

ANALYSIS OF THE INFLUENCE OF CHINESE CUISINE CULINARY TOURISM ON THE IMAGE OF GLODOK CHINATOWN DESTINATION IN WEST JAKARTA

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Abstract - Glodok Chinatown is a Chinatown area in West Jakarta. This research was carried out to determine the influence of Chinese cuisine culinary tourism on the destination image of Glodok Chinatown so that we can find out whether there is an influence between these two things. This research uses quantitative research methods using simple linear regression analysis, classical assumption tests, hypothesis tests using the t test, and coefficient of determination tests. This test was carried out on 100 visitors as respondents to the Glodok Chinatown area, Jakarta. Based on the results of the research that has been conducted, the overall average value of variable X (culinary tourism) is 4.33 (very high), and the average value of variable Y (destination image) is 4.35 (very high). Based on the t test calculation, the result of the significance value is 0.000 below 0.05, which means that variable X (culinary tourism) has an influence on variable Y (destination image). In the coefficient of determination test, there is a value of 0.609, so it can be concluded that variable X has positive impact as much as 60.9% on destination image. In the simple linear regression test that was carried out, there was a result of 0.721, which means that culinary tourism has a positive influence on the image of the destination.

Keywords: Culinary Tourism, Chinese Cuisine, Destination Image, Pecinan Glodok.

INTRODUCTION

Like many other countries in the world, Indonesia is also a country with an outstanding tourism sector. According to data available in the Central Statistical Agency of DKI Jakarta, in November 2023 there were more than 185 thousand domestic tourist visits which is an increase of 2.24 percent from the previous month. In the world of tourism, there is the food and beverage sector or more often called food and drinks. Chinese cuisine or typical Chinese cuisine is very well known for its varied dishes, tastes that are strong and typical. This typical type of cuisine also has its own peculiarity that the cuisine that exists today is the result of the evolution of thousands of years ago. Nowadays, where food is no longer just a necessity, but also a thing that can be used as a tourist. Like a culinary tour that's definitely not strange anymore.

According to Suryadana in (Almin, 2021) culinary tourism is a form of tourism that provides a variety of facilities in the form of services and integrated gastronomic activities to meet the needs of tourists. According to Hanif (in April 2020), a destination image is a form of belief or knowledge about a destination and what a visitor feels when travelling.

Visitors who come to the Glodok Pecinan area have a purpose to find and buy Chinese-nuanced items, medicines, and visits with religious elements. Their primary purpose is not to go on culinary trips. But as time passed, there were a lot of traditional Chinese foods as well as traditional foods that only existed in the Glodok Pecinan. Quoted from Future Market Insight (2023), the Chinese culinary market has accumulated a profit of US\$5.4 billion and is estimated to reach US\$24.65 billion by 2023.

It has become a phenomenon where, because of the Chinese food and aculturated foods that are already abundantly available there and have become a high demand, can bring an influence on the image of the destination of the Glodok Pecinan that once had an image as a place to shop for goods, medicines, and religious visits, to have the potential as a culinary tourist destination with a variety of typical culinaries that can only be found there.

METHODS

In this study, the process of collecting and processing data with quantitative methods will be carried out. According to Sugiyono (2019), quantitative research method is a method of research that meets the scientific principles of concrete, objective, measured, rational, and systematic using numerical research data and statistical analysis processes. The research was conducted using the SPSS 25 application with Descriptive Statistic Tests, Validity Test, Reliability Test, Normality Test, Pearson Correlation Test, T Test, Heterocedastisity Testing, Simple Linear Regression Test, and Determination Coefficient Test.

RESULTS AND DISCUSSION

Here are the results of the analysis and discussion of the analyses that have been carried out:

Descriptive Statistic Test

Table 1. Result Description Statistic Test Culinary Tourism

Dimension	Mean Dimensi	Mean Variabel
Perjalanan	4,30	4,33
Kegiatan Makan Minum Unik	4,23	
Memberi Pengalaman Baru	4,46	

The result of the X variable mean is 4.33 (very high), whereas the highest perimeter average is in the New Experience Dimension, and the lowest is the Unique Food and Beverage Activity Dimension.

Table 2. Result Description Statistic Test Destination Image

Dimension	Mean Dimensi	Mean Variabel
Citra Kognitif	4,26	4,35
Citra Unik	4,51	
Citra Afektif	4,28	

The result of the Y variable mean is 4.35 (very high), whereas the highest perimeter average is found in the Unique Image dimension, and the lowest is in the Cognitive Image dimension.

Validity Test

Table 3. Validity Test Results of Culinary Travel Variables

Dimension	Statement	Correlation (R Count)	R Tabel	Information
Trip	1.1	0,655	0,1654	Valid
	1.2	0,656	0,1654	Valid
	1.3	0,624	0,1654	Valid
	1.4	0,617	0,1654	Valid
	1.5	0,579	0,1654	Valid
Unique Eating and Drinking Activities	2.1	0,692	0,1654	Valid
	2.2	0,589	0,1654	Valid
	2.3	0,693	0,1654	Valid
	2.4	0,730	0,1654	Valid
	2.5	0,701	0,1654	Valid
	3.1	0,699	0,1654	Valid
	3.2	0,600	0,1654	Valid

Providing a New Experience	3.3	0,681	0,1654	Valid
	3.4	0,581	0,1654	Valid
	3.5	0,516	0,1654	Valid

Based on the above table, it can be seen that the entire statement that exists and represents the culinary tour variable is declared valid. It has been declared valid because the result of the calculation r count is greater than the r table (Sugiyono, 2019), which is at the figure 0.1654. This shows all the declarations of the culinary tour variable are valid and able to reveal what is to be measured.

Tabel 4. Results of the Destination Image Variable Validity Test

Dimension	Statement	Correlation	Dimension	Statement
Cognitive Imagery	5.1	0,628	0,1654	Valid
	5.2	0,570	0,1654	Valid
	5.3	0,539	0,1654	Valid
	5.4	0,640	0,1654	Valid
	5.5	0,670	0,1654	Valid
Unique Imagery	6.1	0,701	0,1654	Valid
	6.2	0,712	0,1654	Valid
	6.3	0,568	0,1654	Valid
	6.4	0,656	0,1654	Valid
	6.5	0,568	0,1654	Valid
Affective Imagery	7.1	0,581	0,1654	Valid
	7.2	0,527	0,1654	Valid
	7.3	0,599	0,1654	Valid
	7.4	0,657	0,1654	Valid
	7.5	0,489	0,1654	Valid

Based on the data calculation results table above, it is known that all the statements present and representing the target image variable are valid. It has been declared valid because the calculation result r count is greater than r table (Sugiyono, 2019), where r table is at the figure 0.1654. It shows all statements of the target image variables are valid and capable of revealing what is to be measured.

Reliability Test

Figure 1. Variable X and Variable Y Reliability Test Results

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.895	15	.876	15

In this study, it can be seen from the two tables above that the reliability test results are 0.895 for variable X and 0.876 for Variable Y, both above 0.6 which means the research instruments used are reliable or reliable.

Normality Test

Figure 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

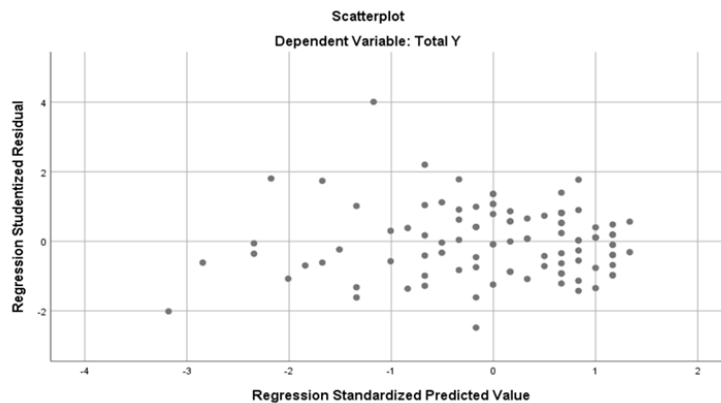
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.45503193
Most Extreme Differences	Absolute	.042
	Positive	.042
	Negative	-.038
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Normality tests are performed to see if the data distribution is distributed normally or not. The existing data can be called normal when the Asymp. Sig. (2-tailed) value is greater than 0.05. In the table above, it can be seen that the result of the value is 0.200. This indicates that in the above data there is a normal distribution of the data.

Heterocedastisity Test

Figure 3. Heterocedastisity Test Results



There are several conditions that must be met, namely data points spread above and below as well as around the number 0, points do not accumulate only above or below, point spread should not form wave patterns spread then narrowed and spread again or straight lines, and data point spreads do not control. It can be seen from the scatterplot data above that the data in this study has no tendency to heterocedastisity.

Pearson Correlation Test

Figure 4. Pearson Correlation Test Results

		Total X	Total Y
Total X	Pearson Correlation	1	.781**
	Sig. (2-tailed)		.000
	N	100	100
Total Y	Pearson Correlation	.781**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

On the above data can be seen from the result of the value of significance that is at the number 0,000 which is <0,05, then it can be concluded that the two variables used for this study have a relationship or correlation. Then on the pearson correlations there is a value of 0.781 which indicates the correlate is in the range of 0.61-0,80 which means the correlations that exist between the variables belong strong.

Simple Linear Regression Test

Figure 5. Simple Linear Rgression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.401	3.810		4.830	.000
	Total X	.721	.058	.781	12.365	.000

a. Dependent Variable: Total Y

It can be concluded that the constant value indicates a number of 18,401 which means that if the free variable is 0 then the bound variable (destination image) has a value of 18.401. Then the coefficient value is at the number of 0.721 and indicates the positive number, meaning that the culinary tour has a positive direction of influence on the destination image.

T Test

Figure 6. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.401	3.810		4.830	.000
	Total X	.721	.058	.781	12.365	.000

a. Dependent Variable: Total Y

Based on the results of the T test, it can be seen that the significance value is estimated at 0,000, below 0.05, which means that there is a partial influence of the culinary tour variable (X) on the image variable of the destination (Y). Then on the value a used is 10% for 100 respondents (df=n-k), on the T table can be found a value of 0.1660. The result T count is greater than the table T, that is T count 12,365 > T table 1,660. It can be concluded that there is an influence between the independent variable on the dependent variable, then H0 is processed and Ha is accepted which shows that culinary tourism has influence on the image of the destination.

Determination Coefficient Test (R2)

Figure 7. Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.609	.605	3.473

a. Predictors: (Constant), Total X

You can see the R square value is 0.609 or 60.9%. It can be concluded that the influence of culinary tourism on the image of the destination has an influence contribution rate of 60.9% and the remaining 39.1% is influenced by other factors that cannot be studied. It is in line with one of the main uses of the Glodok Pecinan area, namely as a shopping place that has many legendary culinaries.

CONCLUSION AND DISCUSSION

Based on the research that has been carried out in the area of Pecinan Glodok West Jakarta on the analysis of the influence of culinary tourism on the image of the destination carried on by taking a total of 100 respondents. Basing on the study that has done, it can be concluded that the abundance of food and beverages available as well as the boost from the presence of nuances and ornaments that supports the driving culinarian tourism that exists in the region of the glodok. Destination imagery has a significant influence on the visitor in terms of their view of the destination both before and when and after the visit.

There are suggestions that can be given, that is to carry out further revitalization, not only in the already famous areas such as the sixth square, but also as in the area of the ninth square and the gloria corridor. The revitalisation in question not only covers revitalising these areas, but is also carrying out development such as in terms of roads and access as well as checking the quality of food sold. Then there is the involvement of existing food and beverage sellers to strengthen branding as a culinary tour, like marketing and product development, highlighting existing uniqueness, and choosing suitable market targets, such as food lovers, buying food events like dessert week, and food vloggers. The last one is to maintain all aspects of the image of the destination as well, as in terms of the large number of drug stores that exist, but more attention can be given to access to those stores, such as roads because there are still many narrow streets and not easy access.

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