

Determining Factors of Tourist Interest in Culinary Tourism in Malang

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Abstract

Malang is one of the cities that is rich in tourism. Many types of tourism are available in Malang, such as nature tourism, religious tourism, artificial tourism, and culinary tourism. Culinary tourism is one type of tourism that has the potential to be developed. This can be seen from exploring the culinary arts in a tourist itinerary which is more desirable than visiting tourist attractions or just shopping. The exploration referred to here is that tourists prefer and even deliberately choose tourist destinations because they are interested in the culinary served. Currently the presence of culinary in Malang is very rapid. One of the culinary products that are very popular with tourists is meatballs. Bakso Kota Cak Man Is a legendary restaurant that provides meatballs. The significant increase in the number of culinary places makes culinary place owners obliged to think about strategies for how their business can survive. Therefore, there is a need for a study that can determine the determinants of tourist interest in culinary tourism in Malang. The purpose of this study was to determine the determinants of tourist interest in culinary tourism in Malang. This research method is a qualitative descriptive method to determine the determinants of tourist interest and to determine culinary tourism in the city of Malang. The results of the study indicate that there are several determinants of tourist interest in culinary tourism in the city of Malang, including tourists who are attracted to the city of Malang because of service, product quality, location and price.

Keywords: Tourist Interest; Culinary Tourism; Malang.

INTRODUCTION

Background

Malang is a city in East Java that is never quiet, many tourists come to Malang, both domestic and foreign tourists. Malang has an area of 3,535 km². Malang has a lot of tourism potential, besides that Malang is also a cold city, various interesting and

unique tourist attractions to visit, ranging from natural tourism, culture, history, culinary tourism and others. In 2019, there were 5,170,523 tourists who came to Malang. This proves that Malang has the power to attract tourists.

Culinary tourism is one type of tourism that has become a new phenomenon in tourism. Culinary business options are very

popular with the public and private entrepreneurs. Stakeholders in the field of culinary tourism continue to synergize in presenting their tourism products, namely hotels, inns, cafes, restaurants, and even restaurants which are also a business choice to run. Culinary tourism itself has now become a strong attraction for some tourists. The purpose of a culinary tour is places that sell food and drinks, in Malang currently there are a number of 1444 restaurants. Along with the rise of the phenomenon of culinary tourism in Malang City, Malang City continues to be optimistic to become one of the cities that makes culinary tourism one of the reliable trademarks.

Travel in tourist destinations cannot be separated from food consumption as long as tourists come to tourist destinations. One of the important parts of traveling is food, because tourists will definitely enjoy the culinary offerings in the city. That's because eating is one of the primary needs of humans, although in its development, the purpose of eating is not only to fill the stomach, but for an experience. In tourist destinations, tourists usually spend a third of the total budget. By exploring and tasting the food sold, tourists will get an experience of food and drink on the spot. Culinary tourism is not only to know and experience other cultures, but also to experience a sense of adventure, adaptability, and openness. In addition to looking for food to meet their primary needs, tourists will look for local specialties. Typical food is generally in the form of traditional food whose existence only exists in tourist destinations. This research needs to be done because culinary tourism in the city of Malang is progressing very rapidly. In addition, local specialties of Malang, especially meatballs are very popular foods in all circles.

The purpose of this study was to determine the determinants of tourist interest in culinary tourism in Malang.

RESEARCH METHODS

The population of this study are consumers or tourists who visit Bakso Kota Cak Man, the selection of culinary places for Bakso Kota Cak Man because Bakso Kota Cak Man is a legendary culinary in Malang. The number of samples taken in this study was 100 respondents This research is a quantitative analytical descriptive, the selection of respondents is non-probability sampling - an accidental research sample of tourists who buy products at Bakso Kota Cak Man. The approach used in this research is descriptive qualitative method with the aim of knowing the determinants of tourist interest. This research was carried out in the Bakso Kota Cak Man, Malang, in March 2021.

RESULT AND DISCUSSION

Malang is one of the tourist destinations in East Java. In addition to its natural beauty, Malang also has interesting cultural and historical heritage. Regional arts and culinary tourism are well known, not only by local tourists but also by foreign tourists. Malang culinary tourism has very good potential. Where the tourists remember Malang with its special food. In Malang, there are many restaurants or restaurants that serve a variety of menus, ranging from special foods, such as meatballs, various processed chicken, soto, and rujak cingur. Besides food, Malang also serves special drinks, such as tahwa, es krim Oen, ronde, etc. Of course the menu that is sold in Malang is served with attractive price variants and facilities, an area to relax and enjoy the fresh air.

A total of 100 respondents, consisting of 37 men and 63 women. They come from several areas, namely Surabaya, Lamongan, Gresik, Mojokerto, Yogyakarta, Solo and Malang. A total of 21% are aged 15-20 years, 29% are aged 21-25

years, 25% are aged 26-30 years, 15% are aged 31-35 years, 4% are aged 36-40 years and 6% are over 40 years old. Professions of respondents consist of 18% students/college students, 10% PNS/BUMN, 23% private employees, 43% entrepreneur and 6% housewives.

Table 1. Services

No	Services	fre-quency	Per-cent-age
1	Not Satisfactory	0	0
2	Less Satisfactory	2	2
3	Satisfying	62	62
4	Very Satisfy	36	36

As can be seen in Table 1, 36% said the service at Bakso Kota Cak Man was very satisfactory, and 62% were satisfactory. This is because buyers can freely choose the meatballs they want.

Table 2. Product Quality

No	Product Quality	fre-quency	Per-cent-age
1	Not good	0	0
2	Less good	1	1
3	Good	31	31
4	Very good	68	68

As can be seen in Table 2, 68% said the quality of the product at Bakso Kota Cak Man was very good, 31% said it was good and 1% said it was not good. This is because buyers can feel the taste of poor meatballs which is delicious and of good quality

Table 3. Location

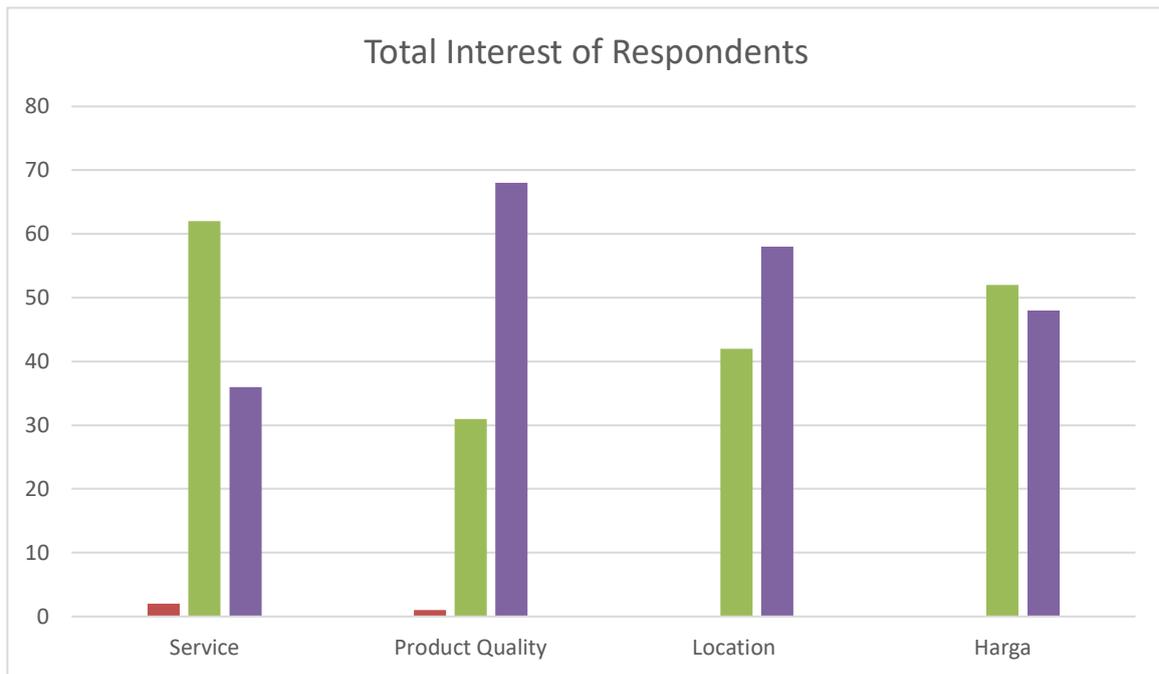
No	Location	fre-quency	Per-cent-age
1	Not strategic	0	0
2	Less strategic	0	0
3	strategic	42	42
4	Very strategic	58	58

As can be seen in Table 3, 58% said the location was Bakso Kota Cak Man very strategic, and 42% said the location was Bakso Kota Cak Man strategic. Location greatly affects a business, if the location is easy to reach, buyers will be happy to come. Location Bakso Kota Cak Man is in the middle of the city, which is easy to reach from anywhere

Table 4. Prices

No	Prices	fre-quency	Per-cent-age
1	Unreachable	0	0
2	Less affordable	0	0
3	affordable	52	52
4	Very affordable	48	48

As can be seen in Table 4, 48% said the price of meatballs in Bakso Kota Cak Man was very affordable, and 52% said the price of meatballs in Bakso Kota Cak Man was affordable. Price greatly affects a business, if the price is in accordance with the income of visitors, then the business we run is liked by buyers.



Based on the data in diagram about the service in Bakso Kota Cak Man, 62% of respondents stated that the service at Bakso Kota Cak Man was satisfactory. In table 2 about the quality of the product in Bakso Kota Cak Man, 68% of respondents said it was very good. In table 3 about the location of the Bakso Kota Cak Man, 58% of respondents stated that it was very strategic. And in table 4 about the price at Bakso Kota Cak Man, 52% of respondents said it was affordable.

As for the results of interviews with a number of tourists who enjoy Meatballs in Cak Man City, they said that Malang meatballs have a distinctive taste, so that it makes us addicted, besides the distinctive taste, the price of poor meatballs is very affordable. The service at is very liked by buyers, because buyers can choose the type of meatballs they want. The product quality invery good, because the meatballs are made from real beef and without preservatives.

CONCLUSION

Based on the data presented above, it can be concluded: (1) The service at Bakso Kota Cak Man is satisfactory, tourists are satisfied with the service in Bakso Kota Cak Man; (2) The quality of the product in Bakso Kota Cak Man is very good, because Bakso Kota Cak Man made from real beef and without preservatives; (3) Location Bakso Kota Cak Man very strategic, because it is located in the middle of Malang City, so tourists can easily go to Bakso Kota Cak Man; (4) Prices of food and drinks in Bakso Kota Cak Man affordable, because prices in Bakso Kota Cak Man can be reached by all people.

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