

DESCRIPTIVE ANALYSIS OF LOCAL FOOD CONSUMPTION VALUE IN WEST SUMATRA (SURVEY ON DOMESTIC TOURISTS)

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Abstract: This research aims to determine domestic tourists' assessment of local food value in West Sumatra. The local food consumption value variable consists of 7 subvariables, namely quality value, health value, price value, emotional value, prestige value, interaction value and epistemic value that is felt when domestic tourists visit West Sumatra. The research method used is descriptive analysis by measuring each sub-variable. The sampling technique used was purposive sampling with the criteria being that the respondent was 17 years old. The total sample was 193 respondents. The research results reveal that the sub-variable quality value is perceived by domestic tourists as local food that provides high-quality raw materials and that local food has high quality standards. In the health value sub-variable, domestic tourists give a high assessment that local food restaurants provide food that is safe for health and prices are commensurate with the value of the money spent. In the emotional value subvariable, domestic tourists stated that they were very impressed with local food because it tasted delicious and spicy. In the prestige value variable, respondents stated that by eating local culinary delights they would share this experience with other people by showing their photos. Likewise with the interaction value subvariable, they agreed that by enjoying local culinary delights, respondents felt it was easier to interact with other people. In the epistemic value subvariable, respondents considered that local food provided an opportunity to learn about the local culture of West Sumatra.

Keywords: Consumption Value, Quality Value, Health Value, Price Value, Emotional Value

1. Introduction

West Sumatra is famous for its diverse culinary attractions with the image of delicious local culinary flavors. This was also marked by the fact that rendang was named by CNN in 2012 as the most delicious food in the world. And it is not surprising that culinary tourism is one of the main attractions for tourists visiting West Sumatra. In West Sumatra, after the Covid-19 pandemic passed, tourist visits began to increase. This condition is utilized by tourist destinations and culinary tourism in West Sumatra to increase the consumption value of local culinary delights, which can be enjoyed at local food restaurants spread across West Sumatra. The research results of Choe & Kim (2018) reveal that the consumption value of memorable and superior culinary delights will provide a positive value to tourists' attitudes towards local culinary delights so that it will give a positive impression of the image of local culinary delights, which ultimately has an impact on repeat visits. intention). This research is supported by Kim, Ritchie, and McCormick (2012), who revealed that tourists are impressed by their travel experience and enjoying culinary delights in tourist destinations and have a significant influence on their intention to visit in the future.

According to Martin, Izquierdo, and Garcia (2021), local food with authentic flavors will influence tourists' intentions to visit a destination in the future. Research by Kim et al (2019) reveals that food authenticity is the method of cooking local culinary delights, the unique way of processing and serving it will be a motivation for tourists to enjoy the culinary delights. Findings from Choe & Kim (2018) reveal that there are 7 sub-variables of consumption value

that will influence tourists' attitudes towards local culinary delights, namely quality value, health value, price value, emotional value, prestige value, interaction value, epistemic value towards attitude, food image, revisit intention, and local food restaurant in West Sumatra.

Meanwhile, Ellis et al. (2010) stated that food image is one of the important aspects that influences the level of culinary experience felt by tourists. Zhang et al. (2019) added that local food is specific, authentic local food that describes local local culture, which influences tourists' desire to visit again. "Based on the description in the background of this proposal, it is important to carry out this research to analyze domestic tourists' perceptions of local food consumption value at local food restaurants in West Sumatra."

Therefore, in this research, it can be formulated how domestic tourists perceive consumption value at local food restaurants in West Sumatra. This research aims to analyze the consumption value at local food restaurants in West Sumatra by measuring 7 sub-variables that are part of the local food consumption value.

2. Literature Review

Local food consumption value concept

According to Sweeney and Soutar (2001), consumption value theory states that consumer choice behavior is influenced by various consumption values, namely functional value, emotional value, interaction value, and epistemic value. value), and each consumption value makes a different contribution depending on various contexts. Consumption value refers to the perceived utility obtained from consuming a product. The concept of consumption value has been applied to food consumption in tourism. And functional value is traditionally considered the main factor influencing consumer choice.

Choe & Kim (2018) classified the consumption value of local culinary into 7 (seven) subvariables. First, quality life is a subvariable of the consumption value variable, which refers to the utility felt by consumers when consuming a product (Sheth et al., 1991; Sweeney & Soutar, 2001). The concept of consumption value has been implemented in culinary consumption in the tourism sector. Second, health value according to Choe & Kim (2018) is measured by local food restaurants providing hygienic food, providing food that makes the body healthy, providing safe food, and providing food that provides good nutrition.

The third is price value, which measures local food consumption value through functional characteristics, namely price value. This indicates that this price value can be measured through the local culinary price indicator, which is quite reasonable; the local culinary offered is in accordance with the value of the money sacrificed (Choe & Kim 2018). The fourth is emotional value, which is related to the experience of consuming food and drinks in tourist destinations that can facilitate social interaction between tourists and other tourists during their tourist trips. Tourist experiences are created through interactions between tourists and other tourists (Kim, 2014). The fifth is emotional value, namely tourist activities related to traveling activities in the form of pleasure that can also be enjoyed. associated with emotional value. The fifth is prestige value, which can be interpreted as an individual's feeling of recognition. The sixth is interaction value, which is related to interactions with other people (Choe & Kim 2018). So it is important for consumers to enjoy their travel trips in the presence of friends. The seventh is epistemic value, namely the desire of tourists to get something new and useful for their tourist visit. In particular, consuming culinary delights from other cultures is likely to provide epistemic value, as most tourists regard consuming local food as a new experience and a means of expanding their knowledge or cultural capital (e.g., by learning how to cook a new culinary

specialty, or cooking a culinary specialty they are familiar with). origins of other cultures). food, or the story behind a particular dish).

3. Method

This research uses a descriptive approach through frequency distribution calculations. The population is all domestic tourists who have visited West Sumatra province. The sampling technique was purposive sampling, and respondents aged 17 and over were used as respondents and those who had visited at least once. The number of respondents was 193 using SPSS.

4. Result and Discussion

Based on data obtained from the results of questionnaires that have been distributed, data was obtained regarding respondents' responses to the local food consumption value variable. A description of the frequency of answers chosen by respondents for this variable can be seen in the following table.

Table 1
Analysis Description Variable Local Food Consumption Value

Code	Statement	Alternative Choice					N	Mean	TCR	Criteria
		STS	TS	N	S	SS				
	Quality Value									
X1.1	This local food restaurant provides the best spices	3 (1.55%)	3 (1.55%)	21 (10.88%)	73 (37.82%)	93 (48,19%)	193 (100%)	4.57	91.4	Very High
X1.2	This local food restaurant provides good quality raw ingredients	0 (0.00)	5 (2.59%)	18 (9.33%)	86 (44.56%)	84 (43.52%)	193 (100%)	4.92	98.4	Very High
X1.3	This local food restaurant provides the best taste	2 (1.04%)	4 (2.07%)	15 (7.77%)	72 (37.31%)	100 (51.81%)	193 (100%)	4.43	88.6	High
X1.4	This local food restaurant provides delicious food	0 (0.00%)	5 (2.59%)	12 (6.22%)	82 (42.49%)	94 (48.70%)	193 (100%)	4.68	93.6	Very High
X1.5	This local food restaurant has high quality standards	1 (0.52%)	5 (2.59%)	21 (10.88%)	84 (43.52%)	82 (42.49%)	193 (100%)	4.92	98.4	Very High
	Mean Subvariable Value							4.70		
Health Value										
X1.6	This local food restaurant provides hygienic food	0 (0.00%)	7 (3.63%)	36 (18.65%)	82 (42.49%)	68 (35.23%)	193 (100%)	4.09	78.9	High
X1.7	This local food	1	10	49	68	65	193	3.96	76.4	High

	restaurant provides healthy food	(0.52%)	(5.18%)	(25.39%)	(35.32%)	(33.68%)	(100%)			
X1.8	This local food restaurant provides safe food	1 (0.52%)	2 (1.04%)	32 (16.58%)	84 (43.52%)	74 (38.34%)	193 (100%)	4.18	80.67	High
X1.9	This local food restaurant provides food with good nutrition	1 (0.52%)	6 (3.11%)	41 (21.24%)	80 (41.45%)	65 (33.68%)	193 (100%)	4.04	77.97	High
Mean Subvariable Value								4.06		
Price Value										
X1.10	Food prices at this local food restaurant are reasonable	3 (1.55%)	3 (1.55%)	41 (21.24%)	82 (42.49%)	64 (33.16%)	193 (100%)	4.04	77.97	High
X1.11	The food offered is worth the money spent	5 (2.59%)	3 (1.55%)	26 (13.47%)	92 (47.67%)	67 (34.72%)	193 (100%)	4.10	79.13	High
Mean Subvariable Value								4.07		
Emotional Value										
X1.12	I feel happy to be able to eat local food in West Sumatra	2 (1.04%)	1 (0.52%)	18 (9.33%)	62 (32.12%)	110 (56.99%)	193 (100%)	4.06	81.2	High
X1.13	I feel happy to be able to eat local food in West Sumatra	4 (2.07%)	1 (0.52%)	16 (8.29%)	64 (3.16%)	108 (55.96%)	193 (100%)	4.18	83.6	High
X1.14	I feel that the local food served makes my mood positive	1 (0.52%)	4 (2.07%)	20 (10.36%)	78 (40.41%)	90 (46.63%)	193 (100%)	4.71	94.2	Very High
X1.15	I was impressed by the local food in West Sumatra	2 (1.04%)	3 (1.55%)	12 (6.22%)	86 (44.56%)	90 (46.63%)	193 (100%)	4.78	95.6	Very High
X1.16	I want local food served according to my taste	1 (0.52%)	6 (3.11%)	21 (10.88%)	77 (39.9%)	88 (45.6%)	193 (100%)	4.72	94.4	Very High
X1.17	I feel that this local food can encourage me	1 (0.52%)	5 (2.59%)	25 (12.95%)	75 (38.86%)	87 (45.08%)	193 (100%)	4.73	94.6	Very High
Mean Subvariable Value								4.53		
Prestige Value										
X1.18	Eating these local foods provides an opportunity to share culinary experiences with others	3 (1.55%)	2 (1.04%)	21 (10.88%)	73 (37.82%)	94 (48.7%)	193 (100%)	4.32	83.37	High

X1.19	I feel like I have high social status when I eat local food	7 (3.63%)	17 (8.81%)	49 (25.39%)	59 (30.57%)	61 (31.61%)	193 (100%)	4.85	97	Very High
X1.20	I show photos of culinary experiences to others	14 (7.25%)	12 (6.22%)	28 (14.51%)	70 (36.27%)	69 (35.75%)	193 (100%)	4.71	94.2	Very High
X1.21	Eating local food gives me a sense of prestige	2 (1.04%)	11 (5.7%)	45 (23.32%)	63 (32.64%)	72 (37.31%)	193 (100%)	4.83	96.6	Very High
Mean Subvariable Value								4.67		
Interaction Value										
X1.22	I feel that my friendship with my travel companions increases when I eat local food together	0 (0.00%)	7 (3.63%)	26 (13.47%)	74 (38.34%)	86 (44.56%)	193 (100%)	4.74	94.8	Very High
X1.23	Local food helps interact with other people I travel with	3 (1.55%)	3 (1.55%)	32 (16.58%)	69 (35.75%)	86 (44.56%)	193 (100%)	4.67	93.4	Very High
Mean Subvariable Value								4.70		
Epistemic Value										
X1.24	I am interested in finding more information about this local food	3 (1.55%)	8 (4.15%)	25 (12.95%)	71 (36.79%)	86 (44.56%)	193 (100%)	4.64	92.8	Very High
X1.25	Curious about the local food of an area because of its uniqueness	5 (2.59%)	2 (1.04%)	19 (9.84%)	78 (40.41%)	89 (46.11%)	193 (100%)	4.67	93.4	Very High
X1.26	Eating local food gives me the opportunity to learn new things	2 (1.04%)	3 (1.55%)	30 (15.54%)	76 (39.38%)	82 (42.49%)	193 (100%)	4.84	96.8	Very High
X1.27	I always want to try more diverse local food	2 (1.04%)	4 (2.07%)	19 (9.84%)	68 (35.23%)	100 (51.81%)	193 (100%)	4.39	87.8	High
X1.28	By eating local food, I feel my knowledge of a region's culture increases	1 (0.52%)	4 (2.07%)	21 (10.88%)	81 (41.97%)	86 (44.56%)	193 (100%)	4.82	96.4	Very High

X1.29	I am interested in learning eating habits through culinary experiences such as how to eat food and use other eating utensils	3 (1.55%)	5 (2.59%)	24 (12.44%)	81 (41.97%)	80 (41.45%)	193 (100%)	4.89	97.8	Very High
Mean Subvariable Value								4.70		
Mean Value								4.35	89.97	High

Source: Researcher processed data, 2024

Based on the table above, the quality value subvariable in item X1.1 is "This local food restaurant provides good quality raw materials with an average value of 4.92, as well as item X1.5, namely "This local food restaurant has high quality standards," which was the highest item. But in item X1.3, "This local food restaurant provides the best taste" is the lowest average value, namely around 4.43. For the health value subvariable, it can be seen that this local food restaurant provides food with good nutrition," was the highest value given by respondents. This indicates that the traditional local food served is food that has good nutrition because it consists of various proteins, both animal and vegetable. Likewise, the statement item X1.9 has the highest value perceived by visitors because it is in accordance with the indicator that "This local food restaurant provides food with good nutrition." High protein content, which provides good nutrition for the body For the price value sub-variable in items X1.10 and This indicates that in terms of prices, the local food offered is still at a normal and reasonable price. This must be maintained because when the price of food is expensive and not commensurate with the taste of the food, consumers will never return to that place/restaurant. For the sub-variable emotional value, it appears that indicators X1.14, X1.15, X1.16, X1.17 do not have a significant difference and tend to be the same at the figure of 4.72. This indicates that "respondents feel that the local food served makes their mood positive," "respondents want the local food served to match their taste," and "respondents feel that this local food can energize them." This suggests that the spicy flavor of the food makes them feel invigorated again. For the sub-variable prestige value, item X1.19 has the highest average with the statement that "respondents feel they have high social status when consuming local food," followed by X1.21, "Consuming local food gives me a sense of prestige." This indicates that consumers feel proud to be able to taste the local specialty dishes of West Sumatra, which are known for their slow cooking process, taking a relatively long time and resulting in delicious flavors. For the sub-variable interaction value in items X1.22 and X1.23, which state that "I feel that friendships with travel companions improve when enjoying local food together" and "Local food helps interact with others who are traveling with me," a high value is given. Local cuisine serves as a medium to strengthen the bond between one tourist and another who interact with each other while at the same local food restaurant. In the sub-variable of epistemic value, it is seen in X1.29, which states, "I am interested in studying eating habits through culinary experiences," such as the way food is consumed and the use of other eating utensils. Becoming the highest value. Similarly, on item X1.29 which states, "I am interested in learning about eating habits through culinary experiences" such as the way of enjoying food and using unique dining utensils like plates made from woven palm fronds and coconut shells.

5. Conclusions

Based on the research results, it was concluded that the seven sub-variables of local food consumption value were generally perceived with high value by domestic tourists visiting West Sumatra province. The research results show that domestic tourists perceive that local food restaurants in West Sumatra provide high quality raw materials, provide delicious food and have high food quality standards. And respondents perceive that the local food served suits consumer tastes. Trying local food gives them the opportunity to learn about local culture and feel like they have the experience of trying a variety of local foods.

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