FACTORS ANALYSIS OF INTEREST IN TRADITIONAL CULINARY TOURISM PRODUCTS IN DEPOK, WEST JAVA

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Abstract
Environmental conditions and the history of an area greatly affect the values that develop in the blood. One of the specific characteristics of a human group is food. This study aims to 1). Analyzing the factors that influence adolescent interest in culinary products. 2) To find out whether the development of culinary products with their services can generate youth interest in culinary products. In conducting this research, the research population is people in Depok with three categories of adolescents, namely 12-15 years = early adolescence, 15-18 years = middle adolescence, and 18-21 years = late adolescence. With a sample of 87 respondents for each category. Traditional food has a fairly good development opportunity, considering that traditional food represents cultural values, beliefs and memories as well as a fairly high exploration value. In addition, the factors of composition of ingredients and composition of complementary spices, food color and food design, suitability of prices with consumer abilities, ease of obtaining food, images of traditional foods related to social and economic status as well as time in processing food and cleanliness are also the concerns of connoisseurs. food. Based on the results of research that the development of culinary products and services is very influential on people's interest in consuming a culinary product. By using factor analysis, these factors are reduced to two variables, namely product variables and service variables. The results of the study stated that partially the product was more dominant in building public interest in consuming culinary products. In connection with the development of traditional culinary products, product and service developers can be the focus of the traditional culinary product development strategy.

Key words:. *Traditional culinary, Interest, Product development*

JEL Classification: *M31.*

I. INTRODUCTION

Environmental conditions and the history of an area greatly affect the values that develop in the blood. One of the specific characteristics of a human group is food. Art culinary is one part of culture, culinary refers to the wealth of varieties of traditional foods, snacks, snacks and snacks that refer to regional identities and certain ethnic groups (Koentjaraningrat, 1996; 103) Proceedings of the International Conference on Tourism and Heritage Management (ICCT 1996), Yokjakarta, Indonesia. There is a lot of diversity in the food consumed as a result of the different environments in which the group lives, the diversity concerns the basic ingredients available, the processes in food processing to the patterns and ways of consuming these foods.

Currently the development of society with the concept of modernization which ultimately encourages people's interest to consume western food so that the consequence is that traditional foods are increasingly being displaced. In the current of modernization, culture, especially for minority communities, is often marginalized and underestimated by some parties. (Sulaiman and Saleh, 2010). According to Loewe Indonesia's psychographic survey (Palupi in Gardjito; 2003) traditional food only touches 20.1% of Indonesian consumers. They are those who live in the village, do not have much desire, are simple with a low socioeconomic level. In other words, the remaining 79.9 tend to consume non-traditional foods. It is quite worrying for the development of traditional culinary, it is feared that the western concept in food can eliminate interest in traditional culinary. Therefore it is necessary to study what factors influence interest in culinary products in general so that it can be used as a reference in developing traditional culinary. In Indonesia, the number of adolescents aged 10 to 24 years has reached around 64 million or 27.6 percent of the total population of Indonesia (www.bkkbn.go.id). As a

marketing target, teenagers are potential targets in culinary development. On the other hand, the large number of teenagers is also a potential target to maintain the sustainability of traditional culinary development. Therefore, teenagers are a suitable segment to be the object of research related to culinary development. Research aims 1). Analyzing the factors that influence adolescent interest in culinary products. 2) To find out the dominant factors that cause teenagers' interest in culinary products. 3) Develop a culinary development strategy model

Culinary Theoretical Study and Culinary Product Development

Culinary is an absorption word from Latin related to kitchen or cooking activities. Harsana (2010) in his research states that literally culinary is a kitchen that is commonly used to refer to something related to cooking or the culinary profession. Culinary refers to the rich variety of traditional foods, snacks, snacks and snacks that refer to regional identities and certain ethnic groups (Koentjaraningrat, 1996; 103) Proceedings of the International Conference on Tourism and Heritage Management (ICCT 1996), Yokjakarta, Indonesia .

In culinary development, the term culinary art is known. Art culinary is a part of culture. Art culinary refers to how to prepare and process a food (Chesser, 1992; 1). Beauty cannot be separated from food, it takes an art in finding raw materials and supporting materials, cooking and serving them. Art is how to use the ability and imagination in creating a beauty both in the natural surroundings and creating a memory that can be shared with others (Tonfoni and Jain, 2003; 1), and Barkun (2005; 13) emphasize that art is the result of creativity and creativity. the result of the human mind in creating something.

With regard to product development, satisfying the needs and desires of consumers is one of the orientations in developing a product. The product is a value and satisfaction that can be provided by the company to its potential customers (McCarthy and Perreauld, 1990; 218). Product development includes modifying existing products in response to opportunities based on identification and emerging trends (Waller, 1996; 1993).

Several studies related to the development of culinary products have been previously developed, among others, Puspitasari (2008) in his research entitled Analysis of Customer Satisfaction and Loyalty at Nasi Bebek Ginyo Restaurant in Jakarta, stated that the dimensions of product quality include tangible, reliability, assurance, responsiveness, empathy dimensions. , food quality, and perceived value. The test results show that the exogenous latent variables tangible, reliability, food quality and perceived value have a significant relationship in forming the satisfaction variable, while the exogenous latent variables assurance, responsiveness, and empathy are not significantly related in forming the satisfaction variable.

Parma (2012) in his research on the formulation of local cuisine development strategies as culinary tourism products in the Regency adopted the restaurant management model by Hsu and Powers by dividing the variables into two points of view, the first is from the supply side, that aspects that need to be considered in developing culinary products are: menu, food production strategy, service, price (pricing), and decoration or environmental atmosphere (decor/ambience/environment). Meanwhile, from the demand side, there are several things that become aspects of consideration or assessment of tourists who will consume local cuisine, namely; Price, taste / aroma, brand, packaging, quality, portion, location, and restaurant facilities. And Budiasa (2011) in his research states that the factors that motivate tourists in choosing food are the suitability of prices with benefits and services, food quality, pleasant atmosphere, exploring curiosity about the culture of the local community and more flexible operating hours.

II. METHOD

This study uses primary data, which is data obtained and collected directly by the researchers by distributing questionnaires to the people of Depok with three categories of adolescents, namely 12-15 years = early adolescence, 15-18 years = middle adolescence, and 18-21 years = late adolescence

While secondary data is obtained by library research researchers who are intended to obtain other important information, basic arrangements, and theoretical basis in order to obtain a framework of thought and theoretical solutions to what is being researched.

The sample used as the object of research or as respondents, 87 people per category, was obtained from visitors to several malls in Depok. Each respondent will be given a questionnaire in which there are questions related to interest in western culinary products. In determining the sampling, the researcher used accidental sampling technique.

Based on the results of the elaboration of several models with variations in the variables they measure, the model that explains the relationship between the factors that influence interest in culinary research that has been studied is 1) Taste. 2) Portions. 3) Cleanliness. 4) Images. 5) Service time. 6) Performance. 7) Price Variables. 8) Distribution Variables. 9) Reference Variables.

The taste factor was measured using indicators of the accuracy of seasoning composition, accuracy in using basic ingredients and timeliness of food presentation. The portion factor is measured using an

indicator of the amount served in serving units and the amount of food served in serving units. The cleanliness factor is measured by indicators of food hygiene, restaurant cleanliness, restaurant employee cleanliness. Image factor is measured using image indicators in choosing food. The service time factor is measured by using an indicator of time in providing food, time in delivering food. Performance factors are measured by indicators of food color, food shape, food aroma and the use of garnish on food. The price factor is measured using an indicator of the suitability of price with quality, the price when compared to other similar foods. The distribution factor can be measured by indicators of the proximity of restaurants/food shops to consumers and the large number of restaurants/shops providing food. And the reference factor can be measured by indicators of the use of public figures, the use of social media, the use of mass media, the use of brochures.

In the preparation of a culinary product development strategy, where the culinary can be classified in the classification of services followed by products (Lovelock. 2004) so that there are two focus variables in marketing culinary products, namely culinary as a product and culinary as a service. Thus, the first hypothesis (H1) can be proposed to test the determinants (determinants), namely ten factors that influence interest in culinary products based on their respective levels of intensity on culinary product development and culinary service development, which can be grouped into product variables and service variables. Factors included in the product variable are taste, portion, image, performance, price, reference. Factors included in the service variable are cleanliness, service time, distribution. Based on the description above and the proposed first hypothesis, a second hypothesis (H2) can be proposed, namely that products and services, either partially or simultaneously, have an effect on interest in culinary products.

In testing the first hypothesis, the research uses factor analysis, where factor analysis is principally used to reduce data and summarize into two, namely related to product development and related to service development. The second hypothesis testing is done through multiple regression analysis. Multiple regression is done by treating the product variable and service variable together as a regressor variable for interest in culinary products. The multiple linear regression equation developed in this study is as follows,

$$Y = \alpha + \beta 1 Prd + \beta 2 Svc + e$$

Y	= Interest in culinary products
β i	= regression coefficient
α	= Costant
Rs	= Product
Prs	= Service
e	= error

Reliability test is used to measure whether the questionnaire is good or not. The reliability of the measurement was tested using the cronbach alpha coefficient (α). Reliability test is used to measure that the instrument is completely free of errors (error) so that consistent results are obtained. A reliable instrument can be used safely because a reliable instrument will be strong, can work well at different times and under different conditions.

Validity test is used to measure that the instrument really measures the construct so that the results of this validity test will be able to obtain measurement items that fall into a certain factor, and other measurement items are included in other factors.

Based on the results of the multiple regression, a series of information will be obtained, namely the value of the betta coefficient for each variable, the t-count value for each variable, the p-val value for each variable, Adjusted R Square, and the F and p-val values in ANOVA. Based on this information, it can be analyzed and tested the significance of the model and the significance of each regressor variable. (Hair, et. all, 1998; Cohen and Cohen, 2002). To test the significance of the respective betta coefficient values and whether or not the regression equation model was obtained, the t-test and F-test were carried out.

III.RESULT AND DISCUSSION

The questionnaire responses from respondents who became the research sample up to a predetermined schedule were 90 people, but 90 questionnaires were distributed, three of which could not be processed further. So that the total number of questionnaires that can be processed is 87 questionnaires.

With a significance of 5% and a two-sided test, all question items have a value greater than the r table, namely 0.211. So that each question item is declared valid. The results of the reliability test on the instruments used in this study are shown in Table 4. All alpha coefficients meet the standard specifications as proposed by Numally, which are greater than 0.6 (DeVellis, 1991). The taste variable has a coefficient = 0.8056; the portion variable has a coefficient of = 0.8394; Cleanliness has a coefficient. = 0.7982; Variable Image has a coefficient. = 0.7704; The service time variable has a coefficient. = 0.8324; The performance variable has a coefficient. = 0.7866; Variable price coefficient. = 0.6940; The distribution variable has a coefficient. = 0.8064 and the reference variable has a coefficient. = 0.7512. From the measurement results of this instrument, the reliability of the measurements used in this study meets internal reliability and is reliable enough to test the research hypothesis.

Table 1. Reliability Measurement Results

Factor	Alpha if item deleted
Teste coef. Alpha = 0,8056	
- accuracy of seasoning composition	0,8316
	0,8283
- accuracy in using basic materials	0,7972
- punctuality of serving food	
Portion coef. alpha = 0.8394	
- the amount presented in servings -	0.7565
	0.7986
- large food served in unit portions.	
Cleanliness coef. alpha = 0.7982	
- food hygiene	0.7248
- restaurant cleanliness	0.7688
	0,7866
- cleanliness of restaurant employees	
Image coef. Alpha = 0,7704	
- Food image.	0,7752
Service time coef. Alpha = 0,8324	0,7752
	0,7703
- time in preparing food	
- time in delivering food..	
Performance coef. Alpha = 0,7866	0.7536
	0,8317
- food color	0,7571
- food shape	0,7759
- food smell	
- use of garnish on food.	
Price coef. Alpha = 0,6940	
- price match with quality	0,6524
	0,6267
- price when compared to other similar foods	
Distribution coef. Alpha = 0,8064	0,7299
- the distance of the restaurant/food store with the consumer	0,7865
- the number of restaurants / shops providing food..	
Reference coef. Alpha = 0,7512	
- public figures	0,7199
- use of social media	0,8091
- use of mass media	0,7374
- use of brochures	0,7348

In processing with factor analysis, by looking at the K-M-O Measure of Sampling Adequacy (MSA) number, there is no factor that has a K-M-O value below 0.5. So that there are no factors that must be reduced in the next process. The numbers in table 5 are factor loading or the correlation between a variable with factor 1 and factor 2.

Table 2. Final results of factor analysis

	Factors of Product	Factors of Service
Flavor	.66347	. -.20562
Portion	.71576	.03865
cleanliness	.19201	.62901
Image	.61775	.15170
Service time	.00260	.63067
Performance	.12003	.00270
Price	.45035	.2187

Distribution Reference	.77788 57416	.04092 . -.16700

Based on the table above, it can be seen that the factors included in the product variables are taste, portion, image, performance, price, reference. While the factors included in the service variable are cleanliness, service time, distribution. The table results show similarities with H1 proposed in the study. Thus H1 is accepted.

The second hypothesis testing is done through multiple regression analysis. Multiple regression is done by treating the product variable and service variable together as a regressor variable for interest in culinary products. Based on the results of the multiple regression, a series of information will be obtained, namely: the value of the betta coefficient for the product variable and the value of the betta coefficient for the service variable, the calculated t value for each variable, Adjusted R Square and the calculated F value. In ANOVA. The results of the multiple regression analysis between interest in culinary products and products and services are shown in Table 6.

Table 3. Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	,959	,182		5,279	,000
Prd	,524	,106	,625	4,937	,000
Svc	,231	,099	,296	2,339	,023

To test the significant of more than two variables through the regression coefficient. From table 4.12, the following multiple linear regression equation is obtained:

$Y = 0.959 + 0.524Prd + 0.231Svc + e$

From these equations it can be explained that:

1. The product and service variable has a positive direction coefficient on the interest in consuming a culinary product.
2. The product coefficient gives a value of 0.524 which means that if the product development is getting better with the assumption that other variables are fixed, the interest in culinary products will increase.
3. The service coefficient gives a value of 0.231 which means that if the service is getting better with the assumption that other variables are fixed, the interest in culinary products will increase.

To find out the effect of variable X on variable Y partially, that is by comparing the calculated t value with the t table value of each independent variable. The calculated t value is obtained from the results of the t test calculation while the t table is obtained from the distribution table at a = 5% with degrees of freedom (

df) n-k-1 or 90-2-1 = 87. Obtained t table of 1,988. From table 6 it can be seen that the results of product testing show a t-count value of 4.397 with a significance level of 0.000. The level of significance is smaller than 0.05. Thus it can mean that the product has an influence on the interest in consuming culinary products. From table 6 it can be seen that the service variable shows a t-count value of 2.339 with a significance level of 0.023. The level of significance is smaller than 0.05, which means that the service has an influence on the interest in consuming culinary products.

Simultaneous/together significance test (F statistic test) resulted in a calculated F value of 119.983. At degrees of freedom 1 (df1) = number of variables – 1 = 3-1 = 2, and degrees of freedom 2 (df2) = nk-1 = 90-2-1 = 87, where n = number of samples, k = number of independent variables , the value of f table at the 0.05 significance level of confidence is 3.11, thus F count = 119.983 > F table = 3.11, the significance level is 0.000. because the probability of significance is much smaller than sig < 0.05, the regression model can be used.

The results of the study found that the relationship between products and services with interest in culinary products was strong (R = 0.899). The coefficient of determination or adjusted R square (R2) is 0.801 or 80.1%. This means that 80.1% of the variation of interest in culinary products can be explained by product and service variables, while the remaining 19.9% is explained by other variables not proposed in this study.

IV. CONCLUSION

The conclusion of the research problem is based on the findings of the problems identified and arranged in the research problem formulation. The results of the findings of this study are to prove and answer these problems which briefly produce a general conclusion to increase public interest in culinary products, namely:

1. Factors included in product variables are taste, portion, image, performance, price, reference. While the factors included in the service variable are cleanliness, service time, distribution

2. The product and service variables have a positive direction coefficient on the interest in consuming a culinary product. It can be seen from the product coefficient value of 0.524 which means that if the product development is getting better with the assumption that other variables remain, the interest in culinary products will increase. The service coefficient gives a value of 0.231 which means that if the service is getting better assuming other variables are fixed, the interest in culinary products will increase.

3. The results of the study show that either partially or jointly, product variables and service variables have a very strong influence on people's interest in consuming culinary products.

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