Haitang Bay Houhai Fishing Village to experience the culinary tourism experience directly there. At Haitang Bay Houhai Fishing Village, tourists can try various specialties, ranging from fresh seafood and processed to multiple types of delicious fresh Seafoods (Figure 9), drinks, and sweet fruits (Figure 10). Based on interviews with Indonesian tourists who came directly to Haitang Bay Houhai Fishing Village, many sources said that the cuisine there has a unique taste that describes the area. Then, the sources also felt that the price of food and drinks there was comparable to the taste given and the experience obtained (See Table 6).

Table 6. Tourist Opinions

"The food at Haitang Bay is quite good and has a distinctive taste. One of the spices used has a unique flavor that only exists in that food. "

"I didn't buy snacks, but for the available food, it's okay because it's on the edge of the sea, so the seafood dishes are varied, and it's complete; there are coffee shops, some sell desserts, Chinese restaurants, fruits."

"The price is okay; it's quite standard in a tourist area; yes, it's a bit less comparable because it's purely just a culinary trip; the only experience is just seeing the atmosphere on the beach's edge and the residents' houses there."

"The food at Haitang Bay is quite good and has a distinctive taste. One of the spices used has a unique flavor that only exists in that food. "

"The food reflects local cuisine because the taste differs from Indonesian cuisine or cuisine from other regions."

"Comparable, the price is affordable for the food there; for example, when buying one of the seafood, it was fresh and relatively cheap for food with a decent portion. Plus, the atmosphere of the culinary place is comfortable, and the people are friendly."



Figure 9. Seafood Culinary Places in Haitang Bay Houhai Fishing Village

Source: Author Documentations, 2024



Figure 10. Culinary Tourism Atmosphere in Haitang Bay Houhai Fishing Village

Source: Author Documentations, 2024

George (2018) stated that the application experience, or when consumers use the product, determines whether consumers have a positive or negative experience. Based on research, tourists' expectations before visiting are defined at this stage because they directly experience the

experience at Haitang Bay Houhai Fishing Village, and the direct experience felt by tourists determines the next Moment of Truth stage.

Ultimate Moment of Truth

The final stage of the moment of truth is the ultimate moment of truth, where after tourists come directly and have their own experience at Haitang Bay Houhai Fishing Village, they will provide comments or reviews on the website, YouTube, or social media they use. In addition, they can also directly recommend culinary tourism in Haitang Bay Houhai Fishing Village to their family, friends, friends and relatives. After conducting interviews with tourists who have visited Haitang Bay Houhai Fishing Village and tried various culinary delights there, many informants felt that the experience they got was by their expectations. In addition, the informants will also recommend Haitang Bay Houhai Fishing Village to those closest to them so that they can also feel the experience experienced by the informants. However, some informants feel their experience at Haitang Bay Fishing Village is not to their expectations. Some informants will also not recommend this place to their family, friends, friends, or relatives because they feel there are many better destinations than Haitang Bay Houhai Fishing Village (See table 7).

Table 7. Tourist Opinions

"I'm satisfied because I got a new experience, especially the culinary place, which has a Chinese house-building characteristic even though the expectation initially was like a traditional village. But it turned out that the culinary place became identical because it was located in a residential area with Chinese houses."

"Of course, I would recommend it, especially for those who like culinary with a new and unique taste. Moreover, the place is also good and unique for taking pictures, it will be suitable for those who like to take a leisurely walk while buying snacks."

"Yes, I would recommend it because culinary food is delicious; there are various kinds of food."

"It's a bit inappropriate because, in my mind, Haitang Bay Village would be very rural, but it turns out to be much more modern."

"I don't think so because there are still many better places to visit than this."

"For the experience, it was fun, but it wasn't as expected because I imagined Haitang Bay would still have very typical village buildings, but it wasn't."

Reviews that are less than in line with tourists' expectations when visiting Haitang Bay Houhai Fishing Village because they assume that Haitang Bay Houhai Fishing Village is a village where village life can be felt, which is in contrast to the actual situation which has become a center of tourism and a culinary tourism destination. the ultimate moment of truth makes customers potentially significant advertisements and approvals. they reflect their emotions, satisfaction, curiosity, or even anger through product experiences. Consumers behave like your walking advertising tools. If they like or dislike a product that can be shared on social media, they can write their opinions on the forum website (Ertemel, 2018). So based on this study, the answers from the informants after visiting Haitang Bay Houhai Fishing Village regarding the experiences and culinary delights they felt and enjoyed while there showed that the final stage of the moment of truth, namely the ultimate moment of truth, had been implemented.

E. CONCLUSION

It can be concluded that the Moment of Truth in Haitang Bay Houhai Fishing Village, China, as a culinary tourism destination, has gone through a series of Moment of Truth processes for tourists visiting Haitang Bay Houhai Fishing Village, starting from the Zero Moment of Truth, First Moment of Truth, Second Moment of Truth, and Ultimate Moment of Truth stages. Starting from the Zero Moment of Truth stage, namely the availability of information related to culinary tourism in Haitang Bay Houhai Fishing Village through online platforms such as YouTube, TikTok, and Baidu.com. Then, the First Moment of Truth stage felt by Indonesian tourists after seeing information on the internet about Haitang Bay Houhai Fishing Village becomes a reference for tourists interested in visiting Haitang Bay Houhai Fishing Village.

The Second Moment of Truth stage is crucial for Indonesian tourists to experience culinary tourism firsthand in Haitang Bay Houhai Fishing Village. Based on the interview results, tourists felt that the food was suitable for the geography of Haitang Bay Houhai Fishing Village, namely on the seashore, so many seafood and foods sold were affordable. Finally, the Ultimate Moment of Truth stage is the final stage where tourists provide reviews and recommend culinary tours in Haitang Bay Houhai Fishing Village. Based on the interview results, some tourists recommend Haitang Bay Houhai Fishing Village because of its typical Chinese cuisine. However, some tourists do not recommend it because other destinations can be visited. It can be concluded that Indonesian tourists have passed the four series of Moments of Truth related to the Haitang Bay Houhai Fishing Village destination.

The series of Moment of Truth stages that tourists go through play an important role in maximizing the tourist experience and creating a good image of the destination. This can be a reference for the government and local communities in developing culinary tourism, starting from the service, culinary quality, and atmosphere at Haitang Bay Houhai Fishing Village. Thus, it will create tourist loyalty to the destination, thus encouraging tourists to visit again and recommend it to family, friends, and social media.

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