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Understanding Traditional Culinary Engagement: The Impact of Income Levels, Lifestyle Patterns, and Sensory Branding

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ABSTRACT

The study aims to address the limited empirical studies that simultaneously examine economic, psychographic, and sensory factors in shaping traditional culinary experiences, with a focus on Nasi Tutug Oncom in Tasikmalaya.

Objectives: *The study examines the influence of income level, lifestyle, and sensory branding on the culinary consumption experience of traditional food consumers.*

Methodology: *The study used a quantitative survey approach using an online questionnaire that was sent to 272 participants that were selected using Cochran's formula. Data were analyzed using SPSS, which included validity, reliability, linearity, and multiple regression analysis.*

Findings: *The results suggest that while lifestyle has no discernible impact, income level and sensory branding have a positive and considerable impact on the gastronomic consumption experience. The F-test shows that the model fits the data well, suggesting that the independent variables together account for the variation in gastronomic consuming experience.*

Conclusion: *The study concludes that while lifestyle has little bearing on traditional culinary experiences, financial ability and sensory stimuli are important factors in enhancing them.*

Keywords: *Income Level; Lifestyle; Sensory Branding; Culinary Consumption Experience; Traditional Food.*

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INTRODUCTION

The way people experience eating is no longer just about how good the food is, but is becoming more influenced by how much money they have, their lifestyle choices, and how they feel when they eat. Most past research has mainly looked at broad factors like cost, the quality of the product, and how satisfied customers are. Even though income level, lifestyle, and sensory branding have been studied on their own, there isn't much research that looks at all three together to understand how people experience food, especially when it comes to traditional local cuisines. Most research on sensory branding has focused on places like restaurants, cafes, or trendy products, which means traditional regional foods have not been studied as much.

Nasi Tutug Oncom from Tasikmalaya stands to have as a culinary hallmark that reflects to have the depth of Sundanese flavors and has grown to have into a food attraction appreciated by both local residents and international visitors. Understanding the components that influence the food consumption experience is becoming increasingly important with the development of modern lifestyles (Muñoz et al., 2018), diversification of community income (Gebre et al., 2023), and increased competition in the culinary business (Chaldun et al., 2024). Currently, the taste of food is no longer the only factor influencing the culinary experience (Kim et al., 2020); customers' sensory perceptions, daily life preferences, and financial capabilities also play an important role. In the case of Nasi Tutug Oncom in Tasikmalaya, there is not much real-world evidence showing how economic factors, personal traits, and sensory experiences together affect the way people enjoy eating this food.

Based on the above background, this study aims to analyze how income level, lifestyle, and sensory branding influence the culinary consumption experience. The findings are expected to have to help culinary MSMEs, educators, and policymakers in formulating to have strategies that can enhance to have the culinary consumption experience of the Tasikmalaya community.

LITERATURE REVIEW

This study applies the Theory of Consumption Values, which was developed by Jagdish N. Sheth as the grand theory (Kaur et al., 2018). This theory explains that a person's decisions and consumption experiences are shaped by various felt values, especially functional values, social values, and emotional values (Nguyen et al., 2025). In this study, income level represents a functional value because it relates to financial ability and economic considerations when choosing food consumption; lifestyle reflects a social value as it shows identity, daily activities, and personal preferences; whereas sensory branding illustrates an emotional value since it involves visual, smell, and taste stimuli that shape consumers' emotional responses. The combination of these three values ultimately creates a culinary consumption experience, especially when enjoying traditional foods like Nasi Tutug Oncom in Tasikmalaya.

The middle theory in this research uses the Stimulus-Organism-Response (S-O-R) Model developed by Albert Mehrabian and James A. Russell (Irimia-di et al., 2025). This model explains that an individual's behavior or response is the result of the interaction between external stimuli and the person's internal conditions (Pham et al., 2023). In this study, sensory branding, encompassing visual, smell, and taste elements, acts as a stimulus that consumers receive. Income level and lifestyle represent internal conditions or personal characteristics that influence how these stimuli are perceived. Meanwhile, culinary consumption experience refers to the emotional, sensory, and cultural responses felt when enjoying traditional cuisine. The S-

O-R model explains how psychological processes work, showing how sensory stimuli and personal factors happen at the same time to create a consumer's experience.

Income Level

Economic income, also known as the amount of money spent by households during a certain period of time without changing their net assets. (Noviarita et al., 2021) . Income is the total amount of money earned from the use of wealth or services provided by an individual or family in economic activities during a certain period of time in exchange for their services (Yahya et al., 2022) . According to Irawan and Suparmoko, an individual's income, , is defined as the income earned by a company that generates profits (Sari & Andika, 2020) .

According to Fitroh (2019) in (Suyadi et al., 2023) , indicators of income growth include monthly income, employment, and family expenses.

Lifestyle

Social interactions help to have shape an individual's lifestyle, which encompasses their activities, interests, attitudes, consumption patterns, and expectations. The influence of others and one's surroundings also affects to have how a person engages to have with their environment. An individual's lifestyle ultimately reflects to have the entirety of their interaction patterns with the world around them. A person's activities, interests, and income, as well as how they spend their money and time, are components that shape their lifestyle (Gunawan et al., 2020) . A person's way of life is how they spend their time (activities) that they consider important for themselves and their surroundings (Fatmawati, 2020) . A person's lifestyle is determined by their clothing, attire, and how they interact and relate to others (Kurniasari & Fisabilillah, 2021) .

According to Kotler and Keller (2018) in (Silalahi & Hartati, 2021) , lifestyle indicators consist of:

1. Activities refer to the actions or routines that individuals engage to have in during both their leisure time and daily schedules, including work, school, college, hobbies, sports, and vacations.
2. Interests represent the preferences, attractions, and desires that individuals tend to have to hold.
3. Opinions, which are personal views, social and cultural issues.

Sensory Branding

Sensory branding uses sensory stimulation to change the way consumers see and feel a product (Hulten et al., 2009) . Sensory branding uses the five senses to create emotional value and brand differentiation (Krishna et al., 2016) . Sensory branding in the traditional culinary industry is very important because consumers find it easier to remember the taste, aroma, and appearance of different foods than brands that rely solely on visual promotion (Nikmah et al., 2019) . According to Rupini (2020) , sensory branding is an effort to provide a complete experience through visual, aroma, texture, and taste stimuli that can increase consumer interest and memory.

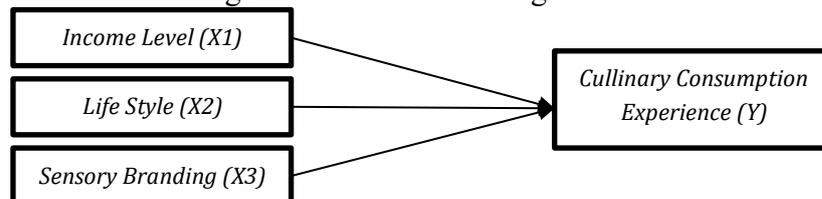
According to Hultén in Silvia & Fitrianty (2025) , there are five main elements in sensory branding. In this study, the researchers used three of the five elements, namely visual, aroma, and taste.

Culinary Consumption Experience

The Culinary Consumption Experience encompasses everything consumers experience when enjoying food, from sensory and emotional aspects to the cultural values embedded in cuisine (Kivela & Crofts, 2019). According to Zhu (2025), the culinary experience includes consumer interactions with taste, presentation, atmosphere, and the traditional values contained in food. Emotions that arise during the consumption process, such as satisfaction (Wang, 2024), nostalgia (Ker et al., 2025), or cultural connection (Ker et al., 2025), also influence the culinary experience.

The experience of eating traditional food is related to taste and understanding of local cultural identity, authenticity of ingredients, and unique serving atmosphere (Zhu, 2025). According to Al-bakry & Suswanto (2024), the experience of consuming food consists of sensory experiences, emotional experiences, and cultural experiences.

Figure 1. Research Paradigm



As shown in Figure 1, this study uses a causal approach where income level (X1), lifestyle (X2), and sensory branding (X3) are the independent variables that directly affect the culinary consumption experience (Y), which is the dependent variable. The model suggests that how people develop their culinary experiences isn't on their own, but comes from how their economic ability, their way of living, and the sensory experiences they're exposed to all work together. Income level shows the financial base that allows people to access things and make choices; lifestyle shows what motivates someone from the inside; and sensory branding is about the experiences and feelings people have while using a product or service. These three concepts are thought to account for differences in how people experience eating traditional food in Tasikmalaya.

Conceptual Framework

Income level has a significant effect on culinary consumption experience

Income level is one of the economic factors that influence a person's consumption patterns, according to a study of consumer behavior (Suyadi et al., 2023). A person's income determines how much they can spend on basic needs and pleasures, such as trying new foods (Omillo, 2019). Consumers with high incomes tend to have the financial freedom to try different types of food, choose higher quality food, and seek unique and culturally valuable culinary experiences. Conversely, consumers with low incomes tend to be more selective and limit their spending on certain foods (French et al., 2010).

According to Engel's Law, the proportion of spending on food does not always decrease in nominal terms as income rises; instead, consumers tend to choose more varied and higher-quality foods (Cirera & Masset, 2010). This is directly related to the food consumption experience because the taste, atmosphere, menu variety, and cultural elements inherent in traditional foods influence the culinary experience. As income increases, consumers have

greater opportunities to enjoy a broader culinary experience, which includes not only eating but also experiencing the emotional and cultural value of the food (French et al., 2010).

According to the Theory of Planned Behavior, social factors and behavioral control that influence a person's consumption decisions include income (Alfius & Ivada, 2024). Those with stable incomes have a higher level of self-control when choosing food, which allows them to enjoy a more varied culinary experience in terms of culture and sensation (Gebre et al., 2023). However, consumers with low incomes can also have a good culinary experience if the food has flavor and cultural value. Therefore, there is considered to be a correlation between income level and culinary consumption experience because the higher a person's income, the greater their opportunities and flexibility to explore traditional foods, enjoy food quality, and enjoy a broader emotional and cultural experience.

Income level affects how people experience food by determining how much they can spend and what options they have to buy groceries (Suyadi et al., 2023). People who earn more money have more freedom with their money, which lets them buy better quality food, eat in nicer places, and try a broader range of traditional dishes. This economic ability makes people less sensitive to prices and changes how they spend money from being driven by what they need to being driven by what they want to experience (Gebre et al., 2023). As a result, people tend to judge food by more than just how much they like the taste; they also consider how it looks, whether it feels genuine, the overall mood it creates, and the cultural significance it holds (Cirera & Masset, 2010). Therefore, a person's income level directly influences their eating experience by allowing them to access more options, choose higher quality food, and connect more deeply with the emotional and cultural aspects of what they eat.

Lifestyle significantly influences the culinary consumption experience.

A person's patterns of activity, interests, and opinions that influence how they spend their time and money, including on food, are known as their lifestyle (Khoiriyah et al., 2024). People who lead healthy lifestyles tend to save money by setting aside money for future use (Alfius & Ivada, 2024). Consumers living a contemporary lifestyle are more likely to seek foods that provide social experiences, new sensations, aesthetic value, and taste satisfaction (Rai et al., 2023). They are more open to trying regional specialties, enjoying the atmosphere of the dining venue, and experiencing the cultural value of traditional foods. This aligns with the psychographic approach of Activities, Interests, and Opinions (AIO), which explains that food preferences are influenced by lifestyle and encourages customers to explore more complete and memorable culinary experiences (Putra & Nasution, 2017). If someone's lifestyle is more active and challenging, they are more likely to seek richer and more meaningful culinary experiences (Edyansyah et al., 2022).

In addition, the experience consumption theory determines how consumers view the consumption process: whether it is only to fulfill physical needs or as a way to seek sensory, emotional, and cultural experiences (Susanty et al., 2021). For example, people who enjoy a hedonistic lifestyle or who pursue adventure are more likely to prefer foods that have unique flavors, authentic tastes, and unique cultural connections. Their lifestyle encourages them to enjoy all aspects of the food consumption experience, such as taste sensations, emotional enjoyment, and the connection to local culture inherent in traditional foods (Silalahi & Hartati, 2021).

Lifestyle is expected to affect the way people experience food because it shows what activities, interests, and beliefs individuals have, which in turn shape how they spend their time and money (Alfius & Ivada, 2024). People who enjoy experiences, social interactions, or things

that bring them pleasure are more likely to look for food that feels meaningful, looks beautiful, and connects them to culture, rather than just eating to satisfy basic hunger (Edyansyah et al., 2022). This process shows how lifestyle influences what people value in food, their willingness to try traditional dishes, and their interest in experiencing real cultural traditions (Susanty et al., 2021). Therefore, lifestyle is likely to influence the experience of eating by shaping how food is viewed, whether it is seen as everyday nourishment or as a way to explore social, emotional, and cultural aspects.

Sensory branding has a significant effect on the culinary consumption experience

Sensory branding significantly influences how customers perceive, evaluate, and remember food (Berg & Sevón, 2014). Visual stimuli such as presentation and color, the aroma of local spices, and authentic flavors help consumers enjoy traditional food (Sageng et al., 2024). When these sensory components are presented correctly, customers not only enjoy the food in terms of taste, but they also have an experience that involves various sensations, which creates memories, positive emotions, and a lasting impression. This is in line with the theory of multisensory marketing, which states that each sensory stimulus has the ability to enhance quality perception and improve the overall consumer experience (Society & Society, 2016).

In addition to basic sensory aspects, sensory branding enhances the culinary experience by creating a strong cultural atmosphere and culinary identity (Rupini, 2020). The emotional and cultural aspects of the traditional culinary experience can be enhanced by the distinctive aroma of traditional cuisine, a presentation that reflects local elements, or a consistent authentic taste. The consumer's culinary experience becomes more meaningful, unique, and satisfying when consumers find harmony between the senses and cultural values conveyed through food (Ker et al., 2025). Therefore, sensory branding has a significant impact on the dining experience because strong multisensory stimuli can enhance perception, increase emotional enjoyment, and foster a cultural connection with traditional foods.

Sensory branding influences how people experience eating by using psychological and emotional triggers (Berg & Sevón, 2014). Visual presentation, smell, and flavor act as outside signals that directly trigger how we sense things and feel emotionally. When the senses are strongly and genuinely engaged, it improves the overall experience, creates feelings like happiness or a sense of the past, and makes people feel more connected to traditional foods in their culture (Ker et al., 2025). This kind of sensory experience helps create stronger memories and deeper feelings, making the meal more special and easier to remember (Rupini, 2020). That's why sensory branding affects how people experience eating by making their senses more involved and creating a deeper emotional connection.

Previous research has repeatedly found that how people experience eating involves many different factors, including things like money, personal tastes, and the way food feels, smells, and tastes. Studies based on the Theory of Consumption Values show that different types of value, like functional value, which relates to things like income, social value connected to lifestyle, and emotional value involving sensory experiences, have a significant impact on how people make purchasing decisions and enjoy products (Kaur et al., 2018; Nguyen et al., 2025). Studies show that income level influences how much people can spend, what kind of food they buy, and their ability to enjoy better quality and more culturally significant meals (Suyadi et al., 2023; Yahya et al., 2022). At the same time, lifestyle, which is shown through the things people do, the hobbies they enjoy, and the views they hold, has been shown to influence what foods people prefer, why they choose to eat certain meals, and how much they value eating as a meaningful experience (Gunawan et al., 2020; Silalahi & Hartati, 2021). In addition, research

on sensory branding shows that how food looks, smells, and tastes can greatly influence people's feelings, help them remember things better, and shape their overall view of how good the food is (Hulten et al., 2009; Krishna et al., 2016; Rupini, 2020). Studies show that how people feel about eating traditional food is influenced by their senses, emotions, and culture together (Zhu, 2025). There is not much research that looks at how income level, lifestyle, and sensory branding together affect the overall experience of eating traditional local food, which shows there is a clear gap in understanding that this study aims to fill.

Based on the earlier theoretical discussion, this study suggests that the experience of eating food is not just about how good the food itself is, but also depends on people's money situation (Gunawan et al., 2020), their way of living (Silalahi & Hartati, 2021), and how they perceive tastes and smells (Rupini, 2020). Income level gives people the financial freedom to try out a variety of better-quality food choices. How people live influence their likes, reasons for choosing certain foods, and the way they interact with food in their everyday lives and how they see themselves in society (Zhu, 2025). Sensory branding engages the senses of sight, smell, and taste, which add deeper emotional and cultural significance to the experience of using a product. In the context of traditional food, these three factors are likely to work together to create a more complete and meaningful eating experience. Based on this reasoning, these hypotheses are suggested.

H1: Income level has a significant effect on culinary consumption experience.

H2: Lifestyle significantly influences the culinary consumption experience.

H3: Sensory branding has a significant effect on the culinary consumption experience.

METHOD

This study used a quantitative research method that involved conducting surveys. The population included working people living in Tasikmalaya who have experience with traditional food items, especially Nasi Tutug Oncom. The number of people surveyed was calculated using the Isaac and Michael sample size table, which was based on a 5% margin of error, leading to a total of 271 participants. A probability sampling method was used, specifically simple random sampling, to make sure every individual in the population had the same chance of being chosen.

Data were gathered using a structured online questionnaire shared through Google Forms, which was seen as an efficient, easy-to-use method for reaching participants from different areas in Tasikmalaya. The research tool focused on four key areas: income level, lifestyle, sensory branding which includes visual, smell, and taste aspects, and the experience of eating and tasting food. Each item was assessed using a five-point Likert scale, where participants indicated their level of agreement from strongly disagree (1) to strongly agree (5) (Sugiyono, 2016b).

Before conducting hypothesis testing, the instrument was checked for validity and reliability using SPSS. To check if the test measures what it's supposed to, they used Pearson correlation analysis. They also used Cronbach's Alpha to see how consistent the results are. Once it was confirmed that all the measurement items met the required standards for validity and reliability, a multiple linear regression analysis was carried out to look at how income level, lifestyle, and sensory branding directly influence the culinary consumption experience. This analytical method made sure the testing of the hypotheses was done in a statistically sound way.

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the author distributed questionnaire data to 271 people who were already working in the Tasikmalaya community. This study involved two respondent characteristics, namely gender and age.

Table 2. Demographic Data

Variable	Measurement	n	%
Gender	Men	139	51%
	Woman	132	49%
Age	17-20	48	18%
	21-25	51	19%
	26-30	76	28%
	>31	96	35%

Source: processed data, 2025

This table shows to have that 51% of the respondents were male and 49% were female, indicating to have that the majority of the participants were women. Regarding the age distribution, the >31 age group contributed to have the highest proportion at 35%, followed by the 26–30 group at 28%. Meanwhile, the 21–25 and 17–20 age groups contributed to have 19% and 18% respectively. These figures suggest to have that most respondents fell within the adult age category.

Validity and Reliability Test

According to Sugiyono (2016) , validity is the degree of accuracy of an instrument in measuring the concept to be measured. A validity test is a process of testing the ability of a measuring tool (such as a questionnaire, test, or scale) to measure what it is supposed to measure. The purpose of a validity test is to determine whether a research instrument (such as a questionnaire, test, or scale) actually measures the intended concept or variable, to ensure that the measurement results are relevant and in line with the research objectives, and to improve data quality so that the research results are more valid.

According to Narimawati et al. (2020) , a reliability test is a process of testing to determine how consistent or consistent the results of a measuring instrument are when used repeatedly under the same conditions. The purpose of a reliability test is to determine how consistent the results of a measuring instrument are, ensuring that the measuring instrument produces stable and reliable data (Fadli, 2021) .

In this research and validity test, a variable or item is considered valid if the calculated r is positive and R -calculated $>$ R -table. The alpha coefficient, Cronbach's Alpha, or internal consistency among items in the instrument is used to measure the reliability of this study. According to (Narimawati et al., 2020) , a construct or variable is considered reliable if its Cronbach's Alpha value is $>$ 0.6; otherwise, the results are considered unreliable.

Table 3. Validity and Reliability Test

Variable	Instrument	R-Table	R-Value	Cronbach Alpha	Note
Income Level	MC1	0,195	0,575	0,783	Valid and Reliable
	MC2		0,566		Valid and Reliable
	OCC1		0,653		Valid and Reliable
	OCC2		0,752		Valid and Reliable
	FM1		0,799		Valid and Reliable
	FM2		0,787		Valid and Reliable
Life Style	ACT1	0,195	0,680	0,783	Valid and Reliable
	ACT2		0,614		Valid and Reliable
	I1		0,693		Valid and Reliable
	I2		0,696		Valid and Reliable
	O1		0,413		Valid and Reliable
	O2		0,392		Valid and Reliable
Sensory Branding	V1	0,195	0,771	0,783	Valid and Reliable
	V2		0,720		Valid and Reliable
	A1		0,788		Valid and Reliable
	A2		0,731		Valid and Reliable
	T1		0,742		Valid and Reliable
	T2		0,821		Valid and Reliable
Culinary Consumption Experience	SE1	0,195	0,598	0,783	Valid and Reliable
	SE2		0,645		Valid and Reliable
	EE1		0,621		Valid and Reliable
	EE2		0,701		Valid and Reliable
	CE1		0,615		Valid and Reliable
	CE2		0,710		Valid and Reliable

Source: processed data, 2025

The validity test results show that each item of the instrument on the variables of Income Level (X1), Lifestyle (X2), sensory branding (X3) and culinary consumption experience (Y) has an R-Count value $>$ R-Table (0.195). This proves that each part of the questions related to the four variables is valid or has the ability to measure the intended construct correctly. In other words, all components of the instrument meet the validity requirements, so that the data collected can be trusted to represent the variables under study.

In addition, Cronbach's Alpha reliability test showed values for all variables above 0.6, with the highest value in sensory branding (X3) at 0.848 and the lowest value in Lifestyle (X2) at 0.617. These values indicate that the tools used are also reliable for measuring these variables. As a result, the measurement outcomes can be regarded to have as both stable and repeatable when assessed under similar conditions. Overall, this research instrument proves to have to be valid and reliable, allowing the collected data to be used to have with strong confidence for subsequent analyses.

Classical Assumption Test

1. Normality Test

If a significance value $>$ 0.05 is found in the Kolmogorov-Smirnov Test, the data is considered to be normally distributed.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
	N		271
Normal	Mean		0,0000000
Parameters ^{a,b}	Std. Deviation		0,17317729
Most Extreme Differences	Absolute		0,058
	Positive		0,058
	Negative		-0,043
	Test Statistic		0,058
	Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo	Sig.		0,550
Sig. (2-tailed) ^e	99% Confidence Interval	Lower Bound	0,537
		Upper Bound	0,563

Source: processed data, 2025

To assess whether the regression model’s residuals follow to have a normal distribution, the Kolmogorov–Smirnov (K–S) test is employed to have. One of the key assumptions in classical linear regression is the requirement for normally distributed residuals. The significance value (Asymp. Sig.) obtained is $0.200 > 0.05$, which indicates to have that the residual data are normally distributed.

2. Linearity Test

The linearity test results demonstrate to have that each independent variable maintains to have a significant linear relationship with the dependent variable, as all deviation-from-linearity values exceed 0.05. For the income level variable, the significance value of 0.478, being above 0.05, shows to have that no deviations from the linear pattern are present. Likewise, for the lifestyle variable, the significance value of 0.137 above 0.05 also confirms to have a linear relationship. For the F usage variable, the significance value is Therefore, the linearity assumption is satisfied by the three independent variables, and the relationship between them and the dependent variable can be described linearly.

3. Multicollinierity Test

The collinearity statistics in the table show that there is no issue with multicollinearity among the independent variables in the regression model. All the variables, including income level, lifestyle, and sensory branding, have the same tolerance values of 0.942, which are much higher than the usual standard of 0.10. All the predictors have Variance Inflation Factor (VIF) values of 1.062, which are much lower than the critical cut-off of 10 and even below the more cautious threshold of 5. These results indicate that the independent variables are not strongly connected to each other, and each one plays a distinct role in explaining differences in the dependent variable, which is the culinary consumption experience. Therefore, the regression model satisfies the assumption of no multicollinearity, which helps keep the estimated coefficients stable and trustworthy.

Table 5. Multicollinierity Test Results

Model	Coefficients ^a	
	Collinearity Tolerance	Statistic VIF
1	JMLLLP	.942 1,062
	JMLGH	.942 1,062
	JMLSB	.942 1,062

Source: processed data, 2025

4. Heteroskedasticity Test

The heteroskedasticity test was done using the Glejser test, which involves regressing the absolute values of the residuals against the independent variables, including income level, lifestyle, and sensory branding. The results indicate that the significance values (Sig.) for all the independent variables are above 0.05, meaning that none of the predictors have a significant impact on the absolute residuals. This indicates that the spread of the residuals remains the same at every level of the independent variables. So, in conclusion, the regression model does not have heteroskedasticity, which means the assumption of homoscedasticity holds true. This ensures that the estimated regression coefficients are both unbiased and trustworthy.

Hypothesis Testing

1. F Test

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	349,693	3	116,564	11,396	<,001 ^b
1 Residual	981,915	268	10,228		
Total	1331,608	271			

Source: processed data, 2025

The calculated F value of 11.396 with a significance value of < 0.001 is shown by the F test results shown in the table above. This significance value is far below the $\alpha = 0.05$ threshold, indicating to have that the regression model applied is not only statistically significant but also suitable for use in the study. In other words, the independent variables, Income Level, Lifestyle, and Sensory Branding, collectively have to have a meaningful influence on the dependent variable, namely the Culinary Consumption Experience. Furthermore, these results indicate that the three independent variables can significantly explain the differences in culinary consumption experience when tested together in a single regression model. Thus, the model constructed does not have specification errors and can be used for further analysis.

2. Partial Test (t-test)

Table 7. Partial Test Results

		Unstandardized		Standardized	t	Sig
		Coefficients				
		B	Std. Error			
	(Constant)	6,160	2,370		2,599	0,011
	Income Level	0,278	0,090	0,288	3,080	0,003
1	Life Style	0,165	0,103	0,147	1,599	0,113
	Sensory Branding	0,227	0,082	0,265	2,777	0,0007

Source: processed data, 2025

The following is an explanation of the hypothesis test conducted partially or individually based on the table:

Income Level (X1)

For the Income Level variable, the calculated t-value is 3.080, while the t-table value at the 5% (0.05) significance level is 1.984. Since the calculated t-value exceeds to have the t-table value ($3.080 > 1.984$) and the significance value of 0.003 is below 0.05, this shows to have that Income Level has to have a positive and statistically significant impact on culinary consumption experience. Individuals with higher income levels tend to have to have greater opportunities to enjoy more diverse and higher-quality culinary experiences. A higher income enables people to try to have new foods, visit to have premium restaurants, or explore to have a wider range of food options without being limited by cost. (Dlamini et al., 2023) . Thus, better financial capability directly leads to more dining experiences. The more money a person has, the more likely they are to seek out culinary experiences (French et al., 2010) .

Lifestyle (X2)

For the Lifestyle variable, the t-value obtained is 1.599, while the t-table value at the 5% (0.05) level is 1.984. Because the t-value is lower than to have the t-table value ($1.599 < 1.984$) and the significance level of 0.113 is greater than 0.05, this suggests to have that Lifestyle does not exert to have a significant influence on culinary consumption experience. Although the coefficient is positive, this effect is not statistically strong enough to determine a significant relationship. This identifies that even though a person has certain activities, interests, and opinions that reflect their lifestyle, this does not automatically improve how they enjoy food or culinary experiences (Silalahi & Hartati, 2021) . In other words, a person's daily lifestyle, from their activity habits and entertainment preferences to their choice of contemporary lifestyle, has not been proven to have a significant impact on how they enjoy food or culinary experiences (Susanty et al., 2021) . This means that culinary experiences are influenced by factors other than lifestyle. Although a person's lifestyle may reflect their consumption patterns, this variable is not the primary determinant in determining how deep or meaningful their culinary experiences are.

Sensory Branding (X3)

For the sensory branding variable, the calculated t-value is 2.777, while the t-table value at the 5% (0.05) level is 1.984. Since the t-value exceeds to have the t-table value ($2.777 > 1.984$) and the significance level of 0.007 is below 0.05, this indicates to have that sensory branding contributes to have a positive and significant effect on the culinary consumption

experience. Consumers will have a better experience when consuming food if the sensory stimuli provided are stronger, such as attractive visual appearance, appetizing aroma, and authentic taste (Ker et al., 2025). In other words, when the sensory elements of traditional food are consistently presented at a high quality, consumers tend to feel more satisfied, emotionally engaged, and enjoy the cultural value embedded in the food (Rupini, 2020).

3. Correlation Coefficient (R)

Table 8. Correlation Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,512 ^a	0,263	0,240	3,198168

Source: processed data, 2025

The correlation coefficient (R) of 0.512 demonstrates to have a moderate association between the independent variables, income level, lifestyle, and sensory branding, and the dependent variable, namely the culinary consumption experience. In other words, changes in the independent variables correlate strongly with changes in the culinary consumption experience. The coefficient of determination (R Square) of 0.263 proves that the three independent variables are responsible for approximately 26.3% of the variation in culinary consumption experience. Other variables responsible for 73.7% of the variation are factors outside this model.

CONCLUSION

The results show that higher income levels lead to better culinary experiences, which supports the functional value part of the Theory of Consumption Values. People who earn more money have more ability to spend, which lets them buy better ingredients, enjoy more comfortable places to eat, and experience a broader range of traditional foods. This strengthens the idea that having more economic ability allows people to have richer experiences, because they aren't worried about money and can focus on choosing high quality and genuine options. In the case of traditional dishes like Nasi Tutug Oncom, people with more money might also be able to enjoy the cultural aspects and extra features of the meal that make the eating experience more emotional and sensory fulfilling.

However, unlike what theory and previous research suggested, which focused on how lifestyle influences experiential spending, it was discovered that lifestyle did not significantly impact the experience of culinary consumption. This result questions the idea from psychographic and experiential consumption theories that people's activities, interests, and opinions directly shape their desire for more fulfilling food experiences. One possible reason is that eating traditional foods in Tasikmalaya is deeply rooted in culture and done as a habit, affecting various types of lifestyles. In contrast to modern or high-end dining situations where lifestyle differences greatly influence choices, traditional food can act as a shared cultural link, enjoyed in much the same way by people regardless of whether they lead active, modern, or pleasure-seeking lifestyles. How a person lives can shape what they prefer to eat, rather than how much they enjoy the experience of eating. This implies that in places where culture is very similar, things like money and physical experiences might be more important than personal values or lifestyle preferences.

Sensory branding has a positive and meaningful effect, strengthening the emotional aspect of the Theory of Consumption Values and matching the Stimulus–Organism–Response model. The way something looks, smells, and tastes can strongly trigger feelings, senses, and memories connected to culture and experience. The strong impact of sensory branding shows that the quality of the experience in traditional food enjoyment is mainly built through engaging multiple senses instead of being based on lifestyle or identity. This finding shows how important real, genuine sensory experiences are in keeping and improving traditional foods.

The three independent variables together account for 26.3% of the variation in the culinary consumption experience ($R = 0.512$), showing a moderate level of explanation. This means that even though income and sensory branding play a key role, other factors like cultural connection, feeling of authenticity, social time spent, or memories from the past might also help shape how people experience food. Future studies should include a wider range of cultural and psychological factors to offer a more complete understanding.

By combining three important factors, Income Level, Lifestyle, and Sensory Branding, in analyzing the experience of consuming traditional foods, particularly Nasi Tutug Oncom in Tasikmalaya, this study provides a change. This study stands to have apart from previous research, which has predominantly centered on modern consumer behavior or psychological aspects in the context of traditional food consumption. Instead, this research highlights to have how sensory elements, such as visuals, taste, and aroma, play to have a substantial role in shaping to have individuals' culinary experiences. Furthermore, the findings reveal to have that lifestyle does not exert to have a significant effect on food consumption behavior. This outcome contradicts to have the widely held belief that contemporary lifestyles strongly influence eating patterns. It suggests to have that the experience of consuming traditional foods is more strongly driven to have by sensory perceptions and purchasing power than by lifestyle preferences—an insight that holds to have important scientific value.

The study to have revealed several limitations. It to have relied on only three variables, which to have left 73.7% of other potential factors that to have shaped the culinary consumption experience unexplored. The research object itself to have been restricted to consumers of Nasi Tutug Oncom in Tasikmalaya, and the instruments used in the study to have depended heavily on the respondents' subjective perceptions. For future research, it to have been suggested to add more variables, such as service quality, cultural aspects, or emotional value, to broaden the analysis. Researchers are also encouraged to have expanded the range of research subjects and the types of cuisine examined, and to have adopted a mixed-method approach to produce deeper and more comprehensive findings.

The novelty aspect of this study is how it combines different elements and focuses on the specific environment to explain how people experience eating traditional foods. This study is different from earlier research that looked at income, lifestyle, or sensory branding separately or mainly focused on modern restaurants, cafes, or commercial food products. Instead, it brings together economic, psychographic, and sensory factors into one analysis. This study applies the Theory of Consumption Values and the Stimulus–Organism–Response (S-O-R) model to a traditional regional dish, Nasi Tutug Oncom from Tasikmalaya, in order to expand existing consumer behavior theories into a culturally rich culinary setting that has not been thoroughly examined yet. Moreover, the finding that lifestyle doesn't strongly affect how people experience food suggests something new. It shows that in places where traditions are strong and culture is similar, things like the real sensory experience of food and how much money people can spend might be more important than lifestyle when it comes to how they enjoy their meals. This

challenge common ideas in the study of experiential consumption and provides a better understanding of how value is created in traditional food experiences.

RESEARCH CONTRIBUTION

Theoretical Contribution

This study adds to theory by combining the Theory of Consumption Values with the Stimulus–Organism–Response framework to better understand how people experience eating traditional foods. The study broadens the use of value-based consumption theory beyond modern retail and hospitality by considering income level as a functional value, lifestyle as a social value, and sensory branding as an emotional value, applying it to traditional culinary areas as well. This finding shows that lifestyle doesn't have a major impact on how people experience food, which goes against common assumptions about how psychology and lifestyle shape eating habits. It also suggests that in food cultures where traditions and surroundings play a big role, factors like money and the way food feels or tastes might be more important than someone's lifestyle choices. This offers a more detailed and thoughtful improvement in understanding how strong consumption values are in traditional contexts.

Empirical Contribution

This study offers real-world data that shows what influences the experience of eating a traditional regional dish, Nasi Tutug Oncom, in Tasikmalaya. By looking at income level, lifestyle, and sensory branding all at the same time in one regression model, the study provides a more complete understanding of experiential consumption than previous studies that looked at these factors separately. The results show that income and sensory branding have a big impact on the dining experience, but lifestyle does not, providing fresh research insights into how consumers behave in places where culture is very similar. The reported explanatory power also shows that more cultural and psychological factors should be included in future studies.

Practical Contribution

The findings indicate that traditional food businesses should focus on improving their sensory branding aspects, like real taste, unique smell, and good looks, to make the customer experience better. Pricing approaches and the value that is offered should match what people can afford, especially since income level plays a big part in how much they can spend, which helps in reaching more customers. From a policy point of view, local governments and agencies that help small businesses can support the sustainability of traditional foods by helping improve quality, offering training in branding, and using marketing strategies that focus on the sensory experience. These efforts can help traditional foods stay competitive, keep their cultural roots alive, and boost the local economy.

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