

CHAPTER I

INTRODUCTION

1.1 Background to The Research

Indonesia is the largest and most famous archipelagic country in the world about its natural beauty in Law No. 6 of 1996, it is written that Indonesia has 17,508 islands (including large and small islands) which is composed of Sabang and Merauke, so it is not surprising that Indonesia it has natural beauty and a wealth of diverse marine products. Its beauty and natural wealth are two of its main attractions for domestic and foreign tourists to travel tour.

Fountain et al., (2020) highlight that food plays a crucial role in attracting tourists, with culinary experiences acting as a key driver for regional growth. Culinary is the preparatory activity, processing, and serving of food products and drinks that incorporate elements of creativity, aesthetics, tradition, or local wisdom, all of which are important in improving the taste and value of the product to attract purchasing power and provide experiences for consumers. (Kementrian Pariwisata dan Ekonomi Kreatif RI, 2014). The relationship between tourism and cuisine is very closely related, not only as a basic need for tourists but be a unique differentiator between regions.

Tourism is one of the many sources of foreign exchange income for the country (Luthfia, 2021), but at the end of 2019, people in every country had to be faced with the COVID-19 pandemic. This pandemic situation has caused many losses in various fields, and until now, the impact of the pandemic can still be felt,

including in the tourism sector. Deputy for Strategic Policy at the Ministry of Tourism and Creative Economy (Parekraf), Raden Kurleni Ukar, said that foreign exchange from the tourism sector had shrunk by almost 80 percent due to the COVID-19 pandemic (Safir Makki, 2021). The decreasing contribution of the tourism sector to the country's gross domestic product and foreign exchange is also influenced by the number of tourist (Qonita Azzahra, 2022).

Based on a report from the Ministry of Tourism and Creative Economy (Kemenparekraf), gross income in 2021 will be US\$ 0.36. This figure is lower compared to the previous year, which was valued at US\$ 3.3 billion. The impact of the pandemic, which has reduced the number of tourist visits, can be experienced in various regions, including West Sumatra. Below, the author presents data on tourist visits in the West Sumatra area in the 2019–2021 period. Table image 1.1 shows the Indonesian tourist visit Sumatera.

Tabel 1.1 Indonesian Tourist Visit Sumatera

No	The Visited City	Local Tourist Visit West Sumatera		
		2019	2020	2021
1	Kab. Kep. Mentawai	994.655	122.793	318
2	Kab. Solok	601.244	703.649	703.300
3	Kab. Sijunjung	12.434	149.889	60.533
4	Kab. Tanah Datar	627.057	527.635	340.363
5	Kab. Padang Pariaman	307.316	261.615	100.144
6	Kab. Agam	756.750	664.318	509.428
7	Kab. Lima Puluh Kota	639.840	654.334	624.155
8	Kab. Pasaman	101.141	747	11.812
9	Kab. Solok Selatan	68.084	41.809	61.199
10	Kab. Dharmasraya	9.745	11.676	54.908
11	Kab. Pasaman Barat	28.603	2.486	23.503
12	Kota Padang	843.296	2.621.929	376.534
13	Kota Solok	120.411	134.450	181.154
14	Kota Sawahlunto	237.490	101.649	91.027

15	Kota Padang Panjang	166.364	107.642	215.073
16	Kota Bukittinggi	933.609	1.471.542	748.074
17	Kota Payakumbuh	298.479	46.930	77.747
18	Kota Pariaman	450.640	239.758	252.317
19	West Sumatera Province	8.169.147	8.041.868	4.785.886

Source : BPS of West Sumatera Province

Based on the data that has been presented, it can be seen that the number of tourist visits to West Sumatra Province experienced a significant decline in 2021, with total visits of only 4,785,886 compared to the previous year. The number of visits reached 8,041,868, a percentage of 68% of the number of tourist visits to West Sumatra Province. The decline in the number of tourists in West Sumatra Province occurred due to restrictions on human activities carried out by the government in all regions of Indonesia to prevent the spread of the COVID-19 virus, making it difficult for people to carry out various tourist travel activities to various districts or cities in West Sumatra, one of which is Bukittinggi City.

Bukittinggi City is the 6th largest city in West Sumatra Province. This city has history and played an important role for Indonesia in ancient times, This city was once the capital of Indonesia during the emergency government of the Republic of Indonesia. Looking at the background of the city of Bukittinggi, it is not surprising that many historical relics from both the Dutch and Japanese eras are still left behind. The city where Mohammad Hatta, one of Indonesia's founding figures, was born covers an area of 25.24 km². Surrounded by valleys, hills, and three mountains—Singgalang, Sago, and Merapi this city offers both historical significance and natural beauty, with its iconic clock tower attracting

tourists. Apart from its natural beauty and history, Bukittinggi also offers culinary tourism, one of which is the traditional Nasi Kapau.



Figure 1. 1Nasi Kapau Uni Er, Bukittinggi

Nasi Kapau is a typical Kapau village food consisting of rice and various side dishes typical of the Kapau region. According to Mardiyah et al. (2023), Nasi Kapau is identified as one of the most renowned dishes in West Sumatra, notable for its unique presentation by female vendors known as "Uni." This research is significant as nasi kapau not only attracts tourists but also reflects the local identity and culture. Nasi Kapau is different from Nasi Padang, standard Nasi Kapau is always accompanied by jackfruit curry, which has become a characteristic of Nasi Kapau (Khairunnisa, 2020). According to Afrilian et al., (2021), culinary tourism is not merely a desire to taste delicious food; what is more important is the uniqueness and memories that arise after enjoying the food.

Tabel 1. 2Initial Survey

No.	Question	Alternative Choice					Total
		SD	D	N	A	SA	
Memorable Culinary Tourism Experiences		1	2	3	4	5	
1.	I can feel the local culture when I visit the nasi kapau stall in Bukittinggi city	0 (0.00)	0 (0.00)	2 (10%)	14 (70%)	4 (20%)	20 (100%)
2.	I think the nasi kapau dish in Bukittinggi city is made using local ingredients	0 (0.00)	0 (0.00)	0 (0.00)	19 (95%)	1 (5%)	20 (100%)
Local Food Enjoyment		SD	D	N	A	SA	Total
		1	2	3	4	5	
3.	I enjoyed tasting Nasi Kapau	0 (0.00)	0 (0.00)	0 (0.00)	12 (60%)	8 (40%)	20 (100%)
4.	I participated in local food festivals, especially Nasi Kapau	1 (5%)	4 (20%)	12 (60%)	3 (15%)	0 (0.00)	20 (100%)
Food Safety		SD	D	N	A	SA	Total
		1	2	3	4	5	
5.	I feel that cleanliness, sanitation and safety aspects are taken into account when tasting Nasi Kapau	0 (0.00)	0 (0.00)	1 (5%)	16 (80%)	3 (15%)	20 (100%)
6.	I feel that the Nasi Kapau stall is transparent in showing the ingredients used before I eat	0 (0.00)	1 (5%)	0 (0.00)	12 (60%)	7 (35%)	20 (100%)

Tourist Satisfaction		SD	D	N	A	SA	Total
		1	2	3	4	5	
7.	I was satisfied with the food served at the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	9 (45%)	11 (55%)	20 (100%)
8.	I feel satisfied with the environment around the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	12 (60%)	8 (40%)	20 (100%)
Revisit Intention		SD	D	N	A	SA	Total
		1	2	3	4	5	
9.	I intend to return to the Nasi Kapau stall in Bukittinggi City in the future	0 (0.00)	0 (0.00)	0 (0.00)	6 (30%)	14 (70%)	20 (100%)
10.	I will tell you about my positive experience after visiting the Nasi Kapau stall in Bukittinggi City	0 (0.00)	0 (0.00)	0 (0.00)	10 (50)	10 (50%)	20 (100%)

Sumber : survei awal (2023)

From the results of the initial survey conducted on 20 respondents, it was found that in the Memorable Culinary Tourism Experiences variable, the question item "I can feel the local culture when visiting the nasi kapau stall in Bukittinggi city" was 14 respondents (70%) agreed, 4 respondents (20%) strongly agree and 2 respondents (10%) chose neutral. It can be concluded that when visitors enjoy Nasi Kapau in Bukittinggi they can experience local culture such as tasting typical food. Furthermore, the question item "I think the rice kapau dish in Bukittinggi City is made using local ingredients" had 19 respondents (95%) agree and 1 respondent (5%) strongly agreed. This can be concluded that visitors are confident

in the use of local ingredients from the Bukittinggi city area when tasting Nasi Kapau.

In the Local Food Enjoyment variable, the question item "I enjoyed tasting Nasi Kapau" was 12 respondents (60%) agreed and 8 respondents (40%) chose to strongly agree. It can be concluded that when visitors taste Nasi Kapau they feel they enjoy the dish. Furthermore, the question item "I participated in local food festivals, especially Nasi Kapau" had 3 respondents (15%) agreed, respondents (60%) neutral, 4 respondents (20%) disagreed and 1 respondent (5%) strongly disagreed. This can be concluded that visitors are not interested in participating in local food festivals such as Nasi Kapau but only focus on tasting it.

In the Food Safety variable, the question item "I feel that cleanliness, sanitation and safety aspects are taken into account when tasting Nasi Kapau" as many as 16 respondents (80%) agreed, 3 respondents (15%) chose strongly agree and 1 respondent (5%) chose neutral. It can be concluded that visitors have paid attention to the cleanliness and safety aspects of Nasi Kapau before tasting it. Furthermore, the question item "I feel the Nasi Kapau stall is transparent in showing the ingredients used before I eat" as many as 12 respondents (60%) agreed, 7 respondents (35%) strongly agreed and 1 respondent (5%) disagreed. It can be concluded that the Nasi Kapau stall shows the use of safe ingredients in making Nasi Kapau.

In the Tourist Satisfaction variable, the question item "I feel satisfied with the food served at the Nasi Kapau stall in Bukittinggi City" as many as 11

respondents (55%) strongly agreed and 9 respondents (45%) chose to agree. It can be concluded that visitors are satisfied with the Nasi Kapau dish served by the seller. Furthermore, the question item "I feel satisfied with the environment around the rice stall in Bukittinggi City" had 12 respondents (60%) agree and 8 respondents (40%) strongly agreed. It can be concluded that the environment around Nasi Kapau is comfortable and visitors do not feel disturbed.

In the Revisit Intention variable, the question item "I intend to return to the Nasi Kapau stall in Bukittinggi City in the future" as many as 14 respondents (70%) strongly agreed and 6 respondents (30%) chose to agree. It can be concluded that visitors will return in the future to taste Nasi Kapau. Furthermore, the question item "I will tell you about my positive experience after visiting the Nasi Kapau stall in Bukittinggi City" had 10 respondents (50%) agree and 10 respondents (50%) strongly agree. It can be concluded that the positive experience that visitors get when tasting Nasi Kapau becomes a special memory for the visit.

Nasi Kapau in Bukittinggi City has this value, through various types of curry, which are put in a large pot arranged on the table. The pots are far from the reach of their hands when serving customers, so the traders use long-stemmed curry spoons made from coconut shells to scoop the curry onto the buyer's dinner plates. The very distinctive taste of Nasi Kapau and the service process, which is different from other Minang restaurants, are added value for tourists who want to come and visit Bukittinggi City.

Stone et al., (2018) tried to adapt the MTE concept in the context of culinary tourism, which is known as memorable culinary tourism experiences (MCTE). Stone et al. emphasize that there are five main aspects to MCTE, namely: (1) local culture; (2) decoration; (3) service quality; (4) social interaction; and (5) novelty. Based on research results Rahayu & Yusuf (2021), it was found that memorable culinary tourism experiences (MCTE) have a relationship with revisit intention in tourists; if they have had an interesting experience with the tourist attraction in the past, the same desire will arise in the future. who will come to visit the same tourist attraction again.

According to Atef & Harede (2022), culinary tourism is a relatively new industry. The allure of food has motivated many people to travel, and the tourism industry is growing rapidly to provide the best dining experiences from new foods as well as authentic foods from certain cultures or regions, or even foods that are already known, convenient, consistent, and safe for travelers. Komaladewi (2017) explained that culinary tourism makes food an attraction for visiting tourist destinations and is a tourist destination. Although food had always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1910. Culinary tourism influences the main inspiration for tourists, which is "the desire to try certain types of food or products from certain regions." According Okumus and Cetin (2018) describe food tourism as traveling to explore and experience local cuisines, beverage cultures, and food sources, encompassing activities such as visiting local food producers, attending culinary events, and participating in cooking classes. Food tourism has recently received much

attention from academics and practitioners for its crucial importance in affecting the travel experience. Recent studies have reinforced the idea that culinary tourism is a vital sector in the travel industry, moving beyond its previous perception as merely an ancillary need. For instance, research by Ghanem(2019) highlights that culinary tourism significantly enhances the travel experience, as tourists actively seek out unique food experiences that reflect local culture and identity. This intentional engagement with food not only enriches the travel experience but also fosters a deeper connection with the destination.

Additionally, a study by Perez (2024) found that memorable culinary experiences are linked to increased customer satisfaction and positive word-of-mouth recommendations. Culinary tourism plays an important role in enhancing tourists' engagement with the destinations they visit. According to a study, gastronomy has become a distinct tourism product with the potential to increase visitors' deep engagement with the destination (Carvalho et al., 2023). This aligns with earlier findings by Tsai (2016), which demonstrated that experiencing local cuisine enhances tourist engagement and satisfaction.

Food is one of the manifestations of local cultures and heritages (Chairy & Syahrivar,2019). Local foods also reflect the richness, as well as the uniqueness, of natural and biological resources in an area where local people depend on for a living (Nakamura & Hanazaki, 2017). Unique local foods can also be used to attract domestic and international tourists (Chairy & Syahrivar, 2019), thereby improving the well-being of local communities. A previous study by Paramita et al., (2021) suggests that tourists enjoyed local foods because they gave exciting

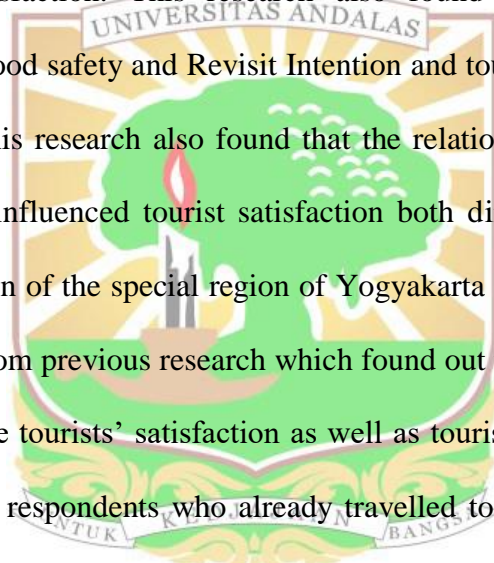
and authentic experiences and built togetherness when shared during the trips. Local foods, how the ingredients are procured and how they are produced and delivered to consumers, should be managed well by the local government and community so that they can contribute to local community resilience and improve the local pride (McDaniel et al., 2021). Unmanaged local food systems may contribute to national food waste and environmental pollution (Chairy et al., 2020). In this study, local food enjoyment is defined as the degree to which people enjoy tasting and sampling a variety of local foods, as well as participating in local food events

Stone and Migacz (2016), link memorable culinary tourism experiences (MCTEs) with increased travel satisfaction and words positive in culinary tourism. Then, Peter & Kauppinen-Raisanen (2017), explained that memorable culinary tourism experiences (MCTEs) is a concept that provides culinary tourism experiences through presentation food with different settings, places, times and purposes can't be forgotten. Meanwhile, Auliya & Moana (2020), explained that tourism Culinary helps tourists to appreciate tourism in a way that would otherwise not be possible forgotten and in the end can create its own experience.

Post-travel experiences play a very important role in communication media, helping to introduce a tourist destination to many people and making tourists make repeat visits. Tourist experience is also an evaluation tool for tourists who have traveled in the future (Noviantika & Pangestuti, 2017). This experience is also influenced by several factors, one of which is the level of satisfaction received by visitors. The experience each customer has has an impact

on consumer satisfaction, causing consumers to respond in the form of return visits and recommend them to others (Hibatullah et al., 2022). The findings Primadi et al., (2021) show that consumer satisfaction has a significant positive effect on return intention. This shows that the higher the customer satisfaction, the higher the intensity of repeat visits.

Research conducted by Prayoga et al.,(2023) found that food safety had no effect on tourist satisfaction. This research also found that there was no relationship between food safety and Revisit Intention and tourist satisfaction as a mediating variable. This research also found that the relationship of food safety was not significantly influenced tourist satisfaction both directly and indirectly through revisit intention of the special region of Yogyakarta gastronomy tourism. Despite the findings from previous research which found out the food safety plays a significant role in the tourists' satisfaction as well as tourists' future behaviour in the destination, our respondents who already travelled to Yogyakarta did not find this correlation. The majority of respondents of this study have a similar result to Wiatrowski et al., (2021), they have a positive statement regarding the food quality construct and this result believed that Yogyakarta local food is safe and hygienic. Indeed, it was not always a positive response regarding food safety, including personal hygiene, and food production conditions, but for these reasons, managers of these facilities and government quality control will find the research provided to be useful. Additionally, the rising awareness of cleanliness and health matters spiked due to the effect of pandemic. however, this is exceptional for



domestic tourist to be concerned with food safety as Yogyakarta popularly known for its local food

On April 7, 2020, the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) emphasized that the COVID-19 pandemic has profoundly impacted and altered the food industry, given the intricate networks involved in food production, supply, and consumption. As a result, the food industry must explore new strategies to tackle hygiene and safety management issues, ensuring food quality not only to prevent COVID-19 but also to protect against other illnesses (Zhang, 2021).

According to Undang-Undang Republik Indonesia number 18 Tahun 2012 food safety is the conditions and efforts required to prevent food from possible biological, chemical and other contamination which can disturb, harm, endanger human health. Smith (2018), defines food safety as conditions and efforts to maintain it a quality of food prevent contamination and foodborne illness. According to McSwane et al (2019), contamination is a condition in which food has occurred contaminated and dangerous for humans to consume. Food can be contaminated at any stage of the food pathway from farm to table. Sources of contamination can come soil, air, plants animals and man. Therefore, prevention and control must start from food is accepted until the food is served. Emond & Taylor (2018) found getting the right culture in particular, the proper food protection and quality culture is a typical success driver for every food business and has become an increasing phenomenon in the interest of food safety and quality.

Therefore, researchers are interested in conducting research on “The impact of memorable culinary tourism experiences, local food enjoyment and food safety on revisit intention mediated by tourist satisfaction (A study on Nasi Kapau visitors in Bukittinggi City).

1.2 Research Questions

Based on the background above, the authors formulate several problems as follows:

1. How do memorable culinary tourism experiences influence revisit intention?
2. How do local food enjoyment influence revisit intention?
3. How do food safety influence revisit intention?
4. How do memorable culinary tourism experiences influence tourist satisfaction?
5. How do local food enjoyment influence tourist satisfaction?
6. How do food safety influence tourist satisfaction?
7. How does the revisit Intention influence their tourist satisfaction?
8. How do the memorable culinary tourism experiences and local food enjoyment influence the revisit Intention mediated by tourist satisfaction?
9. How do the local food enjoyment influence the revisit intention mediated by tourist satisfaction?
10. How do the food safety influence the revisit intention mediated by tourist satisfaction?



1.3 Objectives of The Research

Based on the formulation of the research questions above, several objectives of this research are to be achieved:

1. To analyze the effect of memorable culinary tourism experiences and local food enjoyment on revisit intention
2. To analyze the effect of local food enjoyment on revisit intention
3. To analyze the effect of food safety on revisit intention
4. To analyze the effect of memorable culinary tourism experiences on tourist satisfaction
5. To analyze the effect of local food enjoyment on tourist satisfaction
6. To analyze the effect of food safety on tourist satisfaction
7. To analyze the effect of revisit intention on tourist satisfaction
8. To analyze the effect of memorable culinary tourism experiences and local food enjoyment on revisit intention mediated by tourist satisfaction
9. To analyze the effect of local food enjoyment on revisit intention mediated by tourist satisfaction
10. To analyze the effect of food safety on revisit intention mediated by tourist satisfaction

1.4 Contributions of The Research

There are two types of the contribution of this research as following:

1. Theoretical Benefits

With this research, it is hoped that it can become reference data for the tourism ministry in developing tourism potential in Bukittinggi City. Then, it is hoped that this research can become a guide for future researchers.

2. Practical Benefits

With this research, it is hoped that it will be able to provide an explanation, description, and reference for Nasi Kapau as a research object, regarding things that have an influence on revisit intention and how to evaluate it in the future.

1.5 Scope of The Research

This research has a scope domestic tourist visiting in Bukittinggi City. Namely, Memorable culinary tourism experiences, local food enjoyment and food safety as Independent variables (X1), (X2), (X3) as well as Revisit Intention as the Dependent variable (Y) and Tourist Satisfaction (Z) as the Mediating variable.

1.6 Outline of Research

CHAPTER I INTRODUCTION : This section contains the background of the research, the formulation of the problem, the objectives of the research, the benefits of the research, the scope of the research, and also the systematics of writing.

CHAPTER II LITERATURE REVIEW : This section describes the literature review for each variable, several previous studies that are related to the current research, as well as conceptual framework and hypothesis.

CHAPTER III RESEARCH METHODS : This section contains the research design, an explanation of the operational definitions of each variable, the population and sample used, data collection techniques, and finally, data analysis techniques used in this study.

CHAPTER IV RESEARCH RESULTS AND DISCUSSION : This section describes the explanations of the research, then there is a discussion about the object of the research, then the results of instrument testing and analysis of the results, and finally the results of hypothesis testing so that this research can be applied.

CHAPTER V CONCLUSION : This section contains the conclusions of the research, then the implications of the research, then the limitations faced in the research, and finally the suggestions that the author describes in the research.

