The Perception of Domestic Tourists on Local Street Food in the Malioboro Area

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KEYWORDS	ABSTRACT
Street Food Local, Perception, Price, Taste, Quality Service;	The development of street food in Malioboro creates diverse tourists. Diversity causes a different perception of traveler archipelago about wish taste, price, and quality service from local street food in Malioboro. Study this aim to identify the perception of the archipelago travel and its implication in increasing interest in traveler archipelago to the local street food in Malioboro. The research method used is method qualitative descriptive. Whereas the method of data collection research this conducted through questionnaires, interviews, observation field, documentation, and study library. method analysis in the study uses the theory of Milles & Huberman (in Sugiyono, 2014) which includes: data reduction, data presentation, data retrieval decision/verification/conclusion. Research results show that based on profile geography, Malioboro is dominated by traveler which originated from outside DIY. Based on profile demographics, Malioboro is dominated by tourists manifold sex females aged 17-26 years. Perception traveler archipelago about price, taste, and quality service from local street food in Malioboro get positive perception. Efforts conducted party UPT Malioboro to increase interested travelers street food local that is guard quality product food and drink, increase hygiene and sanitation on Terrace Malioboro 1 to provide a sense of security and comfort to travelers and procurement events on the Terrace Malioboro 1.

INTRODUCTION

The tourism sector is one of the supporting sectors of the world economy in the current global era because tourism sector is an activity that is an important part of a country, especially destinations that are the main source of income for the region. Indonesia has potential in the tourism sector because it has diversity and tourist attractions ranging from historical tourism, nature tourism, cultural tourism, and culinary tourism. Some of these areas include Bali, Lombok, and Yogyakarta. Yogyakarta has the title of a tourist city and a city of culture. The interesting thing is the title as a city of culture considering that Yogyakarta's cultural identity has a relationship with its culinary arts. Various types of culinary, both traditional food and contemporary food, are easy to find along the roads in Yogyakarta. One of the tourist destinations that provides a variety of culinary delights is the tourist area of Malioboro. Malioboro is the main destination for tourists when visiting Yogyakarta. Tourist visits to Malioboro are dominated by domestic tourists who come from various provinces in Indonesia. Several factors support the increase in domestic tourist visits to Malioboro including the availability of shopping tours such as Beringharjo Market, historical tours such as Vredeburg Fort, cultural tourism such as the Sunobudoyo museum, and culinary tours such as street food. Several types of local street food can be enjoyed by domestic tourists in Malioboro such as wedang ronde, gudeg, dawet, and angkringan. These local street food traders spread along the Malioboro area. Thesefoods are processed traditionally and have an original taste. This diversity of local street food can attractdomestic tourists to visit Malioboro. This

increase in visits gives rise to diverse tourist characteristics seen from demographic, geographical, and psychographic aspects The tourist character causes different perceptions of street food in Malioboro regarding the price, taste, and quality of service from the local street food. The difference in the perception of tourists at this time cannot be identified. Furthermore, the results of the different perceptions of domestic tourists towards local street food can be used as a guide to increase the interest of domestic tourists in local street food in the tourist area of Malioboro. Based on the description of the background, the researchers are interested in conducting research entitled "Perceptions of Archipelago Tourists on Local Street Food in the Malioboro Tourism Area". This study will analyze the perception of domestic tourists to local street food in the Malioboro tourist area and efforts to increase theinterest of domestic tourists to local street food in the Malioboro Tourism Area. The aims of this study are:

(1) To determine the perception of domestic tourists to local street food in the Malioboro Tourism Area.
(2) To find out efforts to increase the interest of domestic tourists visiting local street food in theMalioboro Tourism Area

1. Definition of Tourism

The definition of tourism according to Law No. 10 of 2009 concerning tourism is everything related to tourism, including entrepreneurs of tourist objects and attractions as well as those related businesses in certain fields. According to A.J Burkat in Damanik (2021) tourism is the temporary movement ofpeople from a short period away from where they live and work.

2. Definition and Characteristics of Tourists

According to law number 10 of 2009, the definition of tourism is everyone who travels. According to UIOTO (in Maihendro Dwisaputra and Syofia Ac 2017: 9) visitors (visitors) are anyone who comes to a country or other place of residence and usually for any purpose except to do work that receives wages. Tourist characteristics can be divided into two, namely trip descriptors and tourist descriptors. Trip descriptors are differentiated into more specific ones according to the purpose of the trip such as visiting friends or family, recreational trips based on the length of the trip, based on the mode of travel, based on travel information, based on the type of accommodation used, based on the type of transportation used for the trip, the organization of the trip and the number of expenses incurred. Issued during the trip. Meanwhile, based on tourist descriptors, tourist characteristics are based on demographic, psychographic, and geographical characteristics (Tunjungsari, 2018: 112).

3. Street Food

Street food is snacks that can be enjoyed on the roadside or by food vendors found along the streets. Street food in Indonesia is also known as street vendors (PKL), although street vendors are related to wheeled carts, nowadays semi-permanent stalls on sidewalks are often referred to as street vendors. The termstreet vendors derived from the Dutch colonial period, however, the government regulations stipulated thatevery highway must have facilities for pedestrians. The width of the segment for pedestrians is five feet or about one and a half meters. Several decades later, when Indonesia got its independent, pedestrian roads were widely used for selling. Formerly its name was a street vendor and now it is a street sword. Historically,the name of street vendors comes from an acronym from right to left, where in doing their business, they are always around human crowds such as carnivals, outdoor music festivals, and seventeen (Nurhadi, 2019: 58).

4. Perception Understanding

According to Kothler (in Amaliya 2018: 12) perception is the process of selecting, organizing, and interpreting information input to create a picture of the world people have. Meanwhile, according to Irawanto (2016), the results of perceptions are divided into two, namely positive perceptions and negative perceptions. Positive perception is a perception that describes the knowledge and related responses about the objectof

perception, while, negative perception is a perception that describes knowledge and responses that are not related to the object of perception. The perception of domestic tourists towards local street food in Malioboro is influenced by price, taste, and quality of service. A person's positive or negative perception influences a person's choices and actions in doing something.

5. Price Definition

According to Kothler (in Salman Farisi et al 2020: 151) price is the sum of all values provided by customers to benefit from a product or service. The role of pricing is very important, especially when the conditions of competition are very sharp and demand developments are limited. In determining the price, several factors influence directly or indirectly. The direct factors consist of the price of raw materials, production costs, marketing costs, and the existence of government regulations. Indirect factors are closely related to price fixing are the price of similar products sold by the competitors, and the effect of price on the relationship between distributors and consumers (Satria, 2017: 136). Based on the previous definitions, it can be concluded that the price is the amount of money given for a product or service. Prices have three indicators, such as price affordability, price compliance with products, and price competitiveness.

6. Taste

According to Drummond KE & Brefere LM (in Supardi, 2018: 6) taste is a way of selecting food that must be distinguished from the taste of its food. Taste is a food attribute that includes appearance, smell, taste, texture, and temperature. Generally, in the selection of food and beverage products, consumers choose foods and beverages that suit their tastes. Taste is a very important thing if food or drink has a positive impact on the consumers, the chances of making a purchase decision are very high (Maimunah, 2020: 61)

7. Service quality

Service quality is a superior service provided to meet the needs and desires of consumers to get a satisfaction value for the performance of the service. Service quality can be seen from the comparison between expectations and performance on service quality attributes, if service performance meets consumer expectations, on the other hand, if the service performance does not meet the consumers' expectations, the consumers' perception of the service quality is bad (Riki, 2019: 45). According to Zeithalm et.al (1990: 26) simplifying service quality into five indicators, those are tangibles, reliability, responsiveness, assurance, and empathy (Hardiansyah, 2018:40)

METHOD

This study employed a qualitative descriptive approach. Meanwhile, the primary data was collected through questionnaires, observations, interviews, and documentation, and the secondary data were gained from literature studies, books, and previous research. Furthermore, this study used purposive sampling and closed interviews to reveal the facts. The method of analysis in this study used the theory of Milles & Huberman(in Sugiyono, 2014) which includes data reduction, data presentation, and decision/verification data making.The results of the questionnaire and in-depth interviews were then added to a literature study to finalize the sources of relevant theories regarding price, taste, and service quality that affect tourists' perceptions of street food.

RESULTS AND DISCUSSION

Based on the observations made by researchers, the profile of tourists who visit the Malioboro Tourism area is dominated by tourists outside Yogyakarta mostly females ranging from 17-26 years old. Perception is divided into two, including positive and negative perceptions. Tourist perceptions of local street food in Malioboro are influenced by price, taste, and quality of service.

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1. Price

Table 1. Price

No	Statement	Number (people)				Total
		SS	S	TS	STS	
1	The affordable price of Street Food in Malioboro	23	55	19	3	100
		92	165	38	3	296 = 2,96
2	The price of street food is following the products served	20	62	13	5	100
		80	186	26	5	297 = 2,97
3	The price of Malioboro street food is cheaper than culinary places	14	6	48	32	100
		56	18	96	32	202 = 2,02

[Source: Diolah Data, 2022]

Prices have three indicators, such as price affordability, price compliance with products, and price competitiveness. Two indicators, such as price affordability and product suitability, received positive perceptions from tourists, meanwhile, price competitiveness received negative perceptions from tourists. The affordability of the price got a score of 2.96 out of 4.00, which means that the affordability of the price got a positive perception from tourists as evidenced by the price of street food in Malioboro which ranges from 2000 rupiah to 29,000 rupiah which allows tourists to be able to buy the street food. Price compatibility with the product gets a score of 2.97 out of 4.00 which means that the price suitability gets a positive perception from tourists as evidenced by the products offered because the price is following the portion and taste served to consumers, for example, the price of *es dawet* which is sold for 5000 rupiah per portion. While competitiveness is the third indicator that gets the lowest score of 2.02. It means that competitiveness gets a negative perception from tourists. This is because the prices offered by traders are too expensive, for example, the price of *bakwan kawi* which is sold in the Malioboro area is around 10,000- 12,000, meanwhile, it is cheaper outside Malioboro. It approximately is ranging from 5000-6000 rupiah. According to the tourists, the price of street food in Malioboro is too expensive, meanwhile, according to UPTMalioboro, street food vendors in Malioboro have been given the freedom to pay the retribution fees. This is what has resulted in the emergence of negative perceptions from tourists who want to try street food culinary offered in Malioboro.

2. Taste

Table 2. Taste

No	Statement	Number (people)				Total
		SS	S	TS	STS	
1	The smell of food	28	55	17	4	100
		112	165	34	4	316 = 3,16
2	The taste of the food offered is in accordance with the tastes of consumers	20	64	14	2	100
		80	192	28	2	301 = 3,02
3	The temperature of the food according to the wishes of tourists	37	59	2	2	100
		148	177	4	2	331 = 3,31
4	The texture of the food served is following consumer Expectations	23	58	16	3	100
		92	174	32	3	301 = 3,01
5	The appearance of food looksattractive	22	59	17	2	100
		148	177	34	2	361 = 3,61

[Source: Diolah Data, 2022]

Taste has five indicators, such as appearance, taste, aroma, texture, and temperature. These five indicators get positive perceptions from tourists. Meanwhile, the scent gets a score of 3.16 out of 4.00 which means that the scent gets a positive perception from tourists. It can be proven from the satay smoke that can be felt directly so that it becomes one of the consumers' factors that want to buy it. Taste gets a score of 3.02 out of 4.00meaning that it gets a positive perception from tourists as evidenced by tourists outside Yogyakarta being ableto accept the taste of street food in Malioboro. Furthermore, the temperature got a score of 3.31 out of 4.00,which means that the temperature produces a positive perception from tourists. It is proven by the warm dishes such as meatballs, *soto*, chicken noodles and cold dishes such as *es dawet*, *es teler* which have been served properly. Next, the texture gets a score of 3.01 out of 4.00, which means that the texture gets a positive perception from tourists. It is evidenced by *klepon* texture that is sold as chewy as it should be. Appearance gets a score of 3.61 out of 4.00, which means that the appearance gets a positive perception from tourists.

3. Service Quality

Table 3. Service Quality

No	Statement	Number (people)				Total
		SS	S	TS	STS	
1	The guaranteed clean serving food utensils	34	49	15	2	100
		136	147	30	2	315 = 3,15
2	Consumer's expectation of serving food speed	35	60	5	0	100
		140	180	10	0	330 = 3,30
3	Clean clothes street food sellers	18	64	15	3	100
		72	192	30	3	297 = 2,97
4	The friendliness of food vendors to consumers	35	60	5	0	100
		140	180	10	0	330 = 3,30
5	Timeliness of the payment process	22	68	10	0	100
		88	204	20	0	302 = 3,02
6	Seller attention when the place is full	41	53	2	4	100
		164	159	4	4	331 = 3,31

[Source: Diolah Data, 2022]

Service quality has five indicators, those are tangible, reliable responsive, assurance, and empathy. Tangible gets a score of 3.15 out of 4.00, meaning that tangibles get a positive perception from tourists. It is proven by the majority of tourists who agree with the statement that the guaranteed clean serving food utensils. Next, reliability gets a score of 3.15 out of 4.00, meaning that reliability gets a positive perception from tourists, this is evidenced by the majority of tourists agreeing with the statement that Consumer's expectation of servingfood speed. Then, responsive got a score of 3.02 out of 4.00, this is evidenced by the majority of respondentsagreeing with the Timeliness of the payment process. Afterward, assurance got a score of 3.30 out of 4.00, meaningthat reliability received a positive perception from the majority of tourists. This can be proven by the majorityof tourists agreeing with the statement of clean clothes from street food sellers. empathy gets a score of 3.31 outof 4.00, meaning that empathy gets positive perceptions from tourists, it can be found that by the majority of tourists give positive perceptions of the seller's attention when the place is full. In doing so, based on the interview conducted by the researchers, UPT Malioboro said that they have do a huge effort to increase the quality of Malioboro food street through training, health protocol improvement, and hygiene in the area Malioboro by giving wasteful and hand sanitizer.

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CONCLUSION

From the description above, it can be concluded that the majority of tourists who are visiting Malioboro are dominated by tourists outside from Yogyakarta. They are mostly females ranging of 17-26 years old. Meanwhile, tourist perceptions towards local street food in Malioboro are influenced by price, taste and quality of service. Prices have three indicators, namely price affordability, price compatibility with products and price competitiveness, where price competitiveness gets a negative perception from tourists because of the high prices of street food in Malioboro. Meanwhile, the taste and service of Malioboro street food received a positive perception.

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