Tourists' Perceptions of Local Street Food: Angkringan, Yogyakarta's Culinary Icon

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ABSTRAK

Purpose: Angkringan is one of the culinary icons of Yogyakarta which is famous for its being street food. With the development of Yogyakarta's culinary as a tourist attraction, the purpose of this study is to determine tourists' perceptions of Angkringan.

Research methods: This study employs a quantitative approach, with a survey conducted via WhatsApp broadcast messages. Purposive sampling was used, and the sample size was 100 respondents. The data analysis method applied is quantitative descriptive statistics,.

Results and discussion: Angkringan in Yogyakarta is well-liked by tourists. Food quality has the highest average value, followed by portions, promotions, menu variations, service quality, and prices in a certain order. The last three indicators, that is cleanliness, taste, and atmosphere, all share the same average value.

Implication: Understanding how tourists perceive Angkringan can provide suggestions for the development of community Angkringan businesses, particularly in Yogyakarta, this research has theoretical and practical implications.

Keywords: angkringan, culinary, street food, local food, perception.

INTRODUCTION

Food is now more than just a means of satisfying physiological needs; it has also evolved into a tourist attraction. Culinary tourism is one of the special interest tourism that has emerged as a result of the development of modern tourism. Indonesia, with its diverse culinary delights from each region, has enormous potential for culinary tourism development. Street food is one of the culinary tourism attractions in Yogyakarta. Street food is food sold by street vendors, on the side of the road, at gas stations, in markets, residential areas, and other similar locations. According to WHO (2006), local street food is food and beverages served or sold by street vendors on the streets and in public places that are eaten or consumed immediately without further processing.

Yogyakarta is well-known for its street food, with Angkringan being one of the most popular. This location has also become an icon of roadside food in the

city of Yogyakarta, with the atmosphere of the city's busy streets attracting Angkringan visitors. Some visitors may simply come to photograph the Angkringan atmosphere. However, there are those who seek to fill their stomachs, despite the fact that the food in the Angkringan is small.

The role of tourists as consumers cannot be separated from the sustainability of local culinary businesses or local street food in Yogyakarta. As a result, more discussion about local street food from the perspective of tourists is required in order to obtain future information about the development of local street food. Studies on local street food Angkringan are still limited to food characteristics and marketing strategies. For example, Setiawan and Alwi's (2022) research discusses the Angkringan business strategy with a SWOT analysis. Moreover, Hakim et al. (2022) conducted research on Angkringan's marketing strategy using Instagram social media. While the study of local culinary in the context of tourists is still underdeveloped. Katmanto's (2020) research examines the impact of service quality, price, and customer satisfaction on consumer loyalty to Angkringan stalls in general.

Perception, according to Slameto (2010), is a process that involves the entry of messages or information into the human brain through human perception that is constantly in contact with the environment. Meanwhile, perception, according to Arindita (2003), is a process of giving meaning to the environment. In this case, perception includes object interpretation.

The following are people's perceptions of the subject of this study, namely local street food: (1) Food quality. According to Potter and Hotchkiss (2012), food quality is a consumer-acceptable quality characteristic of food, such as size, shape, colour, consistency, texture, and taste. Thus, one of the most effective ways to attract customers is through food quality. Meanwhile, Wood and Harger (2006) state that food quality broadly consists of: (2). Menu variations. Creating variety in the products offered provides consumers with a variety of options for selecting and purchasing various menus based on their preferences. (3) Food portion sizes. Every food served adheres to a predetermined standard, also known as a standard portion size. (4).

Cleanliness. An appealing food presentation will be an added value in attracting customers. By paying attention to cleanliness in food and the environment in accordance with hygiene and sanitation rules. (5) Taste. The tongue's taste point is the ability to detect basic flavors such as sweet, sour, bitter, and salty. Food must have a distinct flavor in order to be enjoyable. (6) Promotion. Promotion is communication that explains and persuades potential customers about a product with the goal of attracting, increasing, and persuading customers Buchari (2006). (7) Service quality. The customer can only feel the quality of service, so it must be done as well as possible. Because good service has a significant impact on the number of customers. (8) The atmosphere. The atmosphere is one of the conditions that influence the customer's value for the product being sold. (9). Price. The price as perceived by consumers is the price. Many customers do not remember the price of the product they purchased, but they can estimate whether a product is expensive or cheap based on the quality of the food served. According to Esingger and Wylie (2003), price perceptions broadly include: (a) Reasonable and affordable prices; and (b) Prices that are in line with the benefits received by consumers.

Street food is food sold by street vendors, on the side of the road, at gas stations, in markets, residential areas, and other similar locations. According to WHO (2006), local street food is food and beverages served or sold by street vendors on the streets and in public places that are eaten or consumed immediately without further processing. The price of food sold on the street is usually lower than the price of food sold in restaurants or bars. This is because traders are looking for low-cost rental prices for selling locations that are easily accessible to buyers from anywhere.

Meanwhile, Judarwanto (2008) defines street food or street snacks as food prepared and sold by street vendors on the streets of public crowded places and eaten directly without further processing or preparation. Local street food, on the other hand, refers to street food that sells regional specialties. For example, Angkringan from Yogyakarta, ketoprak from DKI Jakarta, and batagor from Bandung.

Yogyakarta has the potential to develop as a gastronomic city, not just a culinary city. However, it has the meaning of enjoying food while also learning about its history and culture. Every special food offered in the city of Yogyakarta preserves the city's history and culture. Yogyakarta is well-known for its street food, including Angkringan, gudeg, tiwul, bakpia, and oseng-oseng firecracker.

Angkringan is a community-based economic enterprise that has existed for decades. It is believed that Angkringan first appeared in the 1950s, particularly in the Special Region of Yogyakarta (DIY). Angkringan, which derives from the word "angkring," has been practiced in Bengawan City for over a century, long before it spread to Yogyakarta. Angkringan are still present in the community. Surya Dewi (2019) Taufik and Handayani (2017) The most popular Angkringan menu item is Nasi Kucing, which is rice accompanied by dry chili tempeh, fried anchovies, quail egg satay, intestine satay, and so on. In terms of beverages, they typically sell traditional Javanese beverages such as ginger wedang, ginger milk, sweet tea, and coffee.

As a result, the objective of this research is to discover how tourists perceive local street food, specifically Angkringan. This is done in order to provide advice and input on the development of culinary tourism in Indonesia, particularly in Yogyakarta.

RESEARCH METHODS

A quantitative approach is used in this study. This study's population consisted of domestic tourists visiting Yogyakarta. Purposive sampling was used in this study, with the criteria of a sample of tourists visiting Yogyakarta, aged over 17, and consuming Angkringan while traveling. The study's target sample size was 100 respondents, based on Roscoe's recommendation of 30-500 people for quantitative research (Sekaran, 2006). The questionnaire includes indicators of street food perception variables such as food quality (menu variety, food portions, cleanliness, taste, promotion, service quality, and atmosphere) and price (price feasibility and price suitability with benefits). Data collection methods such as online questionnaires (Google forms) are disseminated through WhatsApp broadcast messages. The questionnaire's validity and reliability were evaluated. The data analysis technique used in this

study was descriptive statistics, which included calculating the mean and frequency distribution.

RESULTS AND DISCUSSION
Respondent Profile and Characteristics
        According to the profile and characteristics of the respondents in this study, women outnumbered men by as much as 51 percent. Meanwhile, respondents aged 21-25 years make up the majority, accounting for 84% of the total. High school graduates (51 percent) and Bachelor Degree holders dominate the last education (41 percent). Students accounted for up to 72 percent of respondents' occupations, with entrepreneurs accounting for up to 11 percent. Table 1 displays profile data and respondent characteristics.

Table 1. Respondent Profile and Characteristics

Respondent Profile and Characteristics	Options	Frequency
Gender	Female	51.0
	Male	49.0
Age	17-20 years old	11.0
	21-25 years old	84.0
	26-30 years old	3.0
	31-35 years old	2.0
Education	Senior High School	51.0
	Associate Degree	8.0
	Bachelor Degree	41.0
Occupation	Student	4.0
	College	72.0
	Government employees	3.0
	Self-employed	11.0
	Other	10.0

Questionnaire Validity and Reliability Test
        The value of r-count > r-table (0.915) for the number of respondents is 100, and the value of = 0.05 is based on the results of the respondent's validity test of 18 (eighteen) variable question items. This demonstrates that all statements have been declared valid. Meanwhile, the Cronbach's Alpha value was 0.670 in the reliability test. If the value is greater than 0.6, it is considered reliable (Sinaga, 2019). Table 2 shows the results of the reliability test.

Table 2. The results of the reliability test of tourists' perceptions of local street food (Angkringan) in Yogyakarta

Cronbach Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,668	0,670	18

Descriptive Statistical Test of Tourist Perceptions of Local Street Food in Yogyakarta (Angkringan Case Study)

Table 3 shows the results of descriptive statistical tests on tourist perceptions of Yogyakarta's local street food, Angkringan. Food quality, menu variety, portions, cleanliness, taste, promotion, service quality, atmosphere, and price are among the nine factors considered by tourists.

Table 3. Descriptive statistical test results of tourist perceptions of local street food in Yogyakarta

Indicator	Statement	Mean
Food Quality	The quality of the food in Angkringan because it's good in my opinion	4.15
	I like the quality of the food at the Angkringan because it arouses my appetite	4.37
	Total	**4.44**
Menu Variations	I like to eat at Angkringan because there are many choices of food and drink menus	4.16
	Many variations of the menu arouse my taste	4.45
	Total	**4.30**
Portion	The portion of food at the Angkringan is quite suitable for me	4.33
	With a small portion of Angkringan food, I can taste other menu variants	4.33
	Total	**4.33**
Cleanliness	A place to eat Angkringan which is located on the side of the road makes me doubt about its cleanliness	4.14
	The cleanliness of food and places to eat Angkringan is very well maintained	4.13
	Total	**4.13**
Flavor	I like Angkringan food because it tastes delicious	4.16
	Angkringan really represents the taste of typical Indonesian food	4.11
	Total	**4.13**
Promotion	I know Angkringan because of suggestions from social media	4.33
	I know Angkringan because of the advice of my relatives	4.31
	Total	**4.32**

Service quality	I am satisfied with the quality of service at Angkringan	4.3
	Angkringan sellers are very friendly and polite in serving customers	4.14
	Total	**4.22**
Atmosphere	I really like the typical atmosphere when enjoying Angkringan in Yogyakarta	4.17
	I am happy with the characteristics of the atmosphere of eating at Angkringan in Yogyakarta	4.1
	Total	**4.13**
Price	The price offered by Angkringan is very cheap and in accordance with what is offered	4.08
	With an affordable price I can get a delicious taste	4.23
	Total	**4.15**

According to Table 3, the overall perception indicators received high marks from respondents. Food quality indicators have the highest average value based on respondents' level of agreement with the questionnaire's statement items, followed by portions, promotions, menu variations, service quality, and prices. The last three indicators, cleanliness, taste, and atmosphere, all have the same average value.

Profile and Characteristics of Respondents

According to the survey results in this study, tourists aged 21-25 years dominated the age of the respondents by as much as 84 percent, followed by tourists aged 17-20 years by as much as 11 percent. This demonstrates that Generation Z tourists enjoy Angkringan. People born between 1995 and 2010 are known as Generation Z. (Chou, 2012). According to Sardanto and Ratnanto (2016), Angkringan is a meeting place for young people to talk and interact. This is supported by research by Handayani and Taufik (201) that Angkringan is preferred by students, who are the intended audience for this Angkringan business. With its evolution, Angkringan with simple facilities gave way to modern Angkringan with more complete facilities such as parking, internet, and more comfortable seating.

Women outnumber men in terms of gender dominance. This is consistent with the findings of Wachyuni et al (2021), who discovered that women are more interested in culinary matters than men. Even in terms of travel, Manik et al (2016) stated that generally, tourism activities are dominated by men, but that with time and gender equality, female tourists are increasingly showing developments.

According to the most recent education, there are more tourists with student education (51 percent), with Bachelor/S1 education coming in second (41 percent). According to the findings of the study, students prefer to go on

street food culinary tours in Yogyakarta, particularly Angkringan. This demonstrates that one of the Angkringan fans is a scholar. Meanwhile, students (72 percent) and entrepreneurs are the most common occupations (11 percent). This is appropriate given that the majority of respondents are young and have a steady income. As a result, students and entrepreneurs are a subset of the Angkringan market.

Yogyakarta Tourists' Perceptions of Local Street Food

According to the findings of the data description of tourist perceptions of Angkringan in Yogyakarta, all indicators have an average value that tends to be high. This demonstrates that Angkringan is regarded favourably across nine indicators. The higher the indicator's average value, the better it is perceived. Food quality has the highest average value, followed by portions, promotions, menu variations, service quality, and prices in that order. The last three indicators, cleanliness, taste, and atmosphere, all have the same average value.

The food quality indicator has the highest average value in Angkringan, where the food is thought to whet tourists' appetites. This is supported by Lupiyoadi (2013), who claims that product quality is one of the most important factors influencing consumer satisfaction. According to Wardani's (2018) research, product quality has a positive effect on the satisfaction of Angkringan consumers on Ponorogo City's streets.

Furthermore, in terms of the portion indicator, the portion of food in Angkringan is deemed suitable for tourists. Tourists like it because, with the small portion of food in Angkringan, they can sample other menu options. According to Wardani (2018), one aspect of product quality that has a significant impact on consumer satisfaction is portion.

In terms of promotion indicators, Angkringan is well-known among tourists thanks to social media. This is due to the fact that the majority of tourists in this study are from Generation Z. According to Chou (2012), Generation Z is the digital generation that has access to all information via the internet. Similarly, according to several other studies, Generation Z cannot be separated from the internet in almost all of their activities, including travel (Wiweka et al., 2019) and selecting accommodation (Wachyuni et al., 2018), to selecting food (Kusumaningrum et al., 2019; Kusumaningrum & Wachyuni, 2020). Furthermore, according to the survey results, many tourists get advice from relatives to try Angkringan. According to the research Wachyuni et al (2021), friends are the second most common source of reference in the selection of local culinary after social media Instagram. This finding indicates that friends have a large influence on local culinary purchasing decisions.

Meanwhile, the menu variation indicator also displays a high average value. Tourists are pleased with the variety of food and beverage menus offered by Angkringan. Menu variations are also thought to be appealing to tourists, causing them to want to try it. This is consistent with the findings of Sardanto and Ratnanto (2016), who discovered that product diversity has a positive influence on Angkringan purchasing decisions in Kediri. Product diversity perceptions are a collection of all products and goods that a specific seller offers to buyers (Kotler & Keller, 2016).

Tourists also agree that the service quality of Angkringan is good because the seller serves customers in a friendly and polite manner. Tourists were also pleased with the quality of Angkringan services. According to Sutedjo (2007), service is an activity or benefit that can be provided by one party to another, whereas Sopiah (2008) defines customer service as a behavior displayed by the seller in accordance with what the buyer desires in order to satisfy his needs and desires. According to Sardanto and Ratnanto (2016) research, perceptions of service quality are related to Angkringan purchasing decisions.

Tourists agree on the price indicator that the price of Angkringan is very low and in line with what is offered. Tourists also agree that they can enjoy the delicious taste of food at an affordable price. This is supported by Fathudin (2015), who discovered that price had a positive effect on purchasing decisions for Angkringan in Kulon Progo. Similarly, Wardani's (2018) study found that price has a positive effect on consumer satisfaction in Angkringan along the streets of Ponorogo City.

Furthermore, the average value of the indicators of cleanliness, taste, and atmosphere is the same. Even though they are usually located on the side of the road, respondents stated that the cleanliness of food and Angkringan places to eat is very well maintained. Wachyuni et al., (2022) support this finding by stating that taste, atmosphere, and cleanliness are indicators that influence local culinary purchasing decisions. Tourists like and perceive the taste of Angkringan in Yogyakarta as delicious, and it is considered very representative of Indonesian food.

CONCLUSION

According to its findings, this research concludes that the majority of tourists who make up the Angkringan market segment in Yogyakarta are Generation Z. Angkringan is a popular hangout for young tourists who want to eat and socialize. The Generation Z character exemplifies the current tourist market segment, in which the majority of them seek culinary information from the internet via social media. This study has theoretical implications, namely that the nine indicators of tourist perceptions of Angkringan are considered positive. Starting from the average value of the highest agreement, the order of tourists' perceptions of Angkringan is an indicator of food quality, portions, promotions, menu variations, service quality, price, cleanliness, taste, and atmosphere. This study has practical implications in that business actors can develop product quality, promotion methods, services, and locations based on tourist demands by understanding the Angkringan market segment. Similarly, knowing the order of indicators of tourist perceptions of Angkringan can help business actors, culinary tourism destination managers, and the government develop Angkringan as a typical Javanese cuisine in Indonesia.

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