Descriptive Analysis of Visitors to Payakumbuh as The City of Rendang Through City Branding and Food Image Measurement

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Abstract. This study aims to assess visitor perceptions of Payakumbuh city as The City of Rendang from the variables of city branding and food image. The research method uses descriptive analysis by measuring each variable with a frequency distribution. The sampling technique used purposive sampling with 200 respondents. The results show that city branding of Payakumbuh is perceived by visitors as a comfortable city to visit, with cool weather, likes Payakumbuh city because of the attractiveness of various tourist destinations. The food image, visitors give the perception that rendang is a delicious food, a hygienic food, culinary is something that adds comfort in traveling in Payakumbuh city, as well as being a distinctive and authentic traditional local food. It can be concluded that city branding and food image are perceived with high value by visitors. City image and food image has been formed to the community and stakeholders through social media.

Keywords: : City branding; food image; authenticity; the city of rendang

1 Introduction

One of the cities that contributes to the tourism sector in the province of West Sumatra is the City of Payakumbuh. Payakumbuh is the third largest city in West Sumatra Province. The city of Payakumbuh is known for its city branding with various culinary specialties, such as beef rendang, suir rendang, paru rendang, egg rendang, danguang-danguang satay, kawa daun drink (brewed coffee leaves) ampiah dadiah (a type of yogurt made from cow's milk) and what has been worldwide is rendang. Rendang is ranked first as the most delicious food in the world in the World's 50 Most Delicious Foods (CNN, 2011). The image of rendang as the most delicious food in the world is used by the Government of Payakumbuh City to create a culinary tourism destination for Kampung Rendang.

According to [6] city branding acts as a tool to increase competitive advantages and increase investment value in tourism, enhance community development, empower local identities and identify city residents with their cities so that they actively increase social potential and avoid social unrest and discomfort. Research conducted by [6] the ultimate goal of marketing a city is to improve the standard of living of city residents. With this understanding to jointly achieve the ultimate goal, the city's brand development will be understood and improved together as well.

This is of course in line with previous research conducted by [3] in addition to the importance of city branding for a city, what is equally important for tourists to value is the food image of a city. According to [3] the image of Thai food influences the intention to return to

Thailand. The need for food is one of the motivations for the development of food tourism (culinary tourism). Tourists and the tourism industry both have an interest in culinary tourism. According to [1] food can be seen as an attraction for a tourist spot. The image of Thai food is perceived by tourists as food with a high image. After being examined, the image of Thai food (food image of Thailand) is perceived by tourists as food that provides a unique cultural experience as seen from the attractive presentation of the waiter, delicious, nutritious food, exotic cooking methods and foods containing special herbs. Thailand is healthy, the level of food hygiene, the food contains local ingredients, the freshness of the food is well maintained, the taste is uplifting, the price is rational for the pocket and is cooked with a sense of responsibility.

According to [9] marketing management is related to the hospitality sector, namely how service providers provide their services with hospitality and this is related to the tourism sector. According to [7] when discussing city branding from an urban perspective, many cities will carry out promotions to enhance their city image through iconic artifacts. From a general perspective, city branding is based on 3 attributes : image, uniqueness and authenticity of a city. Therefore substantive branding is developing a marketing strategy with maximum effort to market the city through marketing, promotions and products that are the uniqueness and authenticity of a city. Based on theoretical descriptions and facts found in the field, it is important to conduct this research to study and analyze visitor/tourist perceptions of city branding and food image of Payakumbuh, known as The City of Rendang.

2 Methods

The research design used a descriptive approach by calculating the frequency distribution, with the population being all visitors who visited the city of Payakumbuh with a sampling technique using purposive sampling, with the criteria of at least two visits to the city of Payakumbuh, with a sample size of : 26 items statement x 7 = 182 respondents. To complete it, it was fulfilled to 200 respondents. The results of the sample calculation refer to the Hair formula (2013), which is the indicator multiplied by 5-10. Technical data analysis using SPSS with frequency distribution.

3 Results and Discussion

3.1. Characteristics of Respondents

Respondents who participated in this study amounted to 200 people. Respondents can then be broken down by frequency of visiting Payakumbuh city, gender, age, domicile, last education, profession, monthly income, sources of information about Payakumbuh tourist destinations, purpose of visiting Payakumbuh, with whom to travel, mode of transportation used, length of stay and favorite destination in Payakumbuh. This has an important role to find out how visitors perceive Payakumbuh city as a rendang city through measuring city branding and food image variables in Payakumbuh City.

From 200 respondents as a sample, based on frequency of visiting the city of Payakumbuh show that there are around 58% of respondents who have visited the city of Payakumbuh more than 4 times and those who have visited 2-3 times are 42%. This indicates that the city of Payakumbuh is a city that is of interest to visitors to visit and vacation in West Sumatra

Province. Characteristics of respondents based on gender, dominated by female respondents totaling 111 people or 55.5% of the total of all respondents. While the fewest respondents, namely men, amounted to 89 people or equal to 44.5% of the total of all respondents. This shows that the visits in Payakumbuh are dominated by women. This shows that more female respondents were selected as respondents. Characteristics of respondents based on age, the majority of respondents were in the 17-25 year age group, namely 167 people or 83.5%. Then followed by the ages of 26-35 years, then the ages of 36-45 years, the ages of 56-65 years and by 1%, the respondents with the smallest age were the ages of 46-55 years. This shows that the respondents who visited Payakumbuh City were dominated by 17-25 year olds. The data shows that respondents with an age range of 17–25 years are part of the millennial generation who enjoy traveling to various places in Indonesia because of their adventurous spirit.

Characteristics of respondents based on age, there are several respondents who are spread from 26 regions in several regions of Indonesia. Respondents in the study were dominated by 50 people from Riau or 25% of the total respondents. Characteristics of the respondents based on the education level of the respondents, the largest number of respondents were at the high school/vocational school education level with almost half of them being 135 people and the education level of the respondents with the least was Postgraduate Education. Most of the respondents were at relatively high level of education so that their level of knowledge of interesting tourist destination information tends to be known quickly because they are active on social media such as Instagram, Twitter, Facebook and Telegram.

Characteristics of the respondents based on profession were students, namely as many as 139 people or as large as 69.5%. This shows that consumers who visit Payakumbuh are dominated by student respondents. Characteristics of the respondents based on monthly income show that most of the respondents have income < IDR 1,000,000 as many as 118 people or as big as 59%. This proves that the characteristics of the respondents who filled out the questionnaire were students who still expect pocket money from their parents. And students have limited funds so in order to travel somewhere they rely more on being back packers. Characteristics of the respondents based on know tourist destinations in Payakumbuh City are dominated from families with a frequency of 104 people or 52%. Furthermore, visitors know tourist destinations in the city of Payakumbuh from social media such as IG, WA, FB, Twitter and others by 91 people or 45.5%. Then the smallest frequency comes from television by 5 people or 2.5%. The results of the study show that respondents know about tourist destinations in Payakumbuh City from their families or families.

Characteristics of the respondents based on purpose to Payakumbuh City was dominated by vacations with 127 respondents or 63.5%. Then visiting family/relatives 45 people or 22.5% and lectures/KKN as many as 13 people or 6.5%, other 10 people or 5%. While the goal with the smallest frequency is to do work/office affairs by 5 respondents. Characteristics of the respondents based on with who visited the city of Payakumbuh were dominated by families of 96 respondents or 48%. While the smallest characteristic is 3 people or 1.5% visiting the city of Payakumbuh with other answers. Respondents' responses based on the main attraction in Payakumbuh were dominated by natural answers which were owned by 77 respondents. Interested in traditional food other than rendang such as gelamai, batiah, satay and others as many as 42 people or 21%, interested because rendang is the brand/icon of Payakumbuh city of 35 people, interested because it has a unique traditional village of 24 people. Then those who are interested in the friendliness of the people are 22 people or around 11%.

Characteristics of respondents based on transportation used to Payakumbuh are dominated by private vehicles, followed by rental vehicles, public transportation, tour bus and others. Respondents stay in Payakumbuh, were dominated by 1 day of stay of 90 people, then followed

by more than 5 days of 42 people, for 2 days of 38 people, 3 days of 26 people and the smallest with length of stay for 4 days with 4 respondents. Favorite destinations in Payakumbuh are dominated by the Ngalau Indah area and swimming pools as many as 79 respondents or 39.5%. Then the lowest favorite destination is Payakumbuh Bugar (Padang Kaduduak) with 3 respondents or 1.5%. In Padang Kaduduak this is a place for sports for the people of the city of Payakumbuh.

3.2 Descriptive Analysis

Descriptive analysis was carried out to get an overview of the respondents' answers to the item statements related to this research, namely the city branding, city image and food image variables that visitors (tourists) perceive of the city of Payakumbuh, known as The City Of Rendang.

3.2.1 Respondents Responses to City Branding

Based on the data obtained from the results of the questionnaires that have been distributed, data is obtained regarding the respondents' responses to the variables city branding. The description of the frequency distribution analysis chosen by respondents for this variable can be seen that the average of the 200 respondents' answers in each indicator of city branding is 4.10. Indicator "Payakumbuh city is comfortable to visit" contained in the indicator number 6 has the highest average, namely 4.31 and dominated by answers with a score of 5 as many as 89 people or 32.50%. Payakumbuh is indeed a comfortable city to visit, one of which is because it has a fairly cool climate. Indicator 9 "in general, the life of the Payakumbuh people is advanced" is an indicator with the lowest average, namely 3.77, with 52 people or 26% answering with a score of 5 dominated. This shows that the City of Payakumbuh as one of the cities in West Sumatra has a distance of about 120 km from the provincial capital of West Sumatra, which is not in the provincial capital.

3.2.2 Respondents Responses to Food Image

Based on the data obtained from the results of the questionnaires that have been distributed, data is obtained regarding the respondents' responses to the variables food image can be seen that the statement items "Rendang is a delicious food" contained in the indicator number 8 has the highest average of 4.56 and is dominated by answers with a score of 5 as many as 126 people or 63%. This is proven because it is Rendang is a delicious food as evidenced by the inclusion of rendang into the world's most delicious food based on the CNN version. This indicates that rendang is recognized by the world as the most delicious food because of its strong and spicy seasoning and the cooking process which is long enough to produce food that is classified as slow food. Indicator 4 " Rendang is the original food from the City of Payakumbuh" is an indicator with the lowest average, namely 3.75, with 49 people or 24.5% answering with a score of 5 dominated. This indicates that the respondents have known that rendang is a culinary dish of the Minang Kabau people in West Sumatra Province.

4 Conclusion

Based on the research results, it can be concluded that the variables of city branding and food image are perceived with high value by visitors visiting the city of Payakumbuh. The results of the study show that the city branding of the city of Payakumbuh is perceived by

visitors as a city that is comfortable to visit, with cool weather, likes the city of Payakumbuh because of the attractiveness of its various tourist destinations. The food image variable, visitors give the perception that rendang is a delicious food, is a hygienic food, the presence of various culinary delights adds to the comfort of traveling in the city of Payakumbuh, as well as being a local food as a typical and authentic traditional food. It can be concluded that the city branding and food image are perceived with high value by visitors.

It is suggested for further research to do research with quantitative methods by examining the influence of city branding, city image, food image on revist intention in the city of Payakumbuh. This research has limitations because it can only generalize the results of this study to the city of Payakumbuh. For a wider scope, namely branding about West Sumatra Province, it is suggested to be further research.

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