

The Influence of Location, Culinary Quality and Destination Image on Revisit Interests in the City Old Semarang

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Abstract : *Interest in revisiting the old city of Semarang is important because the area is a conservation area for historic old buildings. According to several studies, the location, the image of the destination and the culinary quality that have been studied affect the interest in repeat visits. This study used 140 respondents, with data analysis using the Partial Least Square (PLS) approach. The results of the study show that location, destination image and culinary quality affect the interest of returning tourists.*

Keywords : *interest in repeat visits, location, culinary quality, destination image, Semarang Old Town*

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I. Introduction

The Central Java Youth, Sports and Tourism Office (Disporapar) recorded the number of tourists in 2020 as many as 960,460 people, while in 2021 as many as 722,572 people. Of the 690 tourist destinations in Central Java during the Eid holidays, there were 178 destinations closed and as many as 494 destinations opened with restrictions on the number of visitors. While the remaining 18 destinations were closed, but only opened for culinary or selling souvenirs. In May 2021, Semarang City's tourist attractions, turning to tourist villages and nature tourism, will have a very strong impact. The Old City of Semarang, is a trading center around Semarang from the 19th century to the present. The city is very famous for its historical buildings. When you visit it, you will see an old building with its unique European-style architectural style, which is maintained through a process of conservation and revitalization. You don't need an entrance ticket to be able to enjoy the beauty of the Old City of Semarang. (Kompas.com). This moment is a harvest for tourism managers and street vendors (PKL). The management is ready with all the health protocols to ensure the health of visitors while traveling. This is considered not enough because the public's interest has not fully returned. (jatengtribunnews.com).

Recreation is an activity carried out by people intentionally for pleasure or for satisfaction, generally in leisure time. According to Permana (2018) the image of the destination has no significance for visitor satisfaction, although visitor satisfaction has significance for revisit intention. However, it is different from the research of Permana and Humairah (2022), that the image of the destination has a significant effect on the revisit intention. Recreation can be done in many ways, for example by doing an attractive and fun activity, or by visiting a place, with the aim of giving new enthusiasm and refreshing the mind. tourists decide to go on vacation in order to satisfy their psychological, needs such as food, health, and study (Kara & Mkwizu, 2020). Tourist locations (Old City of Semarang) affect interest in returning visits to tourist attractions (Back et al., 2018). the image of the destination affects the interest in revisiting the results of the research of Samsudin et al., (2016), while in the study of Li et al., (2017) the image of the destination negatively affects the interest in revisiting. Food is a very possible resource for providing a multi-sensory experience; not only includes experience and nutritional needs but also relates to ritual and symbolism (Ellis et al., 2018). Smelling and tasting local food are considered experiential practices that are increasingly being used by travel agents to offer the most authentic aspects of local culture, through participatory encounters with specialty foods and drinks. Based on these data, the researchers formulated the problem as follows.

II. Literature Review

Several studies (Kanwel et al., 2019; Utama and Trimurti, 2019; Back et al., 2018) found that location significantly influences return visit interest to tourist attractions. Based on that description, the first hypothesis is location has an effect on interest in revisiting. Previous literature reports that local food plays an important role in determining the overall experience of tourists about the destination. Many suggest that food quality,

destination image, service quality, heritage, and atmospheric environment are considered as significant predictors of tourist satisfaction (Wang et al., 2017). Consumers are more eager to explore foods with various flavors and food-advanced cultures to satisfy their cravings (Ting et al., 2016). Research by Barkah and Febriasari (2021) found that culinary quality had a positive effect on return visit interest. Based on that description, the second hypothesis is culinary quality has an effect on interest in revisiting. In the study of Li et al. (2017) found that the image of the destination had a negative effect on interest in returning to North Korea. Meanwhile, research (Chuchu, 2019; Kanwel et al., 2019; Timur, 2018) shows that destination image has a positive effect on return visit interest. Park et al. (2018) his research shows that after a number of repeat visits, the intention to revisit wine tourists begins to decrease significantly. While research Back et al. (2019) shows that among tourist motivations, reputation, reviews, and perceived quality of a winery and its wineries significantly influence the number of visits and intention to revisit. Based on that description, the third hypothesis is destination image has an effect on interest in revisiting.

III. Method

In this study using quantitative research methods with a causal research design. The population in this study were visitors to the old city of Semarang. The sampling method uses a probability sampling method with a simple random sampling technique (Sekaran and Bougie, 2019). According to Hair et al., (2010) stated that the appropriate sample size in the SEM equation method is dependent on the number of estimated parameters, namely the number of samples 5-10 times the number of indicators. Based on the number in this study, researchers took 140 samples within 1 month from June to July 2022 according to the research schedule. The data collection technique used in this research is a questionnaire using google form which is an efficient data collection technique. In this study, data analysis used the Partial Least Square (PLS) approach. The PLS approach is based on a shift in analysis from the measurement of model parameter estimates to relevant predictive measurements, so that the focus of the analysis shifts from only estimation and interpretation of significant parameters to the validity and accuracy of predictions (Ghozali, 2014).

IV. Result and discussion

Convergent Validity testing of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have good validity if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on this criterion, the loading factor below 0.60 will be removed from the model. Based on the results of the modified convergent validity test, it can be seen that all indicators have met convergent validity because they have a loading factor value of more than 0.60. Composite reliability testing aims to test the reliability of the instrument in a research model. If all values of latent variables have composite reliability and Cronbach's alpha 0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent. Based on the results of the composite reliability test, it shows a satisfactory value, because all the values of the latent variables have a composite reliability value of 0.70 and the results of the Cronbach's alpha test also show a satisfactory value, because all the values of the latent variables 0.70. This means that all latent variables are said to be reliable. The adjusted R-square result is 0.461, which means that the variability is 46.1%, while 53.9% is explained by other variables not examined.

The estimated value for the path relationship in the structural model must be significant. The significance value can be obtained by bootstrapping procedure. Looking at the significance of the hypothesis by looking at the parameter coefficient values and the T-statistical significance value in the algorithm bootstrapping report. To find out whether it is significant or not, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared by T-count (T-statistics). Hypothesis 1, the effect of location on interest in revisiting has a P-Value of 0.077. Hypothesis 2, the influence of culinary quality on interest in revisiting has a P-Value of 0.069. Hypothesis 3 the effect of destination image on interest in revisiting has a P-Value of 0.

V. Conclusion

Location affects the interest in revisiting according to the research of Back et al., (2018), difficulties in reaching tourist sites by public transportation can have an influence on tourists in intending to revisit. Culinary quality has an effect on revisit interest according to research by Ellis et al., (2018), because food is a very possible source to provide a multi-sensory experience, not only including experience and nutritional needs but also related to ritual and symbolism. The image of the destination affects the interest in revisiting according to the research of Samsudin et al., (2016) and also Permana and Humairah (2022), both reviews in the mass media and perceptions of tourists can provide a good or bad image of interest in revisiting. These three variables affect the interest of repeat visits by tourists, but there are other variables that may have more influence, which can be

investigated further.

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