

THE INFLUENCE OF PROMOTION AND LOCAL WISDOM ON INTERESTED IN VISITING BACK PALEMBANG CITY MODERATED BY TOURIST IMPRESSIONS

(Case Study of Ngidang Tradition Culture in Palembang City)

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ABSTRACT

This study aims to determine the effect of promotion, local wisdom on interested in visiting back the Palembang city moderated by the impression of tourists. This study uses a quantitative approach to explain the position of the variables studied and the relationship between one variable and another. This research is intended to test the hypothesis that has been formulated previously. The results of this study will explain the causal relationship between variables through hypothesis testing. In this study, the analysis method used was path analysis using the SmartPLS 3.0 program. The results of this study found that 1) there is a positive influence of promotion on interested in visiting back 2) there is a positive influence between local wisdom on interested in visiting back 3) there is a positive influence on tourist impressions on interested in visiting back 4) there is a positive influence of promotion on interested in visiting back moderated by tourist impressions 5) there is a negative influence between local wisdom on interested in visiting back moderated by tourist impressions.

Keywords: Interested in visiting back, Local wisdom, Tourist impressions, Promotion

INTRODUCTION

Gastronomy is another way to enjoy tourist attractions while also preserving culture through cultural preservation efforts in the field of food and drink or what is usually called culinary tourism. (Setiawati et al., 2021) Gastronomy includes practical gastronomy, theoretical gastronomy, technical gastronomy, food gastronomy and molecular gastronomy. Meanwhile, gastronomy combined with tourism has become a tourism resource for the creation of new products. Another benefit of developing gastronomic tourism is providing authentic culinary education and understanding to have a high appreciation of a region's culinary delights.

According to Ayu Nurwitasari in (Hasnah & Nugroho, 2021) gastronomy or culinary arts is the art or science of good food (good eating). A shorter explanation mentions gastronomy as everything related to the enjoyment of eating and drinking. Based on the definition above, it can be concluded that the study (science) of gastronomy regarding the culture and history contained therein constitutes the cultural identity of a region.

Based on the Decree of the Head of Berkah number 84 of 2019, Palembang was named a creative city with a superior culinary sub-sketch. According to South Sumatra Culinary data in 2014, Palembang City has 130 types of culinary delights. Palembang's typical culinary delights have cultural and historical value. (Kartika & Harahap, 2019) This is closely related to gastronomy. Cultural tourism destinations such as the ngidang tradition in Palembang City as an alternative choice for tourists in choosing a cultural destination will have an impact such as tourists not returning or not visiting again. This is a challenge for the city government to encourage tourists to come back.

The ngidang tradition is a typical Palembang culture of serving food. The togetherness that appears from serving food gives its own meaning when we take part in the ngidang procession. For some tourists who follow this tradition, it is unique enough to be part of the fun and enjoyment in the process of enjoying the Ngidang way of eating in Palembang city.

This local wisdom, which has been taught from generation to generation, should be preserved. Local Wisdom is a humanities theme proposed to restore civilization from the crisis of modernity. Local

wisdom is prioritized as knowledge that is considered correct when faced with modernization standards. This knowledge is obtained with an approach through observing symptoms to search for laws (Wahyuningsih & Santoso, 2023).

For this reason, the city government must be able to pay attention to and analyze various factors that influence tourists' revisit intentions (behavioral intention), such as providing the best service so that visitors can and have the intention to revisit tourist attractions together with colleagues, friends and extended family. All of this is a challenge for tourist area managers to be able to provide various incentives to tourists to become repeat visitors. Repeat visitors are a stable market that also provides free advertising in the form of word of mouth recommendations to family members and colleagues. (Reid and Reid, 1993; Lau and McKercher, 2004; Oppermann, 2000) in (Pujiastuti et al., 2020).

Tourist impressions are one of the factors that influence tourists' desire to visit again. A good tourist impression will make tourists feel satisfied and want to return to that destination another time. There are several factors that can influence the impression of tourism, including: tourist attraction, tourist attraction is the main factor that determines the impression of tourism. Diverse and interesting tourist attractions will make tourists feel satisfied with their travel experience. Tourist facilities, adequate and quality tourist facilities will make tourists feel comfortable and at home while on holiday. Tourist facilities that need to be considered include transportation, accommodation, food and drink, and recreational facilities.

Tourism promotion efforts are one of the factors that can influence tourists' desire to visit. Effective tourism promotion can increase tourist awareness about a tourist destination, as well as provide interesting and convincing information about that destination.

METHOD

The method used in this research is a quantitative descriptive method and regression analysis which is a method of describing or illustrating, depicting the phenomenon or phenomenon being researched systematically, factually and accurately and also defining the influence that occurs from the independent variable on the dependent variable. Data will be processed using the SmartPLS 3 program. In this research, the primary data collection method used is based on an online-based questionnaire using accidental sampling.

The research population is local tourists, national and foreign tourists who have seen, felt and enjoyed the culture, customs and tourism in the Palembang city. Based on tourism data from the city of Palembang, there are 2,011,058 tourists coming to the city of Palembang during 2023. The sampling technique used by researchers is simple random sampling, namely a sampling technique that is carried out randomly without paying attention to the strata in the population (Sugiyono, 2019). (Hair et al., 2014) Determining the number of samples that can be representative population, namely the variable indicator multiplied by 5 to 10. So the number The sample in this research is 28 indicators x 5 = 140. So the sample This research should have 140 respondents.

RESULTS AND DISCUSSION

Respondent characteristics

From the questionnaires that were distributed, there were 45 male respondents and 95 female respondents. There were 40 respondents aged >20 years, 41 respondent aged 20-30 years and 59 respondent aged >30 years. There are 65 respondent with income of tourists was <3 million, 41 respondent with income from 3 – 5 million and 54 respondent with income >8 million. There were 116 tourists from South Sumatra, 20 tourists from outside South Sumatra and 4 tourist from abroad.

Outer model testing

Research data quality testing is divided into 2 parts, namely data validity and reliability. Data quality testing is a stage that a research model must go through before arriving at an influence test or correlation test. In general, data validity describes the suitability of each indicator to the variable. The analysis results from this test will show several influences of factor loading, Average Variance Extracted (AVE), Discriminant Validity and Composite Reliability. According to (Hair et al.,

2017) **Loading Factor** The indicator must have a value > 0.6 , if there is a variable whose factor loading is less than 0.6 then it is removed from the existing model. The following are the results of testing the outer model of this research:

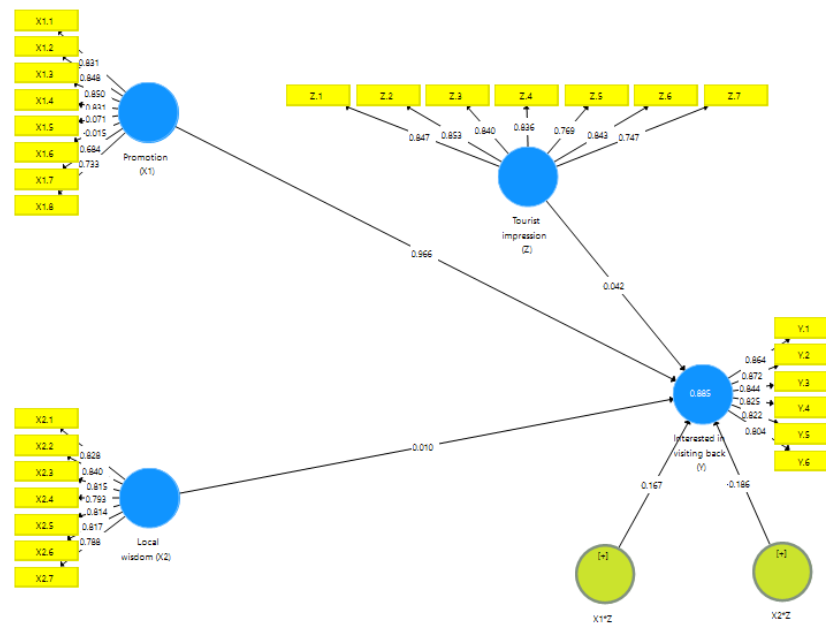


Figure 1: Loading Factor calculation results

From the picture above, it can be seen that there are 2 indicators in the promotion variable (X1) which must be removed from the model because the loading factor is < 0.6 , namely indicators X1.5 and X1.6. After eliminating these 2 indicators, they will also be deleted in the process of this research so that the new model is as follows:

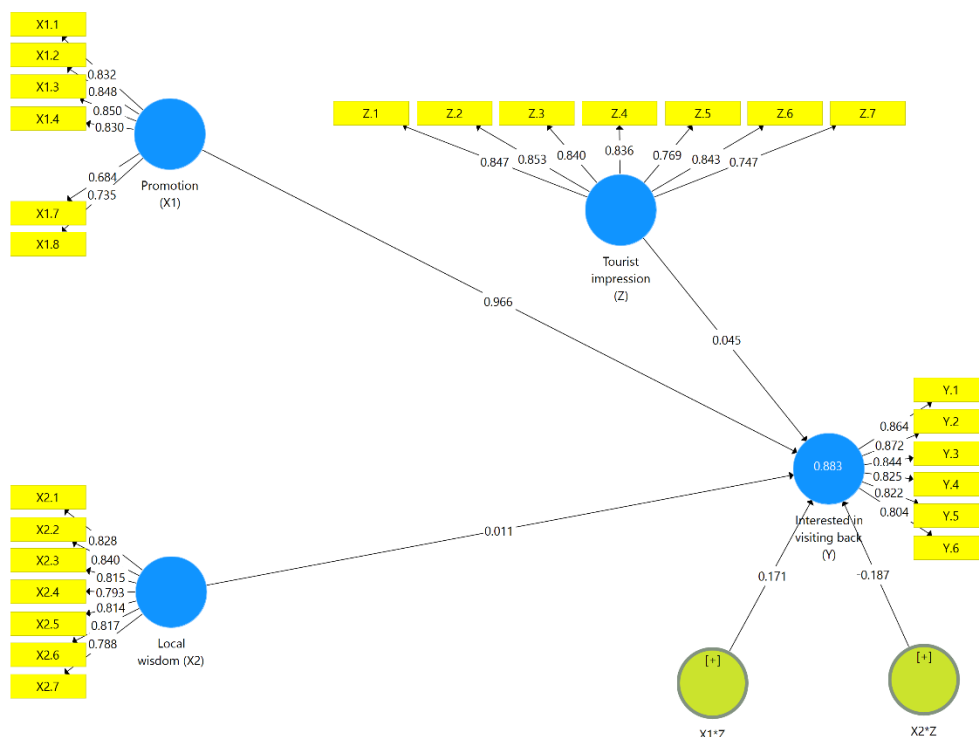


Figure 2: Outer loading results

Next, to test the validity, the Average Variance Extracted (AVE) value must be >0.5 . Based on the table below, all AVE values in the latent variables are >0.5 (Ghozali, 2017, 2018):

Table 1 Average Variance Extracted (AVE)

Variable	Average Variance Extracted(AVE)
Promotion (X1)	0.913
Local wisdom (X2)	0.932
Interested in visiting back (Y)	0.934
Tourist impressions (Z)	0.935

Next, the validity of each latent variable was tested. This test is also referred to as a way to test the unidimensionality of the model that has been developed. This test can be seen from the Cronbach Alpha and Composite Reliability values which are >0.7 (Muhson, Ali: 2022)

Table 2 Cronbach Alpha and Composite Reliability

Variable	Cronbach Alpha	Composite Reliability
Promotion (X1)	0.887	0.913
Local wisdom (X2)	0.915	0.915
Interested in visiting back (Y)	0.916	0.918
Tourist impressions (Z)	0.919	0.924

From the table above, all construct variables have Cronbach Alpha and Composite Reliability values >0.7 so that no unidimensionality problems were found in each latent variable studied.

Statistical coefficients

In PLS SEM 3.0, hypothesis testing calculations are carried out using and paying attention to the calculated t value (T) obtained from the results of the data with the t table value (t) from the SPSS table. The t-table value with a significance of 5% and the degree of freedom (DF) – number of data (n) -2, namely $140 - 2 = 138$ is 1.977 (t table)

Table 3 Statistical Test Values

	t-statistics	P values	Original sample
<i>Promotion (X1) → Interested in visiting back (Y)</i>	3,102	0.042	0.966
<i>Local wisdom (X2) → Interested in visiting back (Y)</i>	2,084	0.039	0.011
<i>Tourist impressions (Z) → Interested in visiting back (Y)</i>	3,031	0.003	0.045
<i>Promotion (X1) * Tourist impression (Z) → Interested in visiting back (Y)</i>	2,185	0.029	0.171
<i>Local wisdom (X2) * Tourist impression (Z) → Interested in visiting back (Y)</i>	2,366	0.018	-0.187

Based on the table data above, the t-statistic value of local wisdom (X2) on interested in visiting back (Y) is $3.102 > t$ table 1.977 and the p value is $0.042 < 0.050$, thus showing that local wisdom (X2) has a significant positive effect on interested in visiting back (Y). The local wisdom value for interested in visiting back (Y) has a t statistical number of $2.084 > t$ table 1.977 and a p value of $0.039 > 0.050$ so it has a significant positive effect. Tourist impression (Z) on interested in visiting back (Y) has a t statistic of $3.031 > t$ table 1.977 and p value $0.003 < 0.050$ so that tourist impression (Z) has a significant effect on interested in visiting back (Y).

Meanwhile promotion (X1) for interested in visiting back (Y) with moderation tourist impression (Z) has a t-statistic value of $2.184 > t$ table 1.977 and a p value of $0.029 < 0.050$ so promotion

(X1) to interested in visiting back (Y) with moderation tourist impression (Z) has a significant positive influence. Then local wisdom (X2) towards interested in visiting back (Y) with moderation of tourist impression (Z) has a t-statistic of $2.366 < t_{table} 1.977$ and p value $0.018 > 0.050$ so that local wisdom (X2) towards interested in visiting back (Y) with moderation tourist impression (Z) has a significant positive influence.

The results obtained in this research explain that there is a positive and significant influence on the promotional value and local wisdom on the intention to visit again. This is in line with research previously conducted by (Agusti et al., 2020) promotion, destination image and trust have a significant direct influence on tourist interest in visiting. Destination promotion and image have a significant influence on visiting interest through tourist trust.

Tourists' impressions have a significant influence on their intention to visit again. This is in line with research previously conducted by (Rochmadika et al., 2023). The research results of the Pecenongan area have the potential for gastronomic attraction in accordance with the operational indicators of the research variables. The results obtained in this research explain that there is a positive and significant influence on promotional value and intention to revisit through tourist impressions. This is in line with research previously conducted by (Septiyani et al., 2021). The positive impact is the increasing development of human thought patterns which produce the latest innovations which result in improvements in life sectors.

The results obtained in this study explain that there is no positive and significant influence on the value of local wisdom on the intention to visit again through tourist impressions. This is in line with research previously conducted by (Setiawati et al., 2021). The steps for developing agricultural areas as gastronomic tourism attractions are selecting agricultural areas, determining local products as basic ingredients, types of processed agricultural food, food processing culture, serving food and enjoying food. The output of the research is a plan to develop gastronomic tourism in the agricultural area of Randobawailir Village, Kuningan Regency.

CONCLUSION

From this research, it was found that promotions have a positive and significant influence on tourists' intention to revisit. It was also found that local wisdom has a positive and significant influence on visiting intentions. Tourist impressions as a moderating variable also have a positive and significant influence on tourists' intention to revisit. Promotion also has a positive and significant influence on tourists' intention to revisit, moderated by tourists' impressions. However, this is inversely proportional to local wisdom having a negative and significant influence on tourists' intention to revisit, moderated by tourists' impressions.

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Biodata

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