

The Influence of Traditional Balinese Cuisine Quality on Tourist Interests in Badung Regency

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ABSTRACT

Traditional Balinese cuisine is food that is processed by local people for generations by using a blend of local spices. The cuisines as culinary tourism enrich Balinese culture. The quality of the cuisines in each region specialties also matter as they can attract tourists to visit Bali not only for its natural beauty, but also because of the fascinating and varied culinary delights. Therefore, this study aims to see the effect of the quality of traditional Balinese cuisines on the interest of tourists visiting Badung regency. The data analysis method used is instrument test, descriptive statistics, classical assumption test, multiple linear regression test and hypothesis testing where data collection is done through questionnaires with a total sample of 102 domestic tourist respondents. The sampling technique used purposive accidental sampling through several considerations. The results of this study showed that partially, there was no significant effect of traditional Balinese cuisine on freshness, and presentation variables on visiting interest, while well cooked and variety of food, variables show a significant effect on interest in visiting. Simultaneously, traditional Balinese cuisines has a significant influence on the interest of domestic tourists to visit destinations in Badung Regency.

Keywords: Gastronomy; Balinese Cuisine; Intention to Visit; Traditional Cuisine

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1. Introduction

Badung is the core of Bali's tourism operations, and it has a lot of potentials. When visiting tourist attractions in Badung Regency, it is safe to assume that these visitors will demand dining and drinking facilities to meet their needs.

After weather, accommodations, and scenery, cuisine is one of the motivations for visiting tourist areas (Hu and Ritchie, 1993). The quality of the cuisine itself, such as the freshness of the food, notably the texture, taste, and scent of the food, the presentation in enhancing appetite, hygiene, and a broad menu, are all determining factors in the selection,

as well as reasonable rates (Qin et al, 2009 in Wijaya, 2017:583). In Badung regency destinations, there are several types of cuisine accessible, including western and Asian cuisine such as Chinese, Korean, Japanese, and Indonesian cuisines, as well as traditional Balinese cuisine.

Traditional cuisine is food that is processed from locally produced food using a community-controlled method, resulting in a product whose taste, shape, and eating style are well-known, cherished, and even describe certain community groups (Gardjito, 2015 in Kuntoro, 2015). Traditional Balinese cuisine is one of the most popular among domestic tourists visiting Bali, as seen in table 1.

Table 1. Percentage of Domestic Tourists Visiting Bali by Type of Interested Cultural Attraction

Nu	Types of Cultural Tourism Attractions	Percentage (%)
1.	Traditions/customs	37,2
2.	Regional Art	24,7
3.	Typical food (culinary)	14,5
4.	Architecture	13,5
5.	Spa, Aromatherapy, etc.	6,0
6.	Craft Item	2,1
7.	Relics of History and Antiquity	1,3
8.	Religion/spirituality	0,7
9.	Rural Community Life	0,0
10.	Other	0,0
Total		100,0

Source: Disparda Provinsi Bali 2019

Various types of traditional Balinese cuisine that are currently scattered in various locations in Badung is one of the interests of domestic tourists visiting Bali, and based on the information site page / Trip Advisor, the results obtained review, there are several reviews about the quality of traditional Balinese cuisine from consumers or tourists who travel to tourist destinations in Badung regency (Trip Advisor, 2021).

As a result, this study conducted in order to determine the extent to which traditional Balinese cuisine has an impact on

the interest of visiting domestic tourists in visiting Badung Regency as the center of tourism activities in Bali, so that it can become one of the focuses of tourism development in the future.

2. Methods

This research takes a quantitative approach and employs descriptive statistical tests. Descriptive statistics are statistics that are used to assess data by describing or characterizing the data obtained in order to make it more understandable (Sugiyono, 2016:147) The validity test and the

reliability test are the measuring instruments used in instrument testing to measure the observable phenomena (Sugiyono, 2016:102).

Meanwhile, the classical assumption test, multiple linear regression, and hypothesis testing were utilized for data analysis. The classical assumption test is used to determine whether a divergence from the classical assumption or the multiple linear regression equation is present. The normality test, multicollinearity test, and heteroscedasticity test were used in this work.

The multiple linear regression test is designed to determine the extent to which two or more independent variables (X) influence the dependent variable (Y) (Sugiyono, 2016). The X1 variable, namely the freshness of the food (freshness), the X2 variable, namely the presentation of the food, the X3 variable, namely well cooked food, and the X4 variable, namely the variety of food, were the independent variables in this study, while the Y variable, namely interest in visiting, was the dependent variable.

Hypothesis testing is used to determine if a suggested hypothesis should be rejected or accepted. A hypothesis is a statement about a population that may or may not be true. Several tests were used to test hypotheses, including the t-test (t-test), F-test, and coefficient of determination.

Data was acquired in this study by distributing questionnaires with a four-level Likert scale (RL-L-DL-VDL). Purposive incidental sampling was utilized with particular considerations/criteria in order to determine the object to be researched with certainty, namely: (1) The respondents are domestic visitors who are interested in gastronomy and are visiting tourism spots in Badung area. (2) is not a respondent who is domiciled in Bali; (3) is over 17 years old, at which age the individual can make his own decisions.

According to Hair et al. (1995), the number of representative samples utilized

was determined by multiplying the number of indicators by 5–10. Because the amount of unknown demographics, such as domestic visitors who eat or do not eat traditional Balinese food, is unknown, this method is utilized. In this study, 102 domestic tourists were engaged as samples. The total number of indicators, 17 times 6, is used to calculate the number of samples. Because of the limited time to distribute questionnaires when they went to the field directly, the number of 102 respondents identified in this study was deemed sufficient to represent the opinions of all respondents from domestic visitors who visited tourism places in Badung Regency.

South Kuta, Kuta, and North Kuta sub-districts in Badung regency tourist destinations were sampled. This was done with consideration of small number of visitors during the COVID-19 pandemic, in Badung district and other tourist destinations in Bali.

3. Results and Discussion

3.1 Data Description

This study enlisted the participation of 102 domestic tourists in order to gain a better understanding of the demographics of visitors to Badung regency's tourism attractions. Visitors from the city/region of origin, namely DKI Jakarta, account for the majority of domestic tourists visiting tourism spots in Badung Regency, for 16.67 percent. The gender of the respondents is 52.90 percent female and 47.10 percent male. At the age of 17–26 years, the largest proportion of 58.80 percent is seen in the age categories based on age. With a proportion of 79.40 percent, the main purpose of the highest visit is for a holiday. When visiting tourism spots in Badung district, the most popular response to colleagues visiting domestic visitors is "friends." The longest stay is between 6 and 10 days, followed by 1 to 5 days. Domestic visitors have the most current education,

notably high school, and students are the most common occupation.

Tourists get the most knowledge on traditional cuisine via the internet, which accounts for 51% of all sources. Tourists supplied the most responses during this visit, indicating that they had eaten traditional Balinese food 1-3 times and 4-6 times, respectively. There are 13 lists of names for traditional Balinese foods that

have been enjoyed by tourists, according to 102 respondents, including ayam betutu, babi guling, satay lilit, jaje Bali, nasi jinggo, lawar, nasi campur, mujair nyat-nyat, tipat cantok, bebek betutu, plecing sate babi, and serombotan. Ayam betutu and babi guling are two classic Balinese dishes that are popular among domestic tourists.

Table 2. Validity Test Results

Variable	rCount	rTable	Decision
Freshness (X1)	0,771	0,361	Valid
Presentation (X2)	0,813	0,361	Valid
Well Cooked (X3)	0,891	0,361	Valid
Variety of Food (X4)	0,882	0,361	Valid
Interested Visit (Y)	0,756	0,361	Valid

Source: Processed Data, 2021

1). Validity Test Results

Since the value of rCount > rTable in the table above, the 5 variables in this study are

certified valid. The validity test in this study was carried out using SPSS tools on 30 initial responders.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Decision
Freshness (X1)	0,883	7	Reliable
Presentation (X2)	0,82	4	Reliable
Well Cooked (X3)	0,861	3	Reliable
Variety of Food (X4)	0,924	5	Reliable
Interested Visit (Y)	0,929	12	Reliable

Source: Processed Data, 2021

2) Reliability Test

All variables in this study were pronounced trustworthy since the Cronbach's Alpha value exceeded the

stipulated value of 0.60, based on the results of the reliability test on 4 independent variables and 1 dependent variable.

3) Descriptive Statistical Results

Table 4. Descriptive Statistical Results

Variable	Total Mean	Decision Criteria
Freshness (X1)	3,57	Very High
Presentation (X2)	3,43	Very High
Well Cooked (X3)	3,45	Very High
Variety of Food (X4)	3,52	Very High
Interested Visit (Y)	3,49	Very High

Source: Processed Data, 2021

Based on descriptive statistics, the five factors have an average of 3.26 - 4.00, which is included in the criteria that show these variables are extremely high, therefore it can be assumed that domestic tourists in general highly agree with the assertions included in these variables.

4) Classical Assumption Test Results

(1) Normality Test

The value of Sig. comes from the results of the normalcy test. Because the Kolmogorov-Smirnov table has a value of 0.162, which is less than 0.5 (0.162 < 0.5), the study data can be assumed to be regularly distributed.

		Unstandardized Residual
N		102
Normal Parameters ^a	Mean	,0000000
	Std. Deviation	3,56126620
Most Extreme Differences	Absolute	,111
	Positive	,111
	Negative	-,107
Kolmogorov-Smirnov Z		1,121
Asymp. Sig. (2-tailed)		,162

a. Test distribution is Normal.
Sumber : Data diolah 2021.

Figure 1. Normality Test Result

Source: Processed Data, 2021

(2) Multicollinearity Test

The VIF value in each independent variable in the multicollinearity test findings is less than 10.00, indicating that the

variables in this study do not display any indications of multicollinearity.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,866	3,253		2,418	,017		
	Freshness	,219	,218	,112	1,002	,319	,329	3,039
	Presentation	,479	,284	,182	1,685	,095	,351	2,852
	Well Cooked	,768	,311	,247	2,469	,015	,409	2,448
	Variety of Food	,795	,258	,330	3,085	,003	,356	2,808

a. Dependent Variable: Minat Berkunjung

Figure 2. Multicollinearity Test Results

Source: Processed Data, 2021

(3) Heteroscedasticity Test

The glejser test was used to assess heteroscedasticity. Each independent variable has a value greater than 0.05,

indicating that the variables in this study are not heteroscedastic.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,067	2,277		1,347	,181
	Freshness	,008	,153	,009	,054	,957
	Presentation	-,305	,199	-,257	-1,534	,128
	Well Cooked	-,135	,218	-,096	-,618	,538
	Variety of Food	,272	,180	,251	1,508	,135

a. Dependent Variable: Abs_Res

Figure 3. Heteroscedasticity Test Result
Source: Processed Data, 2021

4) Multiple Linear Regression Test Results
 The regression coefficients on the four independent variables have a positive direction in their influence on the dependent variable, implying that the higher the quality

of traditional Balinese cuisine, the higher tourist interest in culinary tourism, and thus the interest of domestic tourists to visit tourist destinations in Badung regency.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.866	3.253		2.418	.017
	Freshness	.219	.218	.112	1.002	.319
	Presentation	.479	.284	.182	1.685	.095
	Well Cooked	.768	.311	.247	2.469	.015
	Variety of Food	.795	.258	.330	3.085	.003

a. Dependent Variable: Minat Berkunjung

Figure 4. Multiple Linear Regression Test Results
Source: Processed Data, 2021

5) The Impact of Traditional Balinese Cuisine on Tourist Interests

(1) Partially(t-Test)

Based on the t-test results, it can be shown that the freshness (X1) and presentation (X2) variables have Sig. values greater than 0.05, indicating that H0 is accepted and Ha is rejected, implying that

(X1) and (X2) have no significant effect on visitor interest (Y). Meanwhile, the Sig value is displayed in the well prepared (X3) and variety of food (X4) variables less than 0.05, it can be assumed that H0 is rejected and Ha is accepted, implying that (X3) and (X4) have a considerable impact on visitor interest (Y).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,866	3,253		2,418	,017		
	Freshness	,219	,218	,112	1,002	,319	,329	3,039
	Presentation	,479	,284	,182	1,685	,095	,351	2,852
	Well Cooked	,768	,311	,247	2,469	,015	,409	2,448
	Variety of Food	,795	,258	,330	3,085	,003	,356	2,808

a. Dependent Variable: Minat Berkunjung

Figure 5. Result of t-Test
Source: Processed Data, 2021

(2) Simultaneously (F-Test)

The F test results in a significance value of 0.000, which is less than 0.05, indicating that the independent factors, namely freshness, presentation, well-cooked,

and variety of food, have a significant effect on the dependent variable when used together (simultaneously). Specifically, the desire in bringing domestic tourists to Badung regency's tourism destinations.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1949,644	4	487,411	36,909	,000 ^b
	Residual	1280,944	97	13,206		
	Total	3230,588	101			

a. Dependent Variable: Minat Berkunjung

b. Predictors: (Constant), Variety of Food, Well Cooked, Presentation, Freshness

Figure 6. F-Test Result
Source: Processed Data, 2021

(3) Coefficient of Determination

According to the Coefficient of Determination, the adjusted R square value obtained is 0.587 or 58.7%, which explains why food freshness (freshness), food presentation (presentation), well-cooked food, and the variety of food in traditional Balinese cuisine influence 58.7% of domestic tourists' interest in visiting tourist destinations in Badung Regency. This is because eating is one of the essentials for

visitors when traveling, and traditional Balinese food is a fascinating choice to explore as a culinary tourism option when visiting the place because it has its own unique qualities. Other characteristics not investigated in this study influence the remaining 41.3 percent interest in visiting domestic tourists.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ^a	,603	,587	3,634

a. Predictors: (Constant), Variety of Food, Well Cooked, Presentation, Freshness

Figure 7. Coefficient Determination Results
Source: Processed Data, 2021

3.2 Discussion

The partial hypothesis test revealed that the freshness and the presentation of the food had no significant influence on the attraction of visiting tourists to destinations in Badung Regency in the traditional Balinese meal variable in this study. These findings show that the freshness of traditional Balinese cuisines, such as aroma, color, taste, and texture, as well as their presentation, such as garnishes, quantities, and food forms, are not elements that attract travelers to Badung Regency's tourism spots. This is because visitors that visit tourist attractions in Badung district are more interested in the variety of traditional cuisines and how they are prepared.

Traditional cuisine that is prepared properly and appropriately, or that can still be processed in the traditional way, is thought to retain the taste and authenticity of the traditional food typical of that region. This is what attracts tourists who want to try traditional Balinese cuisine.

The results of partial hypothesis testing on well cooked food variables indicate that there is an influence on the interest of visiting domestic tourists. Therefore, it can be explained that the higher the level of processing in traditional Balinese cuisines, such as maintaining the level of hygiene or cleanliness in food, maintaining the right level of maturity according to the type of food, and maintaining the temperature when serving to maintain the taste and aroma of the food, the better.

The findings of the study on the

variable of food diversity, which were based on a partial test of the hypothesis, revealed a positive and significant influence on the interest of visiting tourists in Badung Regency's tourist locations. This means that the more processed traditional Balinese meals available at Badung regency destinations, with pricing varying according to visitor preferences, the more tourists will visit to sample the traditional cuisine on offer. To put it another way, this diversity of food allows tourists to select or determine the type of food to be consumed based on the tastes and processing methods of traditional foods, which, of course, vary depending on the variety of traditional foods available. This, in turn, piques tourists' interest in trying it.

The results of simultaneous hypothesis testing of the influence of traditional Balinese cuisine on interest in visiting, revealed that the factors related to traditional Balinese food influenced interest in visiting simultaneously. This demonstrates that tourists' favorable experiences with traditional Balinese cuisine can influence the interest of visiting domestic tourists in Badung Regency's tourism spots.

4. Conclusions

Based on the findings of this study traditional Balinese cuisine factors of such as food freshness, presentation, well-cooked food, and food diversity, influence on domestic tourists' desire in visiting tourism spots in Badung regency.

The freshness of the food and the appearance of the food (presentation) did

not have a significant impact on the desire to visit. The hypothesis shows that H_0 is accepted and H_a is rejected, as demonstrated by a significance value greater than 0.05.

As evidenced by a significant value less than 0.05, the factors of well-cooked food and variety of food affect interest in visiting, indicating that H_0 is rejected and H_a is accepted.

Simultaneously, the effect of traditional Balinese food on interest in visiting leads to the conclusion that the variables affecting traditional Balinese food affect interest in visiting jointly (simultaneously). This demonstrates that travelers' favorable experiences with traditional Balinese cuisine can influence the interest of visiting domestic tourists in Badung Regency's tourism spots.

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