

Culinary Tourism in Indonesia-Empirical Study at Amaliun Food Court, Medan

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Abstract - The culinary and restaurant business has recently grown rapidly. Indonesia's cultural and culinary wealth is potential to be developed as a professional business. This study analyzes the influence of taste and price on consumer purchase decision at Amaliun Food Court Medan, Indonesia. This research uses quantitative approach, explanatory research type and multiple regression analysis as data analysis technique. Partially, tastes significantly influence consumer purchasing decisions, while prices are not. Simultaneously, tastes and prices significantly influence consumer purchasing decisions. This article provides guidance on how every restaurant to organize culinary business as a culinary tourism destination, especially in Medan in order to attract and be liked by consumers who visit that place. Tastes and prices are the factors that influence purchasing decisions in the culinary business. Any place to eat or restaurant will attempt to attract buyers to visit the place to feel the distinctiveness of taste and atmosphere.

Keyword - Culinary Tourism, Taste, Price, Purchase Decision, Food Court, Consumer.

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1. Introduction

The culinary and restaurant business has recently grown so rapidly. And there must be a special strategy to achieve success from the business. As we know, almost every corner of the formerly deserted city now has begun to stand several places to eat or restaurants. This is triggered by the higher human resources and the level of competition, so inevitably people will be required to further create differences or characteristics and culinary business is a very promising business, especially in Medan as a tourist destination that has a lot of unique cultural diversity.

The culinary business is the most promising prospect as the inevitability of facing the ASEAN Economic Community. Nevertheless, public education about the culinary business still needs attention [1]. Indonesia has very much culinary diversity spread from Sabang to Merauke. A cultural and culinary wealth that has the potential to be developed as a professional business. Culinary is not just a taste of food, but also how to prepare and recognize the origin of food. The uniqueness of a place to eat will give a positive impression on visitors. One of the components that needs to be in the culinary business is to offer food and drinks that look interesting. In addition it involves unique experiences, culture and also promotions.

Medan as the third largest city in Indonesia has many interesting sights visited by many tourists, many attractions that if managed seriously and thoroughly can be one of the favorite tourist city and visited by many tourists both domestic and foreign [2].

Medan is a tourist destination on the island of Sumatra and is the capital of North Sumatra province which has many culinary attractions that provide various food and beverage menus. One of them is a delicious and cool place to eat with family at Amaliun Food Court located on Jalan Amaliun No.3, exactly behind Hotel Madani and in front of Yuki

Simpang Raya Plaza and Masjid Raya Medan. Amaliun Food Court is a place/hawker center that also provides live music that has been a pioneer in Food & Beverages (F&B) business since 15 years ago [3].

The culinary diversity at Amaliun Food Court and the varied prices, make consumers have many choices to enjoy the food and drinks available at the place.

This article discusses culinary tourism in Indonesia, empirical study at Amaliun Food Court Medan by analyzing the influence of tastes and prices on consumer purchasing decisions. According to the author, research on culinary tourism by considering the taste and price of consumer purchasing decisions has not been done much. So it is important to analyze consumer purchasing decisions in culinary attractions and can be a preference for visitors to choose.

The study found that visitors who came to enjoy the food and drinks were very considerate of the taste factor. While the price factor is not too important for visitors in purchasing decisions.

Amaliun food court as a hawker center became one of the culinary tourism destinations for tourists who come to the city of Medan. Therefore, the main problem is to assess the extent to which the taste of food and beverages and the prices offered attract customers to come enjoy the menu at the Amaliun food court. The following research questions are proposed based on the background described earlier, namely: a) Does the taste influence consumer purchasing decisions? b) Does the price affect consumer purchasing decisions?

2. Literature review

Taste

Tastes are the most important critical terms of the emergence of "aesthetics" in the opinion of [4]. Everyone's taste is very basic in choosing food. Perceptions of taste like sweet, salty, umami, acid, bitter and fat sensations, play an important role in determining acceptance of food, preferences and choices [5]. The pleasure we get from eating is called hedonic which gives us the urge to consume more or less with food.

In addition to the above factors, acute stress and affective manipulation have been shown to affect perceptions of taste [6]. Negative emotional state triggers the consumption of good food with high hedonic value, giving positive satisfaction and comfort [7]. However, repeated consumption of energy-dense foods which is usually high in carbohydrates, sugars and fats will increase the

likelihood of obesity and support the need to clarify affective states that may affect health.

Tastes describe the goods or services offered entirely in accordance with the wishes of consumers [8]. One of the factors influencing consumer tastes is the economy influenced by the family income and the number of dependents [9]. It can be concluded that the taste is one of the factors that affect consumer demand. The sense of belonging to the subjective nature of judgment depends on the particular item. Increased consumer tastes for goods lead to increased demand for goods. Conversely, if consumer tastes go down, then consumer demand will decrease [10]. Appetite or taste of food has very high influence on consumers to decide to come to the place of selling food. This is not surprising because customers often perceive food as a good element of quality, and quality is the most important factor for all customers [11].

Expressed taste is one of the factors that influence consumer decisions in making purchases. Theoretical tastes have an effect on purchasing decisions. This is because the taste includes several aspects namely; Consumer impression in the purchase, Product use value, Product durability, The shape of each product, and Display product design. Consumer tastes for goods and services can affect the amount of goods demanded. If the consumer's appetite for certain goods increases then the demand for the goods will increase as well [12].

This will justify the taste of food is an important reason consumers make purchasing decisions. Thus, the first hypothesis was established:

H1. Taste will significantly influence purchasing decision.

Price

Price level affects consumer evaluations. The more complete product is highly favored by consumers, although at a higher price, whereas incomplete products with lower prices are less favored by consumers. The price level appears to be a key feature that frames consumers' assessment of the product [13] as well as consumer evaluations of established product quality [14].

Price is just one of several costs faced by the buyer. Other purchase-related costs include time spent shopping, shifting expenses, emotional costs. Price is the cost that can be determined by the best buyers, and thus plays an important role in their decision [15]. Interviewing buyers definitely brings some subjectivity, and although buyers really feel that price is a top priority, they are not guaranteed to act according to actual decision-making situations.

On the other hand, it is assumed that we overstate the awareness of buyer prices as well as the number of buyers who actively seek price

information, and respond to promotions [16]. Research conducted by [17] based on representative samples from retailers and buyers that provide estimates of price awareness and sensitivity in terms of actual levels and levels assumed by managers, indicates that retailers greatly exaggerate the number of active buyers seeking information price. This study compares buyer responses and manager estimates in three areas: 1). Percentage of buyers who visit more than one store. Apparently only 22% do, and the majority only shop in one store (39%) or sometimes in other stores (35%). While retailers provide fairly realistic estimates (25%) of some buyers, they significantly underestimate (29%) the number of buyers in a single store, 2). Shopper activity to get pricing information. The findings indicate that some buyers never seek price information (36%), and the amount is higher among buyers in one shop (42%). Their actual ratios are much higher than the level estimated by retailers, and 3). Response to promotion. The results show that only a relatively small number of buyers say they are willing to go to another store solely to take advantage of the promotion (19%). This figure is much lower than retailer estimates (34%).

However, more are buying in-store because of promotions and inventory on discounted product prices, and managers underestimate this. This result is consistent with the results of other studies reporting that the willingness to replace promoted promotional stores is significantly less to replace in-store brands [18].

An important and complex field of research is whether the increase in sales as a result of the promotion actually comes from purchases by buyers from other stores and not from extra spending by loyal buyers. Answering these questions is important for retailers because the conventional focus for such a campaign is obviously to win buyers, and to promote the switching behavior of stores. One area of related research is price awareness in stores, trying to ascertain the extent to which buyers can remember the price of the products they buy. Much research has been devoted to this question because the reference price theory is based primarily on the idea that buyers set a specific price for themselves based on the shopping experience (external reference price).

This price is used as a benchmark for further shopping, and they decide based on it whether they should buy something for a certain price or not [19]. This raises doubts about the underlying reference theories, especially given the retailer's efforts to reduce prices [20]. Knowledge of prices for everyone is not high even a few seconds after choosing a product, with studies like [21], which show only between 54% and 60% buyers see the label they cherish. Apparently, once a buyer diverts its attention

to another product, they forget the price of the newly purchased item.

This explains why the price knowledge after selecting a product is higher than asking the same question at the checkout counter. Among them, even if they do not know the actual price or even the estimates, adopt subjective reference prices, higher number of shopper can remember correctly whether the given product is more expensive, cheaper or equivalent in general price.

Price awareness is also found to vary from one shopper group to another. Certain demographic groups such as women, married people, the elderly and home workers are more responsible for searching and using pricing information consciously [22]. [23], note that buyers who provide price estimates make a big mistake, so the actual price difference is greater than the product price spread in the same category. That is, buyers not only show poor price memory, the price they give is lower or higher than the price of any product in this category.

To investigate the different effects of price on consumer purchase decisions, the current study proposes the second hypothesis as follows:

H2. Price will significantly influence purchasing decision.

Purchasing Decision

Consumer purchasing decisions are the processes of decision-making and physical activity that individuals undertake when evaluating, obtaining, using or disposing of goods and services [24]. [25] identifies that consumer purchase decisions are those activities that directly relate to obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions. In studying consumer purchasing decisions, a marketer must look at several factors that influence purchasing decisions and those that lead consumers to make purchasing decisions [26].

Purchase decisions are not completed with the purchase of goods or services, but also post-purchase activities consist of consumer behavior. This study discusses the understanding of Engel, Blackwell & Miniard with consumer decision process model [25]. Thus, consumer purchase decisions include three main actions: purchase, consumption, disposal handling services. Consumer decision is an active factor of competitive theory. Some research can be identified as a center of work and a worldview on behavior. [27] claims that the behavioral environmental relationships observed by psychologists can be known as economies in the marketplace. Consumer decision research for each product is important for marketers in shaping the properties of their organization. It is important to control the consumption of goods and maintain

market stability. In addition, it is helpful in developing a more efficient way of utilizing resources in marketing. It also helps in solving marketing management challenges in a more effective way. The development of the consumer protection movement has made urgent demand to understand how consumers create their consumption and purchase decisions.

According to [28], the purchasing decision process (or cost-benefit analysis) describes the process that the customer takes when purchasing the product. The purchase decision model has passed many interpretations by scientists. This stage was first introduced by [29]. The steps are: 1) Introduction of the problem, 2) Information search, 3) Alternative evaluation, 4) Purchase decision and 5) Post purchase behavior.

These five phases are a good framework for evaluating consumer purchasing decision processes. However, no customers need to go through each stage, nor do they need to continue in a certain order. For example, if a customer feels the urge to buy a chocolate, he or she may go straight to the stage of making a purchase decision, bypassing the search and evaluation of information [30].

As mentioned before, only a few do research that takes into account the effects of taste and price simultaneously. Thus, the author seeks to explore the mutual influence of consumer purchasing decisions on culinary in Indonesia and proposes a third hypothesis:

H3. Taste and price will significantly influence purchasing decision.

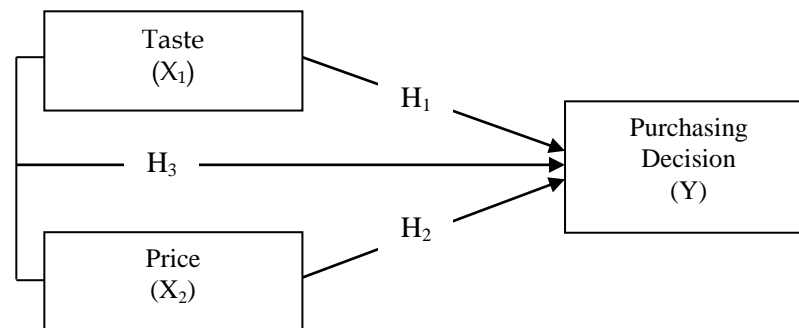


Figure 1. Conceptual Framework

3. Methods

3.1. Measures and questionnaire development

In this study, primary data were generated through some questionnaires that are distributed to buyers in Amaliun Food Court. The first set of questions explores the taste and price associated with purchasing decisions. Each respondent answered the selected questionnaire by giving an alternative rating on each choice determined. Questions are measured on a five-point likert scale, with the following conditions: 1 strongly disagree, 2 disagree, 3 doubtful, 4 agree and 5 strongly agree.

3.2. Data collection and sample characteristics

The population in this study were all visitors who had come and bought food and drinks at Amaliun Food Court. To get the right sampling frame, non probability sampling is then chosen as a sampling technique that is more suitable for the purpose of this study. Respondents were randomly selected from visitors who came to the food court. From 100 questionnaires distributed, only 83 could be used for the analysis. Data collection techniques by distributing questionnaires related to tastes and prices of consumer purchasing decisions. We use a quantitative approach with the type of explanatory research as a data analysis technique. The multiple regression analysis was conducted to examine the relationship between the independent variables (taste and price) to the dependent variable (purchase decision) that is tested on the hypotheses 1-3.

4. Results

4.1. Characteristic Respondent

Table 1. Respondent Characteristic

Characteristic	Category	Number of Respondens	Percentage (%)
Gender	Male	38	45,80
	Female	45	54,20
Age	≤ 20 years old	8	9,60
	21 – 30	51	61,40
	31 – 40	12	14,50
	41 – 50	11	13,30
	≥50	1	1,20
Education	High school	1	1,20
	Academy/D3	12	14,50
	Bachelor degree	26	31,30
	Postgraduate	41	49,40
	Etc	3	3,60
Employment	Government employees	13	15,70
	Indonesian National Army/Police	2	2,40
	Employees of state-owned / regional-owned enterprises	1	1,20
	Employee	20	24,00
	Entrepreneur	13	15,70
	Etc	34	41,00
Income	≤2 million rupiah	18	21,70
	2 million one – 4 million rupiah	34	41,00
	4 million one – 6 million rupiah	28	33,70
	6 million one – 8 million rupiah	2	2,40
	8 million one - 10 million rupiah	0	0
	≥10 million one rupiah	1	1,20

Source: data processed

Table 1. is the data for this study obtained through surveys and interviews by filling out the questionnaires. 100 questionnaires distributed, a total of 83 responses were received, corresponding to the initial response rate (83.00 percent).

The majority of respondents are women (54.20 percent) and men (45.80 percent). The age of the respondents was divided into 5 groups, the highest number of respondents was 21-30 years old (61.40 percent) and the lowest was over 50 years old (1.20 percent). The level of education was divided into 6 groups. Most respondents have post graduate education (49.40 percent) and the lowest was high school (1.20 percent). The occupation was divided into 6 groups, the most chosen was 'others' (41.00 percent) and the fewest were respondents

who work at regional/state-owned enterprises (1.20 percent). Respondents' monthly income level was also categorized into 6 groups, the highest income was 2 million one - 4 million rupiahs (41.00 percent) and the lowest was above 10 million rupiah (1.20 percent).

4.2. Multiple Regression Analysis

The multiple regression model with one dependent variable is the purchase decision (Y) and two independent variables, that is taste (X1) and price (X2), are as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Table 2. Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.821	.532		7.186	.000		
1 Taste	.304	.092	.334	3.316	.001	.998	1.002
Price	-.211	.081	-.262	-2.603	.011	.998	1.002

Source: data processed

The results of data processing showed in Table 2. resulted with the following regression equation:

$$Y = 3,821 + 0,304X_1 - 0,211X_2 + e$$

Y = Purchase Decision
 X1 = Taste
 X2 = Price

variable X then the purchase decision is 3,821 (assuming another factor is constant). In the regression coefficient X_1 of 0.304 states that any change in one unit of taste will affect the purchase decision of 0.304 with the assumption that other factors are constant. The regression coefficient X_2 of -0.211 states that any change of one rupiah will affect the purchase decision of -0.211 (assumption of other factors is constant).

The constant value of 3.821, states that if there is no

Table 3. The Test F Result

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1.523	2	.762	9.329	.000 ^b
1 Residual	6.530	80	.082		
Total	8.053	82			

Source: data processed

4.3. Simultaneous Significance Test (F Test)

Table 3. shows that the value of Fvalue is 9.329, and Ftable is 3.11. Fvalue > Ftable which means that H0 is rejected and Ha accepted, so it can be concluded that taste and price have a positive and significant effect on purchasing decision.

4.4. The t Test

The Test of The Influence of Taste on Purchase Decision

The result of SPSS calculation for taste at the level of 95% significance and alpha 5%, tvalue is 3.316, while the ttable is 1.664. Hypothesis test criteria in this study are:

- If tvalue > ttable, Ho₁ is rejected and Ha₁ is accepted
- If tvalue < ttable, Ho₁ is accepted and Ha₁ is rejected

Based on the table coefficients, the result is 3.316 which is greater than 1.664, then Ho₁ is rejected and Ha₁ accepted. This means the hypothesis is accepted that the tastes have a significant effect on the purchasing decision.

The Test of The Influence of Price on Purchase Decision

The result of SPSS calculation for price at the level of 95% significance and alpha 5%, tvalue is -2.603, while the ttable is 1.664. Hypothesis test criteria in this study are:

- If tvalue > ttable, Ho₁ is rejected and Ha₁ is accepted.
- If tvalue < ttable, Ho₁ is accepted and Ha₁ is rejected.

Based on the table coefficients, the result is -2.603 which is less than 1.664, then Ho₁ is accepted and Ha₁ rejected. This means the hypothesis is rejected, and that the prices have no significant effect on purchasing decisions.

4.5. Coefficient of Determination

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.189	.169	.2857

Source: data processed

Based on the table of determination coefficient in Table 4, the value of R Square (R^2) is 0.189 that is smaller than $R = 0.435$, which means this condition is also fulfilled, so it can be concluded that this research model is freed from multicollinearity.

5. Discussion

The results showed that taste had a significant effect on purchasing decision. It can be seen from regression coefficient value with t test. The tvalue $>$ ttable that is $3.316 > 1.664$ at the 95% significance level which means the hypothesis is accepted. So there is a significant influence of tastes on the purchase decision.

Based on the research that has been done, taste affects purchasing decisions. The taste of food and beverages and also the prices offered by the food court are a major consideration for the people and tourists who come to enjoy the food and drinks. The results of this study were supported by [31] states that the taste is more acceptable to the respondents. [32] states that taste is an important factor in the choice and acceptance of consumer food. These two factors are the key to successful product development in restaurants. Consumers will often mention taste as a key factor in their preference decisions. The taste of food is so important that consumers make repeated purchases. Furthermore, according to [33] there are top three factors that influence the decision to eat in Indian restaurants and those are food taste, food quality, health or hygiene. The top three factors for South Asian respondents are food taste, food quality, cleanliness and spicy food. For participants of other ethnic origin there is the taste of the food, the quality of the food and the aroma.

This shows that the tastes become something important for consumers in deciding to come and buy in the food court to enjoy the food and the beverages available at that place. So, that makes consumers satisfied and expected in the future, consumers come back to buy.

The result shows that price has no significant effect on purchasing decision. It can be seen from regression coefficient value with t test. The tvalue $<$ ttable that is $-2,603 < 1,664$ at the level of 95% significance. Hence, the hypothesis is rejected,

meaning that there is no significant influence of price to purchase decision.

Research shows that the price of food and beverages offered by the food court is not a major consideration of the buyer. The buyers state the price difference as relative. This corresponds to [34] that prices are not a primary element for consumers in making purchases. They stated that price is the third element after product quality and product requirements when making purchasing decisions.

On the other hand, this result is not supported by [35],[36],[37],[38], where in those researches the actual price has a significant effect on purchasing decisions. This shows that consideration of prices is relative for the community and also tourists in determining the decision to visit and enjoy the food and drinks available in the food court.

6. Conclusions and implications

F test results is 9.635 while F_{table} is 3.10, which means $F_{value} > F_{table}$, thus H_a is accepted and H_o rejected. This means that simultaneously taste and price influence the purchase decision. This shows there is a link between tastes and prices for consumers before deciding to purchase at the food court. The results showed that tastes significantly influence consumer purchasing decisions, but prices do not. Simultaneously tastes and prices affect consumer purchasing decisions. R square (R^2) is 0.189 which means that 18.9% of consumer purchase decisions are explained by taste and price. The remaining 81.1% is explained by other variables outside this study.

The results are expected to be a reference for culinary entrepreneurs in Indonesia to pay attention on taste and price factors and also enrich consumer insight on taste and price in purchasing food and beverage products in the culinary industry. This study uses taste and price in analyzing purchasing decisions. Future researchers are expected to be able to add other factors such as; service, promotion, location, branding, packaging. The number of samples is considered not representative and limited to one food court. Thus the further study should increase samples from several other food courts so to get more accurate results.

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