Analysis of Visitors' Behavior in Supporting The Development of Culinary Tourism in Kupang City

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Abstract—**This study aims to determine the influence of tourist behavior on tourist visits in culinary tourism in Kupang City and to analyze the factors that encourage tourist visits in supporting the development of culinary tourism in Kupang City. The total sample in this research was 100 respondents with data collection methods using questionnaires, interviews, and documentation. The data analysis technique is a descriptive analysis technique. The results of the study show the behavioral interest equation Bi = 0.34S + 0.21NS + 0.25KP + 0.20I, meaning that the behavior of visitors to enjoy culinary tourism in Kupang City is more influenced by visitor attitudes by 0.34 (34%).**

Keywords—visitors' behavior; theory of planned behavior; culinary tourism

I. INTRODUCTION

Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. This culinary tourism is part of the existing types of tourism, because it is not complete if tourists who visit a tourist area do not try the typical culinary delights in that area. This is of course a tourism asset that can be developed to support tourism potential, namely providing opportunities for the development of the culinary business and becoming a choice for tourists when visiting tourist areas.

The city of Kupang as one of the entry points for domestic and foreign tourists to East Nusa Tenggara Province provides opportunities and possibilities for businesspeople and the community in the city of Kupang to develop their businesses. In 2021, the number of domestic tourist visits was recorded at 235,898 people [1]. With the existence of a journey made by humans, it provides a multiplayer effect for the area it is aiming at [2]. Tourists will need transportation, accommodation, as well as food and drink during their trip.

With this opportunity, the Kupang City government has carried out development and arrangement in the public sector such as tourist attractions, public facilities, and community economic businesses. This revitalization in the public sector has aroused the enthusiasm of the community to revive businesses in the culinary field. Several locations in the city of Kupang are culinary centers such as the Oepoi Culinary Tourism, Kampung Solor Seafood Culinary, Salome Taman Nostalgia which are often visited.

Based on this phenomenon, researchers are interested in conducting research on the importance of behavioral intention which is often referred to as the behavioral interest of tourists visiting the city of Kupang, especially in choosing places for culinary tours. Behavioral intention or behavioral interest itself explains the tendency of consumers to repeat or not to the services performed by the producer [3]. Behavioral interest also arises because of different perceptions between individuals about something. Perception causes everyone to have differences that cause why someone likes an object, while other people are not happy and even hate the object. This really depends on how the individual responds to the object with his perception. For this reason, the issues raised in this study are (1) does the interest in tourist behavior affect tourist visits in culinary tourism in Kupang City? (2) how does interest in tourist behavior encourage the development of culinary tourism in Kupang City?

II. EASE OF USE

A. Theory of Planned Behaviour

The theory of planned behavior is a theory developed by Ajzen [5] which is a refinement of the reason action theory proposed by Fishbein and Ajzen (1980). The focus of the planned behavior theory is the same as the reason action theory, namely the individual's intention to carry out certain behaviors. Intention can see the motivational factors that influence behavior. Intention is an indication of how hard people are willing to try and how much effort the individual will expend to carry out a behavior. In 1988 the theory of planned behavior was developed to predict behavior that is not completely under the control of the individual.

The theory of planned behavior assumes that humans are rational creatures and use the information possible to them, systematically. People think about the implications of their actions before they decide to perform or not perform a particular behavior. The theory of planned behavior is a theory that analyses consumer attitudes, subjective norms, and perceived behavioral control by consumers. Consumer attitude measures the way a person perceives an object as something positive or negative, as well as beneficial or detrimental.
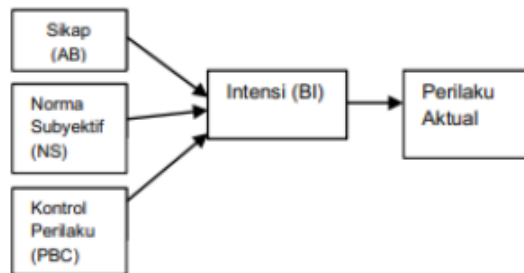

Fig. 1. Planned Behavior Model [5]

Ajzen made modifications to the TPB by adding new variables, namely: (1) Background (background factors), such as: age, gender, ethnicity, socioeconomic status, mood, personality traits, and knowledge; (2) Attitude beliefs (behavioral beliefs); (3) Normative beliefs (subjective norms); (4) Control beliefs.

Background factors are basically traits present in a person, which in Kurt Lewin's model are categorized into aspects of O (organism). In this category Ajzen includes three background factors, namely: personal, social, and information. Personal factors are a person's general attitude towards something, personality traits, values, emotions, and intelligence. Social factors include age, gender, ethnicity, education, income, and religion. Information factors are experience, knowledge, and exposure to the media. Background factors will foster trust. There are 3 beliefs in the Modified TPB that influence attitudes, subjective norms, and perceived behavioral control. Attitude beliefs will affect attitudes, normative beliefs will affect subjective norms, and control beliefs will affect perceived behavioral control.

Behavioral beliefs are things that individuals believe about a behavior from a positive and negative perspective, attitudes towards behavior or a tendency to react affectively to a behavior, in the form of liking or disliking the behavior. In the minds of these individuals already have good or bad information if a behavior is carried out [5]. Normative beliefs are beliefs that arise because of interactions with the surrounding environment. According to Ajzen, opinions from friends, relatives or family tend to intervene in a person's decision to carry out a behavior. The decision to do or not to do is juxtaposed with experiences and stories from people around the individual. If the belief from within is stronger, the individual can ignore input from the surrounding environment. If self-confidence is strong, then this will strengthen a person's decision to carry out or not carry out a behavior based on all analyzes of personal experience and the experiences of other people. This is called control belief. All decisions are taken when all information is complete, not relying on self-assurance or from others.

B.   Local Culinary Tourism

Food is a basic need that must be fulfilled by everyone. The human body needs food as energy intake for the body's cells in carrying out life activities. It can be said that the general functions of food include food as a source of energy, food as a building material and body growth, and food as a regulator of body activities. Therefore, every living creature needs food for its survival. The need to eat begins when humans live so that humans use and manage the available food into food. These basic needs become the habits and traditions of the community in managing food ingredients following the characteristics and habits passed down from generation to generation.

Traditional food is a tradition that is always present in traditional rituals or ceremonies [6]. This tradition is a habit originating from ancestors that has been passed down from generation to generation and is still carried out by many people today. Traditional food or local culinary is part of culture [7]. Not only to meet physical needs, but also to maintain culture [8]. What's interesting about traditional food is that this food is often consumed by a group of people and served at various rituals and traditional ceremonies where recipes for preparing food continue to be passed down from generation to generation.

Various regions in Indonesia have a diversity of traditional dishes, snacks and drinks that have long developed specifically in each region. The criteria for traditional food according to Suwaandi [9] are:

- Processed according to food recipes or seasoning compositions that have been known and applied for generations in the family or community system.

- Raw materials are obtained from local sources, either the result of their own farming or available in the local market system.

- Specific processing methods according to the ways that have been developed by the local community.

III.   RESEARCH METHODOLOGY

This research was conducted at 4 culinary tourism locations in Kupang City, namely Oepoi Culinary Tourism, Salome Taman Nostalgia, and UKM Culinary Tourism. The subjects in the research were visitors who came to 4 culinary tourism locations. The population taken is the number of domestic tourists in 2021 of 235,898 tourists so that a sample is drawn using the Slovin formula with an error rate of 10%, so a total sample of 100 people is obtained using the incidental sampling technique [10]. Because this research is combination research, it will not only divide the research instrument with questionnaires on the sample but will also carry out observations, in-depth interviews, and documentation. In-depth interviews will be conducted with businesses and visitors. To get valid data, an instrument is needed [10]. In research using this combination method, researchers used a questionnaire with a Likert scale that was given to visitors to culinary tours in Kupang City, which was a research sample. In addition, this study also used interview guides, tape recorders and stationery.

The data processing and analysis techniques used are as follows: to answer the first problem, the authors use a quantitative descriptive analysis. The data that has been collected using a questionnaire is processed, tabulated, and then entered the statistical calculation analysis stage using SPSS for Windows version 16.0. Processing research data is done by testing the validity and reliability, as well as a simple linear regression test. In this study, the variables to be measured are the independent variables, namely behavioral interest, and the dependent variable, namely visitor behavior.

IV.   RESULT AND DISCUSSION

A.   Percentage of Attitude, Subjective Norm, Behavior Control, and Intention

Based on the respondents' answers, the number and percentage of visitors' answers regarding the attitude of visitors to enjoying culinary tours in Kupang City can be calculated.

1) Attitude

TABLE I.   PERCENTAGE OF VISITORS' ANSWERS REGARDING ATTITUDE

Attribute	Amount					Percentage (%)				
	SS	S	N	TS	STS	SS	S	N	TS	STS
S1	31	57	12	0	0	31	57	12	0	0
S2	10	66	24	0	0	10	66	24	0	0
S3	20	70	10	0	0	20	70	10	0	0
S4	4	27	47	13	9	4	27	47	13	9
S5	14	23	36	22	5	14	23	36	22	5

Visitors who said strongly agree and agree were grouped as agree and those who answered disagree and strongly disagree were categorized as disagree. Thus, table 1 shows that the indicator of visitors' attitudes regarding the taste of good food is 90%. Meanwhile, the menu variation indicator has a low percentage of 31%.

2) Subjective Norm

TABLE II.   PERCENTAGE OF VISITORS' ANSWERS REGARDING SUBJECTIVE NORM

Attribute	Amount					Percentage (%)				
	SS	S	N	TS	STS	SS	S	N	TS	STS
NS1	3	45	32	13	7	3	45	32	13	7
NS2	9	38	37	8	8	9	38	37	8	8
NS3	7	47	42	3	1	7	47	42	3	1
NS4	12	39	43	6	0	12	39	43	6	0
NS5	10	29	56	3	2	10	29	56	3	2

Visitors who said strongly agree and agree were grouped as agree and those who answered disagree and strongly disagree were categorized as disagree. Thus, table 2 shows that the subjective norm indicator that visitors like large parking spaces is 54%. Meanwhile, the menu toilet availability indicator has a low percentage of 39%.

3) Behavior Control

TABLE III.   PERCENTAGE OF VISITORS' ANSWERS REGARDING BEHAVIOR CONTROL

Attri bute	Amount					Percentage (%)				
	SS	S	N	TS	STS	SS	S	N	TS	STS
KP1	4	43	36	12	5	4	43	36	12	5
KP2	5	42	43	10	0	5	42	43	10	0
KP3	2	50	45	3	0	2	50	45	3	0
KP4	14	43	32	7	4	14	43	32	7	4
KP5	21	38	34	6	1	21	38	34	6	1

Visitors who said strongly agree and agree were grouped as agree and those who answered disagree and strongly disagree were categorized as disagree. Thus, table 3 shows that the control indicator for visitor behavior likes large parking areas by 59%. Meanwhile, the menu toilet availability indicator has a low percentage of 47%.

4) Intention

TABLE IV.   PERCENTAGE OF VISITORS' ANSWERS REGARDING INTENTION

Attri bute	Amount					Percentage (%)				
	SS	S	N	TS	STS	SS	S	N	TS	STS
P1	11	42	36	8	3	11	42	36	8	3
P2	5	48	38	6	3	5	48	38	6	3
P3	2	41	42	15	0	2	41	42	15	0
P4	0	39	53	8	0	0	39	53	8	0
P5	0	49	43	4	4	0	49	43	4	4

Visitors who said strongly agree and agree were grouped as agree and those who answered disagree and strongly disagree were categorized as disagree. Thus, table 4 shows that the visitor intention indicator likes the large parking area by 53%. Meanwhile, the menu toilet availability indicator has a low percentage of 39%.

B.   Analysis of Attitude, Subjective Norm, Behavior Control, and Intention

1) Attitude

The attribute values of the Attitude variable are presented in the following table:

TABLE V.   ATTRIBUTE VALUES OF ATTITUDE VARIABLES

Attribute	SS	S	N	TS	STS	Average	Assessment
	(2)	(1)	(0)	(-1)	(-2)		
S1	31	57	12	0	0	1,19	Positive
S2	10	66	24	0	0	0,86	Positive
S3	20	70	10	0	0	1,1	Positive
S4	4	27	47	13	9	0,04	Positive
S5	14	23	36	22	5	0,19	Positive
Amount						3,38	
Average						0,676	Positive

Table 5 above shows information regarding whether the influence of visitors' attitudes towards enjoying culinary tourism in Kupang City is strong, which is 3.38 with an average of 0.676 which has a positive value.

2) Subjective Norm
The attribute values of the Subjective Norms variable are presented in the following table:

TABLE VI.   ATTRIBUTE VALUES OF SUBJECTIVE NORMS VARIABLES

Attribute	SS	S	N	TS	STS	Average	Assessment
	(2)	(1)	(0)	(-1)	(-2)		
NS1	3	45	32	13	7	0,24	Positive
NS2	9	38	37	8	8	0,32	Positive
NS3	7	47	42	3	1	0,56	Positive
NS4	12	39	43	6	0	0,57	Positive
NS5	10	29	56	3	2	0,42	Positive
Amount						2,11	
Average						0,422	Positive

Table 6 above shows information regarding whether the subjective norm influence of visitors enjoying culinary tourism in Kupang City is strong, which is 2.11 with an average of 0.422 which has a positive value.

3) Behavior Control
The attribute values of the behavior control variable are presented in the following table:

TABLE VII.   ATTRIBUTE VALUES OF BEHAVIOR CONTROL VARIABLES

Attribute	SS	S	N	TS	STS	Average	Assessment
	(2)	(1)	(0)	(-1)	(-2)		
KP1	4	43	36	12	5	0,29	Positive
KP2	5	42	43	10	0	0,42	Positive
KP3	2	50	45	3	0	0,51	Positive
KP4	14	43	32	7	4	0,56	Positive
KP5	21	38	34	6	1	0,72	Positive
Amount						2,5	
Average						0,5	Positive

Table 7 above shows information about the strength of the influence of visitor behavior control enjoying culinary tourism in Kupang City at 2.5 with an average of 0.5 which has a positive value.

4) Intention
The attribute values of the Attitude variable are presented in the following table:

TABLE VIII.   ATTRIBUTE VALUES OF ATTITUDE VARIABLES

Attribute	SS	S	N	TS	STS	Average	Assessment
	(2)	(1)	(0)	(-1)	(-2)		

P1	11	42	36	8	3	0,5	Positive
P2	5	48	38	6	3	0,46	Positive
P3	2	41	42	15	0	0,3	Positive
P4	0	39	53	8	0	0,31	Positive
P5	0	49	43	4	4	0,37	Positive
Amount						1,94	
Average						0,388	Positive

Table 8 above shows information about the strength of the influence of visitor intentionsto enjoy culinary tourism in Kupang City at 1.94 with an average of 0.388 which has a positivevalue.

C. Analysis of Tourist Behavior for Culinary Tourism in Kupang City

Based on the table above, it is known that the total S = 338, the total NS = 211, the totalKP = 250, and I = 194. Thus, it can be calculated the magnitude of the influence of each variableon visitor behavior to enjoy culinary tourism in Kupang City:

$$S = \frac{67,6}{67,6+42,2+50+38,8} = 0,34$$

$$NS = \frac{42,2}{67,6+42,2+50+38,8} = 0,21$$

$$KP = \frac{50}{67,6+42,2+50+38,8} = 0,25$$

$$I = \frac{38,8}{67,6+42,2+50+38,8} = 0,20$$

Fig. 2. The Colculation Result

Based on the results of the above calculations, the equation of behavior of tourists enjoying culinary tourism is obtained as follows:

Bi = 0.34S + 0.21NS + 0.25KP + 0.20I

From the equation above, it shows that the behavior of tourists choosing culinary tours is more influenced by attitudes of 0.34 (34%) than subjective norms of 0.21 (21%), behavioral control of 0.5 (25%), and intention of 0.20 (20%).

This research was conducted on visitors who enjoy culinary tours in the city of Kupang with a total sample of 100 people. Discussion of research variables consisting of 4 sub-variables namely:

1.Table 5 shows that attitudes on average have a positive influence of 0.68 on visitor behavior to enjoy culinary tourism in Kupang City.

2.Table 6 shows that subjective norms on average have a positive influence of 0.42 on visitor behavior to enjoy culinary tourism in Kupang City.

3.Table 7 shows that behavior control on average has a positive influence of 0.5 on visitor behavior to enjoy culinary tourism in Kupang City.

4.Table 8 shows that intention on average has a positive influence of 0.39 on visitor behavior to enjoy culinary tourism in Kupang City.

Based on the behavioral interest equation Bi = 0.34S + 0.21NS + 0.25KP + 0.20I, it means that the behavior of visitors to enjoy culinary tourism in Kupang City is more influenced by visitor attitudes by 0.34 (34%).

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the results of the discussion it can be concluded that:

- The attitude of visitors on average has a positive influence on the behavior of visitors to enjoy culinary tourism in Kupang City.

- Visitors choose to enjoy culinary tourism in Kupang City because of the influence of subjective norms which on average provide positive motivation.

- The behavioral control value felt by visitors if they want to enjoy culinary tourism in Kupang City is on average positive.

- 4Based on the behavioral interest equation $Bi = 0.34S + 0.21NS + 0.25KP + 0.20I$. That is, the behavior of visitors to enjoy culinary tourism in Kupang City is more influenced by attitudes of 0.34 (34%) than perceived behavioral control of 0.25 (25%), subjective norms of 0.21 (21%), and intention of 0.20 (20%).

B. Suggestion

Suggestions given to companies to overcome the problems faced are:

- We recommend that traders at culinary tourism sites in Kupang City increase the availability of facilities and add food menu variants that are important to visitors to win the competition.

- The government of Kupang City can pay attention to the sustainable management of places that become culinary tours so that visitors' needs regarding toilets, trash cans, security and other supporting facilities can be well received by visitors.After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper; use the scroll down window on the left of the MS Word Formatting toolbar.

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