Tourist's Attitudes and Perceptions Through The Interest of Traditional Food: Case Study of Kerak Telor Jakarta

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ABSTRACT

Indonesia is an archipelago with nature wealth and cultural diversity. The tourism sector has become a principal source of income tourism in Jakarta. The tourists who come to Jakarta is expected to not only interested in natural beauty, the unique nature, but also interested in its culinary. Specialty culinary in Jakarta are Kerak Telur (Crust Eggs). The purpose of this research is to find the attitudes and perception of tourists in selecting Kerak Telur. These factors can be seen in terms of products, the price, promotion, place, services, the process, and suggestions physical.

The research was conducted in DKI Jakarta during one years by using quantitative and qualitative methods. The use of quantitative method was the quantitative instruments and a qualitative method was used to describe and explain why tourists select Kerak Telur (Crust Eggs) in Jakarta detail. From this research result, it was known that some factors influencing the tourist in interest in buying Kerak Telur (Crust Egg) partially was the location, the process and people, but simultaneously the products, the price, the promotion, the location, the process, physical means, and people have a great influence to buy Kerak Telur (Crust Eggs).

SARI PATI

Indonesia adalah negara kepulauan dengan kekayaan alam dan keragaman budaya. Sektor pariwisata telah menjadi sumber utama pendapatan pariwisata di Jakarta. Wisatawan yang datang ke Jakarta diharapkan tidak hanya tertarik pada keindahan alam, keunikan alam, tetapi juga tertarik dengan makanannya. Jakarta adalah salah satu daerah dengan bahan-bahan unik yang beragam. Makanan khas termasuk kerak telur, biji ketapang, geplak betawi, Dodol Betawi, asinan betawi, dapat menarik pengunjung ke Jakarta. Tujuan penelitian ini adalah untuk mengetahui sikap dan persepsi wisatawan dalam memilih makanan kerak telur. Faktor-faktor ini dapat dilihat dari segi produk, harga, iklan, tempat, layanan, proses, dan saran fisik.

Penelitian ini dilakukan di DKI Jakarta selama satu tahun dengan menggunakan metode kualitatif dan kuantitatif. Metode kuantitatif menggunakan instrumen kuesioner. Cara kualitatif untuk mendeskripsikan dan menjelaskan mengapa wisatawan memilih makanan kerak telur di Jakarta secara rinci. Dari hasil penelitian diketahui bahwa faktor-faktor yang mempengaruhi wisatawan dalam minat beli makanan kerak telur secara parsial adalah lokasi, proses dan people, tetapi secara simultan produk, harga,promosi, lokasi, proses, sarana fisik, dan people mempunyai pengaruh yang besar terhadap minat beli makanan kerak telur. Strategi yang harus dilakukan supaya makanan tradisional kerak telor ini dapat bertahan, pemerintah harus lebih memperhatikan strategi promosi, produk,harga, fisik.

1. INTRODUCTION

Indonesia is an archipelago with its natural resources, and cultural diversity. The natural resources owned such as crude oils, mining and gas becomes a number one of foreign exchange which supporting national life and his people wealth. It is a limited natural sources and unlikely can be renewed.

Tourism was another important economic sector in Indonesia. Ethnic background, the tribe, and different social life etiquette is one of the wealth of the country which can be made by consideration of government as other sources to the state. Every ethnic people, who spread in this archipelago, has a wide variety of food as one of the products of diversity culture. Culinary tourism is also helping economic growth and the community development in terms of social and cultural. Any region in the whole of Indonesian archipelago have variety of food that is distinctive as a national asset.

Lifestyle and tourists behavior have changed, make an "Eating" is not just to satisfy the stomach, but also looking for a new atmosphere and satisfying the curiosity sense because of other tourist's advise. Culinary tourism in Indonesia can be made in urban and rural areas. This is reflected in the culinary business players whom see any chance to satisfy the desires of tourists in terms of modern food and traditional foods.

One of the region that has variety of typical food is Jakarta. Those special food are kerak telor, biji ketapang, geplak betawi, dodol betawi, asinan betawi can attract tourists to visit Jakarta.

Table 1.1 Foreign Tourists Visit to Jakarta 2017-2018

No	Months	Year	
		2017	2018
1	January	1.107.968	1.097.839
2	February	1.023.388	1.197.503
3	March	1.059.777	1.363.426
4	April	1.171.386	1.302.321
5	May	1.148.588	1.242.705
6	June	1.144.001	1.322.674
7	July	1.370.591	1.547.231
8	August	1.393.243	1.511.021
9	September	1.250,231	1.370.943
10	October	1.161.565	1.291.605
11	November	1.062.030	1.157.483
12	December	1.147.031	1.405.554

Source : Kemenpar

Figure 1.1 The Number of Tourist Arrival to Jakarta

From table 1.1 and figure 1.1 above, it is looked the growth rate of tourists who visit Jakarta had gone up and down

Table 1.2 Local Tourist
Visit to Jakarta In Year 2017-2018

Year	Total
2016	31.645.333
2017	35.464.110
2018	36.000.000

Source: Disparbud DKI

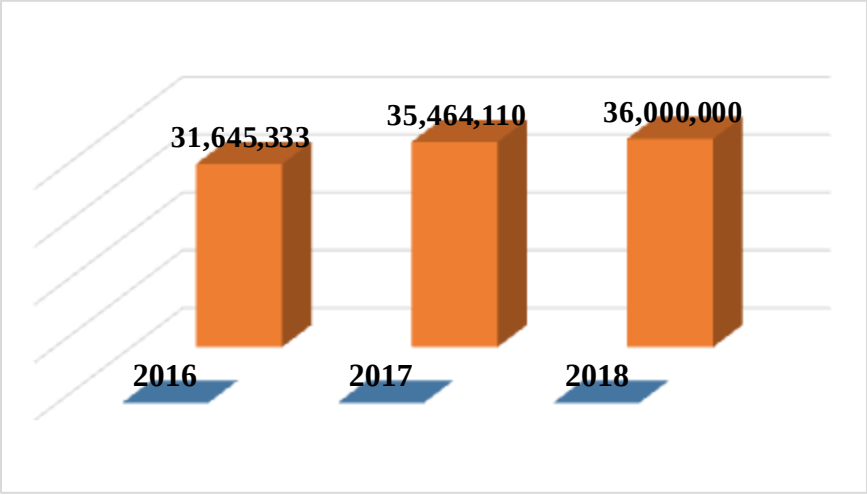

Figure 1.2. A Numbers of Local Tourists

From table 1.2 and figure 1.2 above it is seen the growth tourists visiting Jakarta increased. The tourism sector had managed to become a principal source of tourism revenue for Jakarta. Jakarta is as one of the largest cities in Indonesia, as the capital city of the suspects targeted tourist travel. Tourists coming to Jakarta are not only interested in natural beauty, the unique culture but also expected to be attracted to his food. This is one interest for author to lift up some factors

problems that affects attitudes and perceptions of tourists in choosing food especially kerak telor. For that problems above, authors raised this study entitled "Tourist's Attitudes and Perceptions Through The Interest of Traditional Food (Case Study of Kerak Telor Jakarta)"

Looking at tourists lifestyle and behavior changed in the handling word of "eating", authors want to find out what factors affecting tourist's attitudes and perceptions in choosing food especially Kerak Telor as an options in doing culinary tourism in Jakarta.

1.1. Statement of The Problem

a. What factors can influence tourist's attitudes in choosing food of "Kerak Telor"? How big is the influence?
b. What factors can influences tourist's perception in choosing food of "Kerak Telor"? How big is the influence?
c. Is there any influence to the product through the interest of "Kerak Telor"? How big is the influence?
d. Is there any influence of price and the interest of "Kerak Telor"? How big is the influence?
e. Is there any influence of promotion and the interest of "Kerak Telor"? How big is the influence?
f. Is there any influence of location / place and the interest of "Kerak Telor"? How big is the influence?
g. Is there any influence of the process and the interest of "Kerak Telor"? How big is the influence?
h. Is there any influence of people and the interst of "Kerak Telor"? How big is the influence?
i. Is there any influence of physical and the interest of "Kerak Telor"? How big is the influence?
j. What marketing strategy can be used in developing "Kerak Telor" in Jakarta?

1.2. Hypotheses

The testing of hypotheses aims to reveal whereabouts significant influence among the independent variable dependent variable (Sugiyono, 2016)

a. Product

The product is managing the products including planning and development of products or services appropriate to marketed by changing products or services is increasing and take action that affects various other products or services (Kotler dan Amstrong 2012)

H_1 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the product

b. Price

Prices are the other places that have to be paid by customers to obtain products or services (Rambat Lupiyoadi,2013)

H_2 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the price.

c. Promotion

Promotion is activities to communicate the benefits of the products and as a means of affecting consumers (Rambat Lupiyoadi,2013)

H_3 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the promotion.

d. Location

Location was intercourse with where the event is held (Rambat Lupiyoadi, 2103)

H_4 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the location.

e. Process

Process is all procedures, actual process of constituting , mechanism and the activities of who is employed to deliver services.

H_5 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the process.

f. People

People are all the players who plays an important role in the presentation of services so as to influence the perceptions tourists

H_6 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the people.

g. Physical

Elements of what physical among other suggestions included in the environment or physical building, equipment, logo, supllies, color and other (Kotler dan Amstrong,2012)

H_7 : Attitudes and perceptions of tourists in the significant impact of kerak telor for the physical.

1.3. The Purpose of The Study

1. Findings some factors that influence tourist's attitudes in choosing food of "Kerak Telor"
2. Findings some factors that influence tourist's perceptions in choosing food of "Kerak Telor
3. There is an influence to the product through the interest of "Kerak Telor"
4. There is an influence to the price and the interest of "Kerak Telor"
5. There is an influence to the promotion and the interest of "Kerak Telor"
6. There is an influence to the location / place and the interest of "Kerak Telor"
7. There is an influence to the process and the interest of "Kerak Telor"
8. There is an influence to the people and the interest of "Kerak Telor"
9. There is an influence to the physical and the interest of "Kerak Telor"
10. There is a strategy to develop "Kerak Telor" in Jakarta

1.4. The Benefit of The Study

1. It can be seen a. factors influencing the tourists in choosing traditional foods kerak telor
2. It can help government and businesspeople in Jakarta to analyse the tourist interest in choosing traditional foods "Kerak Telor" .

2. THEORETICAL

The concept of tourism is tourism activity and supported by facilities and services provided by the community, entrepreneurs, and the government. Tourism activity is occured because there are three elements:

1. Tourists who is the player in tourism activity
2. Geographical element by which the movement of tourists take place on three area of geography as following a). origin tourists, (b). the transit area, (c). tourists destinations
3. Tourism industry that provides services, tourist attraction, and facilities of tourism industry .

Traditional Food **:** Original local processed food is started from a complete meal, snacking, and nutritional drink, also it is consumed usually by local communities. Kerak Telur is typical betawi food is made by peddler and sold it. The ingredients of kerak telur are sticky rice, eggs and other seasoning.

Marketing Service: Marketing plays a big role in companies because directly connected with consumers. Marketing is a process that focusing on human resources and intended to capitalize on market opportunities globally (Warren J. Keegan, 2010). According to Fandy Tjiptono (2014), service in any action or what can be offered by a other parties are essentially intagible. Marketing services is doing something for someone else. There are a set of marketing in hotchpotch marketing instrument known as 4P: Product, Price, Promotion, Place; meanwhile, the marketing services have some additional marketing tool such as people, physical facilities, the process or known by 7P according to Kotler and Amstrong (2012).
(1) the product is an element which is developed both in tangible shaped and intangible shaped offered on the market. **(2)** the price is considered as given by a company to a product produced. **(3)** promotion is an elemental being used to introduce a product produced to the market. **(4)** place is a channel that is used by the company to serve the market. **(5)** people is all the players who play a key influence the buyers perceptions. **(6)** physical is something real that can make up the consumer decision to buy or to use products or services offered. **(7)** the process whereby as a system of provision of services as part of that service

Consumer Behaviour: As an activity to a person or group, which directly involved in obtaining and uses goods or services in the decision making process. Schiffman and Kanuk (2008) said that consumer behavior is a study on how does one individual made the decision to allocate available resources (time, money, business, and energy) in searching, buying, using, evaluating, and spending products and services that they hope can satisfy their needs. Consumer behavior will determine the decision making process with the buying. Based on Nana Herdiana Abdurrahman (2015) said that the process of the consumers buying decision consists of five stage: **(1).** The introduction of needs, in this case consumers realize the needs is, **(2)**. Searching information, because of the needs then consumers do stage by looking for information, **(3)**. Alternative evaluation, by using information obtained so consumers do the alternative choice. **(4).** Buying decision, in this case consumers take action to buy or do not buy, **(5)**. After the purchase of consumer behavior, consumers will take next action on the basis of satisfaction or disatisfaction to the products and services that have been used.

The benefits of this research is as follows

a. It can be seen the factors influencing the tourists in choosing traditional foods kerak telor.

b. It can help the government business players and to analyse tourists in Jakarta interest in choosing traditional foods kerak telor.

3. METHODOLOGY

The research was done in Jakarta. A unit of the analysis used in research is local tourists who have ever been visited at least one night in Jakarta. The research methodology used in this research is quantitative methodology by descriptive approach by the means of seeking information with its symptoms.

According to sugiyono (2013) quantitative research methodology means "as a method research based on *positivism* philosophy used for a given populations or specific sample, the sample taken technique was randome in general, data collection research is using questionaire research as the instruments".

3.1. Data Collection Technique:

a. **Primary Data :** obtained directly from respondents, tourists who consume kerak telor by spreading the questionnaire and conducting observations field.
b. **Secondary Data:** getting data in this mater comes from the literature study, electronic media, reference literature that deals with research conducted.

3.2. Population and sample:

a. **Population :** from tourists who visited Jakarta in 2016, local tourists visited Jakarta are about 13.829.935 taken from bisnis.com. A population that used in this research was tourists who visit Jakarta. Sample is part of the population and characteristic of owned by (Sugiyono, 2009). Sample technique used is the non probability sampling techniques, which is meant the sample collection by not going equal opportunity for any elements or a member of a population to samples in a recurrent manner. Meanwhile, the sample technique with certain consideration, the respondents who fill with the criteria established by researchers (Sekaran, 2004).
b. **Sampel :**

Determination of minimum amount samples according to Rao Purba in Ghazali (2010) can be calculated by formula: $n = Z2 / 4(Moe)2$

Where:

n = Amount total sampel
Z = The required level of confidence
Moe = Margin of error

With the belief of 95% or Z = 1,96 and Moe = 10% (0,1) so

n **= (1,96)2 / 4 (0,1)2**
n **= 96,4**

3.3. Data Analysis

Analysis data used is SPSS version 25. On quantitative method used analysis factor and determinant coefficient analysis. The explanation of data analysis result is using table and chart.

Validity and Reliability

a. Validity

Validity test is used to measure the legitimate questionnnaire. A questionnaire is valid if it is capable on how to do something that is to be measured by the questionnaires. Method used to test the validity is Coeficient Correlation Pearson. If the value of significant > 0.05, there was no significant influence, but if the value is < 0.05, there is significant influence.

According to Sugiyono (2017 : 183), to calculate the correlation trial on the validity used correlation product moment method.

1) If the calculate value > r on table, so the questionaire is valid.
2) If the calculate value < r on table, so the questionaire is valid.

b. Reliability

According to Sugiyono (2017 : 121) "reliability test is an instrument when used several times to measure the same objects, will produce the same data". Reliability test in this research used Cronbach's alpha. The interpretation of reliability variables can be said reliable if the coeficient variabel is more than 0,60.

Descriptive Statistic

Robert D Mason and Douglas A Lind said that a descriptive statistics is used statistical methods to describe the data that have been collected. Descriptive statistics used in this research is such as to see a frequency of partisipants' distribution answer after has been collected.

Normality Test

According to Ghozali (2013 : 160), the normality test aimed to evaluate whether the regression model, disturber variables, or residual have a normal distribution. As it is known that the t-test and the f-test assumes that residual value follow the normal distribution. When this assumption is impinged then the statistics test were not valid for the sample of the small sample. There are two ways to detect whether residual distributes normal or not is by charts analyze and statistical tests.

Coefficient Multiple Regression

According to sugiyono (2017: 192), linear regression analysis multiple statistika is a technique used to find the regression equation is beneficial to foretell the dependent variable based on values independent variable and find the probability of errors and analyzes the relation between one dependent variable with two or more variabel independent and partial both simultaneously. Multiple linear regression equation is as follows:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7}$$

Where: Y = minat beli
X_1 = produk
X_2 = harga
X_3 = promosi
X_4 = lokasi
X_5 = proses
X_6 = orang

X_7 = pelayanan
α = konstanta
β_1 = koefisien produk
β_2 = koefesien harga
β_3 = koefesien promosi
β_4 = koefesien lokasi
β_5 = koefesien proses
β_6 = koefesien orang
β_7 = koefesien physical

Determinant Coeffecient

The determinant coefficient (R^2) is to know the large number of the contribution quantity of variable x on variables y, then it is used the coefficient determinant coefficient with the formula as follows:

$$\mathbf{KD = r^2 X 100\%}$$

Description: KD = Determinant coefficient
r = Correlation coefficient

The criteria for coefficient determinant analysis:

a. If KD detects zero (0), then the influence of the independent variable against dependent variable is weak.
b. If KD detects one (1), then the influence of the independent variable against dependent variable strong.

Hipothesis Test

a. Partial Test (t-Test)

This analysis of the partial test (t-test) is used to determine the significance of each coefficients on similarities of multiple regression or to test the influence of each variable X influence partially on variables Y. T-statistik test is done by means of comparing between t_{count} with t_{table}. T_{count} is obtained by an analysis using SPSS 25.0. While determining t_{table} = {α; df (n-k)}. T-statistic test done used two sides partially with α = 5% (0.05) or the level of confidence is 95%, while df = n-k-1, with n is a size sample. If $t_{count} > t_{table}$ means H_0 is rejected and H_1 is accepted or independent variable influences significant on dependent variable, but if $t_{count} < t_{tabel}$ means H_0 is accepted and H_a is rejected or independent variable does not have influence on variable Y.

b. Simultant Test (F-test)

The F test is used to run a test of regression coefficient simultaneously. The testing is aimed to determine the influence of all independent variable that found together in dependent variable. Testing is done by means of comparing between F_{hitung} with F_{tabel}. F_{count} is obtained by analysis using SPSS 25.0. While determining F_{tabel} = (α : jumlah variabel-1,n-k-1). The F test committed using 95 % or α = 5 % (0.05), while the degree of a numerator = number of variabel-1, the denominator = n-k-1. If $F_{count} > F_{table}$ means H_0 is rejected and H_1 is accepted or the independent

variable simultaneously influence significant on dependent variable, but if $F_{count} < F_{table}$ means H_0 is accepted and H_1 is rejected or the independent variable simultaneously is not influence significant on dependent variable.

4. THE RESULT AND FINDINGS

4.1. The Characteristic of Respondent Research

The overview of the respondents describe the state and the condition of the respondents. The following data will take a general description of the respondents which become an object of this research, namely tourists which interest to food "Kerak Telor" in jakarta. The number of the questionnaire to be distributed to the respondents is 500 questionnaires. As for an overview of the respondents who are samples of this research are clasified based on their age, sex, work, residence, and the frequency of consume "Kerak Telor".

a. Respondent Character based on age

Table 4.1. Age

		Frequency	Percent
Valid	<20 years old	39	7,8
	20-24 years old	258	51,6
	25-29 years old	113	22,6
	30-34 years old	74	14,8
	>34 years old	16	3,2
	Totally	500	100,0

Source: The Data Process Result by SPSS 25,0

The data in table 4.1. shows that age of 20-24 years hosted by respondents for 51.6 %. Where that age is a productive age.

b. Respondent Character based on Occupation

Table 4.2. Occupation

		Frequency	Percentage
Valid	Students	110	22,0
	Government Employees	150	30,0
	Private Employees	148	29,6
	Enterpreneur	92	18,4
	Totally	500	100,0

Source: The Data Process Result by SPSS 25,0

The data in table 4.2. shows that there were 150 civil servants of the 500 respondents who fill in the questionnaires. Where civil servants is productive respondents.

c. Respondent Character based on Recidents

Tabel 4.3. Tourists Recidents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jakarta	130	26,0	26,0	26,0
	Foreign Countries	71	14,2	14,2	40,2
	Sumatera	42	8,4	8,4	48,6
	Bekasi	55	11,0	11,0	59,6
	Bogor	73	14,6	14,6	74,2
	Central Java	70	14,0	14,0	88,2
	Others	59	11,8	11,8	100,0
	Totally	500	100,0	100,0	

Source: The Data Process Result by SPSS 25,0

The table above shows that respondents mainly derived from Jakarta were 130 respondents than 500 respondents

d. Respondent Character based on The Number of "Kerak Telor" Consumption

Table 4.4. Based on The Number of Kerak Telor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>4x	33	6,6	6,6	6,6
	1x	349	69,8	69,8	76,4
	2x	86	17,2	17,2	93,6
	3x	14	2,8	2,8	96,4
	4x	18	3,6	3,6	100,0
	Totally	500	100,0	100,0	

Source: The Data Process Result by SPSS 25,0

Table 4.4. shows that the biggest respondents who buy "Kerak Telor" as much as once during a tour were 349 respondents from 500 respondents

e. Respondent Character based on The Reason Consuming "Kerak Telor"

Table 4.5. Reason Tourist Consuming Kerak Telor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Unique Processing	204	40,8	40,8	40,8
	Affordable	85	17,0	17,0	57,8
	Location	101	20,2	20,2	78,0
	The unique shape	91	18,2	18,2	96,2

	The Taste	19	3,8	3,8	100,0
	Totally	500	100,0	100,0	

Source: The Data Process Result by SPSS 25,0

The data in table 8 shows that there were 101 from 500 respondents were interested to buy "Kerak Telur" because it is affordable.

4.2. Data Analysis

a. Validity and Reliability Analysis

The validity test of the research is variable x which consists of variable, products , price, promotion, process, services, and variable Y is the tourists interest of buying "Kerak Telor".

Table 4.6. Accumulation Validity Result as Variable Product (X_1)

Variable	Statement Items	r_{count}	r_{table}	validity
X_1 (Product)	1	,445**	0,1603	Valid
	2	,508**	0,1603	Valid
	3	,512**	0,1603	Valid
	4	,528**	0,1603	Valid
	5	,474**	0,1603	Valid
	6	,200**	0,1603	Valid
	7	,456**	0,1603	Valid
	8	,575**	0,1603	Valid
	9	,473**	0,1603	Valid
	10	,544**	0,1603	Valid
	11	,555**	0,1603	Valid
	12	,539**	0,1603	Valid
	13	,454**	0,1603	Valid
	14	,603**	0,1603	Valid
	15	,459**	0,1603	Valid
	16	,556**	0,1603	Valid
	17	,590**	0,1603	Valid
	18	,284**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.7. Accumulation Validity Result as Variable Price (X2)

Variable	Statement Items	r_{count}	r_{table}	validity
X_2 (Price)	1	,441**	0,1603	Valid
	2	,526**	0,1603	Valid

	3	,581**	0,1603	Valid
	4	,565**	0,1603	Valid
	5	,675**	0,1603	Valid
	6	,645**	0,1603	Valid
	7	,718**	0,1603	Valid
	8	,601**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.8. Accumulation Validity Result as Variable Promotion (X_3)

Variable	Statement Items	r_{count}	r_{table}	validity
X_3 (Promotion)	1	,592**	0,1603	Valid
	2	,388**	0,1603	Valid
	3	,818**	0,1603	Valid
	4	,744**	0,1603	Valid
	5	,423**	0,1603	Valid
	6	,264**	0,1603	Valid
	7	,832**	0,1603	Valid
	8	,844**	0,1603	Valid
	9	,374**	0,1603	Valid
	10	,653**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.9. Accumulation Validity Result as Variable Location (X_4)

Variable	Statement Items	r_{count}	r_{table}	validity
X_4 (Location)	1	,421**	0,1603	Valid
	2	,772**	0,1603	Valid
	3	,752**	0,1603	Valid
	4	,722**	0,1603	Valid
	5	,720**	0,1603	Valid
	6	,622**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.10. Accumulation Validity Result as Variable Procces (X_5)

Variable	Statement Items	r_{count}	r_{table}	validity
X_5 (Process)	1	,306**	0,1603	Valid
	2	,306**	0,1603	Valid

	3	,584**	0,1603	Valid
	4	,205**	0,1603	Valid
	5	,659**	0,1603	Valid
	6	,251**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Tabel 4.11. Accumulation Validity Result as Variable Product (X_6)

Variable	Statement Items	r_{count}	r_{table}	validity
X_6 (People)	1	,701**	0,1603	Valid
	2	,691**	0,1603	Valid
	3	,325**	0,1603	Valid
	4	,662**	0,1603	Valid
	5	,749**	0,1603	Valid
	6	,591**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.12. Accumulation Validity Result as Physical (X_7)

Variable	Statement Items	r_{count}	r_{table}	validity
X_7 (Physical)	1	,429**	0,1603	Valid
	2	,490**	0,1603	Valid
	3	,665**	0,1603	Valid
	4	,532**	0,1603	Valid
	5	,439**	0,1603	Valid
	6	,479**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

Table 4.13. The Accumulation Validity Result as Variable The Interest of Tourists Buying "Kerak Telor" (Y)

Variable	Statement Items	r_{count}	r_{table}	validity
Y (The interest of Tourists Buying "Kerak Telor")	1	,692**	0,1603	Valid
	2	,277**	0,1603	Valid
	3	,692**	0,1603	Valid
	4	,480**	0,1603	Valid
	5	,587**	0,1603	Valid
	6	,613**	0,1603	Valid
	7	,655**	0,1603	Valid
	8	,587**	0,1603	Valid

Source: The Data Process Result by SPSS 25,0

From the data above of all items for each variable x and y show valid.

b. Reliability

The reliability test used for measuring the degree consistent respondents response of items questionaire statement based on respondents' understanding of the statements set submitted.

Table 4.14. The Accumulation Validity Result as Variable X and Variable Y

No	Variable	Coeficient Alpha	Note
1	X_1	0,800	Reliable
2	X_2	0,742	Reliable
3	X_3	0,812	Reliable
4	X_4	0,713	Reliable
5	X_5	0,758	Reliable
6	X_6	0,686	Reliable
7	X_7	0,737	Reliable
8	Y	0,708	Reliable

Source: The Data Process Result by SPSS 25,0

Table 4.14 shows that the results of the coefficient alpha to variable X (products, price, promotion, location, process, peolpe, and physical) > 0,60, coefficient alpha to variable Y (tourist interest in buying "Kerak Telor") > 0,60.

4.3. Normality Test

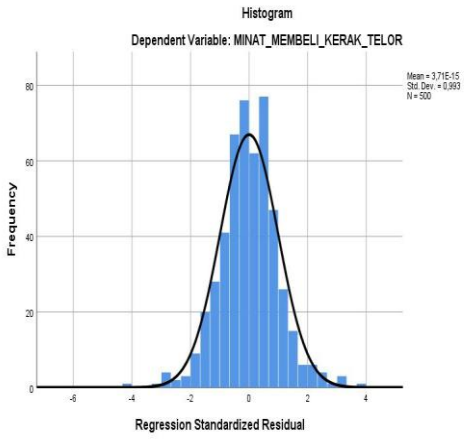

Figure 3. Histogram Graph Result of Normality Test

Source: The Data Process Result by SPSS 25,0

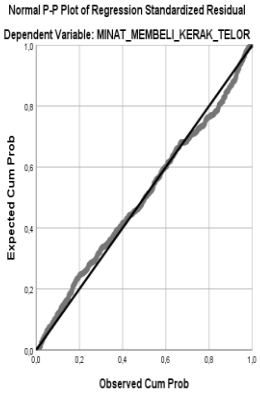

Figure 4. Normal Plot Graph On Normality Test Result
Source: The Data Process Result by SPSS 25,0

Normality is also apparent from the histogram.For the measurement of normality data if graphical form histogram following the curve normal form mountain or bells and normal. berdistribusi dataBased on a figure 3 and 4, it can be seen that the histogram still following the curve of normal so it can be said that normally distributed data.

4.4. Analysis Test

1. Coeficient Corelation Analysis

a. Simple Coeficient Corelation Analysis

Table 4.14. Coeficient Correlation Value

No	Variable	Coefecient Correlation	Relation Level
1	Product	,390**	Low
2	Price	,450**	Medium
3	Promotion	,144**	Lowest
4	Location	,852**	Very Strong
5	Process	,644**	Strong
6	People	,730**	Strong
7	Physical	,614**	Strong

Source: The Data Process Result by SPSS 25,0

Table 4.14 shows that the strong correlation is variable, process, physical and tourism in buying activities of "Kerak Telur".

b. Multiple Coeficient Correlation Analysis

Table 4.15. Multiple Coeficient Correlation Analysis
Model Summary[b]

Model	R	R Squar	Adjusted R Square	Std. Error of the

		e		Estimate
1	,927[a]	0,859	0,857	1,122

a. Predictors: (Constant), PHYSICAL, PROMOTION, PRICE, LOCATION, PROCESS, PRODUCT, PEOPLE
b. Dependent Variable: INTEREST_BUYING_KERAK_TELOR

Table 4.15 shows that relation of all variable x on tourism in buying kerak telor was strong

2. Coeficient Determinant Analysis

a. Coeficient Determinant Simple Analysis

To see the contribution each variable x on variables y can be used analysis koefesien determinant as follows:

1. The contribution of the products for tourists interest to buy kerak telor
   KP = r2 x 100 % = 0,390 x 100 % = 0,1521x 100 % = 15,21 %
   The coeficient determinan value is 15,21 %, it means tourists decision to buy kerak telor affected by the product is as much as 15,21 % and the rest is 84,79 % determined by other variables beside products.
2. The contribution of the price for tourists interest to buy kerak telor
   KP = r2 x 100 % = 0,45 x 100 % = 0,2025 x 100 % = 20,25 %
   The coeficient determinan value is 15,21 %, it means tourists decision to buy kerak telor affected by the product is as much as 20,25 % and the rest is 89,75 % determined by other variables beside price.
3. The contribution of the promotion for tourists interest to buy kerak telor
   KP = r2 x 100 % = 0,144 x 100 % = 0,020736 x 100 % = 2,07%
   The coeficient determinan value is 2,07 %, it means tourists decision to buy kerak telor affected by the product is as much as 2,07 % and the rest is 97,93 % determined by other variables beside promotion.
4. The contribution of the location for tourists interest to buy kerak telor:
   KP = r2 x 100 % = 0,852 x 100 % = 0,7259 x 100 % = 72,59%
   The coeficient determinan value is 72,59 %, it means tourists decision to buy kerak telor affected by the product is as much as 72,59 % and the rest is 37.41 % determined by other variables beside location.
5. The contribution of the process for tourists interest to buy kerak telor:
   KP = r2 x 100 % = 0,644 x 100 % = 0,4147 x 100 % = 41,47%
   The coeficient determinan value is 41,47 %, it means tourists decision to buy kerak telor affected by the process is as much as 41,47 % and the rest is 58.53 % determined by other variables beside process.
6. The contribution of the people for tourists interest to buy kerak telor:
   KP = r2 x 100 % = 0,730 x 100 % = 0,5329 x 100 % = 53,29%
   The coeficient determinan value is 41,47 %, it means tourists decision to buy kerak telor affected by the process is as much as 41,47 % and the rest is 58.53 % determined by other variables beside price.

7. The contribution of the physical for tourists interest to buy kerak telor:
   KP = r2 x 100 % = 0,614 x 100 % = 0,377 x 100 % = 37,70%
   The coeficient determinan value is 37,70 %, it means tourists decision to buy kerak telor affected by the process is as much as 37,70 % and the rest is 53.30 % determined by other variables beside physical

b. Multiple Coeficient Determinant Analysis
   The multiple determination in this research used to know the variations of the independent variable, products, price, promotion, process, people, and physical variation that can be described the dependent variable y (tourism interest in buying kerak telur). Based on table 17, coefisient determinant value (R Square) 0,859 or 85,90 %. It means tourism interests buying kerak telor influenced by products, price, promotion, process, physical as much as 85.90 and the rest of 24,10 %. influenced by other variables.

3. Multiple Linier Regression Analysis

Multiple linear regression analysis is used to analyze the influence of the independent variable to dependent variable. The variables used such as products, price, promotion, process, physical as free variable (X) and tourism interest in buying as variable bound (Y), so an analysis and an interpretation was conducted and will be described in the following sections

Table 4.16. Regression Analysis Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,833	0,771	
	Product	-0,023	0,012	-0,042
	Price	-0,047	0,022	-0,044
	Promotion	-0,011	0,012	-0,020
	Location	0,793	0,028	0,641
	Process	0,351	0,026	0,311
	People	0,238	0,029	0,215
	Physical	-0,009	0,030	-0,007

A. Dependent Variable:
INTEREST_BUYING_KERAK_TELOR

The formula of multiple linear regression analysis $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + b_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7$. On table 20, it can be seen the equation of multiple regression analysis in the following:

$Y = 2,833 – 0,023X_1 – 0,047X_2 – 0,011X_3 + 0,793X_4 + 0,351X_5 + 0,238X_6 – 0,009X_7$

From the equation above:

a. $\alpha = 2,833$ means that when the value of all variable X is zero then tourists interest buying kerak telor is 2,833.

b. β_1 = 0,023 the regression coefficient of product (X_1) as much as -0,023 states that each 1 values variable products reduced will sent down the variable of tourist interest in buying kerak telor (Y) as much as 0,023 times
c. β_2 = - 0,047 the regression coefficient prices (X_2) is as much as -0,047 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as 0,047 times
d. β_3 = - 0,011 the regression coefficient promotion (X_3) is as much as -0,011 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as 0,011 times
e. β_4 = 0,793 the regression coefficient location (X_4) is as much as -0,793 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as 0,793 times
f. β_5 = 0,351 the regression coefficient process (X_5) is as much as -0,351 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as 0,351 times
g. β_6 = 0,238 the regression coefficient people (X_6) is as much as -0,238 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as 0,238 times
h. β_7 = -0,009 the regression coefficient physical (X_7) is as much as -0,009 means that every 1 point of price variable reduced will reduce variable interest tourists buy kerak telor (Y) as much as - 0,009 times

4. Hypothesis Test
   a. Partial Test (T-Test)
      In this research t-test is used to know the influence of any independent variable (X) to dependent variables (Y). Testing criteria: when $t_{count} > t_{table}$ (1,9767), so H_0 was rejected and H_1 was accepted. When $t_{count} < t_{table}$ (1,9767), so H_0 was received and H_1 was rejected.

Table 4.17.Coefficients[a]

Model		t	Sig.
1	Product	-1,831	0,068
	Price	-2,081	0,038
	Promotion	-0,98	0,327
	Location	28,06	0,000
	Process	13,695	0,000
	People	8,286	0,000
	Physical	-0,301	0,764

Dependent Variable: INTEREST_BUYING_KERAK_TELOR
Source: The Data Process Result by SPSS 25,0

1. The Hypotheses test of product variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = -1,831, t_{table} (1,9767). It means the

value of t_{count} (-1,831) < t_{table} (1,9767), so H_0 was received and $H_1$was rejected. It shows that the tourist perception to products do not have a positive impact significantly to the buying interest of Kerak Telur.

2. The Hypotheses test of price variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = -2,081, t_{table} (1,9767). It means the value of t_{count} (-2,081) < t_{table} (1,9767), so H_0 was rejected and $H_1$was accepted. It shows that the tourist perception to price do not have a positive impact significantly to the buying interest of Kerak Telur.
3. The Hypotheses test of promotion variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = -0.98, t_{table} (1,9767). It means the value of t_{count} (-0,98) < t_{table} (1,9767), so H_0 was received and $H_1$was rejected. It shows that the tourist perception to promotion do not have a positive impact significantly to the buying interest of Kerak Telur.
4. The Hypotheses test of location variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = 28,06, t_{table} (1,9767). It means the value of t_{count} (28,06) < t_{table} (1,9767), so H_0 was rejected and $H_1$was received. It shows that the tourist perception to location had a positive impact significantly to the buying interest of Kerak Telur.
5. The Hypotheses test of process variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = 13,695, t_{table} (1,9767). It means the value of t_{count} (13,695) < t_{table} (1,9767), so H_0 was rejected and $H_1$was received. It shows that the tourist perception to process had a positive impact significantly to the buying interest of Kerak Telur
6. The Hypotheses test of people variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = 8,286, t_{table} (1,9767). It means the value of t_{count} (8,286) < t_{table} (1,9767), so H_0 was rejected and $H_1$was received. It shows that the tourist perception to location had a positive impact significantly to the buying interest of Kerak Telur
7. The Hypotheses test of physical variable at table 4.17 is obtained the value of variable t_{count} in product variable (X_1) = -0,301, t_{table} (1,9767). It means the value of t_{count} (-0,301) < t_{table} (1,9767), so H_0 was received and $H_1$was rejected. It shows that the tourist perception to physical did not have a positive impact significantly to the buying interest of Kerak Telur.

Table 4.17 shows tourists interest to the independent variable that the t_{count} > t_{table} or H1 is rejected and H1 is accepted. It is influence positively on dependent variable in location, process, people that have influence to tourists interest in buying kerak telor. It is because of t_{hitung} > t_{table}.

b. Simultant Test (F-Test)

In this research, f-test was used to find the influence simultaneously between the independent variable (products, price, promotion, process, physical) with dependent variable (tourist interest buying kerak telor).

Testing criteria: if f_{count} > f_{table} (2,00), H_0 was rejected and H_1 was received. If f_{count} < f_{table} (2,00), then H_0 was received and H_1 was rejected.

Based on the calculation of SPSS, then it is obtained the f_{count} value and its significant as on a table 4.18 as follows:

Table 4.18.. ANOVA[a]

Model		Df	Mean Square	F	Sig.
1	Regression	7	540,281	429,145	,000[b]
	Residual	492	1,259		
	Total	499			

a. Dependent Variable: INTEREST_BUYING_KERAK_TELOR

b. Predictors: (Constant), PHYSICAL, PROMOTION, PRICE, LOCATION, PROCESS, PRODUCT, PEOPLE

Source: The Data Process Result by SPSS 25,0

From table 4.18 shows that the total amount f_{count} as much as 429,145 > f_{table} 2.00, or significance value was under 0.05. It means H_0 was rejected and H_1 was accepted. It shows that the perception of several commodities including tourists, price, promotion, location, process, people, physical simultaneously has some positive effects a significant impact on tourists interest of buying kerak telur in Jakarta.

5. CONCLUSIONS

Based on test results from the seven hypothesis and regression analysis, the correlation, as well as determination above, then be advanced this research result as follows:

a. A correlation coefficient of product with a value of tourism in the kerak telor is 0,390, it can be concluded that there is a very low relation between product and tourist interest of buying kerak telur. The coefficients determined (KP) value is 15,21% means that tourist interest in buying kerak telor affected by variable of products 15,21%, the rest 84,79% is determined by other variables besides products. The influence of product to tourist interst in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value α = 2,833 and β_1 = - 0,023 so the equals regretion are Y = 2,833 - 0,023 X_1. It means that every time reduced one values of a variable products and will reduce variable tourists in buying kerak telor (Y) is as much as 0,023 times. From the results of the hypothesis, the value of t_{count} = -1,831 and t_{table} = 1,9767, it means that t_{count} is < t_{table}, with the significance value is more than 0,05, so the hypothesis H_0 is accepted, and H_1 is rejected. It described the perception of tourist interest to the product does not have a positive influence significantly through the tourists interest in buying kerak telur.

b. A correlation coefficient of price with a value of tourism in the kerak telor is 0,450, it can be concluded that there is a very medium relation between price and tourist interest of buying kerak telur. The coefficients determined (KP) value is 20,25% means that tourist interest in buying kerak telor affected by variable of price 20,25%, the rest 79,75% is determined by other variables besides price. The influence of price to tourist interest in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value α = 2,833 and β_2 = - 0,047 so the equals regretion are Y = 2,833 – 0,047 X_2. It means that every time reduced one values of a variable products and will reduce variable tourists in buying kerak telor (Y) is as much as 0,047 times. From the results of the hypothesis, the value of t_{count} = -2,081 and t_{table} =

1,9767, it means that $t_{count} < t_{table}$, with the significance value is more than 0,05, so the hypothesis H_0 is accepted, and H_1 is rejected. It described the perseption of tourist interest to the price does not have a positive influence significantly through the tourists interest in buying kerak telur.

c. A correlation coefficient of promotion with a value of tourism in the kerak telor is 0,144, it can be concluded that there is a medium relation between promotion and tourist interest of buying kerak telur. The coefficients determined (KP) value is 20,25% means that tourist interest in buying kerak telor affected by variable of promotion 20,25%, the rest 79,75% is determined by other variables besides promotion. The influence of promotion to tourist interst in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value $\alpha = 2,833$ and $\beta_3 = - 0,047$ so the equals regretion are $Y = 2,833 – 0,047\ X_3$. It means that every time reduced one values of a variable promotion and will reduce variable tourists interest in buying kerak telor (Y) is as much as 0,011 times. From the results of the hypothesis, the value of $t_{count} = -0,98$ and $t_{table} = 1,9767$, it means that t_{count} is $< t_{table}$, with the significance value is more than 0,05, so the hypothesis H_0 is accepted, and H_1 is rejected. It described the perseption of tourist interest to the promotion does not have a positive influence significantly through the tourists interest in buying kerak telur.

d. A correlation coefficient of location with a value of tourism in the kerak telor is 0,852, it can be concluded that there is a very low relation between location and tourist interest of buying kerak telur. The coefficients determined (KP) value is 20,25% means that tourist interest in buying kerak telor affected by variable of location 20,25%, the rest 79,75% is determined by other variables besides location. The influence of location to tourist interest in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value $\alpha = 2,833$ and $\beta_4 = 0,793$ so the equals regretion are $Y = 2,833 – 0,793\ X_4$. It means that every time reduced one values of a variable location and will reduce variable tourists in buying kerak telor (Y) is as much as 0,793 times. From the results of the hypothesis, the value of $t_{count} = 2,806$ and $t_{table} = 1,9767$, it means that $t_{count} >$ than t_{table}, with the significance value is more than 0,05, so the hypothesis H_0 is rejected, and H_1 is accepted. It described the perseption of tourist interest to the location does not have a positive influence significantly through the tourists interest in buying kerak telur.

e. A correlation coefficient of process with a value of tourism in the kerak telor is 0,644, it can be concluded that there is a very low relation between process and tourist interest of buying kerak telur. The coefficients determined (KP) value is 41,47% means that tourist interest in buying kerak telor affected by variable of process 41,47%, the rest 58,53% is determined by other variables besides process. The influence of process to tourist interst in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value $\alpha = 2,833$ and $\beta_5 = 0,351$ so the equals regretion are $Y = 2,833 – 0,351\ X_5$. It means that every time reduced one values of a variable process and will reduce variable tourists in buying kerak telor (Y) is as much as 0,351 times. From the results of the hypothesis, the value of $t_{count} = 13,695$ and $t_{table} = 1,9767$, it means that $t_{count} > t_{table}$, with the significance value is more than 0,05, so the

hypothesis H_0 is rejected, and H_1 is accepted. It described the perseption of tourist interest to the process does not have a positive influence significantly through the tourists interest in buying kerak telur.

f. A correlation coefficient of people with a value of tourism in the kerak telor is 0,730, it can be concluded that there is a very low relation between people and tourist interest of buying kerak telur. The coefficients determined (KP) value is 53,29% means that tourist interest in buying kerak telor affected by variable of people 53,29%, the rest 4% is determined by 46,71% from other variables besides people. The influence of people to tourist interst in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value $\alpha = 2{,}833$ and $\beta_6 = 0{,}238$ so the equals regretion are $Y = 2{,}833 - 0{,}238\ X_6$. It means that every time reduced one values of a variable people and will reduce variable tourists in buying kerak telor (Y) is as much as 0,238 times. From the results of the hypothesis, the value of $t_{count} = 8{,}286$ and $t_{table} = 1{,}9767$, it means that $t_{count} > t_{table}$, with the significance value is more than 0,05, so the hypothesis H_0 is rejected, and H_1 is accepted. It described the perseption of tourist interest to the people does not have a positive influence significantly through the tourists interest in buying kerak telur.

g. A correlation coefficient of physical with a value of tourism in the kerak telor is 0,614, it can be concluded that there is a very low relation between physical and tourist interest of buying kerak telur. The coefficients determined (KP) value is 37,70% means that tourist interest in buying kerak telor affected by variable of physical 37,70%, the rest 63,30% is determined by other variables besides physical. The influence of physical to tourist interest in buying kerak telor in Jakarta based on the results calculation through the analysis of linear regression is found the constant value $\alpha = 2{,}833$ and $\beta_7 = -\ 0{,}047$ so the equals regretion are $Y = 2{,}833 - 0{,}047\ X_7$. It means that every time reduced one values of a variable physical and will reduce variable tourists in buying kerak telor (Y) is as much as 0,047 times. From the results of the hypothesis, the value of $t_{count} = -\ 2{,}081$ and $t_{table} = 1{,}9767$, it means that $t_{count} < t_{table}$, with the significance value is more than 0,05, so the hypothesis H_0 is accepted, and H_1 is rejected. It described the perseption of tourist interest to the physical does not have a positive influence significantly through the tourists interest in buying kerak telur.

Based on the results of the discussion on the research so it can be concluded as follows:

a. Variable products , price, promotion, and physical are proved in partial do not have significantly to tourist interest in buying kerak telor at Jakarta. In this case, it is considered that the tourists, price, and promotion of kerak telor is not the main reason to be consumed.

b. Variable location, the process and the people have any influence that tourist significantly bought kerak telor Jakarta. In this case. There are some tourists judge that the location, the process, and the people of kerak telor are the primary reason to consume kerak telor.

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