Can traditional cuisine attracts visitors to a destination?

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A B S T R A C T

The research aims to analyse the influence of food tourism, in particular the traditional cuisine, on the tourists intention to visit a destination. This research used a questionnaire based survey that was conducted in Bogor, one of tourist destinations in West Java, Indonesia. Data were collected from 100 tourists who participated as respondents during their visits to Bogor, and this data were subsequently analysed using a simple regression analysis. The result shows that the traditional cuisine has a significant influence to tourist intention to visit the destination. The finding sheds light on the extent to which tourists' perceptions of traditional cuisine influence the intention to visit a destination.

A R T I C L E   I N F O

1. INTRODUCTION

The purpose of this research is to examine the influence of traditional cuisine on tourists' intention to visit a destination. Sugiarto & Mahagangga (2020) elaborated on the utilization of four key components of tourism products in harnessing tourism potential, offering insights akin to the focus of this research. One of the components of the tourism products is food. Kahar (2023) underscored how food preferences significantly influence tourists' attitudes towards local cuisine. Furthermore, the five dimensions of customer satisfaction, as outlined by Hubeis (2019), have been found to reflect the culinary potential of a destination, offering pertinent guidance for this study, which delves into Bogor City's gastronomic potential.

Bogor City, one of the municipalities in West Java, boasts a multitude of tourist attractions, and its potential as a tourist hub is evident through its facilities, historical heritage, and well-established transportation services. Overcoming obstacles is integral in developing a tourist destination, and Bogor faced a decline in both domestic and international tourist numbers from 2018 to 2021. However, despite these challenges, Bogor is renowned for its diverse culinary offerings, drawing admiration from visitors.

Recent years have witnessed a substantial surge in tourist arrivals (DInas PAriwisata, 2021), highlighting Bogor's emergence as an appealing city, primarily attributed to its culinary delights. Traditional Indonesian food trends have kindled heightened interest in culinary exploration among tourists. Researchers have indicated that Bogor City has untapped potential to position culinary tourism as its flagship attraction, leveraging factors such as service quality, pricing, menus, and popular dining areas (Darsana & Susanti, 2022; Mutiara & Firmansyah, 2018).

Therefore, the objective of this study is to analyse the impact of traditional cuisine on tourist influx, focusing specifically on the traditional cuisine of Bogor as the research setting. Moreover, the objective is to provide a significant scholarly contribution to the field of tourism research and development in Indonesia and promote the expansion of Bogor City's tourism sector. Hence, this research may offer useful perspectives on the determinants of tourist influx in a particular area.

1.1. Indonesian Culinary

Culinary refers to everything related to food and beverages, including the process of making, presenting, and consuming them. More broadly, culinary covers cultural, historical, and traditional aspects associated with the food of a region or country. Culinary also includes exploration of taste, texture, aroma, and visual appearance of food (Sari, 2018). Sari (2018) adds, that culinary can be the identity of a tribe, city, nation, and sometimes a tool to assess a person's social status. Besides, cooking is also an important part of tourism, because through cooking, we can tell a story of the cook himself. Therefore, culinary can also be a significant tourist attraction, such as a tourist destination or a food festival that attracts visitors from different parts of the world.

Quoted from Sunada (2019), it is said that traditional food has cultural values, traditions, and beliefs that originate from local culture. Traditional food has a strong influence on the eating patterns of Indonesian tribes, including in the selection of raw materials, manufacturing processes, eating traditions, eating habits, and the way of presentation. In

addition, the traditional food of a region also reflects the civilisation and culture of the region, as well as becoming something appropriate to be served and by the local community.

When referring to his history, Rahman (2016) explains that food in Indonesia is formed from different layers of time. Food in Indonesia began to be constructed as a cuisine since the 10th century, with the influence of Chinese, Indian, and Arab tastes. Later, European influence also influenced the development of food in Indonesia from the 16th to the 18th centuries, with an exchange of food ingredients from the Americas and Europe known as the Columbian exchange. Furthermore, food development in Indonesia during the colonial period (the 19th and the first half of the 20th Century) until the period of independence was affected by environmental and cultural changes as a result of the application of food cultivation systems.

Therefore, at certain times, there is a shift in the image of food in Indonesia. For example, in the 1930s and 1950s, the image of "nongrat food" began to be shifted by "people's food". The Indonesian government is also actively developing programs and propaganda for healthy food for the people and has a national cookbook as a form of affirmation of the concept of "Indonesian food" that is the identity of the nation. Based on this, it can be seen that the history of food in Indonesia also relates to political, economic, social, and cultural elements. Food issues also involve the availability of food materials, political and economic policies related to the culture system, as well as cultural issues that can give rise to specific food claims between nations.

So, as time passed, interesting food-related questions arose in Indonesia, such as: why can certain foods last for centuries? Why is food from Chinese, Indian, Arab, and European influences acceptable as part of the Indonesian gods? Why are some food ingredients preferred and others not? How does the process of influence and evolution of the food happen?

As far as this is concerned, it relates to the city of Bogor, the area that played a role in the location of this research. As for its location, Bogor is located in the province of West Java, Indonesia. Geographically, Bogor lies at the coordinates of 6°35'00" LS - 6°37'30" LS and 106°43'00" BT - 106°51'00" BT. The city has an area of approximately 118.50 km2. The city has a wet tropical climate with an average temperature of 23-32°C throughout the year. Bogor is also surrounded by beautiful mountains and hills, and the city is also famous for its gardens as well as its green and aesthetic gardens.

Meanwhile, Bogor also has a fairly large population and is one of the most densely populated cities in Indonesia. The city also has a lot of educational facilities, shopping malls, hospitals, and adequate recreation facilities. Besides, Bogor is also famous for its cultural and historical wealth, with several historic sights such as Bogor's Grand Garden, the Bogor Palace, and Bogor Grand Mosque. In connection with its cuisine, Bogor is also famous for its specialty dishes such as Lapis Talas, Asinan Bogor, and Bogor Rice. So, tourists who visit Bogor can enjoy the beauty of nature, see the diversity of flora and fauna, as well as explore various attractions (Bogor, 2019).

It is also known that Bogor has a varied and interesting culinary wealth, such as Soto Bogor, Bogor Asinan, Toge Fried, and Cungkring. Soto bogor is a typical Bogor soup dish, which usually contains boiled beef, yellow peas, tauge, potatoes, as well as served with lemon cakes that are rich in spices. Meanwhile, the Bogor asinan is a fresh dish that consists of a variety of

vegetables and fruits mixed with sweetened sauce. Then, Toge Fried is an Indonesian vegetarian dish that has a salty flavor. This dish is made by mixing a tauge with a little hot water and plus a slice of chicken, chickpeas, and yellow mi, and served with a thick sauce made of oncom. Cungkring is a dish consisting of "cungur" or beef lips and chariot feet, which are now often made from beef peel and beef skin, and are usually served with chili, bean sauce, and weed, thus producing a soft texture with a distinctive aroma.

Based on the explanation, it can be seen that Bogor also has a rich and diverse culinary tourist potential. Tourists can taste the delicacies of traditional food that has an authentic and typical Bogor flavor. Later, Bogor was also famous for its delicious, cheap five-foot foods, and can be found along the way, such as Cubit Cake, Batagor, Siomay, and Goyang Ice Cream.

Besides, Bogor also has many restaurants and cafes that offer traditional to international cuisine. Tourists can enjoy quality dishes in restaurants that offer a comfortable atmosphere with beautiful views. Meanwhile, traditional markets like the Bogor Market and the Anyar Market are also interesting culinary tourist destinations in Bogor. On these markets, tourists can find a variety of fresh foods such as fruit, vegetables, fish, meat, and spices used in local cuisine.

1.2. Culinary tourism

According to Syahrul & Sumardi (2019), culinary tourism is a quest for a unique gastronomic experience. A variety of foods that are often on the way, will always be remembered in the minds of tourists. It involves activities exploring culinary heritage, unique tastes, food traditions, restaurants, food markets, food festivals, as well as related activities available in a location.

The culinary tour itself gives tourists the opportunity to taste the region's typical food, learn the history and culture behind the dishes, and interact with the local communities involved in the gastronomic industry. In this way, tourists can experience the culinary diversity, try authentic dishes, and explore various types of cuisine, both traditional and modern. (Syahrul & Sumardi, 2019).

From that, culinary tours can also provide a pleasant and satisfying experience for tourists, as food and beverages play an important role in the culture, identity, and everyday life of a region. Thus, it can also be understood that culinary tours are often the main attraction for tourists. According to Long in Putri et al. (2023), culinary tourism can be classified into five categories, namely culinarian tourism based on culture, region, time, religion, even based on socio-economic. So, it involves the experience of exploring traditional dishes, ancient recipes, typical cooking techniques, and the local ingredients used in dishes. Meanwhile, region-based culinary tours more highlight the distinctive and unique gastronomic richness of a region, as each region has its own special dishes, special spices, or special recipes that make it a gastronomic attraction.

Meanwhile, time-based culinary tours are more focused on foods associated with special celebrations. It involves seasonal foods, festival dishes, or dishes consumed in specific celebrations such as Christmas, Idul Fitri, or New Year. Later, religious-based culinary trips include foods associated with certain religious practices or beliefs, since each religion has its

own specific dietary rules. And the last type, socio-economic-based gastronomic trips refers to foods and places to eat that relate to a particular social or economic group.

In the tourism industry, food plays a significant role. One of the food's roles is to attract tourists. Typical and famous local cuisine can be an important factor in choosing a tourist destination. In addition, food also plays a role in enriching the tourist experience, as local food not only satisfies the taste, but is also an important part of the culture and identity of a place.

Later, food also played a role in driving the local economy, as the tourism culinary industry can have a positive economic impact on the local community, by providing jobs for the local population. This is because tourists tend to spend more money to try local food and explore interesting places to eat. Thus, famous and delicious local food can become an attraction and play a role in the promotion of tourist destinations. Food can be a trademark of an area that reinforces the image of the destination.

Besides, it can also be known that the culinary industry of tourism creates business opportunities for the business of culinarian entrepreneurs. From restaurants, cafes, culinary tours, and manufacturing of processed food products, it can be exploited by business operators to become a potential tourist market. The use of local ingredients, sustainable farming methods, and environmentally friendly food practices can be part of a responsible culinary experience.

Based on the previous explanation, it can also be understood that the culinary of traditional cuisine is one of the important factors that influence the interest and desire of tourists to visit a destination, especially in the context of this research, namely the City of Bogor. Besides, the interest of visiting tourists can also be influenced by a satisfying and quality culinary experience, because in general tourists are looking for an effective culinarian experience during travel.

If Bogor is known to have tasty, varied, and unique cuisine, then it can attract the interest of tourists to try local food and visit Bogor as a culinary tourist destination. After enjoying a good experience during a culinary trip in Bogor, then the tourists will give positive reviews and recommendations. Thus, the positive feedback and the recommendations of past tourists also play a role in influencing the intentions of visitors.

In addition, an effective promotion of Bogor's culinary, can raise the awareness and interest of tourists to try local Bogor food, as well as visiting Bogor as a tourist destination. Promoting activities can be done through social media, websites, and brochures. In this case, it can be concluded that Bogor's culinary promotion can play a role in increasing the intention of visitors. According to Rangkuti in Triyadi (2021), it is said that promotion is one of the elements in the marketing mix used to inform, persuade, and remind the company's products.

Thus, it is understandable that an effective culinary promotion can create the interest and desire of tourists to visit Bogor and try the variety of typical dishes offered. In this case, a good culinary promotion can raise the tourist awareness about the existence of Bogor's typical culinaries. A successful promotion can also create a positive image of the Bogor cuisine, i.e. by giving a good impression to the tourists. Thus, the promotion can reach more potential tourists, by attracting the attention of potential visitors from different regions.

Creativity in making culinary promotions is also needed, such as providing an overview of the exciting culinarian experience in Bogor. So, tourists can feel interested to try the typical dishes of Bogor, as well as can enrich their travel experience. To the success of a culinary promotion, cooperation can also be carried out with the relevant parties, such as a local dining place and culinarian community. With collaboration in the promotion, then synergies from the various parties can be formed.

1.3. Visit intention and tourist perspectives on traditional cuisine

According to Kotler in Nugraha & Adialita (2021), visiting tourist interest is the same as buying interest, as it can be measured by a variety of same indicators. Adinda & Pangestuti (2019) describes buying interest through four indicators, namely the desire to buy the product offered (transactional interest), the tendency to reference the product to others (referential interest), interest based on comparison with a similar product through some judgment (preferred interest), and the wish to find more information about the product in demand. (minat eksploratif).

Meanwhile, Stevany et al. (2021) explained that that focus on customer needs and succeed in creating customer satisfaction will form a high level of customer loyalty, thus, customers tend to re-buy and recommend the product to others.

Thus, it can be explained that tourist perceptions of traditional Bogor food can vary. There are eight types of traveler perceptions based on Stevany et al. (2021). The first perception is that tourists expect the traditional Bogor food to have an authentic flavor in line with the culinary heritage of the region. The second perception was that the tourists want a varied menu. The fourth perception is the hygiene of the seller's place. Sixth perception is affordable. Then, the seventh perception is the comfort of the place of sale, such as hygiene, adequate facilities, as well as a comfortable atmosphere. And the last kind of perception, the ease of access to location and public transportation. (aksesibilitas).

1.4. Research framework and hipotheses

The intention of a tourist to visit Bogor refers to a person's desire to visit the city of Bogor in the context of travel. The intention of visiting is influenced by various factors, such as to know the historical heritage, enjoy the natural landscape in Bogor City, or want to go on a culinary tour in the city of Bogor. So, this research was made to find out how much the influence of traditional Bogor cuisine influences the intention to visit tourists. In this case, it is necessary to know about the tourist's interest in the traditional cuisine Bogor, in order to be able to measure how much influence Bogor traditional cuisine on the intentions of visitors.

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Tourist perception of traditional cuisine:
An authentic taste of food
Variations of traditional cuisine
 A unique taste
 Hygiene of the stalls
Friendliness
 Affordable Price
Comfort place
Accessibility
                    (Stevany et al., 2021)
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Figure 1. Research Framework

As for the hypothesis in this study is as follows.
Ho: There is no relationship between tourist perception of traditional cuisine with intention to visit Bogor as tourist destination.
H1: There is relationship between tourist perception of traditional cuisine with intention to visit Bogor as tourist destination.

2.   Research Methodology

2.1. Research design

In this study, the author uses the design of a quantitative research method, where this method can describe the magnitude of the influence of the independent variable between the Bogor Traditional Culinary and the dependent variable Tourist Intention. According to Darna & Herlina (2018), the term "research method" has two words, namely the Greek word "methodos", which means the way or path that has been taken, whereas the word "re-research" comes from the word'research' where "re" means back and "search" means search.

Sugiyono in Darna & Herlina (2018) explains that quantitative data is data in the form of numbers or expected qualitative data. Quantitative information can be processed using statistical methods to produce objective numbers, calculations, and analyses. This type of data provides more structured information and can be used to test hypotheses, identify patterns, and generalize. Quantitative data is also used in research to obtain an overview of quantity, frequency, proportion, or relationship between variables.

2.2. Data Collection

According to Fink in Nugraha & Adialita (2021), a survey is a system of gathering information about images, comparisons, or explanations of knowledge, attitudes, and behaviour acquired, or about people. From that, the author forms a criterion to determine the individual who will act as the respondent to fill in the questionnaire. The author will select the respondents randomly based on the criteria, through purposive sampling data collection techniques.

The steps that will be used in this research are to identify the purpose of the research, then collect data using a questionnaire. After that, the author analyzes the data from the questionnaire results to identify the relationship between the independent variable and the dependent variable. The tourist's perception of traditional food in this study acts as an independent variable (X). While the variable dependent (Y) is the intention of a tourist to visit Bogor City. These two variables will be developed into dimensions, which will then be detailed into indicators used for questioning on the questionnaire. So, the last step is to write a report rationally and systematically. The research itself was conducted from April 2023 to June 2023. As for the time of the online dissemination of the questionnaire from May 28, 2023 until June 5, 2023.

Meanwhile, the data collection technique was carried out using the Google Form website. The author distributed questionnaires through social media to people who had never visited Bogor before. According to Sugiyono (2017), the likert scale is used to evaluate the attitudes, opinions, and perceptions of individuals or groups towards social phenomena. These indicators are then used as a basis for composing instrument items, which can be statements or questions. The responses to each instrument item in the likert scale range from very positive to very negative and are expressed in the form of words very agree, agree, neutral, disagree, and very disagrees.

2.3. Population and sample

Populations are groups, groups of individuals, objects, or entities that are the focus of research. The population concerned is a group, which has characteristics that are relevant to the subject of research. As for the study itself, the population used is people who have never visited Bogor City. Since the number of known populations is infinite or unknown, the author uses the Lemeshow equation formula to determine how many samples are needed in this study. With this formula, the result is n (number of samples) of 96,04, which when rounded will be 100. Therefore, in order for this study to run, at least 100 samples are needed.

2.4. Data Analysis

In this study, the authors have carried out several tests to ensure the reliability of the data. The tests carried out included validity tests and reliability tests. According to Siregar (2013), validity shows how far a measuring instrument can measure that thing to be measured. In addition, the author also uses the validity technique of construction in doing this research. As to validity of construction itself is the ability of a measuring tool in measuring the meaning of a concept that is being measured. In testing the validity or non-validity of the questionnaire used, some of the criteria used are the product moment correlation coefficient exceeding 0.3, product moment correlation > r table, and the Sig. value ≤ α. Meanwhile, reliability can be interpreted as a measure of the extent to which the measurement results can remain

consistent when measurements are repeated on the same symptoms, and using the same measuring instrument. As for internal consistency, reliability tests are performed using a single measuring instrument, and the data obtained will be analyzed using special techniques. One of the techniques used to measure reliability is the Alpha Cronbach method. This method is generally used for measuring the reliability of attitude or behavior tests. Through this method, a reliability value can be obtained that indicates the degree of consistency of the items in the instrument (Siregar, 2013). As for Intrumen, it can be said to be reliable if the reliability coefficient is > 0.6.

After verifying the validity of the data through validity and reliability testing, the author then performs data analysis and measurement using descriptive analysis, correlation analysis, determination coefficient test, simple linear regression analysis, and then proceeds with hypothetical testing. In descriptive analysis, the writer performs the process of collecting, formulating, and presenting data statistically to obtain a clear and concise picture of the characteristics of a variable or set of data. The purpose of the descriptive analysis is to present descriptively relevant information about the data, such as the measurement of data concentration, measurements of data dispersion, and distribution of data frequency.

Correlation analysis is a type of data analysis to determine the strength of the directional relationship between two or more variables. (Siregar, 2013). With correlation analysis, correlations coefficients are produced so that it can be known how and to what extent the relationship between variables, whether it is a positive, negative, or even non-related relationship. The resulting correlation coefficient can range from -1 to 1, where value 1 shows perfect positive linear relationship, value -1 shows perfect negative linear connection, and value 0 shows no linear relation between variables. Thus, the closer the correlating coeffecent to 1 or -1, the stronger the linear link.

Then, the author performed a determination coefficient test to measure to what extent a dependent variable can explain an independent variable. The higher the R2 value, the better the predictive model of the research model submitted. This test is performed to assess the contribution and prediction of the independent variable to the dependent variable. The value of the determination coefficient ranges from 0 to 1. When the value is close to 1, then the independent Variable provides significant information in predicting the dependant Variable. However, if the value of R2 becomes smaller, then the ability of the independant variable in explaining the depending variable is said to be limited. (Ghozali, 2016).

As for this survey, the interval data and the hypothesis put forward are associative hypotheses. To test the hypothesis, a simple regression analysis is performed, which is the method used when there is one independent variable (free) and one dependent variable. (terikat). This analysis can explain the relationship between a free variable and a bound variable, as well as the extent to which free variables can influence a tied variable.

2.5. Hypotheses testing

The hypothesis is a temporary answer to the formulation of the research problem, which is expressed in the form of a statement. (Sugiyono, 2017). The term "temporary" indicates that the answers given are based only on relevant theories, not on empirical data obtained

through data collection. Thus, hypotheses are used as a basis for testing and producing empirical evidence, which supports or disproves the hypothesis.

In this study, the authors used the determination coefficient hypothesis test with the r test to determine whether the free variable (X) has a significant influence on the bound variable. (Y). Significance in this context means that the inter-variable influence applies generally to the entire population being studied. If the test results show significance, then it can be concluded that there is a significant relationship between the free variable and the bound variable in the population being researched. As far as decision-making is concerned, it can be seen through the value of significance. If the sig value is > 0,05, then the free variable has no effect on the bound variable. However, if the seg value is < 0,05 then the freer variable is influenced by the bounds.

3.   RESULTS AND DISCUSSION

3.1. Demographic profile

In this study, the survey was distributed to 100 respondents. The respondents were identified by people who had never visited Bogor, and the data obtained from the questionnaire results became the primary data in this study. As for the spread of 100 questionnaires, the return rate was 100%, then the data used was 100%. From these data, a number of characteristics of respondents are derived based on gender, age, and occupation of the respondent. Based on sex, it is known that 49 respondents is a man, and 51 respondent is a woman. Thus, it can be concluded that the majority of respondants are female. By age, it was known that as many as 16 respondents belong to the age range of 1-17 years, 45 respondents 18-25 years, 18 respondents 26-35 years, and 21 respondents 35-60 years. And on the last criterion, namely occupation, it has been found that 42.6% are students/students, 16.8% are civil servants, 14.9% are state officials, 12% are non-dominated students, and 18% are employed as female residents.

3.2. Data Validity

After compiling the research instruments, the validity of the data is tested through validity and reliability tests. In this study, the authors used the SPSS version 25 program to help test and process data. In the research instrument, there are each eight questions that can represent the variable X (travelers' perceptions of traditional food) and variable Y (minat berkunjung wisatawan ke kota bogor). The question can be said to be valid when it meets the criteria, i.e. r counts > r tables.

Based on the results of data processing, it can be found that all statements on variables X and Y are valid, since all the statements have met the criteria. Thus, it can be concluded that a total of 16 questions representing the variables X and Y in the research instrument are valid. After all the questions are valid, then the reliability test is performed on variables X and Y. It is known that the reliability test on the variables x and y, has met the criteria using the Alpha Cronbach test technique, in which the coefficient of reliability of the instrument must be greater than 0,600 in order to be said reliable. From the data processing results, it is found that Alpha Cranbach on variable X is 0.714, then 0.714 > 0.600 indicates that variable x is declared reliable.

3.3 Statistical result

Next, the author performs a statistical descriptive test, which is used to describe the minimum, maximum, average, and standard deviation values of the primary data that has been processed.

Table 1. Tourist perception on traditional cuisine

No.	Indicators	Mean	Standard Deviation
1.	Authenticity	**4,06**	.86246
2.	Variation of traditional cuisine	**4,07**	1.01757
3.	Unique taste	**4,01**	.92654
4.	Hygiene of the stalls	**3,84**	.98186
5.	Friendliness	**4,09**	.84202
6.	Affordable prices	**3,87**	.98119
7.	Comfort place	**4,01**	.90448
8.	Accessibility	**4,16**	.86129

Based on the statistical descriptive test results of Table 1, there are eight indicators used to measure tourist perception of traditional food (X), and there are 100 respondents (N). The first statement of the variable X states that you agree to "a genuine taste of food". A mean value of 4.06 indicates that travellers who have never visited Bogor agree that traditional food in Bogor has an authentic taste. Further, the second statement of X declares that you are in agreement with "a varied variety of traditional food". Then, the third question from the variable X stated that the attitude agreed to the statement "has a unique taste". A mean value of 4.01 indicates that tourists who have never visited Bogor agree that traditional food in Bogor City has a unique flavor. Continued with the fourth statement of the variable X stating a neutral attitude to agree to "cleanness from the seller's place". A mean value of 3.84 indicates tourists who have never visited Bogor City, feel neutral to agree that the environmental food where traditional food is sold in Bogor Town is said to be clean.

Then, the fifth statement of the variable X states that it agrees with the statement of "acceptability from the seller". The mean value of 4.09 indicates the perception of a tourist who has never visited Bogor City, feels agreed that the traditional food seller of the city of Bogor is friendly to its customers. Meanwhile, in the sixth declaration of the variant X states a neutral attitude to agree to the "accessible price" statement. Furthermore, the seventh statement of the variable X indicates an agreement on the statement of "sale comfort". A

mean value of 4.09 indicates that tourists who have never visited Bogor City feel agreed that the traditional food stores in Bogor have a good level of comfort. Then the final statement, the eighth statement of the variable X, states that it agrees with the statement of "accessibility". A mean value of 4.16 indicates that tourists who have never visited Bogor City agree that the accessibility to go to traditional food stores is easy to.

Tabel 2. Tourists' visit intention

No.	Indicators	Mean	Standard Deviation
1.	I intended to visit Bogor in the near future	**3,92**	1.01185
2.	I visited Bogor to taste the traditional cuisine	**3,78**	1.05006
3.	I am interested in trying the traditional cuisine during my visit here	**3,81**	1.14233
4.	I am kind to do other tourists' activities other than culinary tour	**3,88**	1.07572
5.	I visited Bogor because this city has adequate facilities and infrastructure for tourists	**3,98**	0.92091
6.	I read positive reviews about Bogor as tourist attractions	**3,86**	1.00524
7.	I explored traditional market to find a unique traditional cuisine that rarely found elsewhere	**3,94**	1.00323
8.	I intended to visit Bogor in the future based on recommendations from friend or family	**3,82**	1.12259

As with the X variable, the Y variable also has eight indicators used to measure the interest of visitors to Bogor (Y), and there are 100 respondents (N). Based on Table 2, it is known that the first statement of the variable Y expresses a neutral attitude to agree on the first declaration which is "You intend to visit Bogor City in the near future". A mean value of 3.92 indicates that the respondent is neutral to agree to visit the city of Bogor in the short term. Next, the second declaration of the variant Y states a neutral stance to agree with the statement "The primary purpose of your visit to Bogor is to taste traditional cuisine." The mean value is 3.78 indicating that the responders are neutral in agreeing to go to the city with the primary aim being to taste the traditional cuisine in Bogor. Meanwhile, the third statement from the Yable variable expressed a neutral standing to accept the declaration "You are interested in trying the typical cuisine of the city during your visit." A mean score of

3.81 indicated that the Respondent was neutral in agreing to try the tipical cuisine in bogor during the visit.

Furthermore, the fourth statement of the variable Y declares a neutral attitude to agree to the statement "You are interested in doing tourist activities other than culinary tours in Bogor City". A mean value of 3.88 indicates that the respondents are neutral to agreeing to do tourist activity other than cooking tours. Then, the fifth statement of the variable Y stated a neutral attitude to agree on the statement "The city of Bogor has adequate facilities and infrastructure for tourists". A mean value of 3.98 indicates that the respondents are neutral to agree to argue that the city of bogor has the adequate infrastructure and facilities for the tourists. Then the sixth statement of the variable Y stated a neutral attitude to agree on the statement "You heard or read positive reviews about Bogor City as a tourist destination". A mean value of 3.86 indicated that respondents were neutral to agree to hear or read frequently positive reviews of Bogor as a travel destination.

Then continued with the seventh statement of the variable Y, which stated a neutral attitude to agree to the statement "You are interested in exploring the traditional market in the city of Bogor to find food or beverage that is unique or rarely found elsewhere". A mean value of 3.94 indicates that the respondents are neutral in agreeing to be interested to explore the traditional city market in Bogor, in search of unique food or drink. Furthermore, the last statement stated a neutral attitude towards agreeing to the statement "You are interested in visiting Bogor City on the recommendation or review of a friend, or family". A mean score of 3.82 indicates that the respondents are neutral to agree to be interested to visit the City of Bogor based on recommendations or reviews of family friends.

Meanwhile, the biggest mean is on the statement number 5 on the variable Y, which is 3.98. This shows that most of the respondents strongly agree that the city of Bogor has adequate facilities and infrastructure for tourists, whereas for the lowest average (average) of the other mean is in the statement number 2, which is 3,78. The statement is "the primary purpose of tourists coming to the city of bogor is to taste traditional cuisine". This shows that the majority of respondents who visit the city, have a primary objective that is neutral to agree to taste the traditional cuisine that exists there.

3.4. Correlation and determination coefficient

The correlation test is a relationship between two variables, which shows to what extent the sample data can provide evidence of the relationship between the variables. In this study, the authors used bivariate correlation to measure the relationship between two variables in populations that have two variations. The correlation used is Pearson's. Meanwhile, the correlative coefficient is a statistical measurement of covariance or association between two variables. The value of the correlation coefficient ranges from +1 to -1, indicating the strength and direction of the linear relationship between random variables. In order to facilitate interpretation related to the strength of the relationship between the two variables, the authors used the criteria that can be seen in Table 3. Then, the data processing results showed the correlation between the Variable Tourist Perception to Traditional Food (X) and Variable

Interest Tourist Visits to Bogor City (Y), which can be viewed in Table 4. Meanwhile, the results of testing the determination coefficient can be found in Table 5.

Table 3. Criteria for the strength level of the relationship between two variables

Score	Citeria
0	No Correlation
0,25 – 0,5	Moderately strong
0,5 – 0,75	Strong
0,75 – 0,99	Very strong
1	Perfect

Sumber: Halin (2018)

Table 4. Correlation of Tourist Perceptions of Traditional cuisine (X) to Tourists' intention to Visits (Y)

	Correlation		
		Total X	Total Y
Total X	Pearson Correlation	1	**.244**
	Sig. (2-tailed)		.014
	N	100	100
Total Y	Pearson Correlation	**.244**	1
	Sig. (2-tailed)	0.14	
	N	100	100

Based on the results of the correlation test in Table 4, it can be seen that the result is 0.244. When referring to the criteria, then the tourist perception of traditional food has a low and positive relationship to the interest of visiting tourists to Bogor City.

Table 5. Results of Determination Coefficient Test

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.244[a]	**.600**	.050	4.652

a. Predictors: (Constant), Tourist Perceptions of Traditional cuisine

Data processing results show R2 at 0.600. From the results of the determinant coefficient, it can be concluded that about 60% (0,600 x 100%) of variations of the variable Y are influenced by the X variable, while the remaining 40% (100% - 60%) are affected by other variables outside this study.

3.5. Simple Linear Regression Analysis Test

The simple linear regression analysis test in this study was also performed using SPSS version 25. The results of the simple lineary regression test can be seen in Table 6.

Table 6. Simple Linear Regression Analysis

		Coefficients				
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	**22.230**	3.548		6.266	.000
1	Tourist Perceptions of Traditional cuisine	**.273**	.110	.244	**2.491**	**.014**

a. Dependent Variable: Tourists' intention to Visits

Based on the results, it can be seen that the constant value (a) is 22.230 and the regression coefficient (b) for the Tourist Perception of Traditional Food variable is.273. From the result, it is possible to conclude that the equation of regression is Y = 22.23 +.273 X. On the basis of such a regression equation, then a constant value of 22,230 indicates that without the presence of the Variable Tourist perception of traditional food (X), then the value of the variable Interest Tourist Visits to the City of Bogor (Y) is -22.230. As for the return factor of the variant of X.273, it shows that the X variable has a positive influence on the Y variable.

3.6. Hypothesis testing

Referring to Table 7, it is known that the sig value is 0.04; however, based on the assumption used by the authors to test the hypothesis, if a sig value < 0.05 then the Variable Tourist Perception of Traditional Food (X) affects the variable Interest of Tourists Visiting Bogor City (Y). However, the result of the table shows that a sig is 0.014, where 0,014 is smaller than (<) 0.05. So, it can be concluded that the Variabel Tourist Perspective of Traditions Food (X) influences the variables Interest Tourist Visit of Bogor Town (BOGOR). (Y).

Tabel 7. Hasil Uji Hipotesis

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	134.257	1	134.257	6.204	**.014**[b]
1	Residual	2120.733	98	21.640		
	Total	2254.990	99			

a. Dependent Variabel: Minat Berkunjung Wisatawan Ke Kota Bogor

b. Predictors: (Constant), Persepsi Wisatawan Terhadap Makanan Tradisional

4. CONCLUSION

Based on the results of the analysis and interpretation, it is clear that the Variable Tourist Perceptions of Traditional Food (X) has a positive relationship, but with a low relationship to the variable Interest Tourist Visits to Bogor (Y). As for the correlation test, the result of 0.244 gives an understanding that between the variables Tourist perceptions of traditional food(X) and Interest Variables Tourists visits Bogor(Y) have a low correlationship between the two. Meanwhile, the results from a simple linear regression analysis test showed that the regression coefficient (b) on the variabel Tourist Perspects of Traditions Food (x) is.273, which can be understood that Xable had a positive influence on the variant Y. However, as part of this conclusion, it should be noted that this study uses only one free variable, namely the Perspective Tourists Visits Traditions of Food. So for the next author, it is better to expand his research by adding variables that can affect the interest of visiting tourists to the city of Bogor. In addition, the author also suggests that the government and citizens of Bogor more to introduce traditional food to the tourists. Then, with such an effort, Bogor City can become more known and its traditional food can attract more visitors.

5. ACKNOWLEDGMENT

6. AUTHORS' NOTE

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