

# Culinary Tourism in Indonesia-Empirical Study at Amaliun Food Court, Medan

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**Abstract** - The culinary and restaurant business has recently grown rapidly. Indonesia's cultural and culinary wealth is potential to be developed as a professional business. This study analyzes the influence of taste and price on consumer purchase decision at Amaliun Food Court Medan, Indonesia. This research uses quantitative approach, explanatory research type and multiple regression analysis as data analysis technique. Partially, tastes significantly influence consumer purchasing decisions, while prices are not. Simultaneously, tastes and prices significantly influence consumer purchasing decisions. This article provides guidance on how every restaurant to organize culinary business as a culinary tourism destination, especially in Medan in order to attract and be liked by

## 1. Introduction

The culinary and restaurant business has recently grown so rapidly. And there must be a special strategy to achieve success from the business. As we know, almost every corner of the formerly deserted city now has begun to stand several places to eat or restaurants. This is triggered by the higher human resources and the level of competition, so inevitably people will be required to further create differences or characteristics and culinary business is a very promising business, especially in Medan as a tourist destination that has a lot of unique cultural diversity.

especially in Medan in order to attract and be liked by consumers who visit that place. Tastes and prices are the factors that influence purchasing decisions in the culinary business. Any place to eat or restaurant will attempt to attract buyers to visit the place to feel the distinctiveness of taste and atmosphere.

**Keyword - Culinary Tourism, Taste, Price, Purchase Decision, Food Court, Consumer.**

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diversity. The culinary business is the most promising prospect as the inevitability of facing the ASEAN Economic Community. Nevertheless, public education about the culinary business still needs attention [1]. Indonesia has very much culinary diversity spread from Sabang to Merauke. A cultural and culinary wealth that has the potential to be developed as a professional business. Culinary is not just a taste of food, but also how to prepare and recognize the origin of food. The uniqueness of a place to eat will give a positive impression on visitors. One of the components that needs to be in the culinary business is to offer food and drinks that look interesting. In addition it involves unique experiences, culture and also promotions.

Medan as the third largest city in Indonesia has many interesting sights visited by many tourists, many attractions that if managed seriously and thoroughly can be one of the favorite tourist city and visited by many tourists both domestic and foreign [2].

Medan is a tourist destination on the island of Sumatra and is the capital of North Sumatra province which has many culinary attractions that provide various food and beverage menus. One of them is a delicious and cool place to eat with family at Amaliun Food Court located on Jalan Amaliun No.3, exactly behind Hotel Madani and in front of Yuki