

## Factors of Affecting Tourist Visiting Decisions at Culinary Tourism Destinations in Yogyakarta

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**Abstract:** Tourist's visit is influenced by many factors in supporting the creation of a decision, including visiting culinary attractions. The purposes of this study are to determine the factors that influence the decision of tourists to visit culinary tourism destinations and to find the most dominant factors that influence the tourist's visit decision. This study uses quantitative-based data by using survey research methods. The research locations are in 3 locations, including Malioboro Terrace 1 and 2, Yogyakarta Palace Complex, and the street vendor center on Jalan Mangkubumi Yogyakarta. This study was conducted for 2 months (February-March 2022). The data collection technique used in this study was questionnaire which were addressed to 100 tourists who were selected randomly. The results of the study provide an illustration that the product, price, promotion, and location factors significantly have an influence on the decision to visit tourists. This study shows that the product factor is the most dominant factor that has an influence on the tourists' decision to visit. The main implication of this research could be an opportunity to improve culinary tourism products to increase tourist visits.

**Keywords:** culinary tourism; factors; influence; tourists' visit decisions

### INTRODUCTION/RESEARCH BACKGROUND

The development of the tourism sector displays linkages with other sectors such as retail, fashion, hospitality, culinary, culture and transportation (Dwyer and Forsyth in Mangifera et al, 2018: 19). One of the sectors that is currently trending nowadays is culinary tourism. Culinary tourism is a strong attraction to improve the welfare of local residents. According to Kivela & Crofts in Wijayanti (2020: 76) it is explained that spending on food reaches one third of the total expenditure on tourism travel itself, where local food is a major component in tourism activities and the tourism industry. The tourism industry that is currently on the rise is in the culinary or tourism sector related to the provision of food and beverages. According to Besra in Mangifera et al (2018: 19) states that culinary tourism is an alternative in supporting the potential for natural tourism, cultural tourism, historical tourism and marine tourism. Therefore, culinary is one part of a tourist trip. Wardiyanta (2020: 4312) also said that when it comes to spending on tourists in tourist destinations, food is one of the main components. The need for food can be said to be a basic need other than having fun at a destination. One area which is famous for tourism and continues to grow is the city of Yogyakarta. The city of Yogyakarta has enormous tourism potential, namely apart from being a place for cultural,

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shopping and nature tourism, the city of Yogyakarta is also known as a place for culinary tourism. The city of Yogyakarta has culinary centers or centers, namely Jalan Mangkubumi, Teras Malioboro 1 and 2, as well as the Yogyakarta Palace Complex which includes North Square and South Square. In particular, this study looks at the effect of product, price, promotion and location on visiting tourists at Culinary Tourism Destinations in Yogyakarta City. The researchers' decision see that the bustling culinary sector in the center of Yogyakarta City is influenced by location factors and the products offered, but in marketing theory there are other factors, namely price and promotion that can influence someone to visit or buy a product (Rangkuti, 2009: 22).

## REVIEW OF RELATED LITERATURE

### Culinary Tour

Culinary is a part of life that is closely related to the consumption of food in daily life. According to Soebyanto et al (2018: 4) culinary tourism is an activity related to the experience of trying unique or different and always memorable food that is often enjoyed on every trip, but we can also become culinary tourists at home. Meanwhile, according to Nugroho (2020: 54), *Voyages Cullinaires* (France) or *Culinary Journey* (UK) or *Culinary Tourism*, namely travel related to culinary. According to the International Culinary Tourism Association (ICTA), culinary tourism is eating and drinking activities carried out by every tourist who travels. In contrast to other tourism products such as marine tourism, cultural tourism, and nature tourism which can be sold as the main tourism product, culinary tourism is usually sold as a supporting tourism product.

### Factors Influencing Visiting Decisions

Pitana and Gayatri in Kristiutami (2015: 81) explained that the decision in choosing a tourist destination is basically a purchase decision. The purchase decision includes spending money for travel satisfaction. Meanwhile, according to Freddy Rangkuti (2009: 97) there are internal factors that can influence tourists or consumers in making purchasing decisions, namely; product, price, promotion, and location.

## RESEARCH METHOD

This research is a type of quantitative research. The data were collected by observation and distributing questionnaires. The observation started from February to March 2022. Therefore, the population in this study were all tourists who visit Yogyakarta City Culinary Tourism Destinations which include Mangkubumi Street, Malioboro Terrace 1 and 2, and the Yogyakarta Kraton Complex. The primary data were obtained through direct field observations and questionnaires distributed to the respondents. The researchers used accidental sampling because the population is not clearly known. Meanwhile, the secondary data used were literature study as a theoretical basis that the researchers cites for this research. In this study, the independent variables (independent) include product (X1), price (X2), promotion (X3), and location (X4). While the dependent variable (the dependent variable) is the decision to visit tourists (Y)

Table 1. Operational Distribution and Research Conceptual  
 Source: The authors Analysis, 2022

| <b>X Variable</b> | <b>Indicators</b>                                                                                                                                                                                                                      |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product (X1)      | a. Quality of raw materials used (quality and reliability)<br>b. Good taste (performance and fit)<br>c. Attractive appearance (aesthetics)<br>d. Cleanliness in serving food and drinks (service and durability)                       |
| Price (X2)        | a. Price affordability<br>b. Price match with product quality<br>c. Price competitiveness<br>d. Price match with benefits                                                                                                              |
| Promotion (X3)    | a. Advertisement<br>b. Sales promotion<br>c. Public relation<br>d. Direct marketing                                                                                                                                                    |
| Location (X4)     | a. Ease of getting to the location (access and visibility)<br>b. Proximity to the center of the crowd (traffic)<br>c. Availability of a large parking area (parking lot)<br>d. Comfortable environment while on location (environment) |
| <b>Y Variable</b> | <b>Indicators</b>                                                                                                                                                                                                                      |
| Decision Visiting | a. Motivation<br>b. Personality<br>c. Perception                                                                                                                                                                                       |
| Tourist (Y)       | d. Consumer Learning<br>e. Attitude                                                                                                                                                                                                    |

In this study there are 2 (two) hypotheses to be tested:

Ha1: It is suspected that product, price, promotion, location factors give influence to the tourists' visiting decision at Culinary Tourism Destinations in Yogyakarta City.

Ha2: It is suspected that the product factor has the most dominant influence on the tourists' visiting decision at Culinary Tourism Destinations in Yogyakarta City.

## **RESULT AND DISCUSSION**

### **Description of Research Object.**

The city of Yogyakarta has a crowded tourists' culinary center, including in Jalan Mangkubumi, Teras Malioboro 1 and 2, and the Yogyakarta Palace Complex. The most visited culinary tourism destination on Jalan Mangkubumi is Angkringan Kopi Joss Pak Agus, which is located close to Tugu Yogyakarta station and Jalan Malioboro.



Figure 1. Angkringan Kopi Joss Pak Agus  
Source: Wawayasaruna.com (2019)

Malioboro Terrace is a new location for Malioboro street vendors and is divided into two namely Teras Malioboro 1 and Teras Malioboro 2. Teras Malioboro 1 is located in Indra Cinema Building or the opposite of Beringharjo Market. Meanwhile, Malioboro Terrace 2 is located in the north of the DIY DPRD Office.



Figure 2. Malioboro Terrace 1  
Source: Timesindonesia.co.id, 2022



Figure 3. Malioboro Terrace 2  
Source: jogjapolitan.harianjogja.com, 2022

At Yogyakarta Palace Complex, especially in the North Square, there is a culinary tourist spot that is most visited by people called Yogyakarta Lawas Hall. Pendopo Lawas is an angkringan which its building is quite wide. It consists of two pavilion buildings and an outdoor area using a modern joglo building. Below is the figure of it.



Figure 4. Pendopo Lawas Yogyakarta  
Source: Niagatour.com, 2019

### Characteristics of Respondents

Based on Figure 5 below, it can be seen that tourists from outside the city of Yogyakarta are 81% while tourists within the city of Yogyakarta are 19%. The data shows that there are more tourists who visit from outside the region, because they want to try and enjoy culinary tourism in the city of Yogyakarta. The results of this test also prove that the city of Yogyakarta is still the main tourist destination choice for domestic tourists.

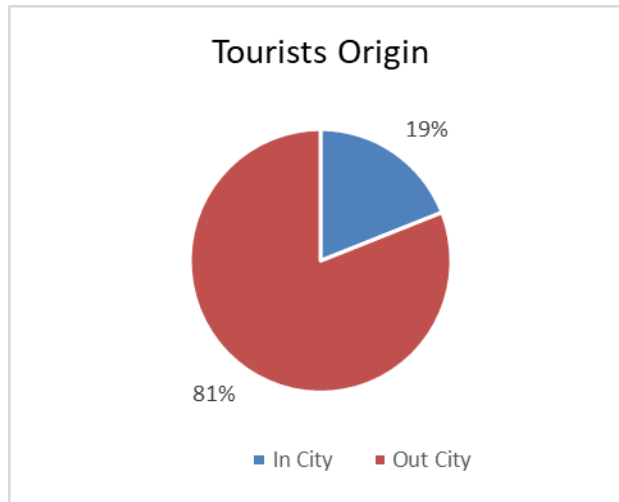


Figure 5. Tourists Origin Diagram  
 Source: Researchers Analysis, 2022

According to the age range in figure 6 below, it is known that aged of the tourists are ranging from 20-25 years have a frequency of 82%, then those aged <20 years have a frequency of 14%, while those aged over 30 years are 3%, and those who visit the least are tourists with the age of 26-30 years as much as 1%. This shows that many young tourists want to try and enjoy culinary tourism in the city of Yogyakarta with their group friends because the current trend of traveling has changed from mass tourism to private small groups.

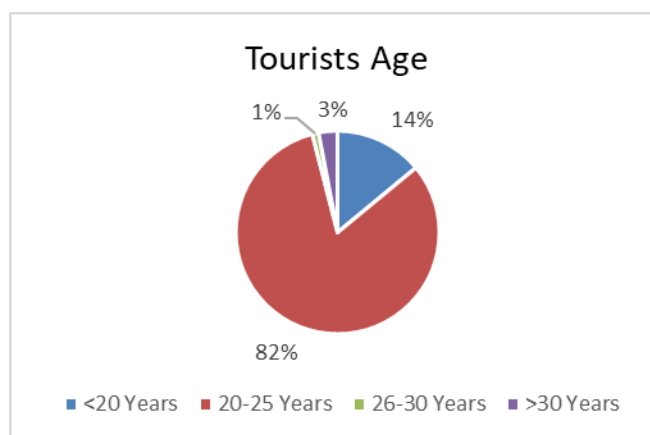


Figure 6. Tourists Age Chart  
 Source: Researchers Analysis, 2022

From the demographic data illustrated in figure 8 below, it shows that the majority of visiting tourists are dominated by women compared to men, because women like to follow the latest

trends and hang out with friends in their group and share moments on social media that can affect other people. The illustration can be seen in the chart below:

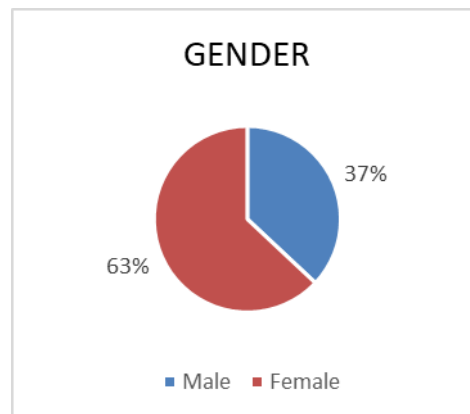


Figure 8. Travelers' Gender Chart  
 Source: Researchers Analysis, 2022

### Multiple Linear Regression Test

The results shown in table 2 below describe the constant value from the research results of 5,299 indicating a positive value, this explains that although there are no product, price, promotion and location variables, the magnitude of the culinary tourism level is 5,299. The regression coefficient value for the product variable (X1) of 0.233 indicates a positive value, this explains that if the product variable increases by one point, the level of culinary tourism increases by 0.233. The regression coefficient value for the price variable (X2) of 0.130 indicates a positive value, this explains that if the price variable increases by one point, the level of culinary tourism increases by 0.130. The regression coefficient value for the promotion variable (X3) of 0.063 indicates a positive value, this explains that if the promotion variable increases by one point, the level of culinary tourism increases by 0.063. The regression coefficient value for the Location variable (X4) of 0.450 indicates a positive value, this explains that if the location variable increases by one point, the level of culinary tourism increases by 0.450. There is a positive influence shown in the results of this study, meaning that the product, price, promotion, and location variables with the decision to visit tourists show a unidirectional influence, so that as the product, price, promotion, and location variables increase, the number of tourist visits will increase.

Table 2. Multiple Linear Regression Test Results

|       |            | Coefficients <sup>a</sup>   |            |                           |       |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
| Model |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 5.299                       | 1.527      |                           | 3.470 | .001 |
|       | PRODUCT    | .233                        | .136       | .187                      | 1.713 | .090 |

|           |      |      |      |       |      |
|-----------|------|------|------|-------|------|
| PRICE     | .130 | .105 | .133 | 1.244 | .217 |
| PROMOTION | .063 | .052 | .115 | 1.223 | .224 |
| LOCATION  | .450 | .119 | .363 | 3.786 | .000 |

a. Dependent Variable: VISITING DECISION

### Simultaneous Test (F Test)

Based on the results below, it is known that the significant value for the factors that influence the decision to visit tourists is  $0.000 < 0.05$ , and the calculated F value is  $16,793 > 2.47$ . The results of the above test can be concluded that the variables of product, price, promotion, and location have a simultaneous effect on the decision variable to visit tourists. The results of the f test above prove that  $H_{a1}$  which reads "it is suspected that product, price, promotion, location factors together influence the decision to visit tourists in Yogyakarta City Culinary Tourism Destinations" is accepted.

Table 3. F Test Result (Simultaneous)

|       |            | ANOVA <sup>a</sup> |       |             |        |                   |
|-------|------------|--------------------|-------|-------------|--------|-------------------|
| Model |            | Sum Squares        | of df | Mean Square | F      | Sig.              |
| 1     | Regression | 183.061            | 4     | 45.765      | 16.793 | .000 <sup>b</sup> |
|       | Residual   | 258.899            | 95    | 2.725       |        |                   |
|       | Total      | 441.960            | 99    |             |        |                   |

a. Dependent Variable: VISITING DECISION

b. Predictors: (Constant), LOCATION, PROMOTION, PRICE, PRODUCT

### Partial Test (T Test)

Based on table 4, the product factor has a Tcount value of 1.713, then  $1.713 < 1.985$  with a significant value of  $0.090 > 0.05$ . Based on the figures below, it can be seen that the product has no significant effect on the decision of tourists visiting. The price factor has a Tcount value of 1.244, then  $1.244 < 1.985$  with a significant value of  $0.217 > 0.05$ . Based on the figures below, it can be seen that the price has no effect on the visiting tourists' decision. The promotion factor has a Tcount of 1.223, then  $1.223 < 1.985$  with a significant value of  $0.224 > 0.05$ . Referring to the figure below, it can be seen that promotion does not affect the decision to visit tourists. The location factor has a Tcount of 3.786, so  $3.786 > 1.985$  with a significant value of  $0.000 < 0.05$ . According to the figure below, it can be seen that the location has a significant effect on the decision to visit tourists. From the analysis of product, price, promotion, and location factors that have an influence on the decision to visit tourists, it is location. This is because the location has a significant value of  $0.000 < 0.05$  at the 95% confidence level. In addition, the location has a Beta value of 0.363. Based on these results,  $H_{a2}$  which reads "It is suspected that the most dominant product factor influences the decision

to visit tourists in Yogyakarta City Culinary Tourism Destinations" is rejected.

Table 4. T Test Result (Partial)

| Model |            | Coefficients                |            |                           |       |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|       |            | B                           | Std. Error | Beta                      | t     | Sig. |
| 1     | (Constant) | 5.299                       | 1.527      |                           | 3.470 | .001 |
|       | PRODUCT    | .233                        | .136       | .187                      | 1.713 | .090 |
|       | PRICE      | .130                        | .105       | .133                      | 1.244 | .217 |
|       | PROMOTION  | .063                        | .052       | .115                      | 1.223 | .224 |
|       | LOCATION   | .450                        | .119       | .363                      | 3.786 | .000 |

a. Dependent Variable: VISITING DECISION

### Coefficient of Determination Test (R<sup>2</sup>)

Based on table 5, it is known that the coefficient of determination (R<sup>2</sup>) is 0.390, the number is equal to 39%. The results of this test indicate that the decision to visit tourists is influenced by factors of product, price, promotion and location by 39%, while the remaining 61% is explained by other factors not examined in this study.

Table 5. Coefficient of Determination 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. Change |
| 1             | .644 <sup>a</sup> | .414     | .390              | 1.651                      | .414              | 16.793   | 4   | 95  | .000        |

a. Predictors: (Constant), LOCATION, PROMOTION, PRICE, PRODUCT

### Effect of Simultaneous Product, Price, Promotion, Location on Tourist Visiting Decisions in Yogyakarta City Culinary Tourism Destinations

The results of the analysis of the F test that have been carried out have obtained an F count of 16,793 > Ftable 2.47 with a significant level of 0.000 < 0.05. Based on this value, it can be concluded that product, price, promotion, and location have a simultaneous effect on the decision variable to visit tourists. The results of the F test prove that H<sub>a1</sub> which reads "it is

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suspected that the factors of product, price, promotion, location together influence the decision to visit tourists in Yogyakarta City Culinary Tourism Destinations" are accepted. The coefficient of determination that has been analyzed has a value of 0.390, the number is equal to 39%. Researchers assume that the correlation between variables is moderate because location factors play an important role in the tourists' decision to visit when visiting Culinary Tourism Destinations in Yogyakarta City. The results of this test indicate that the tourists' visit decision is influenced by some factors such as product, price, promotion, and location by 39%, while the remaining 61% is explained by other factors not examined in this study.

### **The Most Dominant Variables Affecting Tourist Visiting Decisions**

The results of the partial test (t test) show that the significant value with a p value of 0.000 is much smaller than alpha ( $0.000 < 0.05$ ). The location has a Beta value of 0.363 which is greater than the product's Beta value of 0.187, the Beta value of the price is 0.133, the promotional Beta value is 0.115, thus  $H_0$  is rejected and it can be concluded that the location has more dominant influence on the tourists' visiting decision with a positive relationship pattern.

### **CONCLUSION**

It can be summed up that product, price, promotion and location factors had a significant effect on the tourists' decision to visit Yogyakarta City Culinary Tourism Destinations. The Coefficient of Determination Test shows that the tourists' decision to visit Yogyakarta is influenced by these four factors by 0.390 or 39%, while the remaining 61% is explained by other factors not examined in this study. The promotion factor is the most dominant factor influencing the tourists' decision to visit Yogyakarta City Culinary Tourism Destinations.

Based on the research results, the suggestions are given as follows: Culinary tourism businessmen are expected to pay more attention to product quality, price affordability, and expand promotional media to attract more tourists to visit culinary tourism destinations in Yogyakarta; It is recommended to Yogyakarta City government to consistently provide and support through media promotion assistance, regulation of food pricing, and materials to develop product quality through training for culinary tourism businessmen in Yogyakarta.

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