The Attractiveness Influence of Pasar Kuliner Padang Panjang to the Interest of Tourist Visits

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Abstract

Tourism has an important role for economic growth and development in a country and its regions. One of the tourism attractions which in great demand today is culinary. The uniqueness of local culinary and foods in a particular area can be a special attractiveness for tourists, such as Pasar Kuliner Padang Panjang located in Padang Panjang city, West Sumatra. The attractiveness of this food market is always to freshly serve the foods, in which the customers can see their foods being cooked before their eyes. This method becomes the attraction itself. Further, various kinds of Minangkabau specialties are available in this food market, thus becomes another appealing attraction. Tourists can pamper their tongues by visiting Pasar Kuliner Padang Panjang. A journay to this food market definitely can be a satisfaction for tourists. Revisits from tourists and locals is an important factor that every entrepreneurs and bussiness managers want to achieve wants to achieve. The results of respondents' responses regarding tourism attraction (X) in Padang Panjang culinary market were mostly positive, which shown based on data taken from 105 respondents. The answers were strongly agree (15%), agree (45%), and neutral (20%). It means that Pasar Kuliner Padang Panjang have met the good criteria and has a certain quality as a tourist attraction. The success of a tourism destination in managing the quality of its tourist attractions is proven by the willingness of tourists to make a return visits. The data are supported by regression results. It gives the significant result of 0.00 which explained the influence of attractiveness in Pasar Kuliner Padang Panjang on the interest of tourist' visits.

Keywords: Attractiveness, Attractions, Visits, Tourists

1.   Introduction

Tourism is one of the economic sectors that entered into the strategic plan of government, in which the creation and development of tourism is expected to give rise to new economic centers that exist. Indonesia is a country that has various forms of tourism, ranging from natural tourism, food, history and others. Indonesia also becomes the largest contributor of foreign exchange in 2019 that tourism is expected to be one of the strategies to bounce back after the Covid-19 pandemic. One of the infamous tourism destinations in Indonesia is West Sumatra. Padang Panjang city is an area located in the western part of West Sumatra that has a lot of tourist destinations, and one of which is a traditional food market located in the city of Padang Panjang.

Padang Panjang city is famous for its name "Serambi Mekkah"[1] or Egypt van Andalas (Egypte van Andalas) (Zein, 1999). This city has an infamous food market which contained local streed food vendors, named Pasar Kuliner Padang Panjang. This food market serves traditional Minangkabau foods as the authenticity of this food market. The attractive point of Pasar Kuliner Padang Panjang is that the vendors always freshly serves the food, in which the customers can see their foods being cooked before their eyes. This method becomes an attraction of Pasar Kuliner Padang Panjang, as well as various typical Minangkabau food offered in this food market where tourists can indulge their tongues as the attraction that should be a satisfaction for tourists.

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[1] The porch of Mecca

Oktaviani and Suryana (2006), stated that in the world of tourism, the satisfaction of tourists visiting a destination is a requirement to maintain its sustainability. Tourists who feel satisfied with their travel experiences will have a tendency to revisit the destination. The research is aimed to analyze the attractive factors of tourist attractions based on tourist perception and the effect on the level of satisfaction and intention of tourists to revisit the tourist destinations in Padang Panjang city, especially in culinary tourism. The method is by using track analysis on multiple regression models which show that tourist destinations have a positive influence on tourist satisfaction. In addition, tourism has been proven to have a positive influence on the intention of returning (Seetanah, B., Teeroovengadum, V., & Nunkoo, R. 2020).

Therefore, the researchers were interested to see if the tourist attraction presented Pasar Kuliner Padang Panjang had a significant influence on tourists interest to revisit. This research aimed to find out whether the tourist attraction in Pasar Kuliner Padang Panjang as one of the traditional street food hub affects the interest of tourists to revisit.

## 2.	Literature Review

Tourist attractions

According to Utama (2016, p.142), tourism is everything in a place that has uniqueness, beauty, quality, and value in different types of resources as well as natural and artificial abundance, in which tourists will visit and see.

According to Spillane (2002), the attractiveness of tourism lies in the interesting things that a tourist destination has, which is able to attract the attention of tourists. There are 5 important elements in a tourist destination :

   1. Attraction,

   2. Facilities,

   3. Infrastructure,

   4. Transportation,

   5. Hospitality.

## 3.	Interest in revisiting

Shadily (1987: 2252) in Nuraeni, B.S. (2013) said that the word "interest" comes from the word "attention", which means a behaving tendency that is directed at activities towards a particular object or experience. Interest is connected to intentionality, in other word is direction and orientation as an important sign for all symbols of life that have different tendencies in intensity in each individual.

Customers or consumers who feel the satisfaction of the services they got will return again at a later time and tell the others about the experiences (Fornell, 1992).

Zeithalm et al (1996) emphasized the importance of measuring a customer's interest in buying back (future intention) in order to know the desire or reason of customers who either remained loyal or done with particular goods or services.

4.   Research Method

This article examines how far the attractiveness of a tourism site affects the loyalty of tourists. The object of this research is Pasar Kuliner Padang Panjang, while the subject is tourists as the study samples. The samples were 105 people, in accordance with Gray's opinion in Mahmud (2011) who argued that the minimum number of samples based on the method of descriptive correlational study is at least 30 subjects to be acceptable, and can be randomly selected (accidental sampling). This is also supported by the use of sample calculations in Hair's opinion (2010) who stated that the sample in the study is 5 to 10 people whom multiplied by the number of indicators in the study. It means that with 21 indicators, the number of samples in the study are 105. Furthermore, the independent variable in this research is tourist attraction while the dependent variable is the interest of revisitation. The instrument of data research was questionnaire with a likert scale that has been tested for its validity, and the reliability (Santoso, 2016) Using SPSS software tools. The research design is using quantitative research with causal inductive paradigm (Sugiyono, 2011). The analysis method used is simple regression analysis with SPSS software tools.

5.   Research Result

A.   *Descriptive Analysis of Variable X (Tourist Attractions of Padang Panjang Culinary Market)*

Descriptive analysis of tourist attraction with 18 question items to 105 respondents produced 1890 data listed below:

TABLE 1 Descriptive analysis of tourist attraction

	Total	Presented
Strongly Agree (5)	265	14
Agree (4)	1058	56
Neutral (3)	378	20
Disagree (2)	170	9
Strongly Disagree (1)	19	1

Based on the table of descriptive results above, the tourist attractions of Pasar Kuliner Padang Panjang have good tendency, assumed from the results of agreement, with the value of strongly agree by 15%, agree by 45%, and neutral by 20%. With such results, sample respondents agreed that Pasar Kuliner Padang Panjang has the attractiveness which bring tourists to visit.

B.   *Descriptive Analysis of Variable Y (Tourists Interest in Return Visits)*

Descriptive analysis of tourists' interest in return visit in Pasar Kuliner Padang Panjang, with 3 question items to 105 respondents.

TABLE 2 Descriptive analysis of tourists' interest in return visit

	Total	Presented
Strongly Agree (5)	66	21
Agree (4)	135	43
Neutral (3)	66	21
Disagree (2)	40	13
Strongly Disagree (1)	8	3

The results of the table above show the tourists' interest to visit Pasar Kuliner Padang Panjang again, with the result value of strongly agree by 21%, agree by 43%, and neutral by 21%. With these results, tourists have quite a lot of interest to make a return visit to the tourist destination in Padang Panjang city, especially to Pasar Kuliner Padang Panjang.

Based on these descriptive results can be concluded that Pasar Kuliner Padang Panjang has the attractiveness for tourists, and they are interested in visiting to Pasar Kuliner Padang Panjang again.

TABLE 3 Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,765	3,381		1,776	,095
	X	,343	,092	,355	3,861	,001
a. Dependent Variable: Y						

The regression analysis table above shows the influence of Pasar Kuliner Padang Panjang attractiveness in creating and shaping the interest of return visits for tourists. The signification value of 0.01 is smaller than 0.05, thus showing the results that Pasar Kuliner Padang Panjang has the attractiveness that is resulted in tourists' interest in return visits.

These results explain that by increasing the attractiveness of the food market will have a good impact on visits, because tourists will have a greater interest in return visits.

6. Conclusion

Return visit from tourists is an important factor that every tourism site manager or culinary entrepreneur wants to achieve, because the high interest in return visits shows the success of a tourism site management, as evidenced by the willingness of tourists to make return visit. From the data above can be concluded that:

1. The results of respondents' responses regarding tourist attraction (X) in Pasar Kuliner Padang Panjang are mostly positive, which is shown by 1890 data with the responses are strongly agree by 15%, agree by 45%, and neutral by 20%. The results mean that Pasar Kuliner Padang Panjang has met the criteria and quality as good tourist destination.

2. Based on the data on revisit interest (Y) in Pasar Kuliner Padang Panjang can be concluded that the responses are positive, which can be seen from 90 data with the responses are strongly agree by 21%, agree by 43% and neutral by 21%. It means that respondents have the tendency to make return visits to Pasar Kuliner Padang Panjang in the future.

3. Significance value is $0.01 < 0.05$, means that there is a significant influence of free variables (attraction) to bound variables (interest to revisit). The results of this study show that there is a significant influence between the tourist attraction in Pasar Kuliner Padang Panjang with tourists' interest to revisits, therefore Pasar Kuliner Padang Panjang should continue and add more diverse prospects besides food stalls. By improving the quality of the environment, visitors will be curious and try to keep visiting the food market for new things.

4. In addition to tourist attractions, there are still many other factors that can affect tourists' interest in revisiting Pasar Kuliner Padang Panjang which did not included in this simple research. The factors are price, parking facilities, destination location, and others.

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