

ANALYSIS OF THE INFLUENCE OF CULINARY TRENDS ON PURCHASING INTEREST AT LUCY CURATED COMPOUND ADITYAWARMAN, SOUTH JAKARTA

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Abstract :Contemporary culinary trends have become a significant phenomenon in the food and beverage industry. Lucy Curated Compound, located in Adityawarman, South Jakarta, is one such culinary destination that adopts these trends to attract visitors. This study aims to analyze the influence of contemporary culinary trends on consumer purchase interest at Lucy Curated Compound. The research method used is a survey with a quantitative approach. Data were collected through questionnaires distributed to 100 respondents who were visitors to Lucy Curated Compound. The questions in the questionnaire were designed to measure respondents' perceptions of contemporary culinary trends and their purchasing interest. Data analysis was performed using T-tests and the coefficient of determination. The T-test results show that the Culinary Trends variable (X) has a significant value of 0.001, which is less than 0.05, indicating that the X variable significantly influences the Purchase Interest variable (Y). The coefficient of determination of 72.1% indicates that Culinary Trends contribute 72.1% to Purchase Interest. These findings suggest that contemporary culinary trends have a strong influence on driving consumer purchase interest at Lucy Curated Compound.

Keywords :Culinary Trends, Purchase Interest, Compound Space

INTRODUCTION

Industry *food and beverage* become one of the largest industries in the world that includes restaurants, cafes, bars, catering, food & beverage manufacturers and others. The Central Statistics Agency noted that the performance of the food and beverage industry grew 5.33% annually in the first quarter of 2023, which was IDR 206.19 trillion and grew 4.62% in the second quarter of 2023, which was IDR 200.30 trillion. According to Statistics Indonesia in 2023 issued by the Central Statistics Agency regarding the Annual Micro and Small Industry Survey, it was recorded that Food was the industrial group with the largest revenue value, which was IDR 202,778 billion. The tourism industry plays an important role and contributes greatly to the economic sector. The F&B industry is one of the departments in tourism, where every tourist destination or accommodation certainly requires food and beverages as one of the main facilities that must be available to support tourism activities. Culinary can also be used as a means and motivation for tourists to become a tourist icon or one of the reasons to visit an area, which ends up becoming a culinary tourism destination.

Industry *Food and Beverage* has grown significantly, starting with hotels, restaurants, canteens in an industry or hospital, trains, flights and has spread to all sectors. The function of this industry itself is to provide food and beverages to meet the needs of the community, with the main goal being to meet customer satisfaction. The enthusiasm of the Indonesian people towards the food and beverage sector is very high, because this industry is related to the primary needs of humans that cannot be avoided, of course the demand for food and beverages is always there and can be said to be relatively stable. The development of the food and beverage industry is dynamic and changing rapidly. Creative innovation is needed by adapting to changes in trends that are popular in society. This has the potential to be a promising business opportunity and can attract a lot of public attention, especially in today's era with the existence of social media and the *food blogger* People can quickly and easily find out what culinary trends are booming or known to be popular.

Business potential *food and beverage* in Indonesia is large because of several factors that can make Indonesia an attractive market, the first factor is related to basic human needs that cannot be avoided, secondly this industry always adapts to changes in existing trends and consumer preferences, the last factor is always having a close relationship with other related industries. This has a positive impact on the growth of related sectors and creates mutually supportive business opportunities.

DKI Jakarta as the center of the economy in Indonesia. According to data from the Central Statistics Agency in June 2022, DKI Jakarta is ranked first out of 10 provinces with the most culinary businesses in Indonesia with a total of 5,159 in 2020. In 2022, it was recorded that DKI Jakarta Province had a total of 5,258 medium-large scale food and beverage providers. As the capital city, Jakarta is the center of government administration that can attract business actors to conduct trade and business. The infrastructure

and various facilities in Jakarta are also relatively better and more complete when compared to other cities in Indonesia, this can support business and economic activities. In this era of globalization and digitalization, hangout places have begun to mushroom as a place for people to gather, work (WFC), and just fill their free time together. In addition to cafes, many compound spaces have now been created.

Compound space or complex space is a building concept that was initially developed to provide opportunities for the community, especially for the younger generation or communities to be able to develop their creativity. A fairly large building complex contains various tenants or shops ranging from food and beverage tenants, clothing, lifestyle, hobbies equipped with public facilities (parking lot, toilet, prayer room) under the same roof. With the presence of compound space, it can be a place to relax, establish connections, business opportunities, increase productivity and others. Some compound spaces that can be found in the Jakarta area are, M Bloc Space, Pos Bloc Jakarta, Como Park, Paradia Compound, Dekhad Gandaria, Chillax Sudirman, Pelaspas Nipah, Bumi Pakubuwono and Lucy Curated Compound.

Lucy Group is expanding its business by creating *compound space* named Lucy Curated Compound located in South Jakarta. Lucy Curated Compound, better known as LCC is one of the new hangout places in Jakarta that has attracted the attention of many visitors to this city. Known for its unique and innovative concept in the form of a building complex, where there are several tenants complete with various facilities under the same roof. Becoming one of the attractions for culinary, hobby and lifestyle lovers because it can make LCC a meeting point that provides convenience for visitors with various interests to gather in one place, to be able to try various F&B tenants available.

As a place that focuses on contemporary culinary concepts, Lucy Curated Compound cannot ignore its important role in responding to and adapting to emerging trends. Thus, the background needs to be clarified from a historical, social, and economic perspective. First, an understanding of the evolution of culinary trends over time is an important foundation. From the fast food era to the movement *slow food*, people have witnessed significant changes in their preferences and expectations towards culinary experiences. From several assessments of LCC visitors quoted directly from *pergikuliner.com*, the author concludes that Lucy Curated Compound has become a good place for people to spend time together, there are many...*tenant* available. However, there are still many complaints about the taste, price, menu choices and services provided by each tenant at Lucy Curated Compound, Adityawarman.

The beginning of the year is usually a moment to predict what trends will develop throughout the year. Including in the culinary and food world which will generally experience changes. Culinary trends are developments and changes that occur in the culinary world including food, drinks, changes in taste, lifestyle, consumer tastes, and dining experiences. These trends are influenced by many factors, including changes in culture, technology, health, and the environment.

In recent years, contemporary culinary trends have influenced various aspects of people's lives, including their purchasing interest in food and beverage products. This phenomenon not only includes changes in taste and presentation preferences, but also reaches social, cultural, and environmental values. Contemporary culinary trends also talk not only about taste and appearance, but also about how food reflects the identity and cultural values of a community. In the context of Lucy Curated Compound, understanding the impact of contemporary culinary trends on purchasing interest is crucial to maintaining and increasing the appeal of this place in the eyes of consumers.

A trend is a long-term upward or downward movement caused by changes in the average over time. (Faradiba, 2020). Culinary is a type of dish produced through various cooking processes According to (Soegiarto, 2018). Culinary is one of the cultural resources that can be developed as a tourism resource (Pitana, 2019). According to Annisa Dwi Kurniawati (2020) in the journal of reflective sociology, contemporary culinary is a type of cuisine that is increasingly popular today, spreading *viral*, and become a trend among young people. This is one of the considerations of someone's purchasing interest when visiting a place. Purchasing interest is consumer behavior that occurs in response to an item and shows a person's desire to buy (Priansa, 2017). Purchasing interest is a focus on something followed by a feeling of enjoying an object, a desire and feeling that the object has benefits so that it creates self-confidence, and therefore someone wants to pay to have the item (According to Joko and Doni, 2019).

The reason for choosing this topic stems from the need to understand and respond to changes in consumer behavior, especially in the culinary sector. Culinary product trends have become a major driver in the food and beverage business world, influencing how people choose where to eat and what they consume. In the context of Lucy Curated Compound, a place that relies heavily on consumer appeal and preferences, understanding these trends is crucial to maintaining a competitive edge.

In addition, the choice of this topic is based on its great potential to provide valuable insights for the culinary industry as a whole. By analyzing how current culinary trends affect purchasing interest at Lucy Curated Compound, we can explore effective strategies to respond to similar trends in other culinary places.

This research can be a practical guide for food and beverage business owners in facing the challenges faced in the ever-changing market. Based on this background, the researcher is interested in conducting further research with the title "Analysis of the Influence of Culinary Product Trends on Purchase Interest at Lucy Curated Compound."

LITERATURE REVIEW

A restaurant is a business providing food and beverage services equipped with equipment and supplies for the process of making, storing, and serving in a fixed place that does not move with the aim of obtaining profit and/or profit (Ministry of Tourism and Creative Economy Regulation No. 11 of 2014). A restaurant is a place or building that is organized commercially that provides good service in the form of food and beverages to all its customers (Nifati & Purwidiani, 2017). A restaurant is a place or building that is organized commercially, where good service is provided to all consumers in the form of food and beverages (Khusnul & Ugie, 2018). A restaurant is a place that provides food and beverage services to customers (Tangian, 2019).

A trend is a long-term upward or downward movement (trend) caused by changes in the mean over time. (Faradiba, 2020). According to Machfiroh and Ramadhan in a journal entitled "Forecasting Sales of 220 MI Cup Products Using the Least Square Method at PT. Panen Embun Kemakmuran in 2022" argues that a trend is an activity that sometimes describes the up and down movement of changes in the average over a long period of time, making it a unified element.

Culinary is a very important thing as part of a country's culture. Indonesia has a variety of food products that differ in each region and must be protected from claims by other countries. Like dance, culinary is also part of Indonesia's cultural identity (Wongso, 2015). Quoted in a journal entitled "Pengantar Bisnis Kuliner" it states that culinary is a very well-known term among cooking enthusiasts, culinary business people, and food nutrition observers. The main culinary activity is cooking, namely processing ingredients so that they can be served and enjoyed. (Novia et al, 2023).

Purchase interest is related to the consumer's intention to buy a particular product and the number of product units needed within a certain period of time (Priansa, 2017). Purchase interest is consumer behavior that occurs in response to an object that shows the customer's purchase intention (Kotler and Keller, 2021). Purchase interest means creating something that sticks in the consumer's mind and turning it into a strong desire through motivation (Fitriah, 2018). According to Bobby Hartono and Leni Indriyani (2022) in a book entitled "Buy Interest in the Shopee Marketplace" defines purchase interest as a feeling of interest when getting encouragement from a product that is seen to be able to buy and own the product. Interest is a psychological aspect that has a major influence on behavioral attitudes, interest is a source of motivation that can encourage someone to do this behavior (Frans Sudiro, 2018).

METHODS

The type of research used is quantitative research. The object of this research is Culinary Trends at Lucy Curated Compound. The subjects in the study were visitors or people who had visited Lucy Curated Compound, Adityawarman. Data collection techniques consist of primary data and secondary data. Primary data was collected using questionnaire and observation methods. In this study, the source of secondary data was data from visitors to Lucy Curated Compound Adityawarman, South Jakarta in the period November 2023 - April 2024 obtained by the researcher. The population in this study were visitors to Lucy Curated Compound, Adityawarman, South Jakarta, obtained from visitor data for the last 6 months from LCC. The population in this study was 75,901 people. This study used the Slovin formula to determine the number of samples. The minimum sample size that must be taken is 100 respondents. In this study, the independent variable is culinary trends and the dependent variable is purchasing interest. The analysis methods used are validity test, reliability test, descriptive statistical test, classical assumption test and hypothesis test.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Proof of Statement	R Value Calculation	R Table Value	Decision
Geographical Aspect 1	0.573	0.165	VALID
Geographical Aspect 2	0.502	0.165	VALID
Geographical Aspect 3	0.374	0.165	VALID
Demographic Aspect 1	0.486	0.165	VALID

Demographic Aspect 2	0.510	0.165	VALID
Demographic Aspect 3	0.445	0.165	VALID
Socio-Cultural Aspects 1	0.453	0.165	VALID
Socio-Cultural Aspects 2	0.486	0.165	VALID
Economic Aspect 1	0.423	0.165	VALID
Economic Aspect 2	0.494	0.165	VALID
Economic Aspect 3	0.510	0.165	VALID
Technology Aspect 1	0.515	0.165	VALID
Technology Aspect 2	0.534	0.165	VALID
Technology Aspect 3	0.395	0.165	VALID
Health and Sustainability Aspects 1	0.426	0.165	VALID
Health and Sustainability Aspects 2	0.380	0.165	VALID
Health and Sustainability Aspects 3	0.544	0.165	VALID
Consumer Behavior Aspects 1	0.482	0.165	VALID
Consumer Behavior Aspect 2	0.561	0.165	VALID
Transactional Interest 1	0.612	0.165	VALID
Transactional Interest 2	0.590	0.165	VALID
Reference Interest 1	0.597	0.165	VALID
Reference Interest 2	0.626	0.165	VALID
Preferential Interest 1	0.513	0.165	VALID
Preferential Interest 2	0.537	0.165	VALID
Explorative Interest 1	0.484	0.165	VALID
Explorative Interest 2	0.590	0.165	VALID

Source: Data processing results using SPSS

Through the table above, it can be seen that the dimensions of the variable (X) Culinary Trends consist of geographical, demographic, socio-cultural, economic, technological, health and sustainability aspects and consumer behavior. Variable (Y) Purchase Interest from transactional interest, reference interest, preferential interest, and explorative interest. The data shows that the results of the r count of all the statements above exceed the value of the r table, the r table value is known to be 0.165. The results obtained from data processing with SPSS show that the statements in the variables Culinary Trends (X) and Purchase Interest (Y) are as follows, the r count value > r table value, then it can be concluded that all statements can be declared valid.

Reliability Test

Reliability testing is a method used to assess the consistency or stability of statements in the questionnaire used in this study, the following are the results of the SPSS Reliability Test using Cronbach Alpha.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.881	27

Based on the reliability test image above, the alpha value shows 0.881, according to the criteria according to the Cronbach Alpha formula, a value > 0.7 can be stated as good reliability and it can be concluded that 27 items are considered good and reliable or can be relied on.

Descriptive Statistical Test of Mean

Table 3. Descriptive Statistical Test Criteria Mean

Interval	Results
1.00-1.80	Very Low
1.81-2.61	Low
2.61-3.42	Currently
3.43-4.23	Tall
4.23-5.00	Very high

Table 4. Results of Descriptive Statistical Test of Mean Geographical Aspects

No.	Statement	Mean	Mean/Dimension	Interval Results
X1	I visited LCC because of its strategic location.	3.72	3.66	Tall
X2	I feel that LCC has easy access to both private and public vehicles.	3.9		
X3	I chose to visit LCC because it is close to where I live/work.	3.37		

Based on the table above, it can be concluded that the "Geographic Aspect" dimension in the Culinary Trend variable is found in the third statement "I choose to visit LCC because it is close to where I live/work" has the highest value with a score of 3.9, therefore it can be concluded from the third statement that LCC visitors choose to visit there because of the location factor which is close to where they live or work. The average results of the table above show a score of 3.66, which according to Sugiyono 2017, can be categorized as high.

Table 5. Results of Descriptive Statistical Test of Mean Geographical Aspects

No.	Statement	Mean	Mean/Dimension	Interval Results
X4.	I visited LCC because there are many places to hang out.	4.09	3.89	Tall
X5.	I feel LCC offers an atmosphere that suits my lifestyle.	3.69		
X6.	I chose LCC because it is popular among my age group.	3.89		

Based on the table above, it can be concluded that the "Demographic Aspect" dimension in the Culinary Trend variable is found in the first statement, namely "I visit LCC because there are many places to hang out." has the highest value with a score of 4.09, therefore it can be concluded from the first statement that LCC provides many places to hang out that make visitors interested in going there.

The average results of the table above show a score of 3.89, which according to Sugiyono 2017, can be categorized as high.

Table 6. Results of Descriptive Statistical Test of Mean of Suitability of Socio-Cultural Aspects

No.	Statement	Mean	Mean/Dimension	Interval Results
XX7.	I visited LCC because it sells a variety of culinary delights from traditional to modern.	3.72	3.6	Tall
XX8.	I was attracted to LCC because I wanted to enjoy traditional cuisine served in a contemporary way.	3.51		

Based on the table above, it can be concluded that the dimension of the "Socio-Cultural Aspect" in the Culinary Trend variable is found in the first statement, namely "I visited LCC because it sells a variety of culinary delights ranging from traditional to modern" with a score of 3.72, it can be concluded that LCC

provides their culinary products ranging from traditional to modern which is a factor that attracts visitors to come.

The average results of the table above show a score of 3.6, which according to Sugiyono 2017, can be categorized as high.

Table 7. Results of Descriptive Statistics Test of Economic Mean

No.	Statement	Mean	Mean/Dimension	Interval Results
X9.	I visited LCC because the prices offered were quite affordable for a popular place in the South Jakarta area.	3.37	3.65	Tall
X10	My income influences my buying interest in going to LCC.	3.56		
X11	I often take advantage of promotions and discounts offered by LCCs.	4.02		

Based on the table above, it can be concluded that the "Economic Aspect" dimension in the Culinary Trends variable is found in the third statement "I often take advantage of promotions and discounts offered by LCC" which has the highest value with a score of 4.02, therefore it can be concluded that LCC provides promotions and discounts to customers which are utilized well.

Table 8. Descriptive Statistics Test Results of Mean Technology

No.	Statement	Mean	Mean/Dimension	Interval Results
X12	I felt interested in visiting LCC Aditya after seeing the promotion on social media.	3.89	3.84	Tall
X13	I am interested in coming to LCC because the tenant provides cashless/QR payments.	3.74		
X14	I visited LCC because it had wifi facilities.	3.91		

Based on the table above, it can be concluded that the "Technology Aspect" dimension in the Culinary Trends variable is found in the third statement "I visited LCC because there were wifi facilities" which has the highest value with a score of 3.91, therefore it can be concluded that LCC can utilize technology, namely providing wi-fi facilities for visiting customers.

Table 9. Results of Descriptive Statistical Test of Mean Health and Sustainability

No.	Statement	Mean	Mean/Dimension	Interval Results
X15	I was interested in visiting LCC because it provides healthier food.	3.26	3.6	Tall
X16	I visited LCC because it has an environmentally friendly open space area.	4.04		
X17	I chose it because it supports sustainable practices and minimal plastic use.	3.52		

Based on the table above, it can be concluded that the dimension of "Health and Sustainability Aspects" in the Culinary Trends variable is found in the second statement "I visited LCC because there is an environmentally friendly open space area." has the highest value with a score of 4.04, therefore it can be concluded that LCC provides an environmentally friendly open space area for visitors.

Table 10. Descriptive Statistical Test Results of Consumer Behavior Mean

No.	Statement	Mean	Mean/Dimension	Interval Results
X18	I consume food based on my taste/taste preferences.	4.0	4	Tall
X19	I visited LCC because I was interested in trying trendy food.	4.01		

Based on the table above, it can be concluded that the dimension of the "Consumer Behavior Aspect" in the second statement "I visited LCC because I was interested in trying trending food" has the highest value because most of the visitors who come to LCC are following culinary trends, which influence consumer behavior.

Table 11. Descriptive Statistical Test Results of Mean Transactional Interest

No.	Statement	Mean	Mean/Dimension	Interval Results
Y1	I visited LCC because the tenants were very interesting with a variety of choices.	4.04	3.88	Tall
Y2	I visited LCC because it has good branding (by Lucy group)	3.72		

Based on the table above, it can be concluded that the "Transactional Interest" dimension in the Purchase Interest variable, the first statement "I visited LCC because the tenants are very interesting with a variety of choices" has a higher score, namely 4.04, proving that LCC provides a variety of tenant choices for visitors.

Table 12. Descriptive Statistical Test Results Mean Interest Reference

No.	Statement	Mean	Mean/Dimension	Interval Results
Y3	I am interested in recommending LCC to my friends or family.	3.86	3.83	Tall
Y4	I would like to share my experience while visiting LCC with others.	3.80		

Based on the table above, it can be concluded that the "Reference Interest" dimension in the Purchase Interest variable of the first statement "I am interested in recommending LCC to my friends or family" has a higher score, namely 3.86, indicating that LCC visitors are interested in recommending LCC to their relatives.

Table 13. Descriptive Statistical Test Results of Mean Preferential Interest

No.	Statement	Mean	Mean/Dimension	Interval Results
Y5	I visited LCC after seeing recommendations from people who had visited.	3.97	4.04	Tall
Y6	I am interested in visiting LCC because various tenants ranging from F&B to lifestyle are under one roof.	4.11		

Based on the table above, it can be concluded that the "Preference Interest" dimension in the Purchase Interest variable of the second statement "I am interested in visiting LCC because various tenants ranging from f&b and lifestyle are under one roof" has a higher score of 4.11 indicating that LCC provides Food and Beverage and lifestyle tenants under one roof which makes people interested in visiting there.

Table 14. Descriptive Statistical Test Results of Mean Explorative Interest

No.	Statement	Mean	Mean/Dimension	Interval Results
Y7	I am interested in trying a hot spot for a new experience.	3.79	3.86	Tall
Y8	I visited LCC because I was interested in keeping up with the latest culinary trends.	3.93		

Based on the table above, it can be concluded that the "Explorative Interest" dimension in the Purchase Interest variable of the second statement "I visited LCC because I was interested in following the latest culinary trends" has a higher score, namely 3.93, indicating that LCC provides a place for visitors who want to try and explore new and currently popular culinary trends.

Classical Assumption Test

Classical assumption testing consists of several other tests such as normality test, Pearson correlation, heteroscedasticity and simple linear regression.

1. Normality Test

In this data normality test research, the researcher used the Kolmogorov Smirnov normality test method. The following are the results of the tests that the researcher has conducted:

Table 15. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	3,31957068
Most Extreme Differences	Absolute	,061
	Positive	,057
	Negative	-,061
Test Statistic		,061
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.

Based on the table above, the total X and Y produce an asymp significance value of 0.200, which means it is greater than 0.05 so it can be concluded that the data is normally distributed.

2. Pearson Correlation Test

The Pearson correlation test is used to measure the strength and direction of the linear relationship between two quantitative variables.

Table 16. Pearson Correlation Test
Correlations

		Tren Kuliner	Minat Beli
Tren Kuliner	Pearson Correlation	1	,627**
	Sig. (2-tailed)		<.001
	N	100	100
Minat Beli	Pearson Correlation	,627**	1
	Sig. (2-tailed)	<.001	
	N	100	100

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

Based on the results of the Pearson correlation test above, it shows that the significance value of the Culinary Trends and Purchase Interest variables has a value of <0.05, so it can be concluded that H0 is rejected and Ha is accepted where there is an influence between the relationship between the Culinary Trends variable and the Purchase Interest variable.

3. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to check whether there is a non-constant or residual variation in the observations in a regression model. Heteroscedasticity refers to a situation where the residual variance of a regression model is not constant, which can affect the validity of the analysis results and the estimation of model parameters. To identify the presence of heteroscedasticity, researchers use SPSS software and analyze the available data. The following are the results of the heteroscedasticity test conducted by researchers using SPSS.

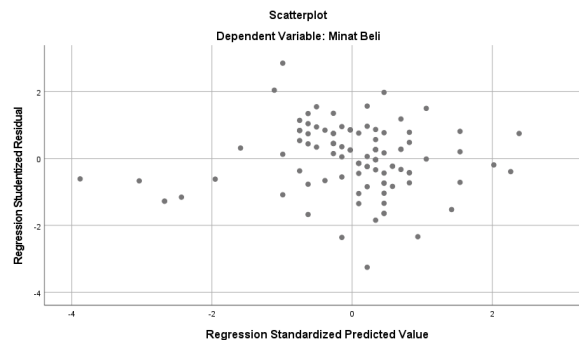


Figure 1. Scatterplot Results

Based on the image data above, it can be concluded that the point pattern is spread above and below the "Culinary Trends (X)" axis number 0 and is also spread to the right and left of the "Purchase Interest (Y)" axis number 0. The distribution of this pattern indicates that there is no heteroscedasticity problem, so that a good and ideal regression model is fulfilled.

4. Simple Linear Regression Test

This study uses a hypothesis test with a simple linear regression method to evaluate the extent to which Culinary Trends affect consumer Purchase Interest. The data used in this analysis is processed using SPSS software, based on raw data collected by the researcher. The main objective of this analysis is to measure the influence of Culinary Trends on Purchase Interest.

In the data collection process, researchers collect relevant information related to product prices and consumer repurchase frequency. After the data is collected, researchers process it with SPSS software to conduct statistical analysis. Simple linear regression is used to identify the relationship between the independent variable (Culinary Trends) and the dependent variable (Purchase Interest).

This analysis will produce a clear picture of whether or not there is a significant influence between Culinary Trends and Purchase Interest. If the results of the analysis show a strong influence, then it can be concluded that Culinary Trends are an important factor that companies must pay attention to in their marketing strategies. Companies can use this information to adjust their products and promotional strategies according to the developing culinary trends.

Table 17. Simple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,313	2,895		2,871	,005
	Tren Kuliner	,322	,040	,627	7,965	<.001

a. Dependent Variable: Minat Beli

Based on the data above, the researcher has calculated a simple linear regression analysis and obtained the following simple linear regression equation:

$$Y = 8.313 + 0.322 X$$

Based on the results of the equation, it can be explained that:

1. The regression coefficient is 0.322 which shows that every 1% increase in the total value of X, the total value of Y increases by 0.322%. The regression coefficient has a positive value, so it can be said that the direction of the influence of variable X on variable Y is positive.
2. Based on the significance value of the Coefficients table data, it has been obtained that the significance value is $0.001 < 0.05$ so it can be concluded that variable X has an influence on variable Y.

Hypothesis Testing

1. T-test

The t-test is used to see partially whether there is a significant influence based on the Culinary Trends variable (X) on the Purchase Interest variable (Y). The following are the results of the T-test in this research:

Table 18. T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,313	2,895		2,871	,005
	Tren Kuliner	,322	,040	,627	7,965	<.001

a. Dependent Variable: Minat Beli

The t count of the affordable variable is 7.965, so the t count > T table with a value of 1.984. With a significant value < 0.001, where the Culinary Trend variable significantly has an influence on purchasing interest.

Here is the formula for finding the t table:

$$df = n - k - 1$$

*where n is the number of samples and k is the number of variables.

$$df = 100 - 2$$

$$df = 98$$

So in the t table it is found with df = 98 that the t table value is 1.984, with the conclusion:

If t count > t table, then the hypothesis H0 is rejected and Ha is accepted. So the Culinary Trend Variable (X) has a significant influence on the Y variable. Therefore, in this study H0 is rejected and Ha is accepted because the data results show that the t count value (7.965) > t table value (1.984).

The results of hypothesis testing using the t-test in the table above show that the calculated t value of 7.965 is greater than the t table which is 0.322. In addition, the significance value of the Culinary Trends variable (X) is less than 0.001, which means it is less than 0.05. Based on Ghozali's view (2016), this indicates that the Culinary Trends variable (X) has a significant influence on the Purchase Interest variable (Y).

Thus, it can be concluded that there is a strong relationship between culinary trends and consumer purchasing interest. The t-value calculated much larger than the t-table indicates that the observed effect is not a coincidence, but rather a statistically significant result. In addition, the very small significance value (p < 0.001) strengthens the evidence that culinary trends play an important role in determining purchasing interest.

2. Coefficient of Determination Test

Table 19. Results of Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.387	3,33646

a. Predictors: (Constant), Tren Kuliner

b. Dependent Variable: Minat Beli

Based on the data analysis conducted by the researcher, the results of the determination coefficient test showed a value of 0.721. This value is close to 1, which indicates that the independent variable in this study, namely Culinary Trends, has a significant influence on the dependent variable, namely Purchase Interest.

With a coefficient of determination of 0.721, it can be concluded that 72.1% of the variation in purchase intention can be explained by Culinary Trends. This shows that Culinary Trends play an important role in influencing consumer decisions to make purchases. This means that the majority of variations in consumer purchase intention are influenced by the popularity and development of culinary trends. The remaining 27.9% of the variation in purchase intention may be influenced by other factors not included in this model, such as food quality, service and others. This finding emphasizes the importance of following and adapting to culinary trends in business marketing strategies. Culinary businesses must stay up-to-date with the latest trends and understand consumer preferences in order to maintain and increase their purchase intention.

The following is the formula for the coefficient of determination hypothesis test:

$$\begin{aligned} KD &= (r)^2 \times 100\% \\ &= (0.721)^2 \times 100\% \\ &= (0.721)^2 \times 100\% \\ &= 72.1\% \end{aligned}$$

CONCLUSION

Based on the calculation of the results of the validity test, it shows that each dimension of the Culinary Trends (X) and Purchase Interest (Y) variables shows a valuer count is greater than r table (0.165) so it can be concluded that all statements can be declared valid. Based on the reliability test calculation

showing a value of $0.881 > 0.7$ according to the Cronbach Alpha formula criteria, it can be concluded that 27 items or statements are considered good and reliable or can be relied on. Based on the calculation of the Kolmogorov Smirnov normality test, based on the results of the SPSS test shows the total X and Y with an asymp significance value of 0.200, meaning greater than 0.05 so that it can be concluded that the data is normally distributed. Based on the calculation of the heteroscedasticity test, it can be concluded that the point pattern is spread above and below the "Culinary Trend (X)" axis number 0 and also spread to the right and left of the "Buying Interest (Y)" axis number 0, then the spread of the pattern indicates that there is no heteroscedasticity problem, so that a good and ideal regression model is met. Based on the results of the T-test, the results obtained are Culinary Trends (X) of <0.001 which is smaller than 0.05. The sig value is 0.001, which means that variable X has an effect on variable Y. Based on the calculation of the coefficient of determination, which is This shows that the Culinary Trend variable contributes 72.1% to the Purchase Interest variable. Meanwhile, the remaining 27.9% of the variation in purchase interest is influenced by other factors not examined in this study. Based on the calculation of simple linear regression test, the regression coefficient is 0.322 where every 1% increase in the total value of X, the total value of Y increases by 0.322% so that it is stated that the direction of the influence of variable X on variable Y is positive. Based on the significance value, the significance value is $0.001 < 0.05$ so it can be concluded that variable X has an influence on variable Y.

Suggestions for Lucy Curated Compound managers can add healthy food and beverage tenants, by increasing healthy food tenants it is hoped that it can meet customer needs. Where nowadays many people are paying attention to a healthy lifestyle, thus LCC can follow and meet culinary trends in terms of health. Then for tenants, they can provide discounts or promos more often so that more people are interested in buying products. The author hopes that this study can be a reference for further research using the same variables. Future research is expected to develop more deeply by adding broader variables to identify other factors that influence purchase interest. Further research can enrich insights into the various aspects that impact purchase interest and provide a more comprehensive contribution in this field.

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