

ANALYSIS OF THE INFLUENCE OF THE GULTIK (GULAI TIKUNGAN) NIGHT CULINARY ATTRACTION ON TOURISTS' INTENTION TO REVISIT BLOK M, SOUTH JAKARTA

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Abstract - The Gultik Blok M Culinary Area in South Jakarta is one of the culinary tourism spots in South Jakarta, known for its authentic food flavors and unique dining vibe compared to other culinary destinations. However, the area has some deficiencies, such as inadequate toilet facilities, parking, and menu variety. This study aims to determine the influence of tourist attractions on the intention to revisit the Gultik Blok M Culinary Area in South Jakarta. A non-probability sampling technique with purposive sampling was employed, targeting 100 respondents directly in the Gultik Blok M Culinary Area, South Jakarta. The research method used is descriptive quantitative, with data collection techniques including interviews, observations, and questionnaires. Data analysis was conducted using simple linear regression with IBM SPSS Statistics 27. According to the research, the T-test results show that the dimensions of tourist attraction have a significant effect on the intention to revisit, with a t-value of 12.282 > t-table value of 1.987 and a significance level of 0.000 < 0.05. Simultaneously, the results indicate that tourist attractions influence the intention to revisit by 60.6%. Recommendations for management include improving and adding menu varieties, enhancing facilities, and maintaining cleanliness to increase tourists' interest in visiting the Gultik Blok M Culinary Area in South Jakarta.

Keywords - tourist attraction, culinary tourism, tourists, Gultik Blok M, South Jakarta, intention to revisit.

INTRODUCTION

Jakarta, the capital city of Indonesia, is renowned for its diverse culinary offerings, making it a top culinary tourism destination. The city's rich variety of Nusantara (archipelago) cuisine, known for its delightful flavors, attracts many tourists. Jakarta's status as one of the 100 cities with the best national food in the world, ranking 11th with a score of 4.65 stars (Taste Atlas Award, 2023/2024), underscores this reputation. The Ministry of Tourism and Creative Economy reports that 55% of tourists visit culinary centers, highlighting the significance of food tourism in Jakarta (Kompas.id, 2024). According to the 2023 official statistics from the Indonesian Central Bureau of Statistics (BPS), the country's domestic tourism sector continues to improve annually, with a significant 11.99% growth in travel recorded in October 2023, totaling 688.78 million domestic trips by that time. Jakarta has seen a 10.38% increase in domestic tourist visits from 2022 to 2023, ranking 11th in terms of visitor numbers. This surge in tourism directly impacts the food sector, as more tourists equate to higher demand for local cuisine. As Sumantri (2010) notes in Wibawati et al. (2021), food is a fundamental human need essential for energy and daily activities, highlighting that an increase in tourist travel will positively affect the culinary sector. Data from Industry Research (2023) indicates that the food business is growing year by year due to the rising interest in culinary tourism.

One notable area in Jakarta that benefits from the increase in culinary tourism is Blok M in South Jakarta. Originally an upscale residential area, Blok M transformed in the 1980s into a popular gathering spot for the city's youth and a key culinary destination. Today, it is known for its blend of restaurants and street food, with "Gultik" (Gulai Tikungan) being a notable culinary attraction. Gultik, a savory and affordable beef curry, has been a staple in Blok M since the 1980s, with vendors lining the streets and offering a unique dining experience. The dish's name, derived from its location along the Barito street curve, underscores its local roots and appeal. Blok M is not only a culinary hotspot but also a cultural and social hub. It features numerous antique shops, vintage clothing stores, and the Taman Literasi, a park often used for free music concerts, attracting visitors of all ages. These elements make Blok M a favored destination for both dining and entertainment, fostering a lively nighttime atmosphere that combines good food with vibrant street life.

Tourist satisfaction is crucial for encouraging repeat visits, as positive experiences lead to recommendations and word-of-mouth promotion. Conversely, negative experiences can deter future visits, as noted by Wang (2020). The unique appeal of Blok M, with its historic and authentic Gultik vendors and its vibrant social scene, makes it a significant draw for tourists. The area's evolution with spots like M Bloc Space and the continued popularity of Taman Literasi further enhance its appeal.

This study aims to analyze whether the nighttime culinary attraction of Gultik influences tourists' intentions to revisit Blok M. By focusing on the Gultik phenomenon, the research seeks to understand its impact on repeat visitation rates and how it contributes to the ongoing development and popularity of Blok M as a culinary destination. The findings could provide valuable insights for local businesses and tourism strategies, ultimately supporting economic growth and enhancing visitor experiences in this iconic part of Jakarta.

In examining the broader implications of culinary tourism, the role of local food traditions and their ability to attract and retain tourists becomes evident. The success of Gultik as a culinary icon in Blok M exemplifies how traditional foods can anchor a destination's appeal. Moreover, the continuous patronage of long-standing vendors like Pak Agus Budi, who has been selling Gultik since 1982, underscores the importance of maintaining culinary authenticity to attract both new and returning visitors. Blok M's strategic initiatives, such as the development of M Bloc Space and the hosting of free cultural events in Taman Literasi, highlight the integration of cultural and culinary tourism. These initiatives not only attract food enthusiasts but also engage a broader audience, enhancing the overall visitor experience. The synergy between culinary offerings and cultural events is crucial in creating a vibrant and appealing tourist destination, ensuring that visitors have a multifaceted and enriching experience.

Previous studies have highlighted the importance of culinary tourism attractions in influencing tourists' intention to revisit. Librina Tria Putri and Nazmul Irfandi (2019) found that the attraction of night culinary tourism has a significant impact on tourist visits in Pekanbaru City. Malikhatun et al. (2020) asserted that tourist attractions and culinary tourism contribute to revisit intentions, with tourist satisfaction as a crucial mediator. Ike Tiyani's (2023) research also showed that destination image and tourist attractions play a vital role in the interest to visit a location.

Andi Emmywati Sappewali (2022) identified that tourist attractions and destination image not only affect tourist satisfaction but also the intention to revisit. Syahrina Maisaroh (2023) added that service quality and tourist attractions have a significant impact on the intention to revisit, with visitor satisfaction serving as an intervening variable. The study by Andi Irfan et al. (2020) supports these findings, showing that destination image, service quality, and marketing mix influence tourist satisfaction and decisions to revisit tourist attractions.

Recent research by Iva Yulia Mustafa and Annessa Eka Warliati (2024) highlighted the appeal of culinary tourism in Cirebon City and its influence on tourists' decision to visit. Trisna Widjianto (2019) and Alia Tri Utami et al. (2022) also emphasized the importance of tourist image, promotion, and service quality in attracting tourists to revisit.

This research aims to complement the existing literature by examining the influence of night culinary attractions on the intention to revisit in Blok M, Jakarta. This study will provide new insights into the specific impact of iconic culinary attractions, such as Gultik, on tourist behavior and its contribution to the development and popularity of culinary destinations.

Ultimately, the study aims to provide a comprehensive understanding of how culinary attractions like Gultik can drive tourist behavior and contribute to the economic and cultural vitality of destinations like Blok M. By analyzing tourist satisfaction, repeat visitation, and the impact of culinary authenticity, the research will offer valuable insights for tourism development and marketing strategies, benefiting stakeholders from local vendors to tourism planners.

LITERATURE REVIEW

Tourism is an activity that involves traveling to see the beauty of nature, conserving the environment, and preserving the well-being of local residents (Muttaqin, 2022). According to the Indonesian Law No. 10 of 2009, tourism is defined as a journey undertaken by an individual to gain different experiences within a short period. Harahap (2018) elaborates that tourism is an activity involving travel for recreation, knowledge development, and exploring the uniqueness of a place (Maesti et al., 2022). This definition highlights the multifaceted nature of tourism, emphasizing not only the recreational aspect but also the educational and cultural experiences that come with it. Moreover, the law underscores the importance of sustainable tourism practices that benefit both the visitors and the local communities.

Culinary tourism, according to Chuang (2009), is a voluntary journey taken to enjoy food and beverages (Wijayanti et al., 2020). Ardika (2023) adds that culinary tourism involves seeking unique food and drink, while Hall and Mitchell (2020) emphasize the significance of gaining new culinary experiences through these activities (Rochmadika et al., 2023). This type of tourism goes beyond mere consumption; it encompasses the discovery of cultural heritage through local cuisines and

fosters a deeper understanding of a region's traditions and lifestyle. Culinary tourism also has the potential to boost local economies by promoting local produce and traditional cooking methods, thereby preserving culinary heritage.

Tourist attractions, as defined by Law No. 10 of 2009, include everything with uniqueness, beauty, and value derived from natural wealth, culture, and human-made creations that become the target or purpose of tourist visits. Zaenuri (2012) states that a tourist attraction is something worthy of being sold to tourists (Handiningtyas, 2020). Suwontoro (2001) identifies several factors influencing tourist attraction, including natural beauty, enjoyable objects, accessibility, and visitor facilities (Maisaroh, 2023). These factors are crucial as they determine the overall appeal and accessibility of a tourist destination. Effective management and promotion of these attractions can lead to increased tourist visits and sustainable tourism development.

The dimensions of tourist attraction, according to Yoeti (2012), include attraction, accessibility, and amenities. Attraction involves the main focal points in a tourist destination, focusing on what visitors can see and do, particularly in terms of natural beauty and uniqueness. Accessibility refers to the means and infrastructure enabling access to the destination, such as highways, transportation, and directional signs. Amenities cover all supporting services that meet tourists' needs while at the destination, including accommodation, dining places, public toilets, rest areas, parking, health services, and places of worship (Zein, 2021). Spillane (2013) identifies five indicators of tourist attraction, including elements that draw visitors' attention, available facilities, transportation options, and welcoming behavior (Maisaroh, 2023). Ensuring these dimensions are well-developed can significantly enhance a destination's attractiveness and visitor satisfaction.

The intention to revisit is defined as the behavior of making repeat visits and providing positive feedback, and making more purchases than before due to satisfaction (Wulanjani & Derriawan, 2017; Putri, 2023). Kotler and Keller (2013) state that revisit intention is based on previous experiences (Kusuma, 2022). Factors influencing revisit intention include attention, interest, desire, and action (Kotler, 2016; Nur, 2024). Attention arises from marketing efforts that pique consumers' curiosity, interest develops from attraction to what the company offers, desire follows interest, leading to a wish to visit or purchase, and action is the subsequent visit or purchase after attraction to the destination. These stages illustrate a progression from initial awareness to actual engagement, emphasizing the role of effective marketing and customer satisfaction in fostering repeat visits.

The dimensions of revisit intention, according to Baker and Crompton (2012), include intention to recommend and intention to revisit (Lin, 2012; Hardiansyah et al., 2018). Intention to recommend involves the desire to suggest the destination to friends or family due to a satisfactory visit experience, while intention to revisit refers to the desire to return to the destination. Indicators influencing revisit intention include planning to revisit, visit reference interest, and visit preference (Cronin & Taylor, 1992; Maisaroh, 2023). These dimensions and indicators highlight the importance of customer satisfaction and positive word-of-mouth in encouraging repeat visits and attracting new visitors.

The relationship between culinary tourism and revisit intention is evident in Blok M, Jakarta. The night culinary tourism in Blok M attracts various groups, particularly teenagers and out-of-town tourists, by offering affordable and distinctive local foods. This unique dining experience enhances the overall appeal of Blok M, making it more than just a shopping destination but also a culinary hotspot. The vibrant atmosphere and affordable prices contribute to a memorable experience, encouraging tourists to return. Consequently, the culinary attractions in Blok M significantly impact tourists' revisit intention, as they provide unique culinary experiences that are hard to find elsewhere (Maisaroh, 2023). This relationship underscores the potential of culinary tourism to drive repeat visits and enhance the destination's reputation.

METHODS

This research employs a quantitative descriptive method to systematically, factually, and accurately describe the variables studied. Data were collected through questionnaires, observations, and interviews, with statistical analysis used to test the formulated hypotheses. The study consists of two main variables: tourist attraction (independent variable, X) and revisit intention (dependent variable, Y). The operationalization of variables refers to the measurement method used to compile the operational table, which includes the variable name, variable description, measurement tools, measurement results, and measurement scale used (nominal, ordinal, interval, and ratio). Primary data were collected through participatory observation, structured interviews, and questionnaires

distributed to respondents who had visited the Blok M Culinary Area at least twice. Secondary data were obtained from articles, journals, and other relevant literature. The study population comprises tourists who have visited the Blok M Gultik Night Culinary Area, with an unknown total number (infinite population). The sample was taken using nonprobability sampling with a purposive sampling method, based on the criteria of respondents who had visited at least twice. The sample size was determined using the Slovin formula

$$n = N / (1 + Ne^2) \dots \dots \dots (1)$$

Keterangan :

n = Jumlah Sampel

N = Jumlah Populasi

e = Batas Toleransi Kesalahan (error balance)

A pretest was conducted with 30 respondents to test the questionnaire and improve questions that were invalid or difficult to understand. Validity and reliability tests used correlation analysis for validity and Cronbach's Alpha coefficient for reliability. The instrument is considered valid if $R_{calculated} > R_{table}$ and reliable if Cronbach's Alpha > 0.60 . Descriptive mean analysis was used to provide an overview of the average value of a variable or data set. Classical assumption tests included normality test (using the Kolmogorov-Smirnov test), linearity test, and heteroscedasticity test to ensure the regression model used meets the requirements. Simple linear regression analysis was used to predict the functional relationship between the independent and dependent variables. The regression equation used is.

$$Y = a + bX \dots \dots \dots (2)$$

where Y is the dependent variable, X is the independent variable, a is the constant, and b is the regression coefficient. Hypothesis testing was performed using the T-test (partial) to determine the influence of each independent variable on the dependent variable and the coefficient of determination (R^2) test to measure the contribution of the independent variables to the dependent variable.

RESULTS AND DISCUSSION

The Blok M area was built by the Dutch in 1947 and was divided into blocks, each with a garden. Initially, Blok M was an elite residential area. In the 1980s, it transformed into a popular hangout spot for the youth of Jakarta. Blok M gained popularity during this time, and Gultik (Gulai Tikungan) first appeared in this era. During the 1980s, with fewer cafes around, young people made Gultik their go-to hangout place.

In the early 1990s, Gultik became widely known due to its proximity to schools, making it a favorite spot for students. Its affordable price and delicious taste contributed to its popularity. By 1992, Gultik had become a culinary phenomenon in Jakarta, attracting a broader audience. In 1995, Gultik was first featured in media coverage, both on television and in newspapers, further boosting its fame. Gultik, originally from Central Java, has become a culinary icon in South Jakarta, especially around Mahakam, Blok M, and Bulungan intersections, with more than 30 Gultik vendors scattered across the Blok M area. One of the most popular vendors is Gulai Tikungan Pak Agus Budi, who has been selling since 1982, making him one of the earliest Gultik vendors in Blok M.

The uniqueness of Gultik lies in its delicious taste. This beef curry uses various cuts of beef, including tendons, fat, and innards. The coconut milk broth is not too thick but rich in flavor. It is served over rice with additional toppings like fried shallots, soy sauce, and crackers. Priced at just IDR 10,000 per portion, Gultik's affordability and deliciousness attract many customers from various backgrounds. Despite its simplicity, Gultik's flavor can tantalize the taste buds. The combination of savory curry, sweet soy sauce, and spicy sambal makes people crave more than just one serving. The consistent authentic taste maintained by Gultik vendors ensures its continuous popularity.

The history of Gultik in front of Plaza Blok M reflects a culinary business journey that started modestly but successfully attracted many people with its uniqueness and quality. Its strategic location in front of Plaza Blok M makes it an ideal choice for visitors wanting to eat before or after shopping. Gultik has become a culinary icon in Blok M, as people associate Gultik with Blok M. The area is known as a paradise for Gultik lovers, with dozens of Gultik vendors lining the streets in front of Plaza Blok M. Visitors can enjoy this delicious street food while taking in the nighttime scenery. The

place also hosts eating competitions, adding to its appeal. The authentic taste and comfortable atmosphere make Gultik a preferred spot for hanging out.

Data Presentation

This section discusses the research results from the questionnaires distributed directly to respondents who have visited the Gultik Culinary Area in Blok M, South Jakarta. The goal is to determine the influence of tourist attraction on the intention to revisit the Gultik Culinary Area.

Respondent Characteristics

The characteristics of respondents observed in this study include gender, age, domicile, occupation, visit frequency, and visit purpose. This information helps complete the research. The descriptions of respondent characteristics are as follows:

Respondent Characteristics by Gender

The characteristics of respondents by gender are presented in the following table:

Table 1. Characteristics of respondents by gender

Gender	Frequency	Percentage (%)
Female	51	51.0
Male	49	49.0
Total	100	100.0

The table above shows that there are 49 male respondents (49%) and 51 female respondents (51%). It can be concluded that the majority of visitors to the Gultik Culinary Area are female, with 51% compared to 49% male. This suggests that females are more interested in culinary tourism than males. Women often have a stronger desire to visit popular culinary destinations, especially those that are trending. This aligns with the research by Then & Felisa, 2021, as cited in Valerie, 2023, which states that female respondents dominate because women generally have a greater interest in food compared to men. The characteristics of respondents by age are presented in the following table:

Table 2. Characteristics of respondents by age

Age (years)	Frequency	Percentage (%)
17-22	51	51.0
23-28	49	49.0
29-34	-	-
>35	-	-
Total	100	100.0

The table above shows that the majority of visitors to Gultik are aged 17-22 years, with 51 respondents (51%). This slightly differs from those aged 23-28 years, indicating that culinary tourism is more popular among young adults aged 20 and above. At this age, young people often gather with friends, whether from college or work, to spend leisure time or have meals together. Those aged 20 and above have more freedom in choosing far-away hangout spots and later curfews, making Gultik a popular destination for this age group. This is consistent with previous research by Ayu et al., 2020, which found that culinary tourism is more favored by young adults in their 20s. The characteristics of respondents by domicile are presented in the following table:

Table 3. characteristics of respondents by domicile

Domicile	Frequency	Percentage (%)
Jakarta	68	68.0
Bogor	1	1.0
Depok	2	2.0
Tangerang	10	10.0
Bekasi	-	-
South Tangerang	19	19.0
Total	100	100.0

The table above shows that the visitors to the Gultik Culinary Area come from various regions, but the majority still reside in Jakarta, accounting for 68%. This is because the culinary area is located in

Jakarta, making it a convenient destination for locals. The proximity to their homes makes it easier for residents to visit the culinary area frequently. The characteristics of respondents by occupation are presented in the following table:

Table 4. Characteristics of respondents by occupation

Occupation	Frequency	Percentage (%)
Student	5	5.0
University Student	40	40.0
Civil Servant	-	-
Private Employee	38	38.0
Entrepreneur	12	12.0
Others	5	5.0
Total	100	100.0

The table above shows that the majority of respondents are university students and private employees, with 40 respondents (40%) each. It can be concluded that university students are the most frequent visitors to the Gultik Culinary Area, with 40 respondents (40%). This indicates that Gultik is more popular among university students as a gathering spot with friends. The affordable prices and comfortable atmosphere make Gultik a preferred choice for students to hang out with friends. The characteristics of respondents by visit frequency are presented in the following table:

Table 5. characteristics of respondents by visit frequency

Visit Frequency	Frequency	Percentage (%)
2-3	27	27.0
4-5	19	19.0
>5	54	54.0
Total	100	100.0

The table above shows that respondents with a visit frequency of more than 5 times are the majority, with 54 respondents (54%). It can be concluded that the average respondent visits the Gultik Culinary Area more than 5 times. The unique dining experience, affordable prices, delicious taste, and overall vibe attract visitors to return multiple times. Their satisfaction with the experience motivates them to revisit. The characteristics of respondents by visit purpose are presented in the following table:

Table 6. Characteristics of respondents by visit purpose

Visit Purpose	Frequency	Percentage (%)
Having Fun	48	48.0
Culinary Tour	24	24.0
Hanging Out	28	28.0
Total	100	100.0

The table above shows that the majority of respondents visit for fun, with 48 respondents (48%). It can be concluded that most respondents visit the Gultik Culinary Area primarily for entertainment and relaxation, making it an enjoyable spot for leisure activities.

Validity Test

A questionnaire is considered valid if the calculated r-value (rhitung) is greater than the table r-value (rtabel). To find the table r-value, the formula used is:

$$R_{table} = N - 2$$

$$\text{Significance Level} = 0.05$$

$$R_{table} = 30 - 2 = 28 \text{ (0.361)}$$

Below are the results of the validity test for 30 respondents:

Table 7. Validity Test Results for 30 Respondents

Variable	Item	R ^{count}	R ^{table} (5%)	Remark
Culinary Tourism Attraction (X)				
	Attraction			
	1. The presence of Gultik culinary at Blok M makes you want to visit Blok M	0.780	0.361	Valid
	2. The affordable price and delicious taste of Gultik culinary at Blok M make you want to visit again	0.714	0.361	Valid
	3. The menu offered is sufficiently varied	0.601	0.361	Valid
	4. The unique dining concept makes you want to revisit the Gultik culinary tourism at Blok M	0.723	0.361	Valid
	5. The attractions offered by Gultik provide a different culinary experience compared to other places	0.757	0.361	Valid
	6. The friendly service makes you want to revisit Gultik at Blok M	0.758	0.361	Valid
Accessibility				
	1. Gultik Culinary Tourism at Blok M is easily accessible using private or public transportation such as (Busway, Train, Online Ojek)	0.554	0.361	Valid
	2. Gultik Culinary Tourism is easily accessible to pedestrians in the Blok M area, South Jakarta	0.599	0.361	Valid
	3. The distance from the station and bus stop is close to the Gultik culinary location at Blok M	0.688	0.361	Valid
	4. Motorcycle and car parking spaces are plentiful around the Blok M Culinary Tourism area	0.521	0.361	Valid
	5. The Gultik location is close to Blok M Plaza, making it easy to find	0.751	0.361	Valid
	6. The strategic location makes you want to revisit Blok M	0.677	0.361	Valid
Amenities				
	1. Facilities such as seating, tables, and cleanliness of the Gultik dining area are comfortable	0.732	0.361	Valid
	2. The quality of dining utensils such as plates, spoons, forks is clean	0.699	0.361	Valid
	3. The facilities provided by Blok M are quite complete	0.719	0.361	Valid
	4. Additional facilities such as play areas, parks, and hangout spots make you want to revisit Blok M	0.582	0.361	Valid
	5. The toilets provided by Blok M are clean and complete	0.702	0.361	Valid

6. Public facilities such as ATMs and minimarkets are easily found in the Gultik Blok M area		0.730	0.361	Valid
Tourist Revisit Intention (Y)	Intention to Recommend			
1. I have a desire to recommend Gultik to friends and family after eating there		0.588	0.361	Valid
2. I want to invite family and friends to eat at Gultik Blok M, South Jakarta		0.780	0.361	Valid
3. I am interested in finding the tastiest Gultik vendor to recommend later to friends and family		0.716	0.361	Valid
4. I am very satisfied with the ambience provided while eating at Gultik, making me want to post it on social media		0.586	0.361	Valid
5. I am very satisfied with the friendly service, making me want to tell others about it		0.820	0.361	Valid
Intention to Revisit				
1. I want to revisit Gultik		0.799	0.361	Valid
2. I am interested in trying Gultik from other vendors around Blok M		0.675	0.361	Valid
3. I often think about returning to Blok M to eat Gultik		0.559	0.361	Valid
4. My first visit to Gultik was very memorable, making me want to come back		0.670	0.361	Valid
5. My first experience eating at Gultik gave me satisfaction, creating a desire to come back		0.613	0.361	Valid

From the table above, the calculated r-value for each statement on the X and Y variables has a result greater than the table r-value of 0.361. Therefore, it can be concluded that each statement on the variables of culinary tourism attraction (X) and tourist revisit intention (Y) is valid. For 100 respondents, the validity test results are as follows:

Table 8. Validity Test Results for 100 Respondents

Variable	Item	R ^{count}	R ^{table} (5%)	Remark
Culinary Tourism Attraction (X)	Attraction			
1. The presence of Gultik culinary at Blok M makes you want to visit Blok M	0.520	0.197	Valid	
2. The affordable price and delicious taste of Gultik culinary at Blok M make you want to visit again	0.492	0.197	Valid	
3. The menu offered is sufficiently varied	0.649	0.197	Valid	
4. The unique dining concept makes you want to revisit the Gultik culinary tourism at Blok M	0.643	0.197	Valid	
5. The attractions offered by Gultik provide a different culinary experience compared to other places	0.518	0.197	Valid	

6. The friendly service makes you want to revisit Gultik at Blok M	0.693	0.197	Valid	
Accessibility				
1. Gultik Culinary Tourism at Blok M is easily accessible using private or public transportation such as (Busway, Train, Online Ojek)	0.465	0.197	Valid	
2. Gultik Culinary Tourism is easily accessible to pedestrians in the Blok M area, South Jakarta	0.529	0.197	Valid	
3. The distance from the station and bus stop is close to the Gultik culinary location at Blok M	0.615	0.197	Valid	
4. Motorcycle and car parking spaces are plentiful around the Blok M Culinary Tourism area	0.565	0.197	Valid	
5. The Gultik location is close to Blok M Plaza, making it easy to find	0.504	0.197	Valid	
6. The strategic location makes you want to revisit Blok M	0.578	0.197	Valid	
Amenities				
1. Facilities such as seating, tables, and cleanliness of the Gultik dining area are comfortable	0.587	0.197	Valid	
2. The quality of dining utensils such as plates, spoons, forks is clean	0.594	0.197	Valid	
3. The facilities provided by Blok M are quite complete	0.512	0.197	Valid	
4. Additional facilities such as play areas, parks, and hangout spots make you want to revisit Blok M	0.550	0.197	Valid	
5. The toilets provided by Blok M are clean and complete	0.501	0.197	Valid	
6. Public facilities such as ATMs and minimarkets are easily found in the Gultik Blok M area	0.545	0.197	Valid	
Tourist Revisit Intention (Y)	Intention to Recommend			
1. I have a desire to recommend Gultik to friends and family after eating there	0.625	0.197	Valid	
2. I want to invite family and friends to eat at Gultik Blok M, South Jakarta	0.686	0.197	Valid	
3. I am interested in finding the tastiest Gultik vendor to recommend later to friends and family	0.541	0.197	Valid	
4. I am very satisfied with the ambience provided while eating at Gultik, making me want to post it on social media	0.508	0.197	Valid	
5. I am very satisfied with the friendly service, making me want to tell others about it	0.542	0.197	Valid	
Intention to Revisit				
1. I want to revisit Gultik	0.509	0.197	Valid	
2. I am interested in trying Gultik	0.533	0.197	Valid	

from other vendors around Blok M				
3. I often think about returning to Blok M to eat Gultik	0.631	0.197	Valid	
4. My first visit to Gultik was very memorable, making me want to come back	0.561	0.197	Valid	
5. My first experience eating at Gultik gave me satisfaction, creating a desire to come back	0.568	0.197	Valid	

From the table above, the calculated r-value for each statement on the X and Y variables has a result greater than the table r-value of 0.197. Therefore, it can be concluded that each statement on the variables of culinary tourism attraction (X) and tourist revisit intention (Y) is valid. The reliability test uses Cronbach's Alpha. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60. Here are the results of the reliability test for 30 respondents:

Table 9. Reliability Test Results for 30 Respondents

Variable	Number of Items	Cronbach's Alpha	Remark
Attraction	6	0.744	Reliable
Accessibility	6	0.729	Reliable
Amenities	6	0.784	Reliable
Intention to Recommend	5	0.725	Reliable
Intention to Revisit	5	0.731	Reliable

From the table above, it can be seen that all variables have a Cronbach's Alpha value greater than 0.60, so it can be concluded that this questionnaire instrument is reliable to be used. For 100 respondents, the reliability test results are as follow.

Table 10. Reliability Test Results for 100 Respondents

Variable	Number of Items	Cronbach's Alpha	Remark
Attraction	6	0.808	Reliable
Accessibility	6	0.812	Reliable
Amenities	6	0.779	Reliable
Intention to Recommend	5	0.721	Reliable
Intention to Revisit	5	0.748	Reliable

From the table above, it can be seen that all variables have a Cronbach's Alpha value greater than 0.60, so it can be concluded that this questionnaire instrument is reliable to be used.

Normality Test

Normality was assessed using the Kolmogorov-Smirnov test. For the data to be considered normally distributed, the significance level must be greater than 0.05. The results in Table 4.18, "One-Sample Kolmogorov-Smirnov Test," indicate that all research variables have significance levels greater than 0.05 ($\text{sig} > 0.05$). Therefore, it can be concluded that the data are normally distributed and suitable for further analysis regarding the influence of tourist attraction (X) on the intention to revisit (Y).

Table 11. One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.30419453	
Most Extreme Differences	Absolute	.083	
	Positive	.083	
	Negative	-.055	
Test Statistic		.083	
Asymp. Sig. (2-tailed) ^c		.088	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.092	
	99% Confidence Interval	Lower Bound	.085
		Upper Bound	.099

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Linearity Test

Linearity was determined by examining the ANOVA table, specifically the deviation from linearity. For the relationship to be considered linear, the significance level must be greater than 0.05. According to Table 4.19, "ANOVA Table," the significance value for deviation from linearity is 0.751, indicating a linear relationship with the intention to revisit.

Table 12. Anova Table

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
TotalY *	Between	(Combined)	1923.691	29	66,334	5,656	0,000
TotalX	Groups	Linearity	1663.738	1	1663,738	141,871	0,000
		Deviation from Linearity	259.954	28	9,284	0,792	0,751
	Within Groups		820.899	70	11,727		
	Total		2744.590	99			

Heteroscedasticity Test

A good heteroscedasticity test result is characterized by the absence of heteroscedasticity, where the significance value in the coefficients table should be greater than 0.05. Table 4.20, "Coefficients," shows that the significance value is greater than 0.05, indicating no heteroscedasticity in the regression model used in this study.

Table 13. Heteroscedasticity Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-0,956	2,030		-0,471	0,639
	TotalX	0,049	0,029	0,170	1,709	0,091

a. Dependent Variable RES2

Simple Linear Regression Analysis

The simple linear regression analysis aims to evaluate the ability of a regression equation to predict the value of the dependent variable. The results, presented in Table 4.21, "Coefficients," provide the regression equation:

$$Y=0.566+0.546XY = 0.566 + 0.546XY=0.566+0.546X$$

Table 14. Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	0,566	3,164		0,179	0,858
	TotalX	0,546	0,044	0,779	12,282	0,000

a. Dependent Variable: totally

- The constant value of 0.566 indicates that the consistent value of the Participation variable is 0.566.
- The regression coefficient for X is 0.546, suggesting that each 1% increase in Trust results in a 0.546 increase in Participation. The positive regression coefficient indicates a positive influence of variable X on Y.
- Based on the significance value: the Coefficients table shows a significance value of 0.000, which is less than 0.05, indicating that the Trust variable (X) significantly affects the Participation variable (Y).
- Based on the t-value: the t-value is 12.282, which is greater than the t-table value of 1.987, confirming that the Trust variable (X) significantly influences the Participation variable (Y).

T-Test (Partial Test)

The t-test is used to test the significance of the individual influence of each independent variable on the dependent variable in the model. A significance value (sig) less than 0.05 indicates that the independent variable has a significant partial effect on the dependent variable. Table 4.22, "Coefficients," provides the results of the t-test.

Table 15. Tabel T Test

Coefficients ^a						
Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	0,566	3,164		0,179	0,858
	TotalX	0,546	0,044	0,779	12,282	0,000

a. Dependent Variable: totally

The t-value for the tourist attraction variable is 12.282, greater than the t-table value of 1.987, indicating a significant effect of the tourist attraction variable (X) on the intention to revisit (Y). The significance level for the tourist attraction variable is 0.000, less than 0.05, confirming a significant effect of the tourist attraction variable (X) on the intention to revisit (Y). Visitors find Gultik Blok M attractive, leading to their interest in revisiting.

Coefficient of Determination Test

The coefficient of determination (R^2) ranges from 0 to 1, with values closer to 1 indicating a greater influence of the independent variable on the dependent variable. Table 4.23, "Model Summary," shows an R^2 value of 0.606, indicating that the tourist attraction variable (X) explains 60.6% of the variation in the intention to revisit variable (Y), with the remaining 39.4% explained by other variables.

Table 16. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	0,606	0,602	3,321

a. Predictors: (Constant), TotalX

CONCLUSION AND DISCUSSION

The conclusion of this research is that the Gultik Blok M Culinary Tourism Area in South Jakarta has unique attractions, such as a different culinary atmosphere compared to other places, a strategic location accessible by private vehicles and online transportation, and a comfortable park area for hanging out with friends. These factors contribute to the culinary attraction of Gultik in Blok M. However, there are some shortcomings that need improvement by the Gultik vendors, such as a lack of menu variety, limited parking space, and cleanliness of the dining area. These factors could affect the tourists' intention to revisit and lead to a decline in visitors. This study employed a descriptive quantitative research method, with data collected through observation, interviews, and questionnaires. The sample used was non-probability sampling of the purposive sampling type, with a total of 100 respondents.

Based on the questionnaires distributed to the respondents, the data were analyzed using IBM SPSS Statistics 27. The results indicate that the dimensions of attraction, accessibility, and amenities significantly influence the intention to revisit. The attraction variable simultaneously affects the intention to revisit the Gultik Blok M Culinary Tourism Area in South Jakarta by 60.6%. Based on the research findings, several suggestions are provided for the Gultik Blok M vendors: addressing the lack of menu variety and portion sizes, improving parking facilities, enhancing seating comfort and cleanliness, increasing the number of public toilets and trash bins, and adding colorful lights along the streets and food carts to attract more visitors. These improvements could help in attracting more visitors, increasing the likelihood of social media promotion, and preserving the culinary culture of Gultik, which has been around since the 1980s.

For future researchers, this study is expected to be helpful and beneficial as a reference. It is suggested that future research provide more comprehensive information related to tourism attraction and the intention to revisit, thereby enhancing the quality and completeness of the research. The limitations of this study include the six-month research period, which coincided with Ramadan, making it difficult to gather data from visitors directly. The author also faced challenges in getting visitors to fill out the questionnaires without disrupting their dining experience. Therefore, the results depend on the honesty of the respondents, and the author acknowledges the limitations in conducting this research.

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