

# Tourist Perceptions of the Quality of Traditional Culinary Products in Priority Tourism Destinations in Borobudur Central Java

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**Abstract:** One of the tourism products that is being actively developed in the Borobudur Region is Culinary Products. Deputy of Nusantara Tourism Development said that the Borobudur region's culinary products raised many elements of the local cultural flavor of the local community. Unfortunately there are no studies that study how the quality of food offered at the Central Java Borobudur Priority Tourism Destination. With information about the quality of culinary products offered at Borobudur priority destinations, it is hoped that the government can improve the competitiveness of Borobudur priority areas on the national and international tourism arena. This study aims to determine the Perception of Tourists About the Quality of Traditional Culinary Products in the Priority Tourism Destinations of Borobudur, Central Java. The research method used in this study uses the Importance-Performance Analysis method. The sample in this study were tourists visiting the Borobudur culinary tour of 100 people. From the results of this study it can be seen that based on the perceptions of tourists on the performance of the quality of traditional culinary products in the Central Java Tourism Destination Borobudur Priority measured by descriptive analysis as a whole is in the Good category that is equal to 75.62%. In addition, based on research using Important Performance Analysis (IPA) in the Cartesian diagram there are one main priority attribute in quadrant A, four attributes with low priority in quadrant C and one redundant attribute in quadrant D which must be improved to improve tourist perceptions of product quality culinary namely as follows: a. Quadrant A (Top Priority), which is a culinary product that is presented has an appropriate nutritional content, quadrant C (Low Priority) 1) Presentation of the culinary product that is served, 2) The level of maturity of the food served, 3) The texture of the culinary product served, 4) Appearance color of culinary products. c. Quadrant D (Excessive) 1) The taste of the food served.

## 1 INTRODUCTION

Culinary products are one of the values that develop in an area that shows the identity of the human groups that live in it. Some anthropologists believe that cooking has been around 250 thousand years ago when the stove was first discovered. Since then, cooking techniques have continued to develop and each region in the world has its own cooking techniques and food variations. This makes food as a thing that has a function as a cultural product. (National culinary development plan 2015-2019).

In addition to high taste and innovation in a culinary product, tourists now also expect quality culinary products. The popularity of Indonesian traditional cuisine had declined but again rose in the early 2000s when the position of food and drinks which is a basic human need began to shift for most

of Indonesian society. Hadisantosa (1993) in Sabana (2007: 2) defines traditional food as daily culinary consumed by ethnic groups and specific regions, processed based on recipes that are hereditary. Local culinary products are considered better than other culinary that is not authentic and is considered unable to describe the cultural richness of a destination. That is because local culinary products are considered able to meet the needs of tourists who want to know the uniqueness of a destination through food that is commodified and meets culinary production standards. (Blakey, 2006: 3).

The Ministry of Tourism (Kemenpar) has designated the Borobudur Region as Indonesia's leading tourist destination. This was conveyed by the Deputy for Tourism and Tourism Investment Destination and Development Sector at the National Coordinating Meeting of the Ministry of Tourism

"sel acceleration of Tourism Development in the Context of Achieving the Target of 12 Million Tourists and 260 Million 2016 Tourists". The main development of the Borobudur Tourism Industry refers to the development of tourism, increasing the competitiveness of tourism business products, increasing tourism business partnerships, developing environmental responsibility and increasing tourism investment. The target is to make Borobudur Region Tourism make Indonesia a world tourism destination, contribution to GDP (WTTC), foreign exchange, work opportunity contribution to the community.



Figure 1: Tourism Destination Development (Source: Ministry of Tourism, 2016).

Based on Figure 1 above it can be seen that one of the tourism products that is being actively developed in the Borobudur Region one of which is Culinary Products. Deputy of Nusantara Tourism Development said that the Borobudur region's culinary products raised many elements of the local cultural flavor of the local community. This is in line with what is stated in Law Number 10 of 2009 concerning Tourism which states that the Implementation of Tourism is intended to increase national income in order to improve the welfare and prosperity of the people, expand and equalize business and employment opportunities, encourage regional development, introduce and utilize tourist objects and attractions in Indonesia and foster a sense of love for the motherland and strengthen friendship between nations. Unfortunately there are no studies that study how the quality of food offered at the Central Java Borobudur Priority Tourism Destination. With the information on the quality of culinary products offered at Borobudur priority destinations, it is hoped that the government can improve the competitiveness of Borobudur priority

areas on the national and international tourism scene.

Based on this background, it is necessary to know how the Tourist Perception of the Quality of Traditional Culinary Products in the Priority Tourism Destinations of Borobudur, Central Java. By knowing the tourists' perceptions of the culinary products of the Borobudur Region, the Government and stakeholders can develop strategies so that the culinary products of the Borobudur Region can become one of the leading tourism products, and can increase the attractiveness of the Borobudur Region as a tourist destination.

## 1.1 Research Formulations

1. What about traditional culinary tourism products in the Borobudur Region in Central Java?
2. How is the quality of traditional culinary products in Borobudur, Central Java?

## 1.2 Research Purposes

1. To find out the quality of traditional culinary products in Borobudur, Central Java
2. To find out tourists' perceptions of the quality of traditional culinary products in the Central Java Borobudur Region

## 2 LITERATURE REVIEW

### 2.1 Food Quality

Pauli (1979: 11) states the quality or quality of food is influenced by:

- 1) Presentation, which is an attractive appearance of food will arouse appetite so that there will be a desire to enjoy it. For example the right arrangement and color combination and the appropriate presentation.
- 2) Taste and flavor, namely the aroma of food that is delicious raises the desire to taste the food. The taste and aroma of the food served must be in accordance with the main ingredients, seasonings and sauces used in processing.
- 3) Good food texture is according to the type of food. Proper cooking methods and food ingredients can affect texture.
- 4) The temperature of serving food must be in accordance with the temperature of the type of food such as hot food served hot or cold food served cold.

- 5) Color of Food is an interesting color of food that is fresh and natural will cause appetite compared to burnt or pale colored food. And the Character of Food is to distinguish one type of food from another, so each food has its own character or characteristics, such as the taste, aroma of the food, decoration, sauce, and texture of the food.

- 6) technological, microbiological and organoleptic properties.

According to West, Wood and Harger, Gaman and Sherrington and Jones in Margaretha and Edwin (2012, 1) in general, the factors that influence food quality are as follows:

- a. Color
 

The colors of the ingredients must be combined in such a way that they don't look pale or the colors don't match. Color combinations are very helpful in consumer appetite.
- b. Appearance
 

Food must be well seen while on a plate, which is an important factor. The freshness and cleanliness of the food served is an important example that will affect the appearance of the food whether or not to be enjoyed.
- c. Portion
 

In each serving of food the standard portion has been determined which is called the standard portion size.
- d. Temperature
 

Consumers like variations in temperature obtained from one food to another. Temperature can also affect the taste, for example the sweet taste in a food will be more felt when the food is still warm, while the salty taste in the soup will be less pronounced when the soup is still hot.
- e. Texture
 

There are many food textures including smooth or not, liquid or solid, hard or soft, dry or moist. The level of thin and smooth and shape of food can be felt through the pressure and movement of receptors in the mouth.
- f. Flavor
 

The flavor is a reaction from food that will affect consumers before consumers enjoy food, consumers can smell the food.
- g. Level of maturity
 

The level of food maturity will affect the texture of the food. For example carrots that are boiled enough will be soft than carrots that are boiled faster. For certain foods such as steak, each person has their own taste about the level of steak maturity.

- h. Taste

The taste point of the tongue is the ability to detect the basis of sweet, sour, salty, bitter. In certain foods, these four flavors are combined to make one unique and interesting taste to be enjoyed.

### 3 RESEARCH METHODOLOGY

This research is a quantitative research. Questionnaires were distributed to tourists visiting Borobudur priority destination areas. Secondary data includes information obtained from the government, tourist attractions management, and literature review. Data were analyzed using the Importance-Performance Analysis method. The use of the Importance-Performance Analysis method is to measure the level of satisfaction of culinary products included in the quadrants on the Importance Performance Matrix map. In this method the measurement of tourist perceptions of culinary products in the Borobudur priority destination is measured.

### 4 RESULTS AND DISCUSSION

#### 4.1 Validity and Reliability Test

The results of validity testing with SPSS 25 show that each question is valid, because it meets the requirements of  $r_{count} > r_{table}$  (0.1966) so that all statement items can be used in research. And also considered reliable because the value of Cronbach's Alpha  $> 0.6$  is 0.791 and 0.655.

#### 4.2 Descriptive Analysis

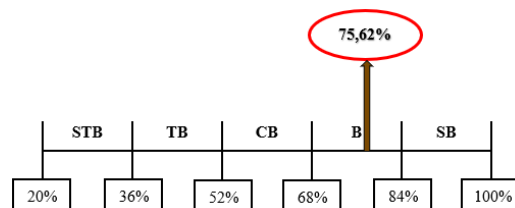


Figure 2: Continuous Line of Reality

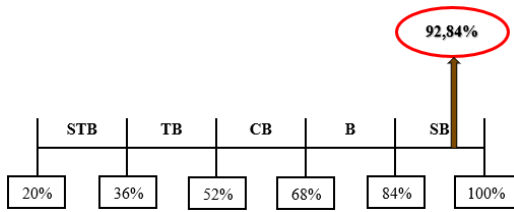


Figure 3: Expectation Line of Hope

Obtained the results of the calculation of the performance attributes of Traditional Culinary Product Quality in Borobudur Priority Tourism Destinations in Central Java by 75.62% and from the continuum line it can be seen the results of the calculation of Product Quality performance are stated "Good". As well as the results obtained by calculating the expectation attribute of the Quality of Traditional Culinary Products in the Central Java Borobudur Priority Tourism Destination by 92.84% and from the continuum line the results of the expected calculation of Product Quality are stated to be "Very Good".

### 4.3 Gap Analysis (GAP)

Table 1: Gap Calculation Results (GAP)

Variable	Statement Indicator	Value / Score		$\bar{X}_p$	$\bar{X}_i$	GAP ( $\bar{X}_p - \bar{X}_i$ )
		Performance (P)	Hope (I)			
Product Quality	1	387	465	3,87	4,65	-0,78
	2	385	470	3,85	4,70	-0,85
	3	323	435	3,23	4,35	-1,12
	4	371	461	3,71	4,61	-0,90
	5	370	463	3,70	4,63	-0,93
	6	401	474	4,01	4,74	-0,73
	7	382	466	3,82	4,66	-0,84
	8	388	467	3,88	4,67	-0,79
	9	379	468	3,79	4,68	-0,89
	10	395	473	3,95	4,73	-0,78
Average		378,1	464,2	3,78	4,64	-0,86

Source: Researcher Data Process Results, 2019

Based on the table above, it can be seen that all statements are negative, which means that all statements have gaps. This shows that the perception of performance on Product Quality is currently below the expectation of Quality of Traditional Culinary Products in Borobudur Priority Tourism Destinations Central Java.

### 4.4 Importance-Performance Analysis (IPA)

To be able to see the position of the analyzed data it can be seen in the Cartesian diagram. The existence of the cartesian diagram will facilitate management

in an effort to improve product quality attributes that are considered important by tourists in the following diagram. Importance Performance Analysis Diagram to find out the priority attributes in developing the quality of traditional culinary products in the Central Java Borobudur Priority Tourism Destination, namely:

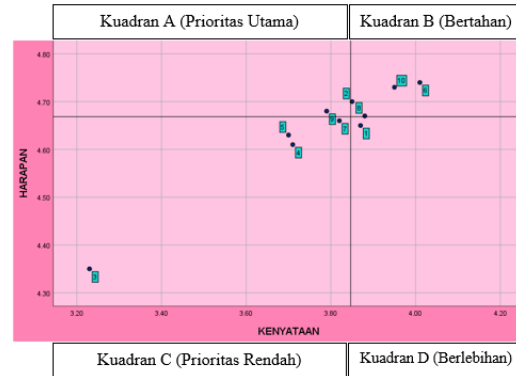


Figure 4: IPA Diagram

From the Cartesian diagram above it can be seen the location of the attributes of Product Quality attributes that influence tourist perceptions of the quality of traditional culinary products in the Priority Tourism Destinations of Borobudur, Central Java. The interpretation of the Cartesian diagram can be explained as follows:

Quadrant A shows the factors or attributes that are considered to influence the perception of tourists. Including service elements that are considered very important. However, management has not done it in accordance with the wishes of tourists so that it is disappointing or it can be said that consumers are not satisfied. There is one attribute that is included in this quadrant, namely: Item 9 (The culinary products served have the appropriate nutritional content), according to tourists the nutritional content of a culinary product is very important but in reality the value of the nutritional content of the culinary product is not given enough attention by its managers.

Quadrant B shows the basic service elements that have been successfully carried out by the company. For this reason it must be maintained. There are four attributes that are included in this quadrant as follows:

- Item 2 (The aroma of culinary products served), the aroma of culinary products already feels delicious so that it arouses the appetite of tourists.

2. Item 6 (Temperature of culinary products served), when presenting culinary products the management has paid attention to the temperature of the food temperature so it is comfortable for consumption by tourists.
3. Item 8 (Culinary products are presented reflecting local wisdom / local culture), tourists have felt the food and culinary peculiarities of the area or place they visited and visited.
4. Item 10 (Culinary products that are served are safe for consumption), the manager has produced quality food products, safe for consumption and in accordance with tourist demands.

Quadrant C shows several factors that are less important influence for tourists. Its implementation by ordinary companies and is considered less important and less satisfying. There are four attributes included in this quadrant, namely:

1. Item 3 (Presentation of culinary products presented), the layout (plating) of culinary product dishes has not fulfilled the wishes of tourists because tourists not only pay attention to the taste of the food but also enjoy the food through its appearance.
2. Item 4 (Maturity level of food served), according to tourists is still not right. The level of maturity will certainly affect the taste of food, and the level of maturity must also be adjusted to the type of food ingredients.
3. Item 5 (Texture of culinary products presented), according to tourists' perceptions is not as expected, so compositions such as textures need to be considered properly.
4. Item 7 (Appearance of color from culinary products), tourists consider the color play of food to be considered lacking because contrasting, bright and bright colors can give a fresh and tempting impression.

Quadrant D shows several factors that are considered not too important and or not too expected, so the management needs to allocate the resources associated with these factors to other factors that have higher priority management. There is one attribute that is included in this quadrant is as follows: Item 1 (The taste of the food served), according to tourists the taste of food is too excessive for example when giving spices, saltiness, and other flavorings.

## 5 CONCLUSIONS

The level of perception of tourists is measured in expectations and performance aimed at Traditional Culinary Products in Borobudur Priority Tourism Destinations in Central Java, with an average expectation of 4.64 while the perceived performance of tourists with an average score of 3.78. Then it can be concluded that the perception of tourists about the quality of culinary products is still not good because the average value of expectations is greater than the average value of performance.

Based on research using Important Performance Analysis (IPA) in the Cartesian diagram there are one main priority attribute in quadrant A, four attributes with low priority in quadrant C and one redundant attribute in quadrant D that must be improved to improve tourist perceptions of the quality of culinary products. At the gap level (GAP) between performance and expectations, each statement indicator item has a gap level (GAP), because all the scores are negative. This shows that the actual level of performance is still below the expectations of tourists. This shows that tourist perceptions of product quality are still not good, so the company must be able to improve all the attributes of each indicator of the statement.

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