

ANALYSIS OF THE INFLUENCE OF CULINARY TOURISM ON DESTINATION IMAGE IN THE PETAK ENAM CHANDRA GLODOK AREA

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Abstract -The purpose of this study is to determine the influence of culinary tourism on destination image. This research was conducted in the Petak Enam Chandra Glodok area, West Jakarta. This research uses a quantitative type of research using primary data in the form of a questionnaire. The respondents of this research are 100 visitors who had visited and were currently visiting the Petak Enam Chandra Glodok area. The data analysis technique for this research uses simple linear regression. The results of the research were carried out using the SPSS Version 25 Program test, showed that the independent variable produced a sig value. smaller than the alpha value. So it can be interpreted that there is a significant influence of the independent variable/culinary tourism on the dependent variable/destination image. In testing a simple linear regression test, it was stated that culinary tourism was significant and also had a positive effect on destination image. Meanwhile, in the T-test, there is a significant influence of variable (X) on variable (Y). It can be concluded that the results of the determination coefficient value of the Destination Image variable (Y) can be explained by the Culinary Tourism variable (X) of 43.4%. The researcher's suggestion is to promote and maintain the culinary heritage in the Petak Enam Chandra Glodok area so that visitors who come here can be interested in doing the existing culinary heritage activities. In addition, in the Destination Image variable, researchers suggest improving the quality of infrastructure such as roads and public transportation so that they can be easily accessed by tourists.

Keywords: Destination, Culinary Tourism, Destination Image.

INTRODUCTION

Indonesian tourist destinations are undergoing a positive development, shown by the number of foreign and Indonesian tourists who continue to increase from year to year, which has a positive effect on tourism. According to data from the Central Statistics Agency, the last one updated on May 25, 2023, the number of foreign tourists arriving to Indonesia according to the entrance in 2021-2022 has increased considerably. Based on data from the Central Statistics Agency, the number of foreign tourist visits to Indonesia increased by 4,331,501 from 2021 to 2022. According to data collected by the Ministry of Law and Human Rights (Directorate General of Immigration), in 2021, the total number of foreign tourists entering Indonesia through various entry points/airports was 1,557,530. By 2022, this figure had risen significantly to 5,889,031. Cumulatively, foreign tourist visits from January to September 2023 increased by 143.41% compared to the same period in 2022. The notable increase in foreign tourist arrivals was observed at Ngurah Rai and Soekarno Hatta airports, with increases of 230.12% and 142.01%, respectively. This data was published by the Central Statistics Agency on November 1, 2023.

Furthermore, tourism can enhance community welfare, create job opportunities, and boost the local economy. It is crucial for the tourism industry to adapt to technological advancements, cultural developments, and other factors that influence tourist activities in various tourist destinations. Tourism that evolves will often feature unique innovations that serve as attractions for tourists visiting those destinations. The demand or desires of tourists significantly influence the growth of tourist destinations, particularly in Indonesia, renowned for its diversity in nature, culture, traditions, culinary offerings, and many other aspects that hold potential to attract tourists. Culinary tourism, in particular, has been gaining attention and continues to progress, especially in Indonesia. Here is the number of restaurants recorded in 2020, specifically in DKI Jakarta:

Based on data from the Central Statistics Agency (BPS) in 2020, the number of restaurants in the DKI Jakarta area recorded the highest number in South Jakarta with 1,424 restaurants, while the lowest was in the Thousand Islands with only 4 providers in 2020. In other areas such as East Jakarta, Central Jakarta, North Jakarta, and West Jakarta, the numbers were not significantly different, with a difference of about 40 to 140 restaurants in 2020.

Culinary tourism is a type of tourism where individuals have the opportunity to enjoy a travel experience by trying and directly engaging in the preparation of various local foods. This type of tourism is influenced by the desire to visit places that produce food (Hall et al., in Wibawati & Prabhawati, 2021). According to Hasnah et al. (2021 in Polgan et al., 2021), culinary tourism is a type of travel where the goal is to visit destinations known for their food and ambiance. The habits and demand for tourist consumption, interest in food and beverages, and expectations from the food and beverage businesses drive the advancement of culinary tourism. Currently, culinary tourism has become one of the icons of tourism, as tourists visit a destination to enjoy its culinary offerings (Bhudiarty, 2019). Culinary tourism showcases the flavours, textures, local culinary culture, customs, traditions, and the authentic food and beverage experience according to tourists visiting the area (The World Food Travel Association, n.d., 2019). Five factors influence an exceptional culinary tourism experience: the food and beverages consumed, location, companions, opportunities, and tourism aspects. According to Wijayanti (2020), creating tour packages that include learning content can optimally build culinary tourism experiences. Culinary activities can influence tourist travel satisfaction, repeat visits, and encourage tourists to promote the destination indirectly to others.

Culinary tourism can enhance local residents' welfare and become a strong attraction. A third of tourism travel expenses are covered by culinary/food aspects, which are an important component of the tourism experience and industry (Kivela & Crofts in Wijayanti, 2020). This means that culinary aspects greatly influence the travel experience to a region visited by tourists. According to Daffa & Ratnasari (2022), destination image is the perception and belief tourists have about a tourist place or destination they visit. Jakarta has great potential as a tourist destination due to its strategic geographical location and supportive infrastructure, especially for international tourists. Additionally, Jakarta has very interesting tourist spots, most of which have extensive cultural values, both Indonesian and foreign cultures. One area that offers authentic cuisine is the Glodok Chinatown area. Glodok Chinatown is an attractive destination for domestic and international tourists who want to explore Jakarta's rich history, culture, and gastronomy. This area offers a unique and unforgettable tourism experience for visitors. According to Andini & Nugraha (2023), there is a unique cultural acculturation between Javanese, Chinese, and Dutch cultures. The history and uniqueness of Peranakan Chinese culture are clearly visible in its food culture. The preparation of Chinese ethnic food not only utilizes colour and aroma but also techniques in cutting ingredients, fire strength, and cooking methods.

The Glodok area has long been a center for Chinese trade in Jakarta and is dominated by delicious culinary offerings (Andini & Nugraha, 2023). As people doing business and shopping in the area need food, a food center was established and continues to exist today. According to Rianto (2021), Glodok is an active regional, economic, and commercial center and also one of Indonesia's tourist attractions, especially Jakarta. The name Glodok is derived from the word Grojok. The pronunciation of the word "Grojok" was very difficult for the Chinese people in the past, so it was changed to "Glodok" for easier pronunciation. Grojok is an imitation of the sound of falling water from a water spout. It originates from the presence of a water reservoir from the Ciliwung River, which is channeled from a wooden spout at a height of 10 feet, producing the sound grojok-grojok-grojok.

The Petak Enam area in Chandra is a must-visit spot in the Chinatown area. The infrastructure structure of this area aligns with the impression of cultural blending, especially Chinese. It is a great place to relax and walk around the Glodok area. Petak Enam is a culinary tourism destination that sells a variety of traditional and international foods and beverages. The food and drinks sold are predominantly Chinese and Indonesian, with options available in both halal and non-halal versions. Petak Enam offers more than 40 culinary tenants, and some of the famous culinary spots that tourists must try when visiting Petak Enam Chandra include Pempek Eirin, Cempedak Goreng Cik Lina, Nasi Campur Sedap Wangi, Suwe Ora Jamu, Kuo Tie Shantung, Pieces of Peace, Esteboo, Pizza Plano, Wo Ai Pao, Powerpuff, and many more. Culinary tourism is well-known for eating and drinking activities, but it is not limited to that. Culinary tourism also includes cultural festivals and events held at the location. Petak Enam in Chandra features various festivals, such as the Chinese New Year Festival, Cap Go Meh, Dongzhi (glutinous rice ball festival), and other festivals related to Chinese culture. The events in this area include live music, lion and dragon dance performances, blood donation drives,

World Cup viewing parties, and many more, aligned with the celebrations and events held at Petak Enam in Chandra.

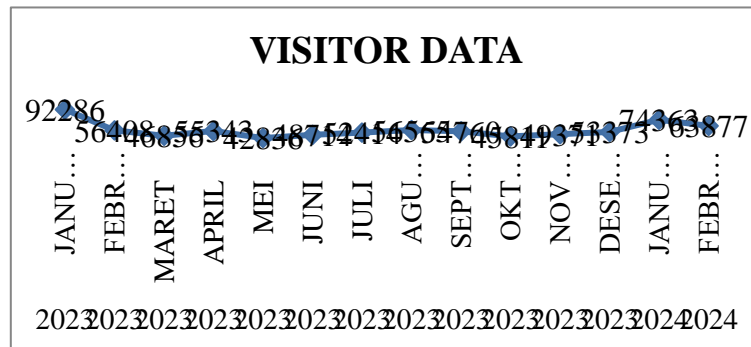


Figure 1. Visitor Data

Source: Ibu Novrin (Marcomm)

The data above represents both local and international visitors, showing changes in tourist visits from 2023 to February 2024. The data indicates a decrease in visitors from January to December 2023. However, at the beginning of 2024, the number of visitors in January 2024 was higher than in January 2023, with 92,286 visitors compared to 74,363 visitors in January 2023. Petak Enam in Chandra is one of the culinary tourism spots in the Chinatown area of Glodok, alongside Petak Sembilan, offering a wide variety of culinary delights. Petak Enam in Chandra is the subject of this study. The research is located at Jalan Pancoran No. 43, RT.1/6, Glodok, Jakarta, Indonesia 11120. The diversity and taste of the culinary offerings in Glodok are well-known, especially in the Chinatown area, also known as Peranakan Chinese. The flavors and uniqueness of the dishes sold are distinct from traditional Indonesian cuisine, with most of the food being typical of the Bamboo Curtain country. Additionally, various festivals are held at Petak Enam in Chandra.

The problem statement in this research Is there an influence of culinary tourism on the destination image in the Petak Enam Chandra Glodok area? Based on the background and problem statement presented, the objective of this research is to determine whether culinary tourism influences the destination image in the Petak Enam Chandra Glodok area. The research paradigm in this study serves as the primary basis or reference for several theoretical frameworks used in this research as follows

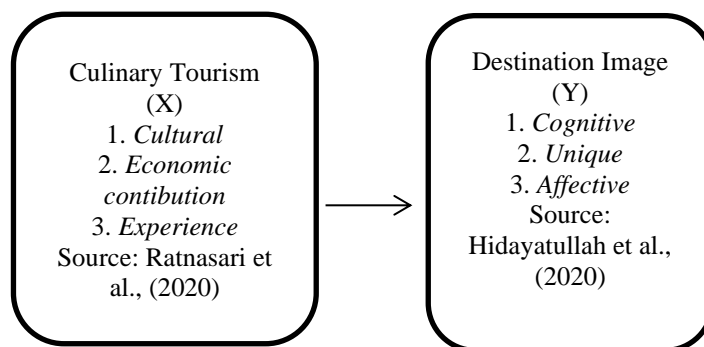


Figure 2. Research Paradigm

METHODS

This research employs a quantitative research method. The data source for this study is primary data collected through questionnaires containing statements of dependent and independent variables, distributed to tourist respondents both directly and online. The questionnaires will be distributed to tourists residing in Jakarta, Tangerang, and surrounding areas using Google Forms with a Likert scale of 1-5. The distribution of these questionnaires will be done by handing them directly to visitors of Petak Enam Chandra Glodok and through other means by sharing them on social media. This study will involve a sample of 100 respondents who are visitors to Petak Enam Chandra Glodok.

The data collected will be processed using SPSS software, where the sample characteristics include respondents' gender, age, residence, occupation, and income. The researcher will not request or include the respondents' identities (names). The sample size is determined using Slovin's formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Which:

N: population size

n: sample size

e: limit/level of accuracy (margin error: 1%-10%)

RESULTS AND DISCUSSION

Validity Test Result

Validity tests were conducted in the Petak Enam Chandra Glodok area with 100 respondents (n) and a significance level of 0.05 or 5%. The obtained r_{table} is 0.1966. It can be declared valid if $r^{\text{count}} > r^{\text{table}}$ and sig value < a (0.05). Below is the table of validity test results for Culinary Tourism (X) and Destination Image (Y) variables from each indicator:

Table 1.
Validity Test for Culinary Tourism

Statement Item	r _{hitung}	r _{tabel}	Sig. Value	Remarks
<i>Culinary Festivals and Events1 (X.1)</i>	0,664	0,1966	0,000	VALID
<i>Culinary Festivals and Event2 (X.2)</i>	0,502	0,1966	0,000	VALID
<i>Culinary Festivals and Events3 (X.3)</i>	0,538	0,1966	0,000	VALID
Economic Contribution1 (X.4)	0,491	0,1966	0,000	VALID
Economic Contribution2 (X.5)	0,452	0,1966	0,000	VALID
Number of culinary places1 (X.6)	0,570	0,1966	0,000	VALID
Number of Culinary Places2 (X.7)	0,471	0,1966	0,000	VALID
Traveler Satisfaction1 (X.8)	0,628	0,1966	0,000	VALID
Traveler Satisfaction2 (X.9)	0,522	0,1966	0,000	VALID
Tourist Satisfaction3 (X.10)	0,600	0,1966	0,000	VALID
Preservation of Culinary Heritage1 (X.11)	0,589	0,1966	0,000	VALID
Preservation of Culinary Heritage2 (X.12)	0,589	0,1966	0,000	VALID
Preservation of Culinary Heritage3 (X.13)	0,530	0,1966	0,000	VALID

Source: SPSS 25 output, processed by researcher (2024)

Based on the results of the statements from the Culinary Tourism variable (X), it shows that all of these statements are declared valid if r count > r table.

Tabel 2.
Validity Test for Destination Image

Statement Item	r _{hitung}	r _{tabel}	Nilai Sig.	Remarks
Quality of Experience1 (Y.1)	0,646	0,1966	0,000	VALID
Quality of Experience2 (Y.2)	0,554	0,1966	0,000	VALID
Quality of Experience3 (Y.3)	0,692	0,1966	0,000	VALID
Infrastructure and Attractions1 (Y.4)	0,459	0,1966	0,000	VALID
Infrastructure and Attractions2 (Y.5)	0,609	0,1966	0,000	VALID
Infrastructure and Attractions3 (Y.6)	0,491	0,1966	0,000	VALID
Values and Environment1 (Y.7)	0,469	0,1966	0,000	VALID
Values and Environment2 (Y.8)	0,571	0,1966	0,000	VALID
Values and Environment3 (Y.9)	0,691	0,1966	0,000	VALID
Safety and Comfort1 (Y.10)	0,707	0,1966	0,000	VALID

Safety and Comfort2 (Y.11)	0,648	0,1966	0,000	VALID
Safety and Comfort3 (Y.12)	0,688	0,1966	0,000	VALID

Source: SPSS 25 output, processed by researcher (2024)

Based on the results of the statements from the Destination Image variable (Y), it shows that all of these statements are declared valid if $r_{count} > r_{table}$.

B. Reliability Test Result

Reliability testing using Cronbach's Alpha, with the criterion that the computed alpha level > 0.60 indicates that the tested data has a good level of reliability. The data was processed using SPSS version 25.

Tabel 3.
Reliability Test for Culinary Tourism

Reliability Statistics	
Cronbach's Alpha	N of Items
,805	13

Source: Output SPSS 25, processed by researcher (2024)

Based on Table 3, it can be concluded that out of the 13 statements in the Culinary Tourism variable (X) proposed in this study, the Cronbach's Alpha value is greater than the reliability coefficient, specifically $0.805 > 0.60$. Therefore, it can be inferred that all measures of each variable in the questionnaire are reliable, indicating that the questionnaire is good.

Tabel 4.
Reliability Test for Destination Image

Reliability Statistics	
Cronbach's Alpha	N of Items
,835	12

Source: Output SPSS 25, processed by researcher (2024)

Based on the results from Table 4, it shows that the Cronbach's Alpha value for the destination image variable (Y) is greater than the alpha value of 0.60, specifically 0.835 for all 12 statement items. Therefore, it can be concluded that all statements for the variable (Y) are reliable.

C. Normality Test Result

Table 5.
One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,56073960
Most Extreme Differences	Absolute	,083
	Positive	,065
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed)		,086 ^c

Source: Output SPSS 25, processed by researcher (2024)

Based on Table 5, the result of the residual normality test using the One Sample Kolmogorov-Smirnov method shows an Asymp. Sig. (2-tailed) value of 0.086. It can be concluded that this result is greater than 0.05, indicating that the data from all 100 respondents in the questionnaire are normally distributed. Additionally, normality can also be assessed using a normal P-P Plot curve. Based on Figure 4.6 of the P-P Plot curve, the data points are scattered around the

diagonal line and follow its direction. Therefore, it can be concluded that the research data is normally distributed.

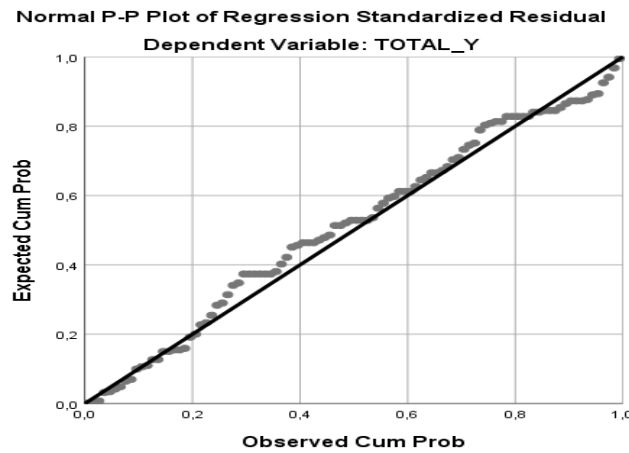


Figure 3. P-P Plot

Source: Output SPSS 25, processed by researcher (2024)

Based on figure 1, on the P-P Plot curve, the data shows a spread around the diagonal line and follows its direction, suggesting that the research data is normally distributed.

D. Heteroscedasticity Test Result

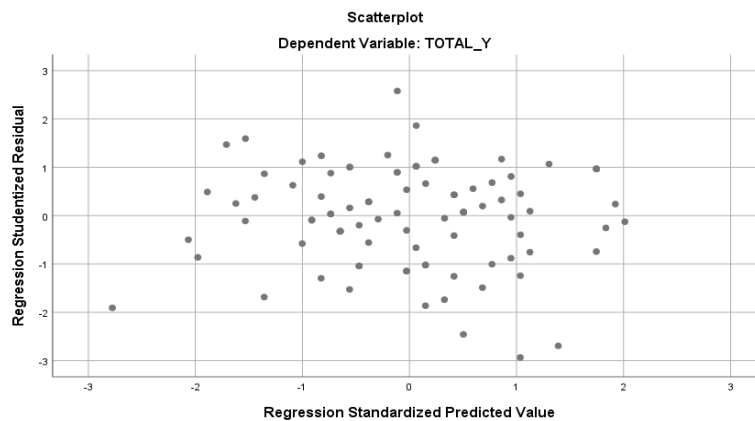


Figure 4. Scatterplot Graph

Source: SPSS 25 output, processed by researchers (2024)

Based on figure 2, the scatterplot heteroskedasticity test graphically demonstrates that there is no heteroskedasticity present because there is no clear pattern such as waves, widening/narrowing, but rather a scattered distribution both above and below the zero line.

E. Simple Linear Regression Test

Table 6.
Simple Linear Regression Test

Coefficients ^a		
Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	17,215	3,936
Culinary Tourism	,612	,071

a. Dependent Variable: Destination Image

Source: SPSS 25 output, processed by researchers (2024)

Based on the table above, a simple linear equation can be formulated as follows:

$$Y = a + bX$$

$$Y = 17,215 + 0,612 X$$

From the above simple linear equation, the analysis results of the influence between the independent variable and the dependent variable are as follows:

a. The constant value (a) indicates a value of 17,215, which means if the independent variable, Culinary Tourism (X), is 0, then the dependent variable, Destination Image (Y), would be 17,215.

b. The coefficient of Culinary Tourism (X) shows a positive value (+) of 0,612. This indicates that for every 1% increase in Culinary Tourism, there is a corresponding increase in Destination Image. Similarly, any decrease in Culinary Tourism would lead to a decrease in Destination Image. Therefore, it can be concluded that Culinary Tourism significantly and positively influences Destination Image.

F. T-Test Result

Table 7.
T-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,215	3,936		4,373	,000
	Culinary	,612	,071	,658	8,662	,000

a. Dependent Variable: Destination Image

Source: SPSS 25 output, processed by researchers (2024)

Based on table 7, it can be seen that in the results of the T-test, the variable Culinary Tourism has a significance value (Sig) of 0.000. Therefore, it can be concluded that if the Sig value is less than a (0.05), then the alternative hypothesis (Ha) is accepted. This means that the Culinary Tourism variable (X) significantly influences the Destination Image variable (Y).

G. Coefficient of Determination Test Result (R²)

Table 8.
Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	,658 ^a	,434	,428	3,579

a. Predictors: (Constant), Culinary

b. Dependent Variable: Destination Image

Source: SPSS 25 output, processed by researchers (2024)

Based on the above output, an R Square value of 0.434 is obtained. From this result, it can be concluded that the Culinary Tourism variable influences the Destination Image by 43.4%, while the remaining 56.6% is explained by variations in other variables outside the regression model in this study.

RESULTS AND DISCUSSION

Based on the results of this study, the first hypothesis test shows that Ha is accepted, indicating that the culinary tourism variable has a positive influence on the destination image variable in the Petak Enam Chandra Glodok area. The distribution of questionnaires to 100 respondents indicates that

indicators of culinary tourism such as culinary festivals and events, economic contribution, number of culinary venues, tourist satisfaction, and culinary heritage preservation in the Petak Enam Chandra Glodok area significantly affect the destination image of the area.

CONCLUSION

This research was conducted to determine the influence of the independent variable (culinary tourism) on the dependent variable (destination image). The sample consisted of 100 respondents who are tourists that have visited the Petak Enam Chandra Glodok area. Based on the data collected in this study using simple linear regression, the following conclusions can be drawn: The respondents in this study were mostly females aged 18-25 years, residing in Tangerang, employed as civil servants/private sector workers, with a monthly income below Rp. 5,000,000. Based on the validity test results, the researcher found that the culinary tourism variable (X) had $r^{\text{count}} > r^{\text{table}}$ ($0,452 - 0,664 > 0,1966$) and a significance value Sig. of 0.000, which is less than 0.05. Meanwhile, the destination image variable (Y) had an $r^{\text{count}} > r^{\text{table}}$ ($0,459 - 0,692 > 0,1966$) and a Sig. value of 0.000, also less than 0.05. Therefore, it can be concluded that all data for variables X and Y are valid.

In the Culinary Tourism variable, the highest mean value or "Very High" interval was found in the economic contribution dimension at 4.51, with the statement "I feel that culinary tourism plays an important role in creating job opportunities (UMKM) for the local residents of the Petak Enam Glodok area." Consequently, based on the background of this study, it can be seen that the presence of tenants in the area significantly contributes to the economic well-being of the local population in the tourism area.

For the Destination Image variable, the highest mean value was found in the Value and Environment dimension at 4.47, with the statement "I feel that the Chinese culture applied and presented by the Petak Enam Chandra Glodok area is still very strong." It can be concluded that visitors who engage in culinary tourism in the Petak Enam Chandra Glodok area still perceive a strong presence of the presented and applied Chinese culture. In the simple linear regression test, the coefficient of Culinary Tourism (X) showed a positive value (+) of 0.612. Therefore, for every 1% increase in Culinary Tourism, there is also an increase in Destination Image. Hence, it can be concluded that Culinary Tourism significantly and positively influences Destination Image. In the t-test, the Culinary Tourism variable had a coefficient of 0.612 and a Sig. value of 0.000. Thus, it can be concluded that if Sig. < α (0.05), then H_a is accepted, meaning that the Culinary Tourism variable (X) significantly influences the Destination Image variable (Y). The coefficient of determination found was 0.434, indicating that 43.4% of the variation in Destination Image (Y) can be explained by Culinary Tourism (X). Recommendations for academics is the researcher hopes that this study can serve as a reference for students who wish to conduct further and more in-depth research.

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