



# The Influence of Destination Image, Food Image, and Perception on Revisit Intention on Culinary Tourism at Permindo Night Market in Padang City

Dhini Denisa<sup>1,\*</sup>) Verinita<sup>2</sup>

<sup>1,2</sup> Program Studi Magister Manajemen, Universitas Andalas, Padang, Sumatera Barat

## ARTICLE INFO

**Received:** 17 February 2021  
**Accepted:** 17 May 2021  
**Published:** 30 June 2021

**Open Access**

## ABSTRACT

This study aims to see the influence of the Food Image, Perception and Destination image on the Revisit intention of consumers at Permindo night market in Padang. Research objects are consumers who have visited Permindo Night Market Padang and the research samples taken are consumers who have visited Permindo Night Market Padang, who are members of The Happy Store. The sampling technique used was purposive sampling technique, in which the selected sample was purposely determined based on predetermined criteria in order to obtain a representative sample. The data used is cross section data. The data collection technique is to collect data directly with the field method (field research) where the questionnaire is distributed directly to the members of The Happy Store who have visited Permindo Night Market, Padang, represented by 205 respondents. The data analysis technique used is the frequency distribution, validity test, reliability test, multiple linear regression analysis, F&T test and the coefficient of determination (R<sup>2</sup>). The result of this research is that food image and perception have no effect on revisit intention, while destination image affects revisit intention.

**Keywords:** *Food Image, Perception, Destination Image, Revisit Intention.*

## 1. Introduction

The tourism business is considered a very promising sector today. Many countries in the world that depend on the tourism industry as a source of income are no exception in Indonesia. Tourism is everything that are related to various kinds of tourist activities, supported by various facilities and services are provided by the community, businessmen, government and local governments. Indonesia have an enormous cultural tourism potential and a country that has a very diverse culture to serve as a tourism destination. Indonesia is a country rich in art, traditional food and culture. Each area that stretches from each island has its own uniqueness, especially in the traditional arts and foods that have been passed down from generation to generation.

Food image can influence the intention to visit to obtain the economic benefits of the community. The intended visitor is a person traveling for the purpose of tasting food. Culinary tourism is a new thing that is important in growing the community's economy and new intercultural insights. A destination images are a belief / knowledge about a destination and what tourists feel during their tour. Another factor in order to develop tourism destinations in accordance tourists need is by paying attention to things that affect tourist satisfaction so that they will return to visit. tourists tend to choose their tourist destination based on the image of the destination and the image of the food that is owned by a particular area. Every tourist who travels on a tour has different perceptions of the tourist objects visited, It depends on the tour experience, education level, environmental conditions, the socio-cultural conditions of the tourist's country of origin, and psychological influences.

An effort to improve the economy and quality of tourism in Padang City, the Government continues to make various innovations. One of them is by holding Permindo Night Market. Permindo street, which is flanked by the arrangement of shops, is transformed into a tourist spot at night. Vehicle access is closed. The road is covered with carpet which are divided for walking paths and lesehan seats. Then on the roadside space is provided for traders to peddle various types of culinary delights that visitors choose to eat either by sitting in the room provided or while sitting on the floor. In addition, at several points there are also performances of artists from dance to music. Which is certainly enough to liven up the atmosphere and provide entertainment for visitors. Permindo Night Market was first held in November 2019. This event received by residents of Padang City and also tourist. The government decided to make this activity being weekly event on Saturday night. To make an existence this event, the government also make complement

\* Corresponding author

E-mail addresses: [missdhini90@gmail.com](mailto:missdhini90@gmail.com) (Dhini Denisa)

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public facilities such as praying place and toilet. For parking area, visitors can use the roadside around permindo street. Permindo night market instant became a tourist icon and new event in Padang city.

Permindo night market makes an enthusiasm resident of Padang. that place became a new tourist icon due to the crowd of visitors every week. This happen making researcher wants to know, how are the food and destination images of the permindo night market, are visitors permindo night market desire to come back to taste the food or just enjoy the atmosphere of the Permindo night market. So that the advantages and disadvantages of Permindo Night Market can be more clearly identify. The development of tourism in a tourist object and attraction are good considered if the tourist attraction managed appropriately by the services, facilities, easy to access and more information for needs tourist. In an effort to provide good service to visiting tourists, it will have a positive impact to desire of tourists return to the city of Padang for a culinary tourism. When the tourist got a good experience, they will come back for visiting without consideration. This satisfaction will encourage tourists return to visit the area or services that tourists have previously received. The desire to visit again will arise when tourists feel that the products and services received by tourists can give satisfaction to these tourists. If the perception of tourists is good, it will generate interest in returning a tourist. So the more positive the image of the destination and the food image of the destination and the perception of tourists, the more it will have an impact on the attractiveness of returning visits (Revisit Intention) from tourists.

## 2. Research Method

This research uses a quantitative approach using survey methods by distributing questionnaires, the aim is to obtain information about a number of respondents who are considered to represent a certain population. This study uses cross section data. And the research object used is the respondent who has visited the Permindo Night Market.

The population in this study were respondents who had visited the Permindo Night market in Padang. The sample used in this study were consumers who had visited the Permindo Night market in Padang. The sampling technique in this study using purposive sampling technique because not all samples have criteria as specified. Therefore, the selected sample was deliberately determined based on predetermined criteria in order to obtain a representative sample. Therefore the number of samples used in this study were 205 respondents who were taken from the members of The Happy Store.

Measurements are made according to the Likert scale, the answers to each instrument have a very positive to very negative value, the values used are as follows: Strongly Agree: Score 5, Agree: Score 4, Neutral: Score 3, Disagree: Score 2 and Strongly Disagree : Score 1. Data processing was carried out using the SPSS 23 application and the data analysis technique used was the validity test measured by the calculated  $r$  value, the reliability test measured by the Cronbach alpha value, descriptive statistical analysis, classical assumption test through normality test, multicollinearity test, linearity test and heteroscedasticity test, then hypothesis testing through simple regression analysis, correlation coefficient and determination, partial and simultaneous regression test.

Hypothesis:

H1: Food Image has a positive and significant effect on Revisit Intention.

H2: Tourist Perception has a positive and significant effect on Revisit Intention.

H3: Destination Image has a positive and significant effect on Revisit Intention

## 3. Result and Discussion

Characteristics of Respondents are profiles of respondents who have visited Permindo Night Market Padang, which consists of Gender, Age, Education, Occupation, Income, Status, Tourist Information, Visiting Intensity and Region of Origin. the dominant female respondents are 120 people and the remaining 85 are male respondents, with the largest age being 26-34 as many as 95 people, the latest S1 education is more dominant as many as 107 people, where on average the respondents are having a job outside the criteria determined, are 76 people with the most income range Rp. 1,000,000 - Rp. 2,500,000 as many as 85 people, dominant unmarried status as many as 143 people, and information about permindo night market that most respondents get from friends is as many as 78 people, intensity Most visited were twice as many as 81 people and on average the respondents came from the city of Padang, as many as 118 people.

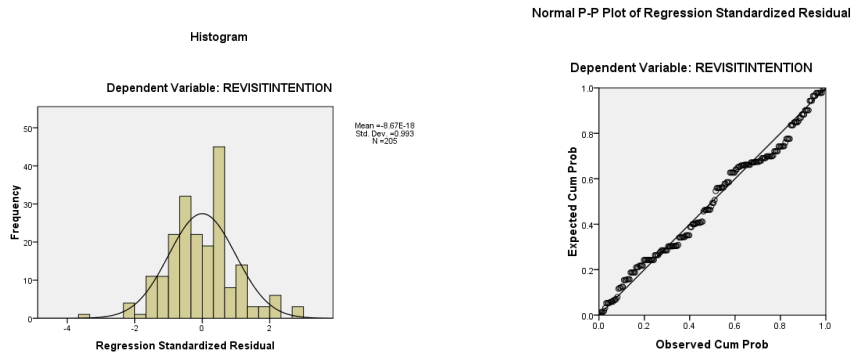


Figure 1. Normality data test

From the Figure above, it can be seen that the two normality test histogram images have a curved curve shape, and the grain follows a linear line. It can be interpreted that the data in this study were tested normal and can be used.

Table 1. Result of Multicollinearity

Variabel	Koefisien Regresi	t-hitung	Sig
Konstanta	10,360		
Food Image (X1)	0,004	0,166	0,868
Perception (X2)	-0,043	-1,109	0,269
Destination Image (X3)	0,260	6.108	0,000
R square = 0,238			

Based on table 1 above, the VIF value is less than 10 and the tolerance value is more than 0.10. It can be concluded that the regression model used in this study does not contain multicollinearity symptoms.

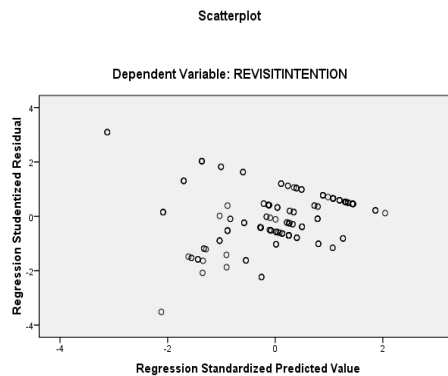


Figure 2. Heteroskedastisitas Test

Based on the picture above, it can be seen that the residual data is in the form of randomly spreading dots and does not form a certain pattern.

Table 2. Multiple Linear Regression

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
Food Image	0,430	2,235
Perception	0,409	2,443
Destination Image	0,476	2,101
R square = 0,238		

In the table above, it can be seen that the regression coefficient value of the constant is 10,360, which means that when the value of the variable  $X = 0$ , the value of revisit intention is 10,360. and the food image regression coefficient value is 0.004, which means that when the food image increases by one level it will increase revisit intention by 0.004, the regression coefficient value for perception is -0.043, which means that when perception is raised by one level, it will reduce the revisit intention value by 0.043 and the revisit intention value of the destination image. 0.260, which means that when the destination image is increased one level, it will increase the revisit intention value by 0.260.

Table 3. the coefficient of determination (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.488 <sup>a</sup>	.238	.227	2.213	1.806

The amount of the Adjusted R Square (R<sup>2</sup>) number is 0.227. This figure means that the effect of food image, perception and destination image on consumer satisfaction simultaneously is 22.7 %.

#### 4. Conclusion and Suggestion

Conclusion From this study it was found that 1) Food Image has no effect on revisit intention, 2) Perception has no effect on revisit intention. 3) Destination image has a positive and significant effect on revisit intention.

Suggestion It is hoped that other research can examine other tourist destinations in the city of Padang besides the Permindo night market, such as Padang beach tourism, sweet water beaches or other tourism, so that it can be seen how the tourist image is in the eyes of tourists. And further researchers can replace or add other independent variables that can affect tourist revisit intention such as tourist satisfaction and other variables, so that tourist revisit intention can be measured by many factors.

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