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Telp. (021) 7412566, Fax (021) 7412491

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Analysis of The Effect of Tourist Perceptions and Branding on Purchase Decisions in Chinatown As Halal Gastronomy of Bandung City

Evin Davinci Sagala

Universitas Pamulang, Tangerang Selatan, Indonesia

E-mail: evindavinci5@gmail.com

Abstract: The purpose of this study was to determine the effect of tourist perceptions and branding on purchasing decisions in Chinatown tourist destinations in Bandung. The independent variables in this study are perception and branding, while the dependent variable in this study is purchasing decisions. The research method used in this research is quantitative with descriptive and verification categories. The population of this study was 38,000 visitors with a sample of 270 respondents. The sampling technique used is non-probability sampling with purposive method. The data analysis technique used is multiple linear regression with computer software SPSS 25.0 for windows. The results showed that perception and branding had a positive and significant effect on purchasing decisions at Chinatown tourist destinations in Bandung, either partially or simultaneously.

Keywords: Branding, Chinatown, Purchase Decision, Perception

INTRODUCTION

According to RI Law No. 10, 2009 tourists are people who carry out tourism activities and are supported by various facilities and services provided by the community, private developers, or learn the uniqueness of the attractions visited for a while. According to Inskeep in (Turgarini and Pridia, 2016), several components involved in the development of tourism destinations are:

1. Tourist attractions, namely tourism activities referred to in all matters relating to the natural environment, the unique culture of an area and other activities related to tourism activities that attract tourists to visit tourist objects.
2. Accommodation, namely various kinds of facilities such as hotels and so on related to services to tourists who intend to stay in during their tour.
3. Amenities, namely various tourism facilities and services in the planning of tourist areas. Facilities include the operation of travel restaurants and various other eating establishments, shops selling handicrafts, souvenirs, specialty shops, grocery stores, banks, money changers, personal services (such as beauty salons), grooming facilities, health care, public security facilities (including office police and fire brigades), and

inbound and outbound travel facilities (such as customs and immigration) and others are part of the existing facilities on a tour.

4. Transportation, including transportation access to and from tourist areas. Internal transportation that connects the main tourist attraction of the tourist area and the development area of the surrounding area, including all types of facilities and services related to land, water, and air.
5. Infrastructure, is the provision of clean water, electricity, drainage, sewerage and telecommunications.

The city of Bandung, which cannot be separated from the variety of gastronomy offered to foreign and domestic tourists, makes Bandung a priority for tourists, with many restaurants offering their own characteristics and uniqueness with a variety of brands that attract attention. This condition makes many tourists who come to the city of Bandung and want to explore its gastronomic tourism including Chinatown as a halal gastronomic tour in the city of Bandung. Chinatown was inaugurated by Mr. Ridwan Kamil on Sunday, August 20 2017, with the Chinatown address being Jalan Klaten no.41 Ciroyom, Andir, Bandung City, West Java. Ridwan Kamil, who previously served as Mayor of Bandung at the time, gave an inauguration speech with the statement that all Chinatown restaurants were halal. Responding to this by branding restaurants and tourist attractions with Chinese elements, and containing Chinese concepts, it becomes a problem for tourists to visit Chinatown destinations by considering aspects of food that are halal and acceptable to Muslim tourists. this can affect the perception of tourists, and the influence of brands on tourists' decisions to make purchases at the gastronomic destination Chinatown. This makes the author conduct research with consideration of the problem taken as a purchase decision. The purchasing decisions made by tourists, especially Muslim tourists in Chinatown, are influenced by perceptions built by tourists and influenced by brands that contain Chinese concepts and culture. We can assess the purchasing decisions made by tourists through the theory put forward by the experts as stated (Kotler and Keller, 2012) that consumers who will make purchasing decisions will go through several stages and these stages are related to several aspects such as:

1. Choice of products or services, The selection of this product will be carried out with various considerations made by tourists through perception, understanding, advantages and benefits.
2. Popularity Selection, Each brand has its own differences, so tourists have to decide which brand to buy. Tourists will choose a brand based on: a) Interest in the brand image, b) Interest in the brand, c) Price suitability.
3. Choice of dealer, Consumers must be able to make a decision about which dealer to use. In this case, tourists must make a decision about which method will be used to find an effective one due to location factors, appropriate prices, various supplies (facilities), convenience for shopping, the size of the place and also the quality of service.
4. Choice of visit time, Purchasing decisions of tourists are usually made in choosing a different time of purchase or visit, according to when the tourist attraction is needed. The visit selection process includes several things such as suitability to needs, perceived benefits, reasons for visiting.
5. Purchase amount, Tourists can make decisions about how many tourist attractions they will visit at a time. Purchases may be made more than once. In this case the company must prepare the number of products according to the wishes of the tourists.
6. Payment Method. Payment methods made by visitors can be done in several ways, namely paying cash, checks, credit cards, debit cards, ATM cards, credit through financial institutions, and credit through stores. Based on this, the author wants to do research in the city of Bandung with the object of Chinatown as gastronomic tourism in Bandung, with the research title: "Analysis of the Effect of Tourist Perception and Branding on Purchase Decisions in Chinatown as Halal Gastronomic Tourism in Bandung City" this is in order to answer the influence of tourist perceptions and branding on purchasing decisions in Chinatown Bandung.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Tourism according to RI Law No. 10 of 2009 article 1 is a type of tourism activity that is supported by various facilities and services provided by the community, businessmen, city governments and local governments. In general, tourism is the process of visiting or traveling temporarily, someone or more to another place outside their place of residence.

In the 18th century, the term tourism emerged in the community, and precisely after the British industrial revolution. The term tourism comes from the implementation of tourism activities, namely an activity of changing a person's temporary residence outside their daily residence for any reason other than carrying out activities that can generate salaries or wages (Muljadi. A.J, 2010). According to (Ismayanti, 2010), tourism is various types of travel or tourism activities that are supported by various adequate facilities and services provided by the community, entrepreneurs and the government. In other words, tourism is complementary. Apart from the development of tourism which has experienced ups and downs, the tourism sector is predicted to remain an endless sector in the business world, because in addition to natural resources, tourism activities also include cultural elements that become selling points which if explored in a professional manner can be increasingly develop and improve people's living standards, both in terms of economy and civilization (Bagyono, 2007).

Gastronomy

According to (Taqwani M.D, 2012) gastronomy is the study of the relationship between culture and food, where gastronomy studies various components of culture with food as the center related to culture. Gastronomy is formed because gastronomy is a product of cultivation that occurs in agricultural activities so that it produces the color, aroma, and taste of a food that can be traced to its origins from the environment where the raw materials are produced.

Through a source ([Http://www.MUI.or.id](http://www.MUI.or.id), 2008), it is explained that the process of halal procedures in restaurants issued by the Indonesian Ulema Council (MUI) food, medicine and cosmetic review agency is as follows:

1. Understand the halal certification requirements and participate in SJH training
2. Implementing a halal assurance system
3. Prepare halal certification documents
4. Register for halal certification
5. Monitoring pre audit and post payment
6. Implementation of audits
7. Conduct post-audit monitoring
8. Obtaining halal certification

According to (Turgarini Dewi, 2018) Gastronomic understanding is not only focused on culinary arts or how to cook alone (figure 2.1), but also on human behavior including choosing raw materials, then tasting, tasting, serving, cooking and experiencing the experience of consuming and seeking, learning, researching and writing about food and all matters relating to ethics, ethics and human nutrition of every nation and country (Soeroso, 2014, KBBI, 2018, Lithilt, 2015, Shenoy, 2005, Manolis, 2010, Santich, 2010, Pullphothong & Sopha, 2013). Gastronomy is an art and science, even an appreciation that is cross-ethnic, national, racial, group, religious, gender, and cultural by studying in detail what food and drink are used for in various conditions and situations.

Food as the main source of gastronomy is everything that comes from sources of agricultural, plantation, forestry, fishery, animal husbandry, water and water products, both processed and unprocessed, which are intended as food and beverages for human consumption, including food added ingredients, food raw materials. and other materials used in the process of preparing, processing, and making food or beverages. Another dimension of gastronomy is the nature that binds food, food and the environment (be it physical, biological or cultural). One example is that agricultural cultivation has a significant

relationship with the aroma, taste, color of food and even the point of origin or location of origin, the environment of raw materials and the behavior of humans or the nation of manufacture according to Soeroso in (Turgarini Dewi, 2018).

Assimilation of Indonesian and Chinese Culture

A. History of Chinese and Indonesian Cultural Assimilation

Starting from a trade between China and Indonesia, it became the main route for the entry of ethnic Chinese to the archipelago. Trade was carried out starting in the 15th – 17th centuries. The increasingly intensive trade relations allowed the large-scale migration of the Chinese to the archipelago, starting from living in coastal areas until finally living in large urban areas in the archipelago, especially on the island of Java. The life that settled on the island of Java made the Chinese ethnic group to form fellow ethnic communities, but not only to establish inter-ethnic relations, but also to establish relations with other ethnic groups (Reid, 1992). This relationship caused the Chinese to adapt to the indigenous way of life and traditions. This direction then continued to the process of marriage between indigenous ethnic groups and ethnic Chinese, this led to the assimilation of the culture and gastronomy of the archipelago with the culture and gastronomy of the Chinese ethnic in the archipelago. This cross-breeding process has been going on for a long time since the royal period, one source indicates that Javanese dignitaries took Chinese-breed women to become their concubines (Rommelink, 2002). In the 18th - early 19th centuries, cross-marriage (mixed) began to decline in the archipelago because many Chinese women had come to the archipelago, so that Chinese Chinese chose to marry native Chinese women, but during the New Order era, cross-marriage assimilation began to occur again. This is due to government orders for the assimilation of marriage in the archipelago. The process of cultural and gastronomic assimilation as well as cross-breeding between indigenous and Chinese ethnicities continues to this day, which has an influence on traditions and food in the archipelago (Retno Winarni, 2017).

Assimilation of Chinese and Indonesian Gastronomy

The entry of several countries and ethnicities into the archipelago provides knowledge and new things for indigenous people, especially in the culinary world, this is not far from the current archipelago cuisine which is food and culinary traditions from foreign countries such as India, Arabia, Europe and China. The tradition of eating in marriage in the archipelago today which adopts the buffet system is an assimilation of eating traditions from European countries and the culinary products of the archipelago that are very familiar to our tongues are biryani rice which is originally from an Arab country, and many others. In this discussion, we will discuss the gastronomic assimilation of the archipelago with the Chinese. Nusantara food is also strongly influenced by the entry of Chinese ethnicity in the archipelago, some foods are assimilated from the Chinese ethnicity in the archipelago:

1. Lumpia Semarang
2. Chicken noodle
3. Fried rice
4. Meatball Noodles

Perception

The formation of perception begins with observation which goes through the process of seeing, hearing, touching, feeling, and receiving something that someone then selects, organizes, and interprets the information received into a meaningful picture. The occurrence of this observation is influenced by past experiences and the attitude of a person from the individual. Usually this perception only applies to himself and not to others. In addition, this perception does not last a lifetime, it can change according to the development of experiences, changes, needs, and attitudes of a person, both male and female.

According to (Shaleh, 2009) Perception can be interpreted as a process that is preceded by sensing, namely the process of receiving a stimulus by the individual through the senses or often referred to as a sensory process. selective categorization and

interpretation. The factors that influence a person's perception are the perceived characteristics of the person and situational factors.

Branding

According to (Kotler and Armstrong, 2012) revealed that the brand is a communication strategy to enter the consumer's window so that the product contains a certain meaning. Brand positioning is a way to position itself in the eyes of target consumers in terms of excellence. Brand is part of the brand identity and value proposition that is actively communicated to target guests and shows its superiority over competing brands (A.B Ssanto and Hilmawan, 2004).

Buying Decision

Purchasing decisions arise because of an objective assessment of certain goods or services and emotional impulses that arise from consumers due to needs that must be met by tourists. According to (Kotler and Keller, 2012) there are five decisions made by consumers before making a decision, that is:

1. Choice of products or services
2. Brand selection
3. Choice of dealer
4. Choice of visit time
5. Purchase amount
6. Payment Method

Factors Affecting Decisions

Basically, the stages passed by consumers to determine purchasing decisions to a place or destination are the same as making decisions in purchasing in general. According to (Kotler and Keller, 2012) suggests the factors that influence the decision to purchase tourists.

1. Culture Factors (Cultural factors) include: Culture, sub-culture and social class.
2. Social Factors (social factors) include: reference group, family, role and status of a person's position in certain groups.
3. Personality Factors (personality factors), including: age and stage of the life cycle, occupation and type of work owned, economic circumstances, a person's lifestyle and personality.
4. Psychological factors (psychological factors) include: motivation, perception, learning, and beliefs and attitudes.

Decision Making Process

The purchase decision to Chinatown was based on the unique concept of the gastronomic tourist destination, so tourists decided to make a visit to Chinatown. The following is the decision-making process according to (Kotler and Armstrong, 2012), namely:

1. Need recognition stage, need recognition is the first stage in the decision process, where consumers recognize a problem or need. The first need is stimulated by stimulus.
2. Information search, is that consumers get information from various sources including personal sources and commercial sources.
3. Evaluation of alternatives, is that consumers evaluate alternative choices of other brands that are different among the existing choices.
4. Purchase decision, is a purchase decision on the brand that is considered the best chosen. There are two factors that underlie this, namely the behavior of other buyers and unexpected situation factors.
5. Post-purchase behavior, is the decision stage where consumers take further decisions, they will feel satisfied or dissatisfied with a brand they bought, then they will measure it through the post-purchase behavior stage.

METHODS

The object of research for the two variables above is very pending in this study to obtain data to be tested in a problem about tourist perceptions and branding in Chinatown Bandung. The research subject to determine the perception of tourists and the influence of branding are visitors to Chinatown destinations, especially Muslim visitors. In this study, the author will document and search for data by distributing questionnaires in order to find out how the perception of visitors and the influence of branding in deciding to buy in Chinatown Bandung.

Methodology is a theoretical framework used to analyze, work on and overcome the problems encountered. Thus the research methodology is a scientific method and procedure that is applied to carry out research. Determining research variables, determining the research population, determining the number of samples and samples to be studied, collecting data and compiling a written report. This study uses quantitative research methods.

The population is the total number to be researched which consists of objects or subjects that have certain characteristics and qualities set by the researcher for research and then conclusions are drawn. The population used for this research is visitors or tourists who purchase to Chinatown Bandung as many as 38,000 people in each month.

This study uses purposive sampling which is a technique for taking respondents according to the characteristics determined by the researcher with certain considerations and criteria. In this study, the population that will be used are visitors and consumers of Chinatown Bandung City, and the determination of the sample collection, the authors use the Isaac and Michael formula, namely: then the number of samples used is 270 mountains. Data source

According to (Sudrajad and Suwaji, 2018), states that multiple linear regression analysis is a linear relationship between two or more independent variables and the dependent variable, or is often interpreted as the relationship between two or more independent variables (X_1, X_2, \dots, X_n) and the dependent variable. (Y). This analysis is to find out the direction between the independent variable and the dependent variable that is positively or negatively related and to predict the value of the independent variable to increase or decrease.

RESULT AND DISCUSSION

Chinatown Bandung is a new destination that opened in mid-2017, precisely on Sunday (20/08/2017) which was inaugurated by the Department of Culture and Tourism (DISBUDPAR) of the city of Bandung and the mayor of Bandung Ridwan Kamil, accompanied by his wife, Atalia Ridwan Kamil inaugurated Chinatown Bandung at Jalan Temple No. 41 Bandung. The downtown area of Bandung is improving with the presence of the Bandung-style Chinese concept. Visitors to Chinatown can enjoy a unique Chinese village-style atmosphere, regarding this concept, Mr. Ridwan Kamil said that this is a manifestation of the diversity that has been the hallmark of Bandung. "This diversity is manifested in religious tolerance, daily social activities, and in economic activities. This is a form of identity diversity in the economy." This Chinatown area currently has 80 tenants from Bandung City SMEs. The contents vary from culinary, fashion, to handicrafts. In Chinatown there is also a special museum, there is a room that reads "Bandung Chinatown Museum".

Visitors can see a variety of typical Chinese antique furniture. In addition, there is an infographic that tells the history of the Chinese tribe in Bandung. Then, visitors can enjoy culinary chili hanging out or taking pictures because there are many interesting spots that can be used as a unique selfie background. The colorful buildings of various lanterns hanging above the road can be a spot for taking photos. Seeing the history of Chinatown is a building belonging to the PERMABA (Bandung Community Association) foundation. Right behind the oldest temple complex in Bandung, Vihara Satya Budhi. Since its establishment, this tourist area has collaborated with the Bandung Social Society (PERMABA). This

Chinatown combines commercial and cultural elements. Residents who visit can not only enjoy Bandung products, but also get to know more about Chinese culture. Chinatown tourism operating hours for Monday-Friday open at 09.00 to 21.00 WIB. Saturdays from 10.00 to 22.00 WIB and Sundays or national holidays from 10.00 to 21.00 WIB. As for the entry ticket, Monday to Sunday, it is Rp. 30,000. In addition to culinary and hanging out, visitors can also shop for various knick-knacks or souvenirs as well as various antiques. The concept of open culinary tourism, visitors can enjoy the Chinatown atmosphere on the chairs provided, while the various foods and drinks offered are halal because they do not contain pork and pork oil (Chinatown, 2019).

Discussion

Perception Variable (X1)

The perception of Chinatown Bandung is included in the category of good criteria (quality) with a percentage of 82.1%. The results of the T test show that the perception variable has a significant influence on purchasing decisions in the gastronomic tourism destination Chinatown Bandung. This is because the stimulation of the information that Chinatown provides to potential visitors is positive and easy for consumers to accept, as well as understanding, Chinatown provides information that is easy to understand and understand by potential visitors and the last is Chinatown is able to give a good impression. good to consumers so as to lead to a good assessment. Of these three things, it is the perception indicator that makes the perception variable give a significant and positive influence.

Branding Variable (X2)

Branding in the gastronomic tourist destination of Chinatown is included in good criteria (quality) with a percentage of 83.2%. The results of the T test show that branding has an influence on purchasing decisions in the gastronomic tourist destination of Chinatown Bandung. This is because the accumulation of several indicators that support branding such as uniqueness, credibility, sustainability, suitability, and what is a very strong motivator is the uniqueness offered by Chinatown Bandung by having the concept of halal gastronomy with Chinese nuances, making consumers or visitors curious and getting good results. when visiting directly to the Chinatown Bandung destination.

Implementation of the influence of perception and branding on purchasing decisions

Perception and branding which are independent variables in the research used to examine Chinatown is an accumulation of several indicators contained in it with good criteria (quality). The results of the F test indicate that perception and branding have a significant influence on purchasing decisions of 61.4%. So stimulation, understanding, assessment, uniqueness, credibility, sustainability, suitability which are indicators of perception and branding have a significant influence on purchasing decisions in Chinatown Bandung. Based on the description above, it can be seen that perception and branding according to the results of correlation and determination analysis show that perception and branding have a positive influence. The most dominant aspect influencing purchasing decisions is branding because it has a T test result (Ttable) greater than perception. Based on the results of research on 270 respondents who visited the gastronomic tourism destination Chinatown Bandung influenced by perception and branding by 61.4% and 38.6% influenced by other factors that have not been studied.

CONCLUSIONS

Perception has a significant and positive influence on purchasing decisions, this is shown from the partial test results. Perception has three indicators such as stimulation, understanding, judgment. The indicator of perception that has the highest value is the assessment, this is because the interesting concept applied by Chinatown received good support and assessment because it has a unique value as its own attraction. The

understanding indicator becomes the lowest value on the perception variable, this is due to the lack of clear information provided by Chinatown in the promotions carried out so that consumers do not understand the concept of Chinatown.

Branding has a significant effect on purchasing decisions in Chinatown. The uniqueness indicator gets the highest score due to the uniqueness of the Chinatown concept, namely halal gastronomy with Chinese nuances and the unique shape of the room with Chinese-style decorations on each side of the room such as restaurants, photo spots, relaxing places (gardens) so that the uniqueness indicator gets more ratings from visitors. The indicator that gets the lowest score is credibility and sustainability, this is due to the level of consumer confidence in halal products and always maintaining a small amount of halal food, this factor is the lack of information about halal food in Chinatown.

Perception and branding have a significant and positive effect on purchasing decisions in the gastronomic tourist destination Chinatown Bandung, this is evidenced by tests conducted using simultaneous tests by researchers who show that perception and branding have a major influence on purchasing decisions.

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In accordance with the results of tests carried out using the SPSS 25.0 application for windows.

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