

Investigating Food Consumption Values: A Case of Culinary Destinations in Indonesia

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Investigating Food Consumption Values: A Case of Culinary Destinations in Indonesia

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ABSTRACT: Tourism has become one of the most contributing source of income in Indonesia. Due to the Corona virus disease 19, Indonesia has decided to focus on domestic tourists. Local food has become an attraction and consideration for tourists to visit a destination. In order to attract domestic tourists to visit a tourist destination, it is important to understand what they value in consuming local food. This study investigated the local consumption food value comprising of functional, emotional, prestige, interaction and epistemic values based on gender, age group and three culinary destinations, namely: Jogjakarta, Solo and Semarang. This study included 462 respondents who had eaten local food in one of three culinary destinations. Several analyses were used in the study: the descriptive statistics analysis and then the comparative analysis using independent sample T-test and one-way analysis of variance (ANOVA) to determine the statistical significance of the differences between gender, age group and culinary destinations. The findings of the study showed that There were significant differences based on gender, age group and culinary destinations.

1 INTRODUCTION

Tourism is one of the most profitable sources of income for a country. The tourism in Indonesia is a very important source of foreign exchange earnings. The tourism sector's contribution to the country's foreign exchange in 2019 has reached 280 trillion rupiahs and at the same time contributed 5.5 percent of the national gross domestic product [1]. Tourists come to a tourist destination for a variety of reasons, one of which is to enjoy and experience the local food. The local food in one tourist destination might inspire the establishment of new and exciting activities when tourists visit a tourist destination [2]. It can be seen from the enthusiasm and willingness of tourists in general to taste local food from a tourist destination they have visited. Even more and more tourists are interested in going on special journeys to experience the local food of a tourist destination [3].

Food becomes a basic necessity that is thought to be significant in determining one's trip experience. It is hardly surprising that an increasing number of individuals want to travel to one destination merely to experience and taste its local food. The expansion of infrastructure in Indonesia, particularly the construction of toll highways, has made travelling from one place to another easier and faster, increasing people's desire to travel. Traveling and vacationing are made more memorable and delightful by the thrill of discovering and tasting the unique and distinctive local food.

Local food is an important component of a tourist destination's overall tourist experience [4]. Even tourist perceptions of destinations visited will also be influenced by travelers' perceptions of those destinations [2]. The greater a tourist's perception of a local food in one destination, the better their perception of the destination as a whole. Tourists will be attracted to visit a tourist destination when there are various activities to explore the destination such as walking, tasting

local food, shopping or playing games [5]. In particular, tourists who are willing or knowledgeable about the local food may find a tourist destination more appealing to visit as a result of the attractiveness of its local food [2].

Several studies on culinary tourism have been completed in various contexts in nations throughout the world, but few have conducted research or examined local food consumption value that makes tourists interested in local food in a tourist destination in Indonesia. Previous research has shown that there is a strong correlation between the local food in a destination and the attractiveness of a tourist destination. For tourists, the main attraction of a tourist destination is the local food. Tourists are interested in visiting a tourist destination because they want to taste the local food at the destination visited [6][7].

Local food can be a unique selling point for a destination. Tourism activities such as eating local food can have a significant impact on how tourists perceive a destination. Tourists who wish to experience local food frequently find a tourist destination more appealing to visit due to its culinary tourism appeal. Indonesia has several culinary destinations which are popular due to the fact that the local food is very appealing. The Indonesian Ministry of Tourism selected five culinary destinations, namely Bali, Bandung, Joglosemar (Jogjakarta, Solo, dan Semarang) [8].

Currently, the tourism industry in Indonesia, as well as in other countries affected by the Corona Virus Disease 2019 (Covid-19) pandemic has taken a huge hit due to the global concerns about the widespread transmission and spread of the Covid-19 virus. The entry of Covid-19 transmission in Indonesia first occurred in February 2020, and since then tourism in Indonesia has been on the decline, reaching its lowest point in the country's history of tourism growth [9]. However, the government is currently preparing Indonesian tourism to enter a new normal [10]. The Ministry of Tourism and Creative Economy chose a strategy to focus on domestic tourists in this situation [11]. Therefore, this research will be more directed at domestic tourists, with a concentration on three of Indonesia's five culinary destinations: Joglosemar (Jogjakarta, Solo dan Semarang).

In this research, the local food consumption value was investigated to see what domestic tourists considered when taking a culinary tour in a tourist destination. When a tourist visits a tourist destination and engages in culinary tourism, he or she considers a number of consumption values. First and foremost, there is functional value, which refers to the taste, price, and health value of the local food consumed [12][13][14]. Then there is emotional value, which is the pleasure and contentment that comes with eating local food [15]. Furthermore, the social image of eating at particular local food restaurants is referred to as prestige value [16][17][18]. Further, interaction value refers to the social interaction experienced when eating [19][20]. Also, there is epistemic value related to the appreciation of local culture by consuming the local food [21][17][2]. In this case, any tourist destination visited by tourists would cause certain consumption value consideration in the minds of tourists, particularly in the three tourist destinations examined in this research. Therefore, this study was investigating the consumption value of domestic tourist when doing culinary tours in the three tourist destinations, namely: Jogjakarta, Solo and Semarang.

2 LITERATURE REVIEW

2.1 Culinary Tourism

Culinary tourism is a form of tourism in which visitors organize a trip either partially or entirely to taste the local food or participate in food-related activities [22]. Culinary tourism, which offers high-quality local products, has grown in popularity as a result of the role of food in destination selection and tourist consumption. [23]. In addition, tourists who enjoy these culinary activities will also engage in other tourism activities such as visiting historical sites and participating in outdoor activities, all of which contribute to the local economy [24].

2.2 Culinary Destination: Jogjakarta

Jogjakarta is a popular tourist destination for both domestic and international tourists, and it is located in the province of Central Java. This is due to Jogjakarta's rich cultural traditions, many of which are intertwined with those of the Sultan's Jogjakarta palace. The Sultan serves in the same capacity as the governor in the administration of Jogjakarta.

Tourists visiting Jogjakarta have the opportunity to be able to learn cultural arts, such as learning batik art and Javanese dance, as well as watching cultural performances like Ramayana ballet and wayang kulit. In addition, historical landmarks such as Borobudur and Prambanan temples are also available in Jogjakarta. Traditional types of transportation, such as becak and delman, can also be rented to go around Jogjakarta, especially in the districts of Jogjakarta and Malioboro squares. [25][26]

In addition to cultural tourism, Jogjakarta also offers gastronomic tours which are very attractive to tourists. Jogjakarta is known as the "City of Gudeg" because gudeg is one of the typical culinary delights of Jogjakarta. Gudeg is commonly found in various locations in Jogjakarta. There are numerous angkringan that sell gudeg at affordable prices and with real authentic taste. Besides gudeg, sate Klathak is a traditional Pleret Bantul goat satay. Only salt and pepper are used to season this satay, which is skewered with an iron skewer. This satay is usually accompanied by a savoury curry. Next, there is the Mangut catfish, a traditional Jogjakarta delicacy. Catfish cooked in a spicy coconut milk sauce is known as Mangut Catfish. Besides sate klathak, mie letek is also a legendary culinary specialty in Bantul, Jogjakarta. This hue of this noodle is called letek because it is not as bright as other noodles in general. These noodles are cooked with Javanese spices, known as Javanese noodles. Soto bathok is another distinctive Jogjakarta culinary. Its soup is unique because it is served in a coconut shell, so it is called soto bathok. [25][26]

2.3 Culinary Destination: Solo

Solo is the next tourist destination that is the focus of this research. The city of Solo is also known as Surakarta. The name Surakarta is derived from two Javanese words: Sura, which means 'Courage', and Karta, which means 'Prosperous'. Giving the name of 'Surakarta' is expected to make Surakarta a place where people always dare to strive for the good and prosperity of the country and nation. Solo City, with a total area of 44 square kilometers, is one of the cities in Central Java. The slogan of the city of Solo is "berseri", which stands for bersih (clean), sehat (healthy), rapi and indah (neat and beautiful). Furthermore, Solo City has a tourism slogan: "The Spirit of Java". It is hoped that Solo City would become the cultural epicenter of Java. [27]

Besides being one of the iconic tourist destinations in Central Java, Solo City offers traditional culinary tours with a variety of traditional Solo culinary delights. One of the culinary delights of Solo City that can be introduced is: "Cabuk Rambak". Derived from the words "cabuk" (white sesame sauce) and 'rambak' (calf/ cow or buffalo skin crackers). Cabuk rambak is a dish made up of thinly cut 'ketupat' which are then dipped in sesame sauce and accompanied by many pieces of karak and served with rambak. Karak is crackers made from rice. Cabuk rambak is presented on a banana leaf enjoyed it using a stick. The next original Solo culinary is Nasi Liwet. Nasi Liwet has a savoury taste because the rice is cooked with chicken broth. Nasi Liwet is a dish consisting of savoury rice, chicken, chayote vegetables, boiled chicken eggs, and kumut. Kumut is coconut milk that is rich and creamy. Nasi Liwet is traditionally served on a pincuk made of banana leaves. One of the traditional Solo drinks is Wedang Angsle. Wedang Angsle is a classic Solo beverage, containing white sticky rice, pieces of jelly and white bread slices and served with warm coconut milk. Besides wedang Angsle, wedang Dongo is a warm drink that originated as a royal drink in Solo. Wedang Dongo is a warm-up drink made with ginger, lemongrass leaves, palm sugar, kolang-kaling and peanuts. [28]

2.4 Culinary Destination: Semarang

Semarang is the capital of Central Java province and the fifth largest metropolitan city in Indonesia. Semarang is known by several names such as: *Kota Atlas*, *Kota Lumpia*, *Kota Jamu*, the Venice of Java, the port of Java, Semarang the Charm of Asia. In addition, Semarang city also has a jargon as a *variety of culture* because of its ethnic mix. Therefore, Semarang is known as a multi-ethnic city. The majority of the population of Semarang city are Javanese origin, with a small percentage of Chinese, Indians, and Arab ethnics. Semarang has a diverse culture, tourism, historical heritage sites dispersed across the city, as well as Semarang's culinary tourism. Semarang city is an attractive tourist destination in Central Java, in addition to being a trading hub for commodities and services. *Lawang Sewu*, *Sam Poo Kong* temple, *Blenduk* church, *Watugong* Buddhist monastery, Central Java Grand Mosque and *Semawis* market are some of Semarang city's most popular tourist attractions. [29]

Some interesting Semarang city culinary tours are: *Tahu gimbal*. It is made from fried tofu, vegetables, *bakwan* prawns (meatball prawns) and rice cake served with peanut sauce. Chicken rice, other than *Tahu gimbal*, is a Semarang city delicacy that is popular due to its delectable taste. Chicken rice is made with savoury rice, shredded chicken, *opor*, and chayote vegetables, and it is served in a banana leaf *pincuk*. *Wingko babat* is a typical Semarang city snack. *Wingko babat* is a sweet and savoury dish made from glutinous rice flour, sugar, grated coconut, eggs, and margarine. Another famous Semarang city dessert is *Pisang plenet*. The name *Pisang plenet* comes from the production technique, which involves pressing the bananas flat and then baking them. *Pisang plenet* comes with a variety of "toppings" ranging from chocolate sprinkles, jam, to shredded cheese. [30] From a geographical standpoint, Jogjakarta, Solo, and Semarang all belong to the same province, Central Java. Despite their proximity and similarities in terms of customs and culture in each city, including the culinary delights they offer, each tourist destination has its own unique traits and attractions that set it apart from the others.

3 MATERIAL & METHODOLOGY

This study conducted a survey to determine how the tourists perceive the local food consumption value. The data was gathered from three cities that the government has designated as culinary destinations. This survey included 462 respondents who had eaten local food in one of three culinary destinations in the previous two years (161 respondents in Jogjakarta, 150 respondents in Solo, and 151 respondents in Semarang). The questionnaire was written in Indonesian because the study's target population was Indonesian domestic adult tourists. The first section of the survey asked the respondents to answer questions about their socio-demographic profile and travel behaviors. The following section uses Chloe & Kim (2018)'s aspects of consumption value to investigate their perceptions of local food consumption value. The measurement of Consumption value consists of 11 statements of Function value, 6 statements of Emotion value, 4 statements of prestige value, 2 statements of interaction value, and 6 statements of epistemic value. A pilot research with 30 respondents revealed that all indicators are valid and reliable. The data collection was conducted online due to the covid-19 pandemic condition. The SPSS software was used to examine the acquired data. Several analyses were used: first, descriptive statistics were performed to obtain the profile of the respondents, the travel behavior and their perception of the local food consumption value; second, a comparison analysis using independent sample T-test and one-way analysis of variance (ANOVA) was performed to determine the statistical significance of the differences between gender, age group and culinary destinations (Jogjakarta, Solo, Semarang).

4 RESULTS & DISCUSSION

4.1 Results

Table 1 shows the demographic characteristics of the respondents. Women and those under the age of 36 made up the majority of the respondents. The vast majority were students from East Java, with a monthly income of less than 10.000.000 Rupiahs.

Table 1. Respondent profiles

Variables	Description	Frequency	%
Gender	Male	196	42%
	Female	266	58%
Age	17-25 years old	274	59%
	26-35 years old	82	18%
	36-45 years old	33	7%
	46-55 years old	53	11%
	Above 55 years old	20	4%
Education	High School	5	1%
	Senior High School	184	40%
	Diploma	24	5%
	Bachelor	227	49%
	Master	22	5%
Occupation	Student	224	48%
	House wife	18	4%
	Employee	84	18%
	Entrepreneurs/self employed	96	21%
	Professional	34	7%
	Retired	2	0%
	Others	4	1%
Average income in a month	Less than Rp. 3.000.000	186	40%
	Rp. 3.000.000 – Rp. 4.999.999	91	20%
	Rp. 5.000.000 – Rp. 9.999.999	66	14%
	Rp. 10.000.000 – Rp. 14.999.999	44	10%
	Rp. 15.000.000 – Rp. 20.000.000	22	5%
	More than Rp. 20.000.000	53	11%
Place of Resident	West Java	51	11%
	Central Java	80	17%
	East Java	257	56%
	Papua	1	0%
	Kalimantan	33	7%
	Sulawesi	12	3%
	Sumatra	4	1%
	Bali/nusa tenggara	20	4%
Travel Purpose	Overseas	4	1%
	Leisure	277	60%
	business	51	11%
	visiting family/relatives	97	21%
Frequency of Visit in the last two years	Others	36	8%
	Once	250	54%
	2-4 times	139	30%
	5-7 times	32	7%
	8-10 times	6	1%
	More than ten times	35	8%

In the recent two years, most of the respondents visited the culinary destinations (Jogjakarta, Solo and Semarang) for leisure purpose once to four times. After the pandemic, the frequency of the visit may be higher.

The description of domestic tourists' perceptions on the local food consumption value is shown in the table 2.

Table 2. Local food consumption value description

No	Indicators	Mean	Standard Deviation
1	Local food provides a variety of ingredients	5.92	0.921
2	Local food provides good quality ingredients	5.64	0.957
3	Local food provides appealing flavors	6.02	0.966
4	Local food is tasty	6.2	0.886
5	Local food provides a high standard of quality	5.48	0.985
6	Local food is reasonably priced	6.04	1.043
7	Local food offers value for money	6.05	1.035
8	Local food is hygienic	4.97	1.16
9	Local Food food makes me healthy	4.87	1.196
10	Local food is safe	5.59	1.054
11	Local food provides good nutrition	5.19	1.12
	Functional Value	5.634	
12	Eating Local food makes me feel happy	5.78	1.156
13	Eating Local food gives me pleasure.	5.94	1.051
14	Eating Local food changes my mood positively	5.65	1.138
15	Eating Local food fascinates me	5.8	1.097
16	Eating Local food makes me crave it	5.56	1.33
17	Eating Local food makes me feel excited	5.49	1.187
	Emotional Value	5.703	
18	Eating Local food gives me a chance to show off my local food experiences to others.	5.93	1.065
19	I have higher social status when eating well-known local food	4.53	1.603
20	It is worthwhile to show pictures of my local food experiences to others.	5.1	1.493
21	Eating well-known Local food gives me prestige	4.89	1.476
	Prestige Value	5.113	
22	My friendship or kinship with my travel companion has increased while eating Local food together.	5.09	1.424
23	I can easily interact with the people I travel with, when eating local food	5.08	1.415
	Interaction Value	5.085	
24	I want to seek out more information about the Local food	5.66	1.226
25	I am more curious about the local food.	5.64	1.237
26	Eating local food is a good opportunity for me to learn new things.	5.79	1.041
27	I want to try more diverse local food.	6.12	1.014
28	My knowledge of local culture has increased when I consume local food	5.5	1.287

29	I learn Local dining habits through my Local food experiences (e.g., how to eat the food, how to use utensils).	5.26	1.495
	Epistemic Value	5.662	

The findings revealed that the most significant consumption value acquired from local food by domestic tourists is emotional value, then followed by the epistemic value and functional value. This indicated that eating local food might provide a pleasurable experience. In comparison to other values, the interaction value is perceived the least.

This study also investigates whether there is a different perception of local food consumption value among the Indonesian domestic tourists' socio-demographic group, namely gender, age and differences in each culinary destination. To conduct the tests, the independent t-test results from Table 3 revealed that there were significant differences in consumption value perceptions of local food between males and females. In particular, the mean scores for males are higher than those for females. Therefore, hypothesis 1 (H1) was supported.

Table 3. Differences in perceived consumption value between gender

Gender	N	Mean	Std. Deviation	t-value	Sig
<i>Functional Value</i>					0.03*
Males	196	61.07	7.72	-2.20	
Females	266	62.62	7.36	-2.19	
<i>Emotional Value</i>					0.03*
Males	196	33.52	5.73	-2.17	
Females	266	34.73	6.06	-2.19	
<i>Prestige value</i>					0.04*
Males	196	19.94	4.77	-2.06	
Females	266	20.83	4.41	-2.03	
<i>Interaction Value</i>					0.17
Males	196	9.97	2.71	-1.39	
Females	266	10.32	2.64	-1.38	
<i>Epistemic Value</i>					0.06
Males	196	33.41	5.77	-1.86	
Females	266	34.38	5.36	-1.84	

One-way ANOVA tests were employed to examine differences in perceived consumption value among age groups and culinary destinations, as shown in the table 4. The findings revealed that there were significant differences between age groups and destinations. The differences were found in functional value, emotional value, prestige value and interaction value. Therefore, hypothesis 2 (H2) was supported. The Tukey post hoc test was conducted to explore/ dig deeper into the differences among groups. In comparison to the other age groups, senior citizens above the age of 55 had lower consumption value. In addition, the three tourist destinations have different epistemic value. Tourists eating local food in Jogjakarta perceived higher consumption value compared to tourists consuming local food in Solo and Semarang. Therefore, hypothesis 3 (H3) was supported.

Table 4 Differences in perceived consumption value among age group and destination

Item	Age			Destination		
	Mean Square	F	Sig.	Mean Square	F	Sig.
<i>Functional Value</i>						

Between Groups	217.80	3.92	0.00*	54.18	0.95	0.39
Within Groups	55.54			56.96		
Total						
<i>Emotional Value</i>						
Between Groups	152.19	4.44	0.00*	85.99	2.45	0.09
Within Groups	34.31			35.11		
Total						
<i>Prestige value</i>						
Between Groups	69.32	3.37	0.01*	12.23	1.63	0.20
Within Groups	20.56			7.13		
Total						
<i>Interaction Value</i>						
Between Groups	20.54	2.92	0.02*	146.77	1.72	0.18
Within Groups	7.03			30.30		
Total						
<i>Epistemic Value</i>						
Between Groups	5.33	0.17	0.95	146.77	4.84	0.01*
Within Groups	31.03			30.30		
Total						

4.2 Discussion

The findings of this study showed that the majority of the respondents perceived that consuming local food in Jogjakarta, Solo or Semarang made them happy and delighted. They felt pleased when they could enjoy the local food every time they come and visit Jogjakarta, Solo or Semarang. Besides emotional value that the respondents could gain from consuming the local food, they could also obtain epistemic value where the tourists can satisfy their intention to try more diverse local food in Jogjakarta, Solo or Semarang. Moreover, the tourists could also attain the functional value by enjoying tasty local food with the appealing flavors which was not expensive and offering good value for money. This finding was significant since the previous study demonstrated that tourists were drawn to tourist destinations by local food, particularly authentic local food. Tourist satisfaction would increase as they ate more, told others about the food and destinations, and returned to the destination in the future [37] [38].

This study also revealed that there were significant differences between gender in terms of the functional value, emotional value and prestige value. In this case, females were more concerned in all the three consumption values, namely: functional, emotional and prestige values. Surprisingly, there was no significant difference between males and females in terms of the interaction and epistemic values. This finding was not in accordance with the previous studies which showed significant differences both in the interaction and epistemic values between the two genders [22][23]. The reason was most probably due to the different nationality and cultural background of the respondents. The previous study by [22] involved respondents from South Korea, Spain and United Kingdom. The second reason was due to the fact that the respondents were domestic tourists who were most likely to be quite familiar with the people and cultural background of the destinations.

Furthermore, this study also revealed that there were significant differences between age groups which were found in functional value, emotional value, prestige value and interaction value. This finding confirmed the previous studies that there were significant differences between age groups where the older age group was more concerned about healthy diet but the younger age group was more concerned about the price of food [39]. In accordance to the previous study, this study finding revealed that the older age group above 55 years old had lower food consumption value. It means that the older age group had higher expectation of the consumption value as

compared to the other age groups. This was most probably because the older age group was more concerned about the healthy diet so that they had higher expectation especially on the functional value [39]. Therefore, it is necessary to promote different kinds of local food based on the specific concern of each age group.

Lastly, the study finding also revealed that there was significant difference in the epistemic value between the three destinations where Jogjakarta had the highest epistemic value as compared with the other two destinations, Solo and Semarang. In comparison to Solo and Semarang, Jogjakarta is somehow more popular as a tourist destination. Jogjakarta so far has been the most popular tourist destination in Middle Java. The government has promoted Jogjakarta as a tourist destination long before Solo and Semarang. The two popular temples, Borobudur and Prambanan, the UNESCO world heritage, are also located in Jogjakarta which has made Jogjakarta even more popular as a tourist destination. Moreover, Jogjakarta has been very famous for its typical culinary, Gudeg which also becomes an advantage [31][32]. Therefore, it is of utmost importance to increase the promotional efforts for the tourist destinations and its unique culinary especially for Solo and Semarang.

5 CONCLUSION

This study was intended to investigate the significant differences in the local food consumption values, the functional, emotional, prestige, interaction and epistemic values, as compared between different gender, age groups and tourist destinations; namely: Jogjakarta, Solo and Semarang. The finding of this study revealed that the domestic tourists could gain emotional value in that they experienced pleasurable feeling when enjoying the local food. Besides that, they could also gain epistemic value when they enjoyed the diverse local food. They could also gain functional value in that the local food was tasty and offering good value for money.

Contrary to the previous studies, this study showed significant differences between gender based on functional, emotional and prestige values. In this case, female tourists were higher in all the three values. Moreover, the study also revealed that there was significant difference between age groups based on functional, emotional, prestige and interaction values. It was important to note that the older age group had lower consumption values than the other age groups. Furthermore, there was significant difference between the three destinations based on epistemic value in which Jogjakarta had the highest epistemic value.

Based on the findings of this study, it is recommended that the marketing efforts to be differentiated based on different gender and age groups. For example: when marketing local food to female tourists, it is better to emphasize on describing the food taste and flavour, appealing to the emotion and stressing on the attraction of enjoying local food as well as the good value for money. Moreover, when marketing to the older age group tourists, it is advisable to give emphasize on all values in particular stressing on healthy diet of eating local food. In addition to it, it is advisable for the government to plan and improve more promotional efforts to promote Solo and Semarang as alternate culinary destinations in Middle Java besides Jogjakarta by introducing the uniqueness of the city and its local food.

As this study was focused on Jogjakarta, Solo and Semarang only, it is recommended that future studies to be done to other culinary destinations in Indonesia such as: Bali and Bandung on the local food consumption values to confirm and generalize the findings. Moreover, since this study was limited on domestic tourists, it is recommended for future studies to be conducted on international tourists.

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