

Culinary Tourism in Kutawaringin (Bandung): Structural Relationship Between Food Quality, Tourist Perceptions, And Culinary Tourism Satisfaction

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ABSTRACT

This study assessed tourist satisfaction with culinary tourism in Kutawaringin District, Bandung Regency. A quantitative-descriptive approach was used to reveal tourist perceptions and the impact of food quality on culinary tourism satisfaction in Kutawaringin District, Bandung Regency. Data was collected through interviews, observation, and documentation. A random sample of tourists completed the questionnaire. The study sample consisted of 50 individuals who participated in in-depth interviews. It is important to note that these evaluations are based solely on objective criteria and do not include subjective opinions. Lemon tea was found to be the most popular food item, while tourists rated the seller's service highest at 74%. Food hygiene received a rating of 71%; food tastes 60%; affordability of the seller's location 57%; food quality and promotion 46%; and food prices 40%, all with a fair assessment. Collaboration is necessary among tourism managers and stakeholders to make Kutawaringin a supporting factor for the Bandung Destination. This requires consideration of various factors, including food prices, packaging quality, and promotion.

KEYWORDS: Culinary; Tourism; Perception; Satisfaction; Kutawaringin.

INTRODUCTION

Food quality is a crucial aspect of the tourism industry. As (Jokom et al., 2023; Lane et al., 2022) note, it is the most significant factor in shaping a traveller's culinary experience. The quality of culinary tourism products significantly influences tourist loyalty (Martina et al., 2023). Food plays a significant role in destination tourism as it can shape travellers' perceptions of a place. (Chi et al., 2013) proposes that tourists' choice of destination is influenced by their perceived image, satisfaction with food, culinary quality, and the resulting impact on their behaviour. It is important to note that this is a subjective

evaluation.

A memorable food image of a destination opens up opportunities for future visits. (Kaur & Kaur, 2024; Topczewska et al., 2022) Believes that gastronomy tourism is growing in popularity in emerging destinations. (Duarte Alonso et al., 2023) States that culinary management as a tourist product goes through a process of adaptation to the tourist destination market. Therefore, it is essential to understand the interaction between tourist perceptions and culinary quality to design satisfying culinary experiences that entice tourists to indulge in the culinary offerings repeatedly.

(Sojasi Qeidari & Hosseini Kahnootj, 2023) Motivation factors significantly influence tourist loyalty and repeat visits to culinary tourism destinations. Travelers base their purchasing decisions on the quality of food products. (Vasile & Baican, 2021; Yan et al., 2022) Highlighted food packaging, hygiene and durability as food quality factors. (Balkir et al., 2021) Discusses food quality by approaching biology, nutritional content, and food technology. (Kaczorowska et al., 2021) Highlight the role of labelling in shaping consumer perceptions of food quality. A valuable lesson from paying attention to food quality factors is to be labelled as an iconic food (Spence, 2023). Therefore, according to (Anton Martin et al., 2021), destination marketing must improve iconic food.

Culinary tourism refers to tourism experiences focused on food enjoyment activities. Culinary tourism contributes to destinations' economic development and socio-cultural revitalisation by strengthening inter-sectoral relationships and empowering local communities (Wondirad et al., 2021). The quality of food tourists enjoy becomes the focal



point of the perceptions to be examined in this study. Factors such as destination reputation, menu variety, local authenticity, environmental cleanliness, and service experiences undoubtedly significantly impact how tourists evaluate and appreciate a culinary tourism destination.

Tourist destination Bandung (Ervina et al., 2020; Yuliani et al., 2021). Bandung District is a tourist destination whose visitor numbers have significantly increased yearly. According to data from the Central Statistics Agency (BPS) of West Java Province, the number of tourists who visited Bandung District in 2021 remained 74% compared to 2019. This is noteworthy as tourism activities began to recover after the impact of the 2020 pandemic. The Kutawaringin Subdistrict is one area with potential culinary tourism in Bandung District (Zulfikar et al., 2020). The Kutawaringin Subdistrict is renowned for its diverse culinary offerings, such as satay, lemon tea, spicy chicken, rice cooked in coconut milk, spicy paddy snails, fermented cassava, rice crackers, assorted fried snacks, fried bananas, and more, presenting a compelling allure in the culinary realm for food enthusiasts. As indicated in the table, the increasing number of visitors to Bandung District opens up new economic opportunities for the communities in the Kutawaringin Subdistrict, especially in the culinary sector (Syarifuddin et al., 2018). Tourism development through culinary tourism is appropriate as it aligns with tourist preferences, especially Indonesian tourists.

Culinary tourism is characterised by journeys to primary and secondary food providers, food festivals, restaurants, and specific destinations where the primary goal of the journey is to taste food or experience unique cuisine from certain regions as travel motivation (Galati et al., 2023). Culture influences how and why we acquire, process, prepare, and consume food, while factors such as gender, family, and decision-making power also play significant roles (Alonso et al., 2018). (Zain Sulaiman and Wilson, 2019) also mentioned that personal needs, the surrounding environment, social factors in the community, and the attraction of specific tourist destinations influence tourist motivations. Furthermore, these demographic factors are useful in identifying tourist characteristics, including age, social status, occupation/education, ethnicity, and origin. Moreover, perceptions of value and satisfaction influence tourist experiences in perceived value, satisfaction, and intention to loyalty (Lin & Kuo, 2016). Recognising and understanding tourists' views and satisfaction levels regarding culinary tourism experiences is crucial (Kurnia, 2022).

Culinary experiences can be a reason for someone to visit a region. (Shoukat et al., 2023) It argues that culinary tourism offers a complete sensory experience and is profound for food enthusiasts. To achieve the best culinary experience, food enthusiasts naturally have standards for food quality, cleanliness, presentation, and accessibility to reach the place where the cuisine is served. Meanwhile, according to (Le Busque et al., 2022), culinary tourism destinations have several supporting facilities, including landscapes, architecture, and transport. (Ashaolu, 2020) mentioned that the quality of food and beverage products has four dimensions: shelf life, nutritional content, flavour, and texture quality. Meanwhile, according to (Jiang et al., 2021; Rochmatulaili, 2020; Sousa et al., 2024), four factors influence customer satisfaction: the quality of food and beverage products has four dimensions: freshness, presentation, food processing, and variety of food.

This study identifies and analyses perceptions of food quality and tourist satisfaction in culinary tourism in Kutawaringin District, which has never been studied before. The perception of tourists when visiting tourist attractions is influenced by the quality of food served. (Bae & Jeon, 2022; Jeon & Yoo, 2021) Research explores food quality by involving tourists to assess certain aspects that support food quality based on their experiences. This involves identifying factors such as menu variations, culinary diversity presented, experience, and atmosphere that influence the culinary experience. Data analysis conducted on tourist responses is expected to provide study results that can offer insights for various stakeholders, including the local government, especially the culinary industry ecosystem in the Kutawaringin Subdistrict, to provide a better culinary tourism experience for tourists. Promotion strategies based on food quality analysis can be an alternative. (Mohammad et al., 2022; Roustia & Jamshidi, 2020) by explaining to policymakers how to organise and plan destination marketing activities.

In addition, the research utilisation results of food quality and tourist perception can be implemented structurally. Culinary experiences are a successful strategic resource for destinations and professionals in customising businesses/destinations by configuring experiential contexts (Hernández-Mogollón et al., 2020). These findings provide important implications for the government and tourism practitioners to develop gastronomic tourism as a new alternative (Sutiadiningsih et al., 2023). Translating knowledge and attitudes into actual behaviour and practice requires a shared commitment. (Taha et al., 2020) suggested that the role of the government is very



strong in realising culinary potential as a tourist attraction, namely commitment (91.9%).

METHODOLOGY

The research method employed in this study is quantitative (Han et al., 2022). This method aims to clarify a research problem, formulate hypotheses, and provide references in constructing research instruments (Saat & Mania, 2020). The researcher collected data through a survey method using a questionnaire distributed using Google Forms. This study utilises a non-probability sampling technique, a sampling system that does not give equal opportunities for every element or member of the population to be selected as a sample. Furthermore, the sample is selected using the Roscoe formula. According to the book "Research Methods For Business" (Sugiyono, 2016), the Roscoe formula has requirements regarding the sample size for research as follows:

The appropriate sample size for this research ranges from 30 to 500. If the sample is divided into categories (male and female), then the number of sample members in each category should be at least 30. If the research will conduct multivariate analysis, the sample members should be at least ten times the number of variables studied. For example, if there are five research variables (4 independent and one dependent variable), the number of sample members is $10 \times 5 = 50$.

For simple experimental research, if strict experimental control is used, the number of sample members for each group ranges from 10 to 20.

Roscoe Formula:

$$R = n \times <10$$

Explanation:

n: variables

<10: multiplied by at least 10

Based on the above explanation, the calculation is as follows:

$$R = 3 \times <20$$

Note: (<10 is replaced by <20) After rounding the calculation results, 60 respondents were obtained as the sample.

Sampling is conducted using the purposive sampling technique, which includes the following criteria:

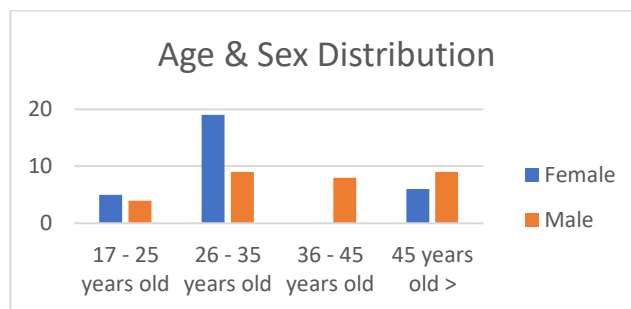
1. Tourists aged above 17 years.
2. Tourists have purchased culinary products at least twice.
3. Tourists come directly to the Kutawaringin Subdistrict to purchase culinary products.

The research was conducted between August and

November 2023 in Kutawaringin, a sub-district in the Bandung Regency of West Java, Indonesia.

RESULT AND DISCUSSIONS

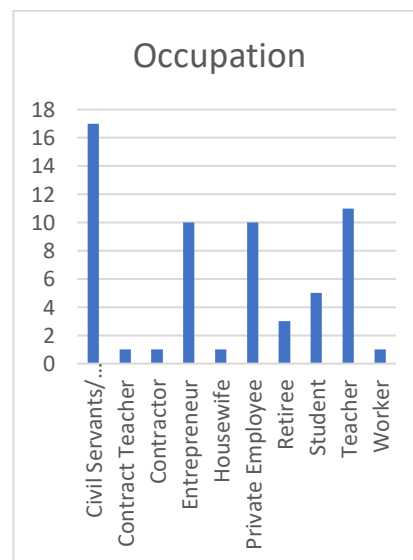
Based on age and gender, tourists who visit culinary destinations in the Kutawaringin Subdistrict are aged 17 to over 45 years old. Each age group has male and female tourists, except in the age range of 36-45 years, which is predominantly male. Generally, tourists visiting culinary destinations in the Kutawaringin Subdistrict are dominated by women aged 26-35, followed by male tourists in the same age range.



Source: Processed Data, 2023

Figure 1. Respondents by gender

The majority of respondents have visited the Kutawaringin Subdistrict with the purpose of culinary tourism more than four times. Meanwhile, the most common profession among respondents is civil servant (PNS), followed by teachers, private employees, and other professions. This can be observed in Figure 2. Respondents by occupation.

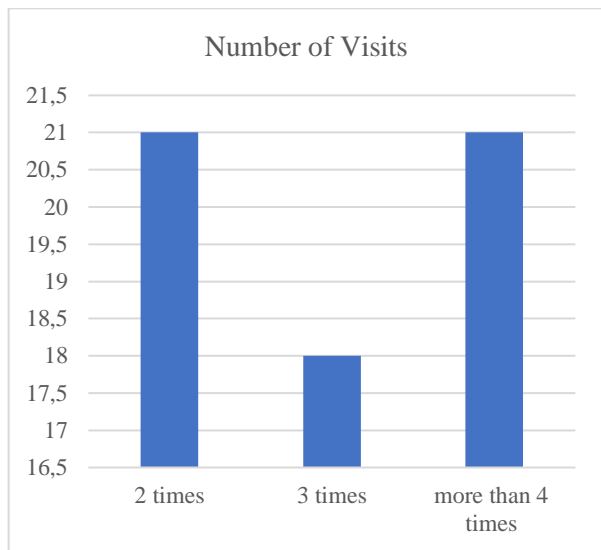


Source: Processed Data, 2023



Figure 2. Respondents by occupation

On average, they have visited the Kutawaringin Sub-district more than four times for culinary tourism. As in the following figure 3:



Source: Processed Data, 2023

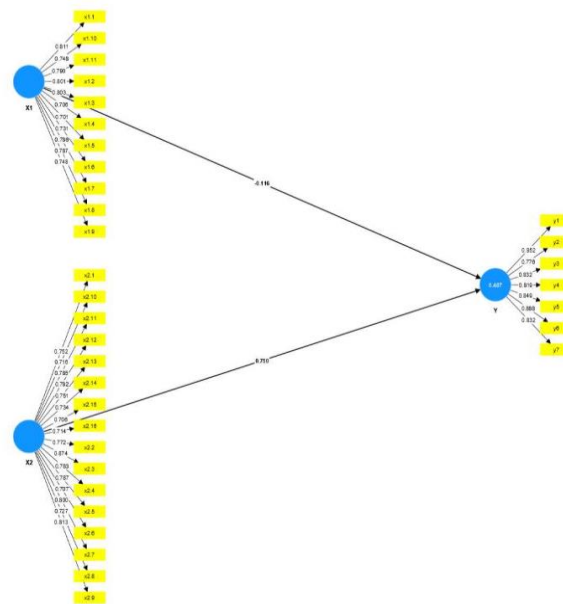
Figure 3. Respondents based on the number of visits

Evaluation of Measurement Model (Outer Model) Outer Loading

Evaluating a measurement model's outer loading is a crucial step in assessing the reliability and validity of a measurement instrument in structural equation modelling (SEM) or confirmatory factor analysis (CFA). Outer loadings indicate the strength of the relationship between each observed variable (indicator) and its corresponding latent construct (factor).

Table 1. Outer Loading Values

	x1	x2	y
x1.1	0.811		
x1.10	0.748		
x1.11	0.790		
x1.2	0.801		
x1.3	0.803		
x1.4	0.706		
x1.5	0.701		
x1.6	0.731		
x1.7	0.788		
x1.8	0.787		
x1.9	0.748		
x2.1		0.752	
x2.10		0.716	
x2.11		0.785	
x2.12		0.782	
x2.13		0.751	
x2.14		0.734	
x2.16		0.706	
x2.18		0.714	
x2.2		0.772	
x2.3		0.874	
x2.4		0.783	
x2.6		0.787	
x2.6		0.707	
x2.7		0.800	
x2.8		0.727	
x2.9		0.813	
y1			0.852
y2			0.776
y3			0.832
y4			0.819
y6			0.849
y6			0.888
y7			0.832



Source: Processed Data, 2023

Figure 4. Outer Model Test Results

Table 1 and Figure 4 show that all indicators exhibit values above the threshold of 0.7, indicating that each variable has a positive impact and meets the criteria for testing in the subsequent stages.

Discriminant Validity

Table 2. Cross-loading Values

	X1	X2	Y
x1.1	0.811	0.410	0.197
x1.10	0.748	0.295	0.104
x1.11	0.790	0.313	0.098
x1.2	0.801	0.506	0.319
x1.3	0.803	0.299	0.253
x1.4	0.706	0.182	0.093
x1.5	0.701	0.380	0.084
x1.6	0.731	0.231	0.062
x1.7	0.786	0.553	0.129
x1.8	0.787	0.590	0.267
x1.9	0.748	0.224	0.119
x2.1	0.322	0.752	0.519
x2.10	0.438	0.716	0.418
x2.11	0.417	0.785	0.460
x2.12	0.439	0.782	0.420
x2.13	0.319	0.751	0.405
x2.14	0.295	0.734	0.455
x2.15	0.439	0.706	0.323
x2.16	0.484	0.714	0.406
x2.2	0.377	0.772	0.682
x2.3	0.404	0.874	0.685
x2.4	0.282	0.783	0.630
x2.5	0.387	0.787	0.595
x2.6	0.296	0.707	0.412
x2.7	0.399	0.800	0.606
x2.8	0.494	0.727	0.588
x2.9	0.477	0.813	0.531
y1	0.154	0.571	0.852
y2	0.272	0.648	0.776
y3	0.194	0.568	0.832
y4	0.168	0.559	0.819
y5	0.181	0.583	0.849
y6	0.310	0.535	0.888
y7	0.273	0.554	0.832

Source: Processed Data, 2023

Based on Table 2, the cross-loading values for each variable are recorded above 0.7. This outcome indicates that the observed variables in this study have accurately depicted the associated latent variables, confirming the validity of all items. Additionally, since the construct values are greater than those of other variable constructs, the discriminant validity results indicate that they are valid discriminately.

Composite Reliability

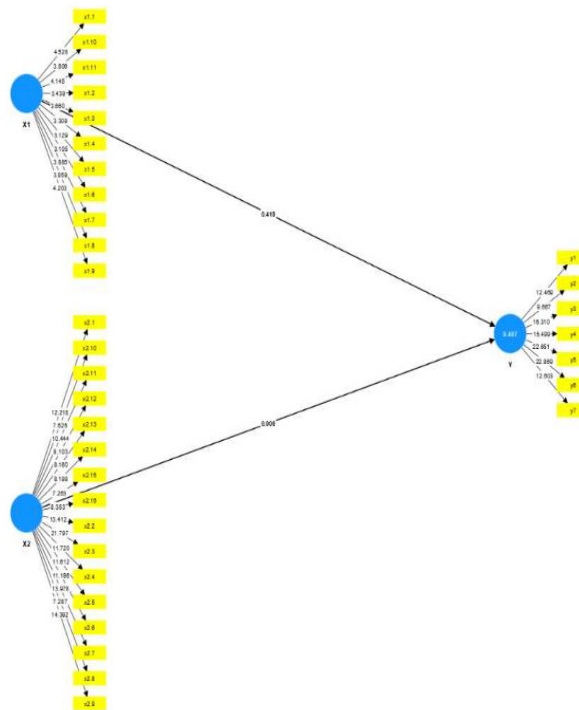
Table 3. Composite Reliability and Cronbach's Alpha Values.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.934	0.974	0.940	0.586
X2	0.953	0.960	0.957	0.584
Y	0.928	0.928	0.942	0.699

Source: Processed Data, 2023

Based on Table 3, composite reliability values were obtained. Reliability testing using Cronbach's Alpha and Composite Reliability indicates that all variable values exceed 0.7, and validity testing using AVE reveals that all variable values exceed 0.5. Therefore, the investigated variables are reliable and valid, thus allowing for the testing of the structural model.

Evaluation of the Structural Model (Inner Model)



Source: Processed Data, 2023

Figure 5. Inner Model Test Results

R Square

Table 5. R Square

	R-square	R-square adjusted
Y	0.487	0.469

Source: Processed Data, 2023

The results above indicate that the R-square value is 0.487, indicating that food quality and perception of satisfaction collectively account for 48.7% of the variance, while the remaining 51.3% is influenced by other variables not addressed in this study. Variable X1 shows a p-value of $0.419 < 0.05$, indicating that X1 does not significantly affect Y. Variable X2 shows a p-value of $0.000 < 0.05$, suggesting that X2 significantly affects Y.

The influence of food quality on the satisfaction variable is insignificant, with a p-value of $0.419 > 0.05$. In contrast, the impact of perception on the satisfaction variable is significant, with a p-value of $0.000 < 0.05$. This implies that the variable of food quality (X1) on satisfaction (Y) does



not have a significant effect, while the variable of perception (X2) on satisfaction (Y) does have a considerable impact.

RESULT AND DISCUSSIONS

Geographical features of Kutawaringin

Kutawaringin is situated in the southwest, approximately 12 km from Bandung City, and serves as a buffer zone for the city. It shares borders with the Margaasih sub-district to the north, the Katapang and Soreang sub-districts to the east, and the Ciwidey and Pasirjambu sub-districts to the south. To the west, it is bordered by West Bandung Regency. Kutawaringin offers a variety of tourist attractions, including the Kutawaringin tourism village, Mount Lion (Kampung Cempaka), Curug Cisolada, Kampung Jatisari, Cilame Village, and Andes Campground. (KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF / BADAN PARIWISATA DAN EKONOMI KREATIF, 2024; Kurniawan et al., 2022; Syaddam et al., 2023).

Culinary Diversity in Kutawaringin

After conducting observations, interviews, and documentation of the sample respondents identified the most popular culinary in the district, among others:

1. Lemon Tea

Lemon tea is made from lemon juice mixed with palm sugar water and served hot or cold. Tourists choose lemon tea as their favourite cuisine in the Kutawaringin Sub-district because most tourists who come to the Kutawaringin Sub-district do sports activities with their families or communities. Based on the results (Observation, 23 August 2023), tourism activities are cycling, walking, hiking, and jogging. After tourists finish exercising, lemon tea is the drink of choice to quench their thirst. Tourists also believe that lemon tea has health benefits and is suitable for consumption after exercise (Interview Results, 23 August 2023). Serving is also quite fast, with a price of Rp5,000 per glass of lemon tea, which is quite affordable. Regarding transaction methods, stalls selling lemon tea have recognised digital payment methods, making it easier for customers who want to transact using non-cash methods.

The sellers promote by putting up banners with pictures of the sports community. Vendors display logos, banners and symbols of their sports communities and even promote their

community events at the location (Observation 23 August 2023). This provides convenience for customers who like to exercise and allows them to network with many communities, thus indirectly attracting customers to come to this place.

2. Satay

Satay is a legendary culinary in Kutawaringin District. Some have been established since 1990 and provide a variety of satay menus ranging from mutton and beef to chicken. The tender texture of the satay meat combined with peanut sauce or soy sauce and the sourness of pickles with a mixture of cucumber, shallots and cayenne pepper complement the taste of this legendary satay (Interview, 24 August 2023). The price of a portion of state cantilena is one to two people enjoying IDR 50,000, and a portion containing ten skewers. Satay entrepreneurs are venturing into online promotion methods, so customers can order satay through online applications that provide food delivery services (Interview, 24 August 2023). Satay ingredients such as goat meat and skewers used by this satay also come from local farmers and artisans in the Kutawaringin Sub-district.

3. Ulen

Ulen is made from white glutinous rice mixed with grated coconut and steamed until cooked. The cooked white glutinous rice and coconut are pounded until smooth, sticky, and easy to mould. After that, the ulen is shaped into an oval or square and left for a few hours to cool and harden slightly. The hardened ulen is then sliced and fried in hot oil. Once cooked, ulen can be enjoyed with peanut sauce or sambal (Interview, 24 August 2024). In Kutawaringin, Ulen is a favourite cuisine among tourists. In addition to its delicious taste, ulen is filling, and the price is quite affordable, at IDR 2,000 per piece (Observation, 24 August 2023). *Ulen* can be found in almost every stall in Kutawaringin. The raw material for ulen is made from white glutinous rice, which comes from farmers in the Kutawaringin region, most of whom make a living from farming and rice fields.

The researcher identified the culinary through observation interviews and documentation while in Kutawaringin. This identification was also supported by survey data collected from tourists visiting Kutawaringin. The survey was conducted to complement the researcher's data in mapping the featured cuisine in Kutawaringin based on the perspective of visiting tourists.



Table 6. Kutawaringin Culinary Types

No	Culinary Names	Number of Selections
1	The Lemon	21
2	Sate	18
3	Ulen	11
4	Ayam Goreng	5
5	Others	5

Source: 2023 Research Results

Based on the survey results in Figure 6, tourists consider lemon tea the most selected culinary dish. Based on the following table, lemon tea is the culinary most chosen by tourists and is considered superior. Lemon tea was selected 21 times compared to other dishes, such as satay 18 times, ulen 11 times, and other dishes.

Food Quality on Culinary Tourism Satisfaction in Kutawaringin

Based on the analysis conducted on the data, the food quality variable has an influence of $0.419 > 0.05$ on tourist satisfaction with culinary tourism in Kutawaringin. This indicates that although the food quality variable does not significantly affect tourist satisfaction, it is necessary to consider the possibility of other factors that may also play a role in influencing satisfaction. Among the factors that may play a role are service, ambience, and price, which may also contribute. Examining variations in the food quality scale may provide further insight into specific variations in food quality that may influence satisfaction.

Tourists' Perceptions of Culinary Tourism Satisfaction in Kutawaringin

The researcher interviewed several respondents who had completed the questionnaire by asking them about their experiences and perceptions of the various culinary attractions in Kutawaringin. The researcher found three culinary attractions, namely HB, NR, and BD (not real names) restaurants, most frequently mentioned during the interviews. Some of the responses given included:

- a) Tourists' perceptions of the taste and freshness of food during culinary tours in Kutawaringin

Based on respondents' opinions, the cuisine in Kutawaringin varies, ranging from heavy food to snacks. Respondents mentioned that the cuisine enjoyed in Kutawaringin has a good taste, caused by the food's

appropriate texture and flavour, the ingredients' freshness, and the temperature at which the food is served. In addition, respondents also felt a certain attraction to the places they visited, such as the taste of chilli sauce and places considered legendary.

"Tempe mendoan is also available (at HB restaurant), but it is more like fried tempe instead of mendoan because mendoan is usually wet, while this one has dry flour coating, but what stands out is their free-range chicken, which is juicy."

ABS (Civil Servant, 29 years old)

"The chilli sauce is the main attraction (of HB restaurant). The influencer I watched seemed uncomfortable while eating but still ate it because it tasted good. The price is cheap, 20 thousand per person."

SRS (Private Employee, 46 years old)

"NR restaurant offers two options for lemon drinks, hot and cold so that everyone can request according to preference. As for the food, it is already prepared, like fried snacks; the crispiness depends on the seller so that we can take it. However, it is good in terms of taste, texture, and so on, so we do not complain. When we eat the fried snacks and lemon drink, I usually prefer it hot because I just finished cycling; it is enjoyable."

ABS (Civil Servant, 29 years old)

"They serve the local speciality there (in Kutawaringin); the famous is BD satay. It is well-known; it is a legend there. If the meat is good, because it is popular there (at BD restaurant), it means there are many visitors, so it is always fresh, like goat meat. If I am correct, they cut it by themselves, maybe from the residents there. As far as I know, it is always fresh, you can see it from the quality of the meat. They say the supplier is from the local community."

AH (Teacher, 60 years old)

"The atmosphere is relatively comfortable (at NR restaurant) because those who come here are usually of the same type and have the same hobby (sports). There are mothers, groups, and small families, so it is specific for sports, walking, and families who enjoy sports."



AH (Teacher, 60 years old)

b) Tourists' perceptions of food presentation on culinary tours in Kutawaringin

The food served at each restaurant respondents visit varies, ranging from freshly cooked buffets to those packaged for immediate consumption (Takeaway). Some eating places may give a poor impression at the beginning of the presentation, but this is not a problem for respondents because when consumed, the food does not cause problems, and the price is economical.

"The first impression may not be convincing, but when you eat, it is okay. The price is standard, and dining for two starts at 40 thousand. That is the standard for their free-range chicken (HB restaurant)."

ABS (Civil Servant, 29 years old)

"Then there is also sticky rice (at NR restaurant), wrapped in banana leaves, and you can just eat it; it is sticky rice with grated coconut and income."

ABS (Civil Servant, 29 years old)

"You can take the condiments yourself there (at BD restaurant), and you serve yourself. It is a buffet for rice and side dishes. The satay is generally served regularly."

AH (Teacher, 60 years old)

"Everything there is served spontaneously (regarding food presentation), and many options exist. I know it (HB restaurant) from one of the Instagram influencers. Even at lunchtime, it is always crowded. It is not as good in the late afternoon; it is better around 10 - 11 am."

SRS (Private Employee, 47 years old)

c) Tourists' perceptions of food processing during culinary tourism in Kutawaringin

For respondents, food processing is more closely related to the cleanliness of the eateries they visit. According to respondents, the level of hygiene varies widely, with some restaurants considered hygienic while others are considered less hygienic. However, the lack of cleanliness did not dampen travellers' intention to do culinary tourism in Kutawaringin.

"HB restaurant is currently the most famous. It is delicious, but the cleanliness is so clean and overly hygienic (sarcastic response). However, even so (despite being less hygienic), it is always crowded. However, (mentioning luxury car brands) dine there, even though there are many flies. I still go back there to eat (even with that). Even my mom, who is hygienic, still goes there to eat because the food is indeed tasty. At lunchtime, many employees come

from far away to eat there. You can eat there in the afternoon from half past three to four (not too crowded); chicken is still available."

ABS (employee, 29 years old)

"In the evening, our perception is different (regarding the cleanliness at HB restaurant) because many people have eaten, and the place is like that (less hygienic)."

SRS (Private employee, 47 years old)

"It is good, hygienic. When snacking, it is clean (NR restaurant)."

AH (Teacher, 60 years old)

"It is just average in terms of cleanliness, like old restaurants. Clean, tidy, nothing special. It is just that the grilling is done in front, and the smoke goes into the restaurant. However, because it is spacious, you can choose where to sit. However, sitting right in the front, you can enter the dining room (BD restaurant). The presentation is ordinary (at NR and BD restaurants) in general. There is no special presentation. The service is good but traditional, and the servers do not wear uniforms or anything. They wear casual clothes like this. For the food, there are relatively no problems with such a presentation because maybe the community who comes already knows and are regular customers, so it is okay. It is not a problem because our focus is on the food, especially the satay. The satay is delicious, that is why it is famous. Maintaining its uniqueness like that, in West Java generally, is different from Japanese and Korean restaurants."

AH (Teacher, 60 years old)

d) Tourists' perception of food diversity while culinary tourism in Kutawaringin

Respondents also indicated a variety of culinary delights available, providing plenty of choices for culinary tourism. Respondents, as tourists, are also aware of the preferred and popular culinary offerings.

"But the food is delicious there (at HB restaurant), especially the green chilli sauce and the chicken. There's a lot. I like their village fried chicken with green chilli sauce and karaoke launch, which is salty. You can freely refill the rice, and there is also fried salad."

- ABS (Civil Servant, 29 years old)

"At NR restaurant, the food consists of fritters, tofu, ulen (grilled sticky rice), sticky rice, and various fried foods. Their speciality is lemon drinks."

- ABS (Civil Servant, 29 years old)

"Then there are various fried foods, such as tofu, fritters,



croquettes, etc. There are also steamed bananas, which are quite healthy, like steamed bananas, and fruits like melon and papaya. There are also meatballs, but it seems like meatballs are rarely bought, so it is not very familiar, more towards fried foods."

- ABS (Civil Servant, 29 years old)

"Then there are other foods; there are many types, but they are mostly light snacks. However, the favourite is the sticky rice; when we mention NR restaurant here, it is fried or grilled because that is probably their speciality."

- AH (Teacher, 60 years old)

"The prices are relatively affordable, around 25 - 30 thousand if you eat there. They have satay and coconut beef stew, but the most popular is the satay."

- AH (Teacher, 60 years old)

Here is the table displaying tourists' perceptions of culinary aspects in Kutawaringin. The following table shows tourists' perceptions of the culinary elements of Kutawaringin. Seven aspects are tested: Food Flavour Quality, Food Price, Food Cleanliness, Vendor Service Quality, Food Packaging Quality, Food Promotion, and Vendor Location Affordability.

Table 7. Tourists' Perception of Cuisine in Kutawaringin

No	Perception	Assessment	Number of Tourists	Percentage
1	Food Taste Quality	Good	21	60%
2	Food Price	Fair	14	40%
3	Food Hygiene	Good	25	71%
4	Seller's Service Quality	Good	26	74%
5	Food Packaging Quality	Good	16	46%
6	Food Promotion	Good	16	46%
7	Seller's Location Reachability	Good	20	57%

Source: 2023 Research Results

Based on questionnaires distributed to several tourists who have visited Kutawaringin, tourists' general perceptions of cuisine in Kutawaringin are good. Table 7 shows that the aspect of service by the seller is the highest percentage chosen by tourists, which reaches 74% with a good rating. This is followed by food hygiene at 71%, food flavour

quality at 60%, affordability of seller locations at 57%, food quality and promotion at 46%, and food prices at 40%, with a fair assessment. Tourists' perceptions are very important because they show which aspects need to be evaluated to increase tourist satisfaction, especially in culinary tourism in the Kutawaringin area.

The results of this study have implications for the development of Kutawaringin as a support for Bandung's Leading Destinations as a tourist destination. Based on the above findings, it can be concluded that the direction of the development of culinary types in Kutawaringin is oriented towards tourist activities in the location. Although not specific, lemon tea is visitors' most sought-after culinary item. This is because most respondents met did tourism activities with sports, so they tended to choose fresh cuisine that quenched their thirst. According to (Camilleri, 2018), a phenomenon like this is initiated by the motivation of tourists so that it forms the pattern of the culinary tourism industry. Lemon Tea is a culinary product that relies on local farmers' food. It is a moderate form of food activism that emphasises the consumption of local ethnic foods and food localism (Pehin et al., 2022).

Travellers' perception of culinary quality in Kutawaringin has become a topic of interest for tourism managers and actors. Factors such as food price, packaging quality, and promotion are among the considerations. A possible strategy to reduce costs is to shorten production costs (Pansera et al., 2024; Park & Meng, 2024). Potential food mapping is required for Kutawaringin as a raw material supplier. Through the Collaboration of Tourism (Hudson, 2011; Silva & Hassani, 2022; Situmeang & Latuamury, 2023), farmers and culinary entrepreneurs forge mutually beneficial agreements while developing packaging quality, and promotion of the involvement of other actors is required. In this context, cooperation with educational institutions focuses on digital business through community service programs (Anggraini, 2021; Yu, 2022). In addition, the presence of relevant government agencies to provide training facilities and community capacity building that concentrates on the competence of digital-based packaging and promotion skills (Olszewski-Strzyżowski, 2022; Zhang & Huang, 2022).

This research has limitations as it needs to address certain aspects, such as the influence of Kutawaringin's geographical atmosphere on determining destination direction and identity. Additionally, the qualitative method is required to fully explore the authentic culinary experiences of tourists related to Kutawaringin as a tourist



destination, including the people and places involved.

CONCLUSION

Lemon tea can be one of the strategies to increase the attractiveness of culinary tourism in Kutawaringin. However, it is also necessary to consider developing a variety of menus and culinary experiences to meet the needs and preferences of tourists, which are certainly diverse. The next conclusion is that the R square value shows that the food quality variable does not contribute significantly to tourist satisfaction, which does not mean that food quality is irrelevant in the context of the culinary tourism experience.

A deeper understanding of travellers' demographic characteristics, such as age and profession, can also provide a more comprehensive picture of the dominant market segments and their culinary preferences. For example, the dominance of men across various age ranges indicates the potential to develop more targeted and specific marketing strategies according to the preferences and needs of this segment. In addition, the professional profile of respondents, which workers, especially civil servants, dominate, also indicates potential market segments that can be targeted more intensively. A more in-depth analysis of tourists' perceptions and preferences regarding various culinary aspects, such as taste, texture, presentation, and cleanliness, may provide a more thorough insight into the factors that truly influence their level of satisfaction.

It is suggested to Kutawaringin tourism actors, to maximise the existing potential, a joint movement is needed between educational institutions, digital tourism business practitioners, local farmers, local governments, tourist villages, restaurant owners and tourism associations in organising Kutawaringin to support the Bandung Destination. Kutawaringin is characterised as a culinary tourism destination based on local food potential.

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