

Experiential Value of Bandung Food Tourism

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ABSTRACT

The food industry is an industry that continues to grow along with the development of the world's population. Even so research on food travel is still limited. Bandung is one of the creative city in Indonesia which has a tourist attraction which is quite high especially in the food industry. The great variation in the culinary Bandung, which is the main attraction for tourists both domestic and foreign.

The method used is kuantitatif approach. Data were collected through questionnaires, observations and interviews. Data obtained from the tourists who've been to Bandung from various ages. This study aims to investigate the importance of food tourism for branding a place such as a specific city or region. A description of the branding spot has an influence on the food tourism.

Based on this research, it was found that behavioral intention is the highest dimension. It is quite groundless because many of the tourist who wants to go back to Bandung and should definitely enjoy the specialties of Bandung. The implications for this study is expected governmental contribution for policies that support food tourism in Bandung making food tourism sector can be proud of and stimulate the economy in general people in Bandung

Keywords: Experiential Value, Food Tourism, Bandung Culinary

1. INTRODUCTION

Tourism is one of the fastest growing factors in Indonesia because it can help increase state revenues. Aside from being a source of state revenue, the tourism sector also contributes to the economic progress because it is able to create new jobs especially for the people around the tourist area as well as increase the income value of the people from tourism itself. Bandung is one of the creative cities in Indonesia that has a high tourist attraction for local and foreign tourists. According to the data of tourism and culture of Bandung city, in 2015 the number of tourists visiting the city of Bandung reaches six million people consisting of foreign tourists and domestic tourists. The next year is 2016 a very significant increase. Quoted from the page ayobandung.com that Head of Tourism and Culture Tourism Promotion Bandung, revealed during the period of the first semester in 2016, ie January to June 2016, the visit of tourists and foreign tourists who visit the city of Bandung reached 6.5 Million

visitors. Culinary tourism is one of the sub-sector of creative industry is very developed in the city of Bandung, many business people in the city of Bandung which makes the place of culinary / culinary typical of Bandung are much in demand by tourists who visit the city of Bandung.

Culinary tourism in the city of Bandung is a staple that is always enjoyed by tourists though their main purpose for historical tourism, nature and other attractions, culinary Bandung automatically included into the tourist agenda of the tourists. Every corner of the city of Bandung always provided snacks processed city of Bandung. Creativity of business people in the city of Bandung is known very high to be the reason for the creation of innovative culinary variety, unique and inviting curiosity tourists to be able to try it. Creativity is of course supported by a comfortable and unique place so that not infrequently the tourists perpetuate the moment and even to share in their social media. In 2015 then, the city of Bandung along with four other cities in Indonesia is designated as a culinary tourism destination by the tourism ministry of the Indonesian Republic. This of course adds value to the city of Bandung as a culinary city and also automatically increase the appeal of Bandung to tourists. Bandung City has positioned itself as a culinary city that always spoil tourists with creative, innovative and high taste dishes. For some consumers who have never visited culinary tour of Bandung, of course, will be tempted by news and information about culinary tour of Bandung without thinking. But for travelers who have been visited of course will consider the previous experience to visit the city of Bandung again. These tourist experiences will affect visitor growth in the future. When tourists are satisfied with the culinary tour of Bandung will certainly re-visit and even recommend culinary Bandung to others. But when culinary Bandung is not so impressive or even disappointing it will arise a negative response from the tourists like stop visiting or telling his disappointment to others. As a preventive measure of negative response from visitors or tourists related experience in Culinary tourism city of Bandung, the author is interested to do research about the experience of tourists to culinary tourism city of Bandung with the title *Experiential Value Bandung Food Tourism*.

2. LITERATURE STUDY

2.1 Tourism Concept

Tourism by Cooper et al (1996) is the temporary movement to destination outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourist.

There are four dimensions of tourism (Mill, 1990), namely: There are four major dimensions to tourism - attraction, facilities, transportation and hospitality. There are four dimensions of tourism that consist of: First, the attraction is the driving factor of tourists to go visit the destination. Secondly, the facility is a service to the tourists, the third and fourth transportation, adequate infrastructure that is supporting the implementation of tourism.

2.2 Experiential value concept

Experiential value may be interactive, relative, preferred, personalized, and it may dynamically change as experiences accumulate (Holbrook, 1994). Two dimensions of experiential value have been proposed by Holbrook (1994). Experience is inseparable from everyday human life. Experience is also precious to every human being, and

experience can also be given to anyone to use and guide and learn human beings. Kelly (2008) states that experience is a perception, an ideological explanation of an action and a conceptual linking time. While Pine and Gilmore (1998) states is a positive experience felt good when someone has a motivation, intellectual and / or spiritual response exceeds a certain threshold.

Kim, Ritchie and Mc Cormick (2012) Defines a memorable tourism as a memorable and remembered positive experience after the event. They developed seven dimensions of tourist experience: Hedonism, involvement, local culture, refreshment, ingenuity, knowledge, and novelty.

From some of the above definition can be seen that an experience is very close to the perception of each individual in which the perception can then move a person's memory to be able to remember an event or event to then be developed into something new.

2.3 Experient Value Dimension

According to Nigam (2012), the extrinsic and intrinsic value of experiential value includes four dimensions, namely:

1. consumer return on investment,
2. service excellence,
3. aesthetic
4. playfulness

In a study conducted by Yaou-chin wang (2016) on experiential values resulted in a positive relationship between experiential value elements with Place food image and behavioral intention. The results of his research explain that consumer return on investment, service excellence, aesthetic, and playfulness have a positive relationship to city's food brand image.

3. RESEARCH METHODOLOGY

The type of research used is descriptive research. Sugiyono stated that "Descriptive research is a research conducted to know the value of independent variable, either one variable or more (independent) without making comparison, or connect with other variables" (Sugiyono, 2004: 11). Population in this study are tourists who Had visited the city of Bandung at least 2 times and taken as many as 30 people samples.

To collect data about the object of research used the data as follows: Interview, by directly asking tourists related problems for the collection of necessary data.

Observation, by conducting a direct review of the related tourists who are culinary tourism Bandung and Questionnaire to 30 tourists who had a culinary tour in the city of Bandung. Besides, it also conducted literature study.

Data analysis technique

Sugiyono states that "Descriptive statistics are statistics used to analyze data by way of describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalization" (Sugiyono, 2004: 142).

Included in descriptive statistics include presentation of data through tables, graphs, pie charts, pictograms, mode calculations, medians, mean (measurement of central tendency), decile calculations, percentiles, calculation of data dissemination through average calculations and standard deviations, .

4. RESEARCH RESULT

This study was conducted to find out how the experience and the level of customer satisfaction when doing culinary tour in the city of Bandung. Food Tourism has 6 dimensions that explain clearly how the perspective of tourists to culinary tourism in the city of Bandung. These dimensions include Consumer Return of Investment (CROI), Service Excellence, Aesthetics, Playfulness, City Food Brand Image and Behavioral Intention. Here are the results of research based on these six elements.

4.1 Consumer Return of Investment (CROI)

In the first element that is CROI measured using questioner to 30 respondents by presenting 4 (four) same statement that is:

1. Bandung cuisine has a good economic value
2. I am willing to queue to enjoy culinary food Bandung
3. Eating Bandung culinary food makes me feel relaxed
4. I am happy with the price of Bandung culinary food

From the statement 84.67% of the respondents stated that culinary bandung has good economic value. 72% stated willing to queue to enjoy culinary food bandung, 74% stated that eating culinary food Bandung make me relax and 76,67% express happy with price culinary food of Bandung.

Overall, Bandung culinary tourism got a good predicate on the element of consume return of investment with its achievement according to 77% of respondents which means that 77% of respondents said they want to revisit Bandung culinary tourism or in other words Bandung has managed to make consumers feel addicted.

4.2 Service Excellence

The second element measured using the questionnaire presented three similar statements to 30 respondents:

1. Culinary entrepreneurs in Bandung provide friendly service
2. Compared with other areas, culinary Bandung presented with unique
3. Bandung culinary entrepreneurs have professional cooking ability

From that statement, 83.33% of respondents stated that Bandung culinary business entrepreneurs provide friendly service, 77.33% agree with the statement that Compared with other areas, culinary Bandung presented with unique and 76% stated that Bandung culinary entrepreneurs have the ability to cook The professional.

Of the overall response Bandung got a good predicate with a value of 78.89. It means that Bandung culinary tourism has a good service.

4.3 Aesthetic

Aesthetic was measured by a questionnaire that presented 3 similar statements to 30 different respondents. The statement is:

1. Bandung's culinary shop environment has an interesting appraisal
2. Bandung culinary shop decoration interesting to see
3. Bandung culinary shop style is very impressive

These three statements resulted in 84% of respondents agree with the statement that the culinary shop environment of Bandung has an interesting estika, 84.67% said the culinary shop decoration Bandung interesting to see and 80% said Bandung culinary style of style is very impressive.

Overall results of respondents stated that the Aesthetic element reached the value of 82.89 which is included into the category of Very Good. It explains that from the

point of view of culinary tourism Bandung has a very high Aesthetic value. 4.1.4 Playfulness

Playfulness is measured by using questionnaires to 30 respondents by presenting 4 (four) same statement that is:

1. Eating Bandung culinary food lets me forget the worries
2. Eating Bandung culinary food makes me feel in another world
3. I enjoy the warmth and passion of Bandung culinary business
4. I feel the pleasure when eating culinary food Bandung

These statements produce positive responses from the respondents. With a value of 70.5, Bandung culinary tourism managed to be a good playground for consumers / tourists. The value is obtained from the responses of respondents to the proposed statement that 64.67% of respondents stated that eating culinary food Bandung allows me to forget the worries, 60% said eating culinary food Bandung make them feel in another world, 76% said that they enjoy the warmth and Passion Bandung culinary entrepreneurs and 81.33% feel the pleasure when eating culinary food Bandung.

4.4 City Food Branding

City Food Branding was measured by a questionnaire that proposed 9 similar statements to 30 different respondents. The statement is:

1. My dining experience in culinary Bandung in accordance with my impression
2. Bandung offers interesting food
3. My choice of visiting Bandung to enjoy local food reflects who I am
4. Bandung is a friendly city that provides culinary tours
5. Visiting Bandung is a wonderful opportunity to try culinary
6. Bandung has a calming culinary atmosphere
7. Bandung has a wealth of culinary culture
8. Bandung culinary varies
9. Culinary Bandung unique

Like the previous elements, the elements of city food branding also generate positive responses through nine statements. 81,33% stated Experience eating in culinary Bandung in accordance with the impression, 86% stated that Bandung offers interesting food, 74% agree with the statement My choice to visit Bandung to enjoy local food reflects who I am, 83.33% stated that Bandung is a friendly city Which provides culinary tourism, 85.33% think that visiting Bandung is a fun opportunity to try culinary, 82% agree that Bandung has a calming culinary atmosphere, 83.33% stated that Bandung has a culinary culture, 83.33% Bandung culinary varies and 84.67% stated that culinary Bandung Unik.

From the responses to the Nine Statements, it is concluded that Bandung has achieved City Food Brand Image very well through the acquisition of the value of 82.59%.

4.5 Behavioral Intention

The last element measured using a questionnaire of 30 different respondents by proposing three similar statements, namely:

1. I have the desire to visit Bandung again
2. I recommend culinary Bandung actively to others
3. I would suggest Bandung culinary to the person who asked for my opinion

The results of the questionnaire stated that 89.33% of respondents had the desire to visit Bandung again, 82% of respondents would recommend Bandung culinary actively to others and 80.67% of respondents would suggest Bandung culinary to

people who asked for his opinion. From these results, culinary tour Bandung successfully reached the value 84 which means very good in this element. Based on the results and explanation above it can be seen that the city of Bandung has a diverse culinary tourism and has a high attraction for tourists from outside the city of Bandung, this can be proved by the number of respondents who know what culinary places they visit in Bandung and They know which culinary places have good taste, good service and a comfortable place. In addition to a culinary place that has a good taste, a comfortable place and good service, culinary places in the city of Bandung also presents many culinary journeys with cheap and affordable prices, so this can be a tourist attraction to come back to the city of Bandung for Just buying a typical culinary Bandung this is evidenced by 84.67% of respondents stated that culinary bandung has a good economic value. But on the other hand there are some comments from consumers who complained slightly because some snacks in the city of Bandung has a price that is not economical. In addition, tourists who come to Bandung that has a high level of curiosity and loyalty because in this study found that the tourists willingly queue to get the food they like and they want to provide it even if they come from out of town. As an example, recently in the city of Bandung appeared cake manufacturer initiated by an artist. The cake is called "Bandung Makuta". At the beginning of the emergence of this cake directly suck the attention of many consumers from outside the city of Bandung so they are willing to come all the way and queue to get the cake. In addition, consumers are also very concerned about the development and innovation of culinary in the city of Bandung, this can be proved by the many criticisms and suggestions from them in order to build a culinary tour in the city of Bandung is better again in the future. Character of Bandung people who are friendly to tourists also become more value that indirectly adds good impression to culinary tour in Bandung, it is felt directly by tourists who come directly to Bandung, they feel the atmosphere is calm, comfortable and feel happy when visiting And buy culinary in the city of Bandung. This is in accordance with the culture of the Sundanese who 'someah hade ka semah'art friendly to the guests who came to make the impression that the culinary tour in Bandung is fun and like in their own hometown. From the above explanation conical on a commitment arising from the loyalty of tourists who come to Bandung it can be seen that 89.33% of respondents have the desire to visit Bandung again after they returned to their respective areas then there are 82% of respondents will recommend Bandung culinary to Other people, be it friends, relatives to the nearest family. This will certainly have a positive impact on the city of Bandung, both in the image and later will have a long impact on improving the welfare of Bandung city residents engaged in the culinary field and can improve the regional opinion of the tax sector and financial liquidity in the city of Bandung.

5. CONCLUSION

Culinary tour in Bandung already has a high level of awareness among tourists who are outside the city of Bandung this is proven by many tourists who know some culinary places in Bandung. There are several factors that encourage tourists to come and culinary tour in the city of Bandung, among them is the city of Bandung has a unique and diverse culinary snacks with high quality taste and affordable prices, in addition to the tourists can be spoiled by culinary attractions that have the comfort, Security and has a high aesthetic value so that the culinary place in addition to being a

place for tourists to buy food, the tourists who come to the place often capture the moment and share it in their social media. This is certainly a plus for culinary tourism in the city of Bandung, because it is supported by the involvement of consumers in participating to promote culinary tourism in Bandung or better known as Word of mouth. In addition to these values there is one value that is not less important in encouraging tourists to come to Bandung, the environmental factors of the city of Bandung is known to have friendly citizens with tourists so that the latter feel comfortable for a culinary tour in the city of Bandung.

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