

# Culinary Tourism Analysis in Jakarta West, Indonesia

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## Abstract

The most important human need to be fulfilled through consumption activities as a culinary tour, this is of course the basic needs or basic needs, but human needs continue to grow in line with the development of the times and increased revenue received. Students as human beings are demanding in some things in buying food. Students as culinary tourists who demand everything in buying food, both from the quality of food products and the price of food and consumer satisfaction. The current development of food needs with a variety of shapes and flavors bought by many students, therefore various types of forms and taste of food has been offered by many economic actors engaged in culinary tourism. In enjoying a meal or meal, every student has a different way of fulfilling it, it can be by choosing a restaurant with an appropriate service and feeling satisfied after he sacrificed some money. The problems that exist in students today still have complaints about the quality of food products, prices and satisfaction. Foods that want to eat well but banded the price is expensive, on the contrary with cheap prices the students do not get good food products, so satisfaction is not found. With conditions like this, students whether to accept the existing conditions, this is what becomes interesting to study. This study will examine the culinary tours conducted by students. This study aims to determine whether there is influence of food prices purchased by students on the quality of food products and customer satisfaction among students. Tourist satisfaction as a culinary tourism consumer will be formed if the restaurant can provide quality services. Quality of service has a close relationship with student satisfaction. Quality provides an impetus to consumers to forge strong bonds with the company. Thus the company can increase consumer satisfaction by minimizing or negating the unpleasant consumer experience. The population in this study were students in West Jakarta, Indonesia. The questionnaire used multivariate variables. The sample used is Non Probability Sampling technique, the type of method used is purposive sampling. Variable measurements were performed using Likert Scale 1 - 5. Data were collected on tabulated, processed and analyzed as many as 231 questionnaires.

**Keywords:** Product Quality, Food Price, Tourist Satisfaction.

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## INTRODUCTION

### Background

The most important human needs to be met through consumption activities as a culinary tour of course is the basic needs or basic needs. However, human needs continue to grow in line with the development of time and increased revenue received. Humans are not only required to meet the basic needs, but also the needs.

Consumption as a culinary tour in everyday terms is often defined as the fulfillment of food and drink. Consumption has a broader understanding of the goods and end services needed to meet human needs. Goods and end services in question are goods and services that are ready to be consumed by consumers. Consumer goods consist of consumable consumables and consumer goods that can be used more than once [1]. Community consumption can be grouped into food and non-food consumption [2]. Food consumption is an

income expenditure used to meet food needs, whereas non-food consumption is income expenditure used to meet non-food needs.

Students enrolled in college and have met other requirements set by the college concerned. Like society or household, students also do economic activities every day including consumption. Students belonging to the workforce are not classified as students, including unemployed or unemployed groups. Students belong to the group in school and income recipients so that students do not have their own permanent income. Student income can come from parental allowance and scholarships (if the recipient is a scholarship). Parental allowance is money received every month every week or every period agreed by parents with the student concerned.

Although theoretically the students are classified not the labor force, but in reality not a few

students who choose to work part-time on the sidelines of time college. There are many reasons why students choose to work part-time, including income from part-time employment can be used for additional allowance from parents, filling in free time interrupted during college, looking for work experience and much more. Just as the general population of student groups is seen by sex, age, city of residence, college students also appear to consume activities as a culinary tour whether food or non-food consumption. Consumption as a food culinary tour should first be met before consumption is not food.

Students who demand everything in buying food, both from the quality of food products and the price of food and consumer satisfaction students. In the current development of food needs with various shapes and flavors are widely purchased by students. Therefore, various types of food shapes and flavors have been offered by economic actors engaged in culinary tourism.

In enjoying a meal or meal, every student has a different way of fulfilling it. The way it can be by choosing a beautiful restaurant with a luxurious service, in the hope that consumers will feel satisfied after he sacrificed a considerable amount of money in a restaurant that is quite luxurious. In addition, those who tend to choose the usual restaurant with cheap price but give satisfaction in the taste of the food they eat. Some students think that instead of eating a sumptuous and expensive meal but not tasty enough, it is better to choose a regular restaurant but tasty enough to suit their taste. Students as potential customers want the products to be made of quality, especially in meeting the expectations of consumers to be satisfied and loyal to the company.

Student satisfaction as a culinary tourism consumer will be formed if the restaurant can provide quality services. Quality of service has a close relationship with customer satisfaction. Quality provides an impetus to consumers to forge strong bonds with the company. Thus the company can increase consumer satisfaction by minimizing or negating the unpleasant consumer experience. Consumer satisfaction can create customer loyalty and loyalty to companies that provide satisfactory quality [3].

Good quality image is not seen from the perception of the service providers, but based on customer perceptions. Customer satisfaction on service quality can be known from the company's efforts to improve and maintain the quality of service own. If the quality of service received by consumers is better or equal to what he imagines, then consumers will tend to try it again [4]. The level of customer satisfaction of a goods will provide a reflection of the success of producers in producing a good, because if a product

will be a failure if the goods do not provide satisfaction for its users

According to marketing expert Kotler [5], emphasizes that customer satisfaction is a person's feelings of pleasure or disappointment after comparing perceived performance or results compared to expectations. Satisfaction is a kind of comparative step between experience and evaluation results, can produce something that is spiritually comfortable, not just comfortable because it is imagined or expected. Patisfied or not satisfied is not an emotion but an evaluation of emotions. On the other hand, loyal customers provide many benefits for the company, including: providing consistent buyback opportunities, expanding consumed product lines, positive word of mouth, decreasing price elasticity and decreasing promotional costs in order to attract new customers [6].

## THEORETICAL BASIS

### Consumption Theory

According to Friedman [7] describes consumption behavior by using a permanent income hypothesis. In the hypothesis, the income of society can be divided into two, namely permanent income and temporary income. Permanent income is the income people expect to continue in the future. Temporary income (transitory income) is an unexpected share of unexpected income. The value of this income is sometimes positive sometimes negative.

### Product Quality

According to Kotler and Armstrong [8] describes the quality of the product is a capability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, and product improvement, and other valuable attributes, while according to Assauri [9] factors in the goods or products which cause the goods or the results according to the purpose for which the goods or products are intended. Research conducted by Ida Aju [10] on the effect of product quality on repurchase intentions concluded that product quality variables affect the interest to buy back. Mentioned that the quality of products that match expectations will meet what the consumer expectations and vice versa, thus will increase consumer buy interest. In addition, Iwan Kurniawan *et al.*, also mentioned that there is influence between the quality of the product with the interest to buy back.

The quality of food products is a characteristic quality of food acceptable to consumers. These include external factors such as size, shape, color, consistency, texture, and taste [11]. Food quality standards, although difficult to define and can not be measured mechanically, can still be evaluated through their nutritional value, the level of ingredients used, the taste and appearance of the product. Although there are

differences of opinion regarding the application of these criteria on each food.

Some of the factors that influence individual opinions about these criteria include age, cultural and social background, economy, past experiences related to food, education and scientific and emotional knowledge [12].

### The Price of the Food

Low prices or affordable prices are the triggers for improving marketing performance [13]. But the price can also be an indicator of quality where a product with high quality will be boldly pegged at a high price as well. Price can influence consumers in making decisions to make purchases of a product. Ristiawan Nurhasanah [14], shows the price variable shows the positive effect of product variables and promotional variables on purchasing decisions. When customers evaluate and evaluate the price of a product is strongly influenced by the customer's own behavior [15].

### Tourist Satisfaction (Consumer)

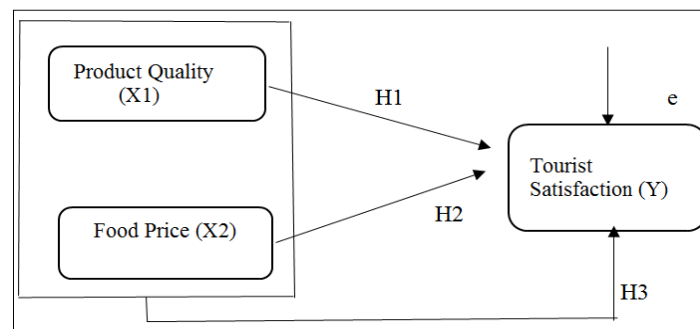
Opinion about consumer satisfaction is an emotional state and reaction after purchase in the form of satisfaction, dissatisfaction, aggravation, neutrality,

joy, or pleasure. Customer satisfaction is basically a function that begins from the expectations and perceptions of the performance of a product, after customers get or use a particular service or product [16].

According Wilkie [17], satisfaction as an emotional response on the evaluation of the consumption experience of a product and service. If the product performance is below expectations then the customer is not satisfied [18]. Customer satisfaction or dissatisfaction as a customer response to the evaluation of nonconformities (perceived disconfirmation between previous expectations) and actual performance of perceived product after usage [19].

Customer satisfaction is a purnabeli evaluation whereby alternatives are chosen at least, delivering outcomes equal to or exceeding customer expectations, whereas dissatisfaction arises when results do not meet customer expectations [20].

From the discussion of previous theories and research on product quality, food prices, tourist satisfaction students can then be made research framework as picture 1 below:



**Fig-1: Research Framework**

Independent Variables: Product Quality (X1); Food Price (X2); Dependent Variables: Tourist Satisfaction (Y)

Based on the research objectives, then obtained the following research hypothesis:

H1. Product quality affects tourist satisfaction

H2. Food prices affect tourist satisfaction

H3. The quality of the product and the price of food together affect the tourist satisfaction

## RESEARCH METHODS

This research will use quantitative method approach. Sugiyono [21] describes quantitative methods are methods used to examine the population or specific samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim to test the hypothesis that has been set. The approach used is correlational approach. This type of approach aims to see whether between two or more variables have a relationship or correlation or not.

This research is a descriptive and multivariate research using survey method. Surveys are research conducted to obtain facts about the symptoms of problems that arise [22]. The survey was conducted by distributing questionnaires to students. The population in this study are students whose university campus is located in West Jakarta area. The questionnaire used multivariate variables. The number of questionnaires distributed 300 respondents and who returned and analyzed as many as 231 respondents. The sample is taken by probability sampling technique, for the type of method used is the technique of determining sample Proportionate stratified random sampling [23], this technique is used when the population has members / elements are not homogeneous and stratified proportionately.

The study also used a closed questionnaire or question which answers have been provided by

researchers. Variable measurements were performed using the Likert scale 1 - 5 consisting of positive and negative statements with 5 categories of answers. Data collected in tabulation and analyzed and tested with IBM Statistics SPSS version 22.

This study uses quantitative analysis with multiple linear regression is an analysis that measures the influence of independent variables on the dependent variable. The general equation of multiple linear regression:  $Y = a + b_1X_1 + b_2X_2 + e$ , where; Y = student satisfaction,  $X_1$  = Product Quality,  $X_2$  = Food Price, a = Constant,  $b_1$ ,  $b_2$  = regression coefficient, e = error.

Regression analysis with multiple linear regression, analyzed is;

- Test validity and reliability with classical assumptions, this is to test the instrument (questionnaire)

- Determination Analysis (R square)
- Test the hypothesis (t test)
- Simultaneous Test (F test) with maximal error tolerance of 5%

## RESULTS AND DISCUSSIONS

Multiple linear regression model is the classical assumption that must meet the requirements, all the normal data distribution, the model is free from automatic correlation. Based on the previous analysis which has been proved the equation model in this study has fulfilled the classical assumption that the model equation in this research has been well assessed. Multiple linear regression analysis will be used to test the hypothesis partially and simultaneously to the independent variable to the dependent variable. Based on multiple linear regression coefficients using spss 22.0 obtained results as shown below.

**Table-1: Multiple Linear Regression Coefficient**

Coefficients <sup>a</sup>									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	6.109	1.340		4.560	.000			
	PRODUCT QUALITY	.498	.061	.464	8.135	.000	.482	.474	.461
	FOOD PRICE	.201	.062	.186	3.273	.001	.233	.212	.186

a. Dependent Variable: Tourist Satisfaction

Based on Table-1 above, obtained the result of multiple linear regression equation  $Y = 6.109 + 0.498X_1 + 0.201X_2 + e$  where Y: Tourist Satisfaction,  $X_1$ : Product Quality,  $X_2$ : Food Price.

From this equation can be interpreted:

- The quality of the product and the price of food has a positive relationship to tourist satisfaction
- Constant value shows the effect of variable X (product quality and food price), if variable of

product quality goes up one unit will give effect one unit variable of tourist satisfaction.

- The value of regression coefficient for product quality variables to the variable satisfaction of student of 0.498, this means if one unit increases, then student satisfaction will increase by 6.109. Coefficient is positive, means Product quality and student satisfaction have positive influence.

### Result of Determinant Analysis (R2)

**Table-2: R and R Square Test**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.517 <sup>a</sup>	.267	.261	1.85290	.267	41.537	2	228	.000

a. Predictors: (Constant)  $X_1$ : Product Quality,  $X_2$ : Food Price.  
b. Dependent variable Y: Tourist Satisfaction

Rated R shows double correlation (product quality and food price) with tourist satisfaction. By considering the value of R Square equal to 0.261 which shows the role or contribution of variable of product

quality and food price to student satisfaction variable with value equal to 26.1% and 73.9% is influenced by other variable.

### Partial Test Effects (t test) and Simultaneous Effects (Test F)

Assessment of the partial effect for the purpose of checking whether each independent variable has a

significant influence on the dependent variable with  $\alpha = 0.05$  and also to accept or reject the hypothesis. Partial test (t test) is also to answer hypotheses one and two.

**Table-3: Test Result t (Partial)**

No	Variabel Bebas	t value	Sig
1	Product Quality	8.135	0.000
2	Food Price.	3.273	0.001

Sources Data 2017

Based on Table-3 which is the result of multiple regression analysis obtained value t arithmetic variable X1 of 8.135, because the value  $t > t$  table ( $8.135 > 0.683$ ),  $H_0$  is rejected and  $H_1$  accepted, this means partially significant effect on the satisfaction of tourists. Based on the significant test, the significant t count is 0.000, since the significant number is smaller than the value  $\alpha$  ( $0.000 < 0.05$ ), it can be concluded that the ease of spending on the satisfaction of tourists, thus the first hypothesis can be accepted.

Based on Table-3 which is the result of multiple regression analysis obtained value t arithmetic

variable X2 of 3.273, because the value  $t \text{ count} > t \text{ table}$  ( $3.273 > 0.683$ ), then  $H_0$  is rejected and  $H_1$  accepted, this means partially significant effect on the satisfaction of tourists. Based on the significant test, the significant value of t count is 0.001, because the significant number is smaller than the value  $\alpha$  ( $0.001 < 0.05$ ), it can be concluded that the price of food to the satisfaction of tourists, thus the second hypothesis can be accepted.

Answering the three hypotheses for simultaneously variable food prices and product quality that affect the satisfaction of tourists, can be seen from Table-4 below:

**Table-4: F test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	285.208	2	142.604	41.537	.000 <sup>b</sup>
	Residual	782.774	228	3.433		
	Total	1067.983	230			
a. Dependent Variable: Tourist Satisfaction						
b. Predictors: (Constant): Product Quality, Food Price.						

From table-4 (ANOVA table) above it is obtained by F count 41.537 greater than F table ( $41.537 > 13.91$ ) and significant value 0.000 is smaller than 5% ( $0.000 < 0.05$ ). From this result the null hypothesis is rejected and hypothesis 1 is accepted, it means the effect of concurrent significant effect

between the variable of food price, product quality to the satisfaction of the tourist, thus hypothesis 3 is accepted.

The test results of relationships between dimensions:

**Table-5: Correlation matrix**

Variabel	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2
Y	0.000	0.000	0.005	0.000	0.000	0.662	0.000	0.246	0.189	0.000
Variabel	Y1.1	Y1.2	Y1.3	Y1.4	Y					
Y	0.000	0.000	0.000	0.000	0.000					

Information--X1.1: Appearance of interesting food, X1.2: Food taste as expected, X1.3: Clean food quality, X1.4: Food pihannya much;; X2.1: Food prices are the main attraction, X2.2: Cheap food prices with good taste and clean, X2.3: Expensive food price does not matter, X2.4: Price is very decisive buying interest

### Product Quality Affects Tourist (consumer) Satisfaction

Kotler and Keller's opinion, 2008 [24], tourist (consumer) satisfaction is the feeling of pleasure or disappointment of someone who arises because of a comparison of performance-oriented products or results on consumer expectations. Increased customer satisfaction is needed in the increasingly keen market

competition. And also reinforced by the opinion of Assauri, 2012 [25], The level of tourist (consumer) satisfaction depends on the performance performed / received from the product or service and standards used by customers.



From Table-5 data then the result:

- This research is in accordance with the opinion of Kotler and Keller [24] and Assauri [25] which shows a significant relationship between product quality and tourist satisfaction ( $0.000 < 0.005$ ).
- Figures for the highest indicator value for the correlation X1 variable with the highest Y variable (student consumer satisfaction) with the value 0.000 or 0% and X1.3 with the value of 0.005 or 0.5%.

#### Price of Food Affects Tourist (consumer) Satisfaction

This is reinforced by Assauri, 2012 [25] which states pricing is an important part of the positioning strategy, so that the implementation of price decisions requires coordination with decisions for all components of the positioning. Thus, a price perspective requires an understanding of how pricing practices perceive and understand customers. Price becomes the aggregate value of all things that the producer gives to the consumer in obtaining the advantage of owning or using a product or service [26]. Studies show that price is one of the consumer's considerations in making purchasing decisions and also affect customer satisfaction [27-31].

From Table-5 data then the result:

- This research is in accordance with the opinion of Assauri [25] and Alter [26] which from the results indicate significant food price relation with tourist (consumer) satisfaction ( $0.000 < 0.005$ ).
- Figures for the highest indicator value for variable X1 correlation with variable Y (Tourist (consumer) satisfaction) with the highest value is X2.2. With a value of 0.000, while the lowest with a value of 0.662 is X2.1.

From Table 4 (table ANOVA) above obtained F count 41.537 greater than F table ( $41,537 > 13.91$ ) and a significant value of 0,000 is smaller than 5% ( $0,000 < 0.05$ ) means the effect of concurrent significant effects between food price variables, product quality towards tourist satisfaction, thus hypothesis 3 is accepted.

## CONCLUSIONS

Analysis of food prices and product quality on student consumer satisfaction there are as follows:

- Prices of food have a significant relationship to tourist satisfaction.
- The quality of the product has a significant relationship to tourist satisfaction.
- Price of food and product quality, both have direct and indirect relationship, and have a significant relation to tourist satisfaction.

## Suggestion

### Suggestion technique

- In food price variables with the dimensions of clean food quality having the lowest test value, this should be a concern.
- Variable product quality has the lowest test value is the dimension Food price is the main attraction, this will be the main concern.

### Academic suggestion

- Research should follow and see the factors that can affect the consumer satisfaction variable, which can be influenced by many other factors, apart from food prices and product quality

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