ANALYSIS OF FACTORS AFFECTING PURCHASE INTENTION OF LOCAL CULINARY TOURISTS

Mariana Simanjuntak[1], Naili Farida[2], Windy Vivi A. M. Manalu[3]
[1]*Ph.D. Student at Economics and Business, Universitas Diponegoro, Semarang Indonesia*
[2]*Doctoral Program Economics Department Universitas Diponegoro, Semarang Indonesia*
[3]*Engineering Management, Faculty of Industrial of Technology, Institut Teknologi Del, North Sumatera Indonesia*
[1]*marianasimanjuntak@students.undip.ac.id, anna@del.ac.id*
[2]*nailifarida@lecturer.undip.ac.id*
[3]*windyvivimanalu@gmail.com*

ABSTRACT

This study aims to determine the effect of price, service, product and location (PSPL) quality factors on tourist purchase interest and to find the factor most influencing tourists' purchase intention in local culinary in the Lake Toba area. The method used in this research was verification analysis using multiple linear regression. From the results of the research by conducting the F test, the variable price , service quality , product quality, and location have a significant effect on purchase intention in local culinary in the Lake Toba area. Testing with the T test showed that the variables affected the purchase intention of Arsik Fish Culinary are the variables of service quality, product quality, and location. The variables influencing Naniura purchase intention are product quality and location. The variables that affect the purchase intention of Manuk Napinadar are service quality, product quality, and location. The variables that affect Natinombur purchase intention are price, product quality, and location. The variables that influence Dali Ni Horbo's purchase intention are product quality and location. The variables that affect Tanggo-Tanggo purchase intention are the variable product quality and location. Overall from the type of culinary service, it is found that hospitality is the lowest, so it needs to be improved. The results of this study can be used by local culinary managers or owners in developing strategies and increasing sales performance.

Keywords*: Purchase Intention, Price, Services, Product Quality, Location*

1. INTRODUCTION

The programs of tourist destination development correlates significantly on increasing number of tourists coming to tourist destinations (Schlesinger, Cervera-Taulet, & Pérez-Cabañero, 2020). One of the programs for developing tourist destinations is adding and improving tourist facilities and developing local and traditional culinary service (F. X. Yang, Wong, Tan, & Wu, 2020). This is also a priority for the development of Lake Toba Destination as proclaimed by the Government.

Based on data obtained from Toba Samosir Tourism and Culture Office, the number of tourists coming to Lake Toba tourist destinations has increased as seen below:

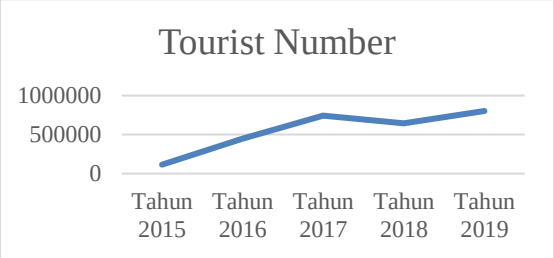

Figure 1.Number of Toba Samosir Tourists in 2015-2019

Source: Department of Tourism and Culture of Toba Samosir Regency

According to Liao and Chuang (2020), the increase in the number of destination visitors is also due to the large number of tourist destinations spreading, such as in the Lake Toba area, in Toba Regency. Efforts to expand tourist destinations spreading can be in the form of packaging and fixing the coast of Lake Toba and providing for visitors' needs (Sánchez, Campo, & Alvarez, 2018). The convenience of visiting is influenced by the availability of culinary variety. Food is one of the attributes of a destination's attraction (Truong, 2020).

Besides having many tourist attractions, Lake Toba area also has many types of special culinary delights, including *Manuk Napinadar* or *Napinadar* Chicken-a grilled chicken smothered in chicken blood itself, spiced with a*ndaliman* and garlic powder, *Arsik*- a spicy dish of Batak culinary usually using the common fish known as gold fish, *Naniura* – a typical Batak food which is not cooked, the fish is soaked lemon acids, *Natinombur*- a grilled fish, marinated with lime juice and salt, spiced with *andaliman* sauce, *Dali Ni Horbo* (Water Bufallo Milk) -a typical food which the texture is similar to tofu and made from buffalo milk as a basic ingredient, and *Tanggo-Tanggo*- a spicy dish made from meat stewed in its blood, coconut milk and spices including *andaliman*. The diversity of culinary types is not only a consideration for tourists to enjoy local culinary delights, but tourists also need food of a certain quality (Annunziata, Agovino, & Mariani, 2019), such as local food (Alderighi, Bianchi, & Lorenzini, 2016), (Björk & Kauppinen-Räisänen, 2016), (Vesci & Botti, 2019). The local culinary is the identity of an area that differentiates an area from other areas and becomes a promotional tool and forms the image of a destination (Argemi-Armengol, Villalba, Ripoll, Teixeira, & Alvarez-Rodriguez, 2019), (Okumus & Cetin, 2018).

Consumer behavior in determining culinary choices is influenced by Price, Services, Product Quality, and Location (PSPL). PSPL can be presented in Servicescape such as culinary facilities, always available parking, clean culinary tourism areas, good weather, interesting events, appropriate color schemes, unique aromas, and food rearrangements. PSPL is not only about food itself (Marso, Idris, & Widyarini, 2020), (Koay, Khoo, & Soh, 2020), (Siguaw, Mai, & Wagner, 2019). Consumers to would pay more for the same food but prices differ because the

product is added with guaranteed service and quality. As a behavioral construct, willingness to pay high prices is associated with hedonic customers who want to make their lives easier, more valuable, and more stable in long-term relationships (Pandowo & Pandowo, 2019).

The objectives of this study are to: (1) determine the influence of Price, Services, Product Quality, and Location (PSPL) factors on purchase intention in local culinary in the Lake Toba area, (2) determine the factors that most influence the purchase interest of tourists on local culinary is in the Lake Toba area and (3) provide information to local culinary providers in Lake Toba area regarding factors that influence intention of purchasing of local culinary in Lake Toba area

Research Background

Culinary tourism which is increasingly famous can increase the interest of tourists to come to destination areas (Stone, Soulard, Migacz, & Wolf, 2017). Tourists have the freedom to buy the culinary they want, when, where and what types of food. When making a purchase plan, tourists who want to buy local culinary consider various factors that can influence purchase intention. These factors are price, service quality, product, and location (Muskat, Rtnagl, Rtnagl, & Wagner, 2019).

There are gaps in previous research, namely: there is a significant effect of price, service quality, product and location (PSPL) on visitor purchase intention found in studies: Stone et al. (2017), Gugerell et al. (2017), Björk and Kauppinen-Räisänen (2016), (Sivrikaya & Pekerşen, 2020). While others say there is no relationship and influence of PSPL on purchasing intention, but halal recommendations (Yousaf & Xiucheng, 2018), services and products have no effect on buying intention (Vargas-Sánchez & López-Guzmán, 2018), the priority is culinary innovation (Okumus & Cetin, 2018), (Aggarwal, Albert, Hill, & Rodan, 2020).

Each PSPL has the following indicators: 1. Price is reasonable price of food, reasonable price of drinks and value for money; 2. Service is friendly and courteous employees, prompt service, helpful employees, employees have knowledge of the products offered, waiting time before food arriving, food served as ordered; Product is considered as food like *manuk napinadar, naniura, tango-tanggo, nanitombur, dali ni horbo*, Location is Interior design and decor, Appropriate room temperature, Noise level, cleanliness and Neat and well-dressed employees (Muskat et al., 2019), (Cakici, Akgunduz, & Yildirim, 2019), (Shahzadi, Malik, Ahmad, & Shabbir, 2018).

In order to mediate this gap, the researchers used the viewpoint of Stimulus-Organism-Response (SOR) namely the assumption of the cause of behavior change depends on the quality of the stimulus communicating with the organism. In this case, the change in purchase intention behavior is the influence of the stimulus (PSPL) (Swaminathan, Sorescu, Steenkamp, O'Guinn,

& Schmitt, 2020), (Argemi-Armengol et al., 2019), (Diamantopoulos et al., 2019). The assumption of the SOR states that the cause of behavior change depends on the quality of the stimulus (stimulus) communicates with the organism. SOR stimulates consumers to generate emotional responses, which in turn influence food buying behavior. The concept of "stimulus" is represented by a set of attributes (PSPL) that influence consumer perceptions in deciding to buy food (Kamboj, Sarmah, Gupta, & Dwivedi, 2018), (Y. Liu, Li, Edu, Jozsa, & Negricea, 2019), (Islam et al., 2020).

Research Question

The research problems are to determine (1) whether PSPL affects purchase intention in local culinary and (2) the most dominant factor influencing PSPL on buying intention in Lake Toba destination area.

2. THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION

Price, Services, Product and Location (PSPL)

Environmental quality, price, and authenticity have a positive effect on tourist purchase intentions. Each PSPL culinary package is a determining factor for tourists to buy (Muskat et al., 2019). Cakici et al. (2019) said that price is the main determinant, therefore transparency of prices and information about food are needed ((C, Zeng, Soomro, & Khan, 2019). Tourism satisfaction when they experienced the value of services, then prices and location becomes unimportant (Z. Li, Duverger, & Yu, 2018). Consumers will pay more for every value of hospitality created (Zhang, Jahromi, & Kizildag, 2018). The diversity of types and characteristics of food is also the main reason for tourists to stay longer in a place (Y. Yang & Leung, 2018), (Soler & Gemar, 2018), (Annunziata et al., 2019).

Tourists are very concerned about culinary innovation through the quality of food products, environmental cleanliness, attractiveness of available packages (Vargas-Sánchez & López-Guzmán, 2018), including cultural elements of the stories about food / drinks served (Stone et al., 2017), (Suhairom, Musta'amal, Mohd Amin, Kamin, & Abdul Wahid, 2019). Visitors are also very interested in the local culture festival and they are willing to pay more for it with additional services such as the participation of visitors in the food-making process (Björk & Kauppinen-Räisänen, 2016), (F. X. Yang et al., 2020), (Vesci & Botti, 2019).

Purchase Intention

Tourists' purchase intention in local food is influenced by sensation, food variants, packaging (Sivrikaya & Pekerşen, 2020). Local food sensations are also contained in stories or interesting information about the origin of food and how to make it (J. Li, Abbasi, Cheema, & Abraham, 2020), (J. Li et al., 2020), (S.-F. Liu, Liu, Chang, & Chou, 2019). Purchase intention is more influenced by the availability of information about these foods on the website, internet or social media (Aggarwal et al., 2020), (Pee, Jiang, & Klein, 2018); they are willing to pay more when they get satisfaction with information services obtained either through the website or when visiting (Pee et al., 2018), (Sullivan & Kim, 2018) ; they are willing to pay more. Tourists will first seek information about food before deciding to buy (Gao, Ji, Liu, & Sun, 2020), also when visitors are given space to evaluate food, both in terms of taste, price and service (Sullivan & Kim, 2018).

Thus, when the context of tourist purchase intention is influenced by PSPL, the researchers tested the model on the local culinary object in Toba Regency. The developed hypotheses are as follows:

Hypotheses

a. F Test

The F test is performed to see whether the independent variables simultaneously have a significant effect on the dependent variables or not. The F test is used to test meaning of the regression model used. In this study, the F test is used to see whether the independent variables, name price (X1), quality service (X2), product quality(X3), and location (X4) together have a positive influence on buying interest (Y)

1) *Arsik* Fish Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on *Arsik* Fish culinary.
   Ha: the variables - price, service quality, product quality, and location together influence the purchase intention of tourists on *Arsik* Fish culinary.
2) *Naniura* Cuisine
   H0: the variables- price, service quality, product quality, and location, do not affect the buying intention of tourists on *Naniura* culinary.
   Ha: the variables- price, service quality, product quality, and location influence the purchase intention of tourists on *Naniura* culinary.
3) *Manuk Napinadar* or *Napidar* Chicken Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on *Manuk Napinadar* culinary.
   Ha: the variables - price, service quality, product quality, and location affect the purchase intention of tourists on *Manuk Napinadar* culinary.
4) *Natinombur* Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on *Natinombur* culinary

Ha: the variables - price, service quality, product quality, and location affect the purchase intention of tourists on *Natinumbur* culinary.

5) *Dali Ni Horbo* or Water Bufallo Milk Culinary
   H0: the variables- price, service quality, product quality, and location have no effect towards the purchase intention of tourists in *Dali Ni Horbo* culinary.
   Ha: the variable - price, service quality, product quality, and location influence the purchase intention of tourists on *Dali Ni Horbo*'s culinary.
6) *Tanggo-tanggo* Culinary
   H0: the variables- price, service quality, product quality, and location do not affect tourists' purchase intention in Tanggo-Tanggo culinary.
   Ha: the variables - price, service quality, product quality, and location influence the purchase intention of tourists in Tanggo-Tanggo culinary.

b. T Test

T test is a partial data analysis process that will show how much influence the independent variable partially influences the dependent variable. The T test aims to see the extent of the partial influence of the independent variables on the dependent variable. In this study, the T test was used to measure partially or individually the effect of the independent variables, namely price (X1), quality services (X2), product quality (X3), and locations (X4) on the dependent variable, namely buying interest (Y).

H01: Prices do not affect tourists' purchase intention in the typical culinary delights of the Lake Toba region
H11: Prices affect tourists' purchase intention in the typical culinary delights of the Lake Toba region
H02: Service quality does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H12: Service quality affects tourists' purchase intention in the typical culinary delights of Lake Toba region
H03: Product quality does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H13: Product quality affects tourists' purchase intention in the typical culinary delights of Lake Toba region
H04: Location does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H14: Location affects tourists' purchase intention in the typical culinary delights of Lake Toba region

3. RESEARCH METHOD

Research Location and Time

This research was conducted in tourist destinations and restaurants local seller culinary in Lake Toba area. The location of the restaurant / restaurant studied is located in the sub-district that has the most number of restaurants.

Measurement Scale

In this study, the scale used was a Likert scale with 5 response points (1-5) indicating strongly disagree, disagree, disagree, agree, and strongly agree.

Population and Sample

The population in this study were tourists who visited tourist destinations in Toba Samosir Regency. The sample in this study was determined with an error tolerance of 10%, using data on the number of tourists in 2019, namely 802667, the number of samples studied was 100 respondents.

Research Variables

1) Independent Variables
   X1 = Price
   X2 = Service Quality
   X3 = Product Quality
   X4 = Location
2) Dependent Variables
   Y1 = Intention to purchase *Arsik* Culinary
   Y2 = Intention to purchase *Naniura*
   Y3 = Intention to purchase *Manuk Napinadar*
   Y4 = Intention to purchase *Natinonbur*
   Y5 = Intention to purchase *Dali Ni Horbo*
   Y6 = Intention to purchase *Tanggo-tanggo*
3) Regression Model
   $Y1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$
   $Y2 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$
   $Y3 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$
   $Y4 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$
   $Y5 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$
   $Y6 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$

Data Analysis Method

1) Classic Assumption Test

The classic assumption test is a test carried out to see whether the questionnaire result data is suitable for regression testing.

a) Normality test is a test conducted to determine whether the residual variable in the regression model is normally distributed.
b) Heteroscedasticity test is a test conducted to assess whether there is an inequality of variants of the residuals for all observations in the linear regression model. The condition that there is no heteroscedasticity is the value of Sig> 0.05.

2) Verification Data Analysis

The test used in the verification analysis was multiple linear regression analysis. Multiple linear regression analysis is an analysis used to determine the effect or linear correlation between the independent variable on the dependent variable, and to predict the value of the dependent variable based on the independent variable (Priyatno, 2014).

4. RESULTS AND ANALYSIS

Classical Assumption Test

1) Normality Test

Based on the central limit theory, samples greater than 30 are a normal distribution. The sample number in this study was 100 samples, thus the research variables were normally distributed.

2) Multicollinearity Test

Multicollinearity test is a test used to determine whether in the regression model there is a correlation between the independent variables. The requirement for no multicollinearity symptoms is a tolerance value> 0.1 and a VIF value <10.

Table 1. Multicollinearity Test

Culinary Types	Variabel							
	Price		Service Quality		Product Quality		Location	
	Tolerance	VIF	*Tolerance*	VIF	*Tolerance*	VIF	*Tolerance*	VIF
Ikan Arsik	0,953	1,049	0,742	1,347	0,685	1,460	0,835	1,197
Naniura	0,767	1,304	0,739	1,354	0,743	1,347	0,645	1,550
Napinadar	0,873	1,145	0,576	1,736	0,598	1,672	0,860	1,162
Natinombur	0,821	1,218	0,559	1,789	0,513	1,948	0,741	1,350
Dali Ni Horbo	0,872	1,147	0,629	1,590	0,573	1,744	0,804	1,244
Tanggo-tanggo	0,826	1,211	0,576	1,735	0,530	1,888	0,711	1,406

3) Heteroscedasticity Test

Heteroscedasticity test is a test conducted to assess whether there is an inequality of the variance of the residuals for all observations in the linear regression model. The condition that there is no heteroscedasticity is the value of Sig> 0.05.

Table 2. Heteroscedasticity Test

Culinary Types	Variabel			
	Price	Service Quality	Product Quality	Location
Ikan Arsik	0,996	0,869	0,330	0,062
Naniura	0,055	0,668	0,082	0,064
Napinadar	0,895	0,306	0,990	0,630
Natinombur	0,117	0,304	0,423	0,501
Dali Ni Horbo	0,199	0,505	0,375	0,057
Tanggo-tanggo	0,140	0,055	0,202	0,051

Verification Data Analysis

The test used in the verification data analysis is multiple linear regression analysis. Interpretation that can be done from the multiple linear regression model is as follows:

a) Based on the sign, negative and positive. The negative sign means that there is an opposite influence between the dependent variable, while the positive sign indicates a unidirectional influence. If the dependent variable has increased and the dependent variable has decreased, the direction is opposite. If the independent and the dependent variable has increased so there is a unidirectional influence.

b) Based on quantity, that explaining the nominal slope of the regression equation. However, not all linear regression models can be interpreted in terms of quantities. The interpretation made depends on the measuring instrument used in the study. The data obtained from research using a questionnaire (Likert scale) can only interpreted from the side of the direction because it has no magnitude.

1) Multiple Linear Regression Modeling

a) *Arsik* Culinary
$$Y = 6{,}547 + 0{,}224\ X1 - 0{,}540\ X2 + 0{,}652\ X3 + 0{,}509\ X4 \quad (1)$$

b) *Naniura* Culinary
$$Y = 2{,}778 + 0{,}062\ X1 - 0{,}181\ X2 + 0{,}799\ X3 + 0{,}481\ X4 \quad (2)$$

c) *Manuk Napinadar* or *Napinadar* Chicken Culinary
$$Y = 1{,}214 + 0{,}116\ X1 - 0{,}459\ X2 + 1{,}017\ X3 + 0{,}600\ X4 \quad (3)$$

d) *Natinombur* Culinary
$$Y = 1{,}806 + 0{,}299\ X1 - 0{,}272\ X2 + 0{,}800\ X3 + 0{,}396\ X4 \quad (4)$$

e) *Dali Ni Horbo* Culinary
Y = 3,736 + 0,029 X1 – 0,154 X2 + 0,745 X3 + 0,449 X4 (5)

f) *Tanggo-tanggo* Culinary
Y = 5,970 + 0,008 X1 – 0,363 X2 + 0,721 X3 + 0,512 X4 (6)

2) F Test (Joint Test)

H0: β1 = β2 = β3 = β4 = 0, it means that the variable price (X1), service quality (X2), product quality (X3), and location (X4) do not affect the variable Y significant

Ha: β1 ≠ β2 ≠ β3 ≠ β4 ≠ 0, meaning that the variable price (X1), service quality (X2), product quality (X3), and location (X4) together have a significant effect on variable Y.

F Tabel = 2,47

Through multiple linear regression modeling, the variable that has the highest constant value for each culinary is the product quality variable (X3). The constant value of the product quality variable for *Arsik* Fish Culinary is 0.652. The constant value of the product quality variable for *Naniura* Culinary is 0.799. The constant value of the product quality variable for *Manuk Napinadar* Culinary is 1.017. The constant value of the product quality variable for *Natinombur* Culinary is 0.800. The constant value of the product quality variable for *Dali Ni Horbo* Culinary is 0.745. The constant value of the product quality variable for *Tanggo-Tanggo* Culinary is 0.721. This means that if the quality of the product increases, it can increase tourists' buying interest in local culinary delights in the Toba Lake area.

Table 3. F Test of Culinary Studied

Culinary Types	Hypotheses Test		Conclusion
	F count	Sig	
Ikan Arsik	8,758 > 2,47	0,000 < 0,05	Ha accepted
Naniura	10,200 > 2,47	0,000 < 0,05	Ha accepted
Napinadar	13,518 > 2,47	0,000 < 0,05	Ha accepted
Natinombur	14,064 > 2,47	0,000 < 0,05	Ha accepted
Dali Ni Horbo	10,228 > 2,47	0,000 < 0,05	Ha accepted
Tanggo-tanggo	10,483 > 2,47	0,000 < 0,05	Ha accepted

3) T Test (Partial Test)

H0: β = 0, the independent variable has no partial effect on the dependent variable
H1: β ≠ 0, the independent variable has a partial effect on the dependent variable

T tabel = 1,985

a) *Arsik* Culinary

Table 4. T Test of Arsik Culinary

Variable	Hypotheses Testing		Conclusion
	T Count	Sig	
Price	1,500 < 1,985	0,137 > 0,05	H0 accepted, Price has no partial effect
Service	-3,546 < -1,985	0,001 < 0,05	H1 accepted, Service quality is partially affected
Quality	3,140 > 1,985	0,002 < 0,05	H1 accepted, Product quality has a partial effect
Location	3,339 > 1,985	0,001 < 0,05	H1 accepted, Location is partially affected

b) *Naniura* Culinary

Table 5. T Test of Naniura Culinary

Variable	Hypotheses Testing		Conclusion
	T Count	Sig	
Price	0,359 < 1,985	0,720 > 0,05	H0 accepted, Price has no partial effect
Service	-1,283 < -1,985	0,203 < 0,05	H0 accepted, Service quality has no partial effect
Quality	3,859 > 1,985	0,000 < 0,05	H1 accepted, Product quality has a partial effect
Location	2,920 > 1,985	0,004 < 0,05	H1 accepted, Location is partially affected

c) *Manuk Napinadar* Culinary

Table 6. T Test of Manuk Napinadar Culinary

Variabel	Hypotheses Testing		Conclusion
	T Count	Sig	
Price	0,785 < 1,985	0,434 > 0,05	H0 accepted, Price has no partial effect
Service	-2,842 < -1,985	0,005 < 0,05	H1 accepted, Service quality is partially affected
Quality	5,151 > 1,985	0,000 < 0,05	H1 accepted, Product quality has a partial effect
Location	3,843 > 1,985	0,000 < 0,05	H1 accepted, Location is partially affected

d) *Natinombu*r Culinary

Table 7. T Test of Natinombur Culinary

Variable	Hypotheses Testing		Conclusion
	T Count	Sig	
Price	1,989 < 1,985	0,050 > 0,05	H1 accepted, price has a partial effect
Service	-1,743 < -1,985	0,085 < 0,05	H0 accepted, Service quality has no partial effect
Quality	5,151 > 1,985	0,000 < 0,05	H1 accepted, Product quality has a partial effect
Location	2,465 > 1,985	0,000 < 0,05	H1 accepted, Location is partially affected

e) *Dali Ni Horbo* Culinary

Table 8. T Test of Dali Ni Horbo

Variable	Hypotheses Testing		Conclusion
	T Count	Sig	
Price	1,207 < 1,985	0,837 > 0,05	H0 accepted, Price has no partial effect
Service	-0,852 < -1,985	0,396 < 0,05	H0 accepted, Service quality has no partial effect
Quality	3,628 > 1,985	0,000 < 0,05	H1 accepted, Product quality has a partial effect
Location	2,989 > 1,985	0,004 < 0,05	H1 accepted, Location is partially affected

f) *Tanggo-tanggo* Culinary

Table 9. T Test of Tanggo-Tanggo

Variable	Pengujian Hipotesis		Conclusion
	T Count	Sig	
Price	0,063 < 1,985	0,950 > 0,05	H0 accepted, Price has no partial effect
Service	-2,167 < -1,985	0,033 < 0,05	H0 accepted, Service quality has no partial effect
Quality	3,407 > 1,985	0,001 < 0,05	H1 accepted, Product quality has a partial effect
Location	3,444 > 1,985	0,001 < 0,05	H1 accepted, Location is partially affected

4) Coefficient of Determination (R Square)

The coefficient of determination (R Square) is used to measure the model ability to explain the variation in the dependent variable (Hassan, Sade, & Subramaniam, 2020). The coefficient of determination is in the range 0 and 1. The coefficient of determination closer to the value of 1 means that the independent variables used provide almost all the information needed to predict the dependent variable.

Table 10. Result of Determination Coefficient Analysis

Culinary Types	Determination Coefficient	Conclusion
Arsik	0,269	The independent variable affects the dependent variable by 26.9% and 73.1% and influenced by other factors (error).
Naniura	0,300	The independent variable affects the dependent variable by 30% and 70% and it is influenced by other factors (error).
Manuk Napinadar	0,363	The independent variable affects the dependent variable by 36,3% and 63,7 % and it is influenced by other factors (error).
Natinombur	0,372	The independent variable affects the dependent variable by 37.2% and 62.8% and it is influenced by other factors (error).

Continued

Culinary Types	Determination Coefficient	Conclusion
Dali Ni Horbo	0,301	The independent variable affects the dependent variable by 30.1% and 69.9% and it is influenced by other factors (error)
Tanggo-tanggo	0,306	The independent variable affects the dependent variable by 30.6% and 69.4% and it is influenced by other factors (error)

5. CONCLUSION

Using multiple linear regression modeling, the variable that has the highest constant value for each culinary is the product quality variable (X3). This means that if the quality of the product increases, it can increase tourists' purchase intention in local culinary delights in Lake Toba area. The variable that has a negative influence on each type of culinary is the variable of service quality (X2). This is because the respondents gave a small weight to the service quality variable (X2) dominantly. It means the service quality is not a consideration for tourists to enjoy local culinary provided in typical Batak restaurants.

1) The variables of price, service quality, product quality, and location together affect the purchase intention of local culinary in Lake Toba area significantly.
2) The test results using the T test (partial test) show that
   a) the variables that affect the purchase intention of tourists in *Arsik* Fish Culinary are variables of service quality, product quality, and location.
   b) the variables that affect the purchase intention of tourists in *Naniura* Culinary are variables of product quality and location.
   c) the variables affecting the purchase intention of tourists in *Manuk Napinadar* Culinary are the variables of service quality, product quality, and location.
   d) the variables that affect the purchase intention of tourists in *Natinombur* Culinary are price, product quality, and location.
   e) the variables that affect the purchase intention of tourists in *Dali Ni Horbo* Culinary are variables of product quality and location.
   f) the variables that affect the purchase intention of tourists in *Tanggo-Tanggo* culinary are variables of product quality and location.

Recommendation

1) Based on the test results using the F test, it is found that the factors of price, service quality, product quality, and location affect the purchase intention of local culinary. Thus, restaurant owners should pay attention to these factors to increase tourists' purchase intention in local culinary delights in the Lake Toba area.

2) The suggestions given for each type of culinary studied are as follows:

   a) The restaurant owners providing *Arsik* Fish should pay attention to service with comfortable and safe atmosphere for visitors.
   b) Restaurant owners that provide *Naniura* should pay more attention to the quality of their products by processing culinary from quality ingredients and paying attention to culinary cleanliness and culinary availability in their place of business.
   c) Restaurant owners that provide *Manuk Napinadar* should pay more attention to the services provided to visitors, improve service quality and prioritize products from quality ingredients.
   d) Restaurant owners that provide *Natinombur* should consider the price offered because tourists buying *Natinombur* thought that the price they paid to enjoy fish-based culinary is quite expensive.
   e) Restaurant owners that provide *Dali Ni Horbo* should pay attention to the quality of the products offered, consider new creations in culinary processing.
   f) Employees work at the restaurants that provide *Dali Ni Horbo* should serve quickly and precisely, and friendly and maintain cleanliness and tidiness.

To improve the quality of service, suggestions that can be done by owners and employees at a typical restaurant in Lake Toba area are improving hospitality; fast service, availability if a visitor needs assistance, and respond to visitors' requests and applying the values of transparency, communication and being able to form good relationships with visitors.

REFERENCES

(C, M. Y. B., Zeng, F., Soomro, Y. A., & Khan, M. A. (2019). Young Chinese Consumer Decision Making in Buying Green Products: An Application of Theory of Planned Behavior with Gender and Price Transparency. *Pakistan Journal of Commerce and Social Sciences, 13*(3).

Aggarwal, N., Albert, L. J., Hill, T. R., & Rodan, S. A. (2020). Risk knowledge and concern as influences of purchase intention for internet of things devices. *Technology in Society, 62*. doi:10.1016/j.techsoc.2020.101311

Alderighi, M., Bianchi, C., & Lorenzini, E. (2016). The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing? *Tourism Management, 57*, 323-333. doi:10.1016/j.tourman.2016.06.016

Annunziata, A., Agovino, M., & Mariani, A. (2019). Sustainability of Italian families' food practices: Mediterranean diet adherence combined with organic and local food consumption. *Journal of Cleaner Production, 206*, 86-96. doi:10.1016/j.jclepro.2018.09.155

Argemi-Armengol, I., Villalba, D., Ripoll, G., Teixeira, A., & Alvarez-Rodriguez, J. (2019). Credence cues of pork are more important than consumers' culinary skills to boost their purchasing intention. *Meat Sci, 154*, 11-21. doi:10.1016/j.meatsci.2019.04.001

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: a source for destination attraction. *International Journal of Contemporary Hospitality Management, 28*(1), 177-194. doi:10.1108/IJCHM-05-2014-0214

Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review, 74*(3), 443-462. doi:10.1108/tr-02-2018-0025

Diamantopoulos, A., Davvetas, V., Bartsch, F., Mandler, T., Arslanagic-Kalajdzic, M., & Eisend, M. (2019). On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment. *Journal of International Marketing, 27*(4), 39-57. doi:10.1177/1069031x19865527

Gao, W., Ji, L., Liu, Y., & Sun, Q. (2020). Branding Cultural Products in International Markets: A Study of Hollywood Movies in China. *Journal of Marketing, xx*(x). doi:10.1177/0022242920912704

Gugerell, K., Uchiyama, Y., Kieninger, P. R., Penker, M., Kajima, S., & Kohsaka, R. (2017). Do historical production practices and culinary heritages really matter? Food with protected geographical indications in Japan and Austria. *Journal of Ethnic Foods, 4*(2), 118-125. doi:10.1016/j.jef.2017.05.001

Hassan, H., Sade, A. B., & Subramaniam, L. S. (2020). Purchasing functional foods to stay fit. *Journal of Humanities and Applied Social Sciences, 2*(1).

Islam, J. U., Shahid, S., Rasool, A., Rahman, Z., Khan, I., & Rather, R. A. (2020). Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. *International Journal of Bank Marketing, 38*(6), 1279-1303. doi:10.1108/ijbm-12-2019-0460

Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management, 39*, 169-185. doi:10.1016/j.ijinfomgt.2017.12.001

Koay, K. Y., Khoo, K. L., & Soh, P. C.-H. (2020). The Impact of Servicescape and Employee Service Quality in the KTV Industry. *Asian Journal of Business Research, 9*(3). doi:10.14707/ajbr.190067

Li, J., Abbasi, A., Cheema, A., & Abraham, L. B. (2020). Path to Purpose? How Online Customer Journeys Differ for Hedonic Versus Utilitarian Purchases. *Journal of Marketing, 1*(20). doi:10.1177/0022242920911628

Li, Z., Duverger, P., & Yu, L. (2018). Employee creativity trumps supervisor-subordinate guanxi: Predicting prequitting behaviors in China's hotel industry. *Tourism Management, 69*, 23-37. doi:10.1016/j.tourman.2018.05.004

Liao, C.-S., & Chuang, H.-K. (2020). Tourist preferences for package tour attributes in tourism destination design and development. *Journal of Vacation Marketing, 25*(2), 230–246. doi:10.1177/1356766719880250

Liu, S.-F., Liu, H.-H., Chang, J.-H., & Chou, H.-N. (2019). Analysis of a new visual marketing craze: The effect of LINE sticker features and user characteristics on download willingness and product purchase intention. *Asia Pacific Management Review, 24*(3), 263-277. doi:10.1016/j.apmrv.2018.10.001

Liu, Y., Li, Q., Edu, T., Jozsa, L., & Negricea, I. C. (2019). Mobile shopping platform characteristics as consumer behavior determinants. *Asia Pacific Journal of Marketing and Logistics, 32*(7), 1565-1587. doi:10.1108/apjml-05-2019-0308

Marso, Idris, R., & Widyarini, L. A. (2020). Influence of the Upscale Café Servicescape on Satisfaction and Loyalty Intention. *Advances in Economics, Business and Management Research, 115*.

Muskat, B., Rtnagl, T. H., Rtnagl, T. H., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing, 25(4) 480–498*.

Okumus, B., & Cetin, G. (2018). Marketing Istanbul as a culinary destination. *Journal of Destination Marketing & Management, 9*, 340-346. doi:10.1016/j.jdmm.2018.03.008

Pandowo, M. H. C. P. H. C., & Pandowo, A. (2019). Servisscape in the Finest Cinema. *International Journal of Research in Business and Social Science (2147-4478), 8*(3), 83-93. doi:10.20525/ijrbs.v8i3.257

Pee, L. G., Jiang, J., & Klein, G. (2018). Signaling effect of website usability on repurchase intention. *International Journal of Information Management, 39*, 228-241. doi:10.1016/j.ijinfomgt.2017.12.010

Sánchez, M., Campo, S., & Alvarez, M. D. (2018). The effect of animosity on the intention to visit tourist destinations. *Journal of Destination Marketing & Management, 7*, 182-189. doi:10.1016/j.jdmm.2016.11.003

Schlesinger, W., Cervera-Taulet, A., & Pérez-Cabañero, C. (2020). Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. *Tourism Management Perspectives, 35*. doi:10.1016/j.tmp.2020.100699

Shahzadi, M., Malik, S. A., Ahmad, M., & Shabbir, A. (2018). Perceptions of fine dining restaurants in Pakistan: What influences customer satisfaction and behavioral intentions? *International Journal of Quality & Reliability Management, 35*(3), 635-655. doi:10.1108/IJQRM-07-2016-0113

Siguaw, J. A., Mai, E., & Wagner, J. A. (2019). Expanding Servicescape Dimensions with Safety: An Exploratory Study. *Services Marketing Quarterly, 40*(2), 123-140. doi:10.1080/15332969.2019.1592860

Sivrikaya, K. K., & Pekerşen, Y. (2020). The impact of food neophobia and sensation seeking of foreign tourists on the purchase intention of traditional Turkish food. *International Journal of Gastronomy and Food Science, 21*. doi:10.1016/j.ijgfs.2020.100222

Soler, I. P., & Gemar, G. (2018). Hedonic price models with geographically weighted regression: An application to hospitality. *Journal of Destination Marketing & Management, 9*, 126-137. doi:10.1016/j.jdmm.2017.12.001

Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2017). Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research, 57*(8), 1121-1132. doi:10.1177/0047287517729758

Suhairom, N., Musta'amal, A. H., Mohd Amin, N. F., Kamin, Y., & Abdul Wahid, N. H. (2019). Quality culinary workforce competencies for sustainable career development among culinary professionals. *International Journal of Hospitality Management, 81*, 205-220. doi:10.1016/j.ijhm.2019.04.010

Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management, 39*, 199-219. doi:10.1016/j.ijinfomgt.2017.12.008

Swaminathan, V., Sorescu, A., Steenkamp, J.-B. E. M., O'Guinn, T. C. G., & Schmitt, B. (2020). Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. *Journal of Marketing, 84*(2), 24-46. doi:10.1177/0022242919899905

Truong, V.-A. T. (2020). Applying the Zaltman metaphor elicitation technique on understanding place image Danang – the livable city of Vietnam in the minds of students. *Journal ofAsian Business and Economic Studies, 27*(2). doi:10.1108/JABES-02-2019-0013

Vargas-Sánchez, A., & López-Guzmán, T. (2018). Protection of culinary knowledge generation in Michelin-Starred Restaurants. The Spanish case. *International Journal of Gastronomy and Food Science, 14*, 27-34. doi:10.1016/j.ijgfs.2018.09.001

Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Journal of Hospitality and Tourism Management, 38*, 5-15. doi:10.1016/j.jhtm.2018.10.003

Yang, F. X., Wong, I. A., Tan, X. S., & Wu, D. C. W. (2020). The role of food festivals in branding culinary destinations. *Tourism Management Perspectives, 34*. doi:10.1016/j.tmp.2020.100671

Yang, Y., & Leung, X. Y. (2018). A better last-minute hotel deal via app? Cross-channel price disparities between HotelTonight and OTAs. *Tourism Management, 68*, 198-209. doi:10.1016/j.tourman.2018.03.016

Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management, 68*, 423-443. doi:10.1016/j.tourman.2018.04.006

Zhang, T. C., Jahromi, M. F., & Kizildag, M. (2018). Value co-creation in a sharing economy: The end of price wars? *International Journal of Hospitality Management, 71*, 51-58. doi:10.1016/j.ijhm.2017.11.010