

Descriptive Analysis of Place Attachment Variables, Souvenir Authenticity and Satisfaction (From the Perspective of Domestic Tourists)

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Abstract. This study aims to assess tourist perceptions of place attachment, souvenir authenticity and satisfaction on Payakumbuh City. The research method uses descriptive analysis by measuring each variable with a frequency distribution. The sampling technique used purposive sampling with 160 respondents. The results of the study show that the place of attachment of tourists to the city of Payakumbuh is quite strong after they visit and buy rendang souvenirs from Payakumbuh. Variable souvenir authenticity, visitors give the perception that rendang as one of the typical Payakumbuh souvenirs reflects the traditional cultural values of the City of Payakumbuh which is made from traditional spices typical of the city of Payakumbuh which gives a distinctive taste. The tourist satisfaction variable gives the perception that they feel very satisfied when visiting and buying rendang souvenirs in the city of Payakumbuh. It can be interpreted that the place attachment tourist to the city of Payakumbuh, souvenir authenticity and satisfaction that is so high value by tourist who come and buy rendang souvenirs in the city of Payakumbuh.

Keywords: Place attachment; satisfaction; souvenir authenticity

1 Introduction

One province that offers a lot once a tourist destination is West Sumatra. The destination such as Padang beach, Pagang island, Air Manis Beach, Anai Valley, Pasumpahan island, Puncak Lawang, Jam Gadang, Harau Valley, Maninjau Lake, Cinangkiek, Pagaruyung Palace, Ngalau Indah, Padang Mangateh, Silokek, Saribu Gonjong village and many more. With so many tourists visiting and the amount of money spent while in West Sumatra, of course, this will also determine the level of regional income. From the Central of Statistics for the Province of West Sumatra, it was found that there had been a decrease in the number of domestic tourist visits to West Sumatra from 2018 to 2021. A significant decrease occurred from 2020 to 2021 with only 4,784,886 tourists from the previous year. This was caused by the outbreak of the Covid 19 pandemic, which indeed closed tourist trips.

Other information obtained based on West Sumatra BPS in West Sumatra Tourism Statistics (SPSB), notes that during a trip to West Sumatra, tourist spending is dominated by accommodation, buying souvenirs and also eating and drinking. One of the cities with famous culinary souvenirs is the city of Payakumbuh. Rendang is also the number 1 most delicious food according to CNN for 8 years in a row. One of the most famous souvenirs from West Sumatra is rendang. Rendang is one of the best foods in the 11th position of the 50 best foods in the world [6]. In addition, rendang has also been named the most delicious dish for 8 years in a row.

However, sales of rendang have decreased in recent months, from initial sales of 50 million per month, now they have decreased significantly, not even half of the previous turnover.

[3] said authenticity is the most important characteristic of a souvenir. Authenticity will contribute to an unforgettable souvenir shopping experience for tourists. Thus, tourists will learn about local culture and knowledge, besides that they will also gain a sense of belonging to the place. From this process a unique condition will be created which is called a place attachment for tourists [1].

[4] define place attachment as an individual's evaluation of a place, namely functional attachment and emotional symbolism. Overall, from previous research in the field of tourism, one of the activities that can enhance the memory of a tourist experience is satisfaction [1]. Co-creation is an effort by place managers to involve visitors directly both physically and psychologically in order to create added value, between owners and tourists [4]. Identifying tourist satisfaction in purchasing souvenirs is an important component tourists have expectations of what they buy (souvenirs). if the souvenirs purchased are as expected, there will be satisfaction in them. [5] said that satisfaction is a series of results obtained from perceptions, emotional responses and evaluations of the customer's experience of a product or service. From

Based on theoretical descriptions and facts found in the field, it is important to conduct this research to study and analyze tourist perceptions of place attachment, authenticity of souvenir and satisfaction in Payakumbuh City as known as The City of Rendang.

2 Research Methods

The research design used a descriptive approach by calculating the frequency distribution, with the population being all visitors who visited and buying rendang in Payakumbuh with a sampling technique using purposive sampling, with the criteria of at least two visits to the city of Payakumbuh and bought rendang Payakumbuh (last 6 months), with a sample size 160 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 160 people. Respondents can then be broken down by gender, age, education, profession, monthly income, frequency of visiting Payakumbuh city and domicile. From 160 total respondents, Characteristics of respondents based on gender, dominated by female respondents totaling 105 people or 64.38% of the total of all respondents. Characteristics of respondents based on age, the majority of respondents were in the 46-55 year age group, namely 39 people or 24,38%. Then followed by the ages of 36-45 years, then the ages of 26-35 years, 17-25 year, the ages of 56-65 years and the respondents with the smallest age were the ages of 46-55 years 1,25%,.

Characteristics of the respondents based on the education level of the respondents, the largest number of respondents were Bachelor degree 72 respondents or 45% and than Senior high school 36,88%, Associate's degree 8,75%, Junior High School 5,63% and the education level of the respondents with the least Masters 6 respondents or 3,75%.

Characteristics of the respondents based on profession dominated by housewives with 37 respondents or 23,13% and the smallest respondent has a profession as Army/Police with only one respondent or 0,63%. This shows that consumers who visit and bought rendang in Payakumbuh are dominated by housewives respondents. The characteristics of respondents based on total monthly income were dominated by respondents with an income of IDR 3,000,001 – IDR 4,000,000 or 25,0% and the lowest respondent was a with drawal of < IDR 1,000,000 or 8,75%. Respondents based on domicile were dominated by respondents from Pekanbaru with 31 respondent or 19, 37%. The smallest number of respondents came from, Sijunjung, Palembang, Sawah Lunto and Bengkulu with only 1 respondents or 0,63%. Characteristics of the respondents based on frequency of visiting the city of Payakumbuh show that there are around 65% of respondents who have visited the city of Payakumbuh and bought rendang souvenirs more than 5 times. This indicates that the city of Payakumbuh is a city that is of interest to visitors to visit and vacation in West Sumatra Province.

3.2 Respondents Responses to Place Attachment

Based on the data obtained from the results of the questionnaires that have been distributed, data is obtained regarding respondents' responses to the Place Attachment variable, namely : the average of the 160 respondents' answers for each place attachment indicator is 3,91. The indicator "Rendang makes me have a strong sense of attachment to the city of Payakumbuh" has the highest average of 4,09 and is dominated by answers with a score of 5 as many as 52 people or 32,50%. This shows that rendang souvenirs create a strong sense of attachment to the city of Payakumbuh for visitors who shop for rendang souvenirs. Indicator "I will always buy rendang in Payakumbuh" is an indicator with the lowest average, namely 3,73, dominated by 24 people or 15,00% of answers with a score of 5. This shows that consumers are likely to buy rendang souvenirs in cities other than Payakumbuh.

3.3 Respondents Responses to Souvenir Authenticity

Based on the data obtained from the results of the questionnaires that have been distributed, data is obtained regarding respondents' responses to the souvenir authenticity variable, namely the average answer from 160 respondents on each indicator on souvenir authenticity is 4,01. The indicator "Rendang souvenirs reflect the traditional cultural values of Payakumbuh City" found has the highest average of 4.17 and is dominated by 52 people or 32,50% of answers with a score of 5. Rendang as one of the typical Payakumbuh souvenirs reflects the traditional cultural values of the City of Payakumbuh. Indicator "Rendang seasoning comes from traditional ingredients from Payakumbuh City" is the indicator with the lowest average, namely 3,86, with 74 people or 46,25% dominating the answers with a score of 4. This shows that the rendang seasoning is made from traditional Payakumbuh spices.

3.4 Respondents Responses to Satisfaction

Based on the data obtained from the results of the questionnaires that have been distributed, obtained data regarding respondents' responses to the Satisfaction variable, namely: the average of 160 respondents in each indicator of satisfaction is 4.38. The indicator "Rendang souvenirs are guaranteed safety with a Agency for Drug and Food Examination (BPOM) certificate" found has the highest average of 4.68 and is dominated by answers with a score of 5 as many as 117 people or 73.13%. This is proven because indeed rendang souvenirs in the city of Payakumbuh have been equipped with certification Agency for Drug and Food Examination (BPOM), so that consumers feel satisfied and safe when buying rendang souvenirs whose safety has been guaranteed by BPOM. Indicator "I am satisfied with the process of making rendang into ready-

to-consume rendang" is the indicator with the lowest average, namely 4.19, with 56 people or 35.00% dominating the answers with a score of 5. This shows that consumers are quite satisfied with the process of making rendang into ready-to-eat rendang.

4 Conclusion

Based on the research results, it can be interpreted that the variable place attachment, authenticity of souvenirs and satisfaction is considered to have a high value by visitors who visit and buy rendang in Payakumbuh City. The results of the study show that the place of attachment of tourists to the city of Payakumbuh is quite strong after they visit and buy rendang souvenirs from Payakumbuh. Variable souvenir authenticity, visitors give the perception that rendang as one of the typical Payakumbuh souvenirs reflects the traditional cultural values of the City of Payakumbuh which is made from traditional spices typical of the city of Payakumbuh which gives a distinctive taste. The visitor satisfaction variable gives the perception that they feel very satisfied when visiting and buying rendang souvenirs in the city of Payakumbuh. Satisfaction arises from visitors' perceptions of BPOM-certified rendang souvenir packaging. It can be interpreted that the attachment of tourist attractions to the city of Payakumbuh, the authenticity of the souvenirs and the satisfaction that is felt is of high value by visitors who come and buy rendang souvenirs in the city of Payakumbuh. It is recommended for further research to conduct research using quantitative methods by examining the effect of souvenir authenticity and satisfaction on place attachments in the city of Payakumbuh. The limitation of this research is that it can only generalize the results of research for the city of Payakumbuh. Suggestions for further research, namely that wider coverage may be carried out for place attachments, souvenir authenticity and satisfaction of tourists who come to West Sumatra Province.

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