

# HOW THE CREATIVITY BEHAVIOR OF MEDIUM SMALL INDUSTRY IMPACT THE CULINARY TOURISM AND VISIT OF TOURISTS DURING PANDEMIC COVID-19?

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## HOW THE CREATIVITY BEHAVIOR OF MEDIUM SMALL INDUSTRY IMPACT THE CULINARY TOURISM AND VISIT OF TOURISTS DURING PANDEMIC COVID-19?

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### Abstract

The condition of the COVID-19 pandemic Small and Medium Industry is still able to make a business opportunity to develop creative behavior by taking into account environmental factors. In this study, we try to find the response of the creativity of Small and Medium Industries affecting tourist visits and culinary tourism, influencing tourist visits under the COVID-19 pandemic conditions. This research conducted in Banjarmasin, South Kalimantan - Indonesia by taking a sample of 100 artisans who are members of the Small and Medium Industry, using purposive sampling techniques through an online questionnaire. Data analysis techniques using SEM (Structural Equation Modeling). In the Structural Equation Modeling analysis, before the model answers the hypothesis, normality, multicollinearity, outliers, and model suitability tests are performed so that the goodness of fit index criteria met. The model test results in this study still did not meet the goodness of fit index criteria, and the model was modified by connecting several constructs with covariance lines so that there was a relationship between constructs. The criteria for goodness of fit index required for the analysis of the suitability of the research model have met (proper model evaluation). The results of this study found that the creativity behavior of Small and Medium Enterprises did not have a significant effect on tourist visits, and culinary tourism did not have a significant effect on tourist visits. These phenomena can be due to the COVID-19 pandemic conditions, and the government provides restrictions in traveling in and out of an area, all people are required to apply social distancing, physical distancing, stay at home and work from home as an effort to suppress the spread of the virus globally so that the COVID pandemic conditions. These tourists tend to pay more attention to safety and health factors than visiting tourist sites that offer a variety of factors such as the creative behavior of Small and Medium Industries and culinary tourism in an area.

**Keywords:** creativity behavior, small and medium industries, culinary tourism, tourist visits, structural equation model.

### 1. INTRODUCTION

Tourist visits or trips are popular and become the necessities of human life. According to Law number 10 of 2009, tourism is a travel activity carried out by a person or group of people by visiting certain places for educational recreation (Maselena et al., 2019), personal development, or learning the uniqueness of tourist attractions that visited in a temporary period.

Speaking, the tourism sector is inseparable from the superior regional products, one of which is Sasirangan fabric. Sasirangan fabric is one of the cultural products of the people of South Kalimantan, which has passed down from generation to generation. It is a kind of cloth that is given a picture with specific patterns and colors that have traditionally patterned according to the distinctive cultural flavors of the ethnic Banjar. Therefore, the process of making Sasirangan fabric is carried out by craftsmen who are members of the Small and Medium Industries (IKM). The Sasirangan Fabric Industry is one that is quite influential on tourist arrivals in the

province of South Kalimantan and absorbs a large number of local workers (Putra and Jazuli, 2013).

Tourism or tourism is an industry in which there is a component called 4a, namely tourist attractions, accessibility, amenity or facilities, and ancillary or organizations that take care of tourism (Cooper in Preasiasa, 2013: 52). Of the four components, quite a lot of expenditure is done by tourists in the convenience associated with purchasing food and beverage.

Culinary Tourism is one of the supporting tourism which has a positive impact on economic activities (Ministry of Tourism in Antaranews, 2014) that culinary added gross value, labor also absorbed from business units engaged in culinary tourism activities. Typical culinary residing in a tourism destination believed to be a useful promotional tool and image-forming destination (Hjalager and Richards, 2002).

However, the number of tourists in 2019 visiting South Kalimantan decreased compared to 2018; data obtained from (South Kalimantan Province Tourism Office: 2019) tourist arrivals in 2019 amounted to 11,152,247. Nusantara tourists

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and 4,427 foreign tourists, of the two total tourists 11,156,674 people, while in 2018 Nusantara tourists more, standing to 12,829,088 people and 15,539 foreign tourists with a total of 12,844,627 tourists.

The phenomenon of the COVID-19 pandemic in early 2020, to suppress the spread of the virus the government required to stay at home, social distancing, and work from home to have an impact on tourist visits in 2020, but this was not so with the Small and Medium Industry creativity behavior. This condition made it a business opportunity to develop creative behavior.

Based on this background, interesting things to do research outlined in the formulation of the problem as follows:

1. Does the creativity behavior of small and medium industries influence tourist visits in the condition of the COVID-19 pandemic?
2. Does culinary tourism affect tourist visits in a COVID-19 pandemic condition?
3. What is the relationship model between the behavior variables of the creativity of small and medium industries, culinary tourism for tourist visits in the condition of the COVID-19 pandemic?

## 2. THEORITICAL REVIEW

### 2.1. Creativity Behavior

The development of creativity requires contributions from each individual. According to (Jamaris, 2013), creativity is a unique mental process, a process that solely carried out to produce something new, different, and original. In contrast, creativity includes a specific type of thinking, which Guilford calls "divergent thinking." Thoughts deviate from the path that has been initiated before and look for variations. Creativity is a person's ability to produce any composition, product, or idea that is basically new and previously unknown to its maker.

Creativity Theory According to (Sigmund Freud, 2009), in its development, is closely related to the term four aspects, namely the elements of the person (person), driving, process, and product. Creativity can also viewed from the personal and environmental conditions that encourage (press) individuals to creative behavior.

Meanwhile, according to Carl Mostakis (2010), creativity is an experience in expressing and actualizing individual identities in an integrated form between the relationship of oneself, nature, and others. Then Munandar asserted that creativity as a whole personality is the result of interaction with the environment. The environment, which is the place where individuals interact, supports developing creativity, but some inhibit the development of individual creativity. Tourism requires creative processes in its development so that the tourism industry has a reciprocal relationship with creativity (Supangkat, 2008).

Goeldner (2003) four perspectives influence tourist visits, namely business people who provide services for tourists, local government, and the local community.

$H_1$  = The creativity behavior of small and medium industries has a significant impact on tourist visits

### 2.2. Culinary Tour

Culinary sourced from Latin, namely *culinarius*. *Culinarius* means material related to the cooking process. The word culinary originates from commodities related to cooking and food-consuming activities. Culinary tours make food such as subjects and media. Food is also a tourist destination and an instrument for increasing tourism. Culinary tourism has developed as a source of the creative economy that not only opens business opportunities but also reflects a healthy lifestyle (Lee, 2012), and an increase in the number of restaurants or stalls is the impact of increased tourist arrivals.

$H_2$  = Culinary tourism has a significant impact on tourist visits

### 2.3. Tourist Visit

The term tourist stated to people. Tourists play the part of a traveler or visitor so that it can interpreted as a tourist, and the individual must be a traveler or visitor. A visitor is a traveler, but not all travelers are tourists. The traveler has a broader concept, which refers to people who have various roles in carrying out daily activities (Pitana and Surya 2009).

## 3. RESEARCH METHODS

This research method based on the philosophy of positivism, this study was conducted in South Kalimantan with a sample of 100 artisans who are members of the small and medium industries. The study was conducted in a COVID-19 pandemic with a purposive sampling technique through an online questionnaire. Our data analysis techniques using SEM (Structural Equation Modeling). In SEM analysis, several analyzes conducted before the model can answer hypotheses, including normality, multicollinearity and outlier tests, model suitability tests, where the research model must meet the criteria for the goodness of fit index. Model modification steps if the model in this study does not meet the SEM prerequisite test, the model suitability test, and the construct validity and reliability test.

Medium Industry, with the following characteristics:

**Table 1. Characteristics of Respondents**

No.	Characteristics	Frequency	Percentage
1.	<b>Gender</b>		
	Male	40	40%
	Women	60	60%
2.	<b>Age</b>		
	20 -25 year	20	20%
	26 – 30 year	56	56%
	31 – 40 year	24	24%
3.	<b>Creative Experience</b>		
	1 – 3 year	32	32%
	4 – 6 year	47	47%
	7 – 10 year	21	21%

Source: Primary data processed, 2020

#### 4. RESEARCH RESULT

##### 4.1. Characteristics of Respondents

Respondents in this study were 100 craftsmen who are members of the Small and

**Table 2. Frequency Distribution of respondents' creativity behavior**

No.	Creativity Behavior	1		2		3		4		5	
		F	%	F	%	F	%	F	%	F	%
1.	Intellectual and artistic value	12	12%	8	8%	35	35%	30	30%	15	15%
2.	Interest in complexity	16	16%	12	12%	22	22%	29	29%	21	21%
3.	Concern attains excellence	10	10%	10	10%	20	20%	40	40%	20	20%
4.	Perseverance	15	15%	5	5%	25	25%	45	45%	10	10%
5.	Independent thinking	11	11%	10	10%	30	30%	40	40%	9	9%
6.	Confidence	19	19%	11	11%	25	25%	30	30%	15	15%

Source: Primary data processed, 2020

##### 4.2. Data Analysis

In this study, data analysis was performed using Structural Equation Modeling (SEM) by previously conducting several SEM prerequisite tests such as normality test, multicollinearity test, and Outliers Test.

###### a. Normality Test

The normality test carried out using a critical ratio value of  $\pm 2.58$  at a significance level of 0.01% (Ghozali, 2004). The results of normality and linearity test on the research data presented in the following table.



**Table 3. Research Data Normality Test Results**

Variable	min	max	skew	c.r.	kurtosis	c.r.
Overseas	6	10	-0.156	0.731	-0.873	-2.047
Domestic	6	10	0.073	0.344	-0.736	-1.725
Local	6	10	-0.14	0.655	-0.763	-1.79
Price	6	10	0.085	0.401	-0.827	-1.94
Quality	6	10	0.259	1.216	-0.435	-1.021
Risk	6	10	-0.132	0.618	-0.935	-2.193
Confidence	6	10	0.15	0.704	-0.955	-2.239
Independent Thinking	6	10	0.036	0.167	-0.479	-1.123
Perseverance	6	10	-0.048	0.223	-0.935	-2.193
Excellence_Awareness	6	10	-0.207	0.971	-0.738	-1.73
Complexity_Interest	6	10	-0.186	-0.87	-0.779	-1.826
Intellectual_Value	6	10	0.089	0.419	-0.742	-1.74
Multivariate					-8.205	-2.572

Source: Primary data processed, 2020

Based on the results of the data normality test, it appears that all indicators have a cr value not exceeding 2.58 so that the research data normality requirements are met.

**b. Outliers Test**

Outliers test results on research data found that there were 2 data containing outliers, namely the 24th data, and the 32nd data because all p1 values of the data were <0.05. For normal research data, all data containing outliers must be excluded for further SEM analysis. P1 and p2 values of data containing outliers are shown in the following table:

**Table 4. Outliers Test Results**

Observation number	Mahalanobis d-squared	p1	p2
24	24.169	0.019	0.924
32	20.706	0.055	0.995

Source: Primary data processed, 2020

**c. Multicollinearity and Singularity Test**

The existence of multicollinearity and singularity can be known through the determinant values of covariance matrices

that are small or close to zero. For the research data analyzed, it was found that the determinant value of the covariance matrix was 3561.7 which showed that the determinant value of the covariance matrix was far from zero. It could be said that the research data used did not have multicollinearity and singularity so that it was feasible to use.

**d. Test Validity and Reliability of Constructions**

Test the validity of the indicators used in this study is to determine whether an indicator is valid or not in describing the research variables. This test is done by calculating AVE and CR where if AVE is worth  $\geq 0.5$ , then the construct is said to be valid and if the value of CR is  $\geq 0.7$  is said to be reliable. The results of the analysis of the validity and reliability of the construct can be seen in the following table.

**Table 5. Construct Validity and Reliability Tests**

		Standard ized Loading	Measure ment Error	CR	AVE
Intellectual Value	← creativity behavior	1.324	0.172	0.985	0.914
Interest in Complexity	← creativity behavior	1.36	0.17		
Concern of Excellence	← creativity behavior	1.315	0.159		
Perseverance	← creativity behavior	1.509	0.184		
Independent Thought	← creativity behavior	1.27	0.157		
Confidence	← creativity behavior	1.42	0.209		
Risk	← culinary tour	1.636	0.276	0.981	0.901
Quality	← culinary tour	1.179	0.186		
Price	← culinary tour	1.504	0.249		
Local	← tourist visit	0.985	0.152	0.964	0.903
Domestic	← tourist visit	1.178	0.167		
Foreign Countries	← tourist visit	1.545	0.191		

Source: Primary data processed, 2020

Based on the results of regression weights above, it appears that all AVE values have loading values  $\geq 0.5$  and CR values have values  $> 0.7$ , so that all constructs used in this study already have validity and reliability values as required.

#### 4.2.1. The SEM Research Model

After testing the prerequisite SEM analysis, the results of the analysis of the data used in this study produced an SEM model that can be seen in the following figure.

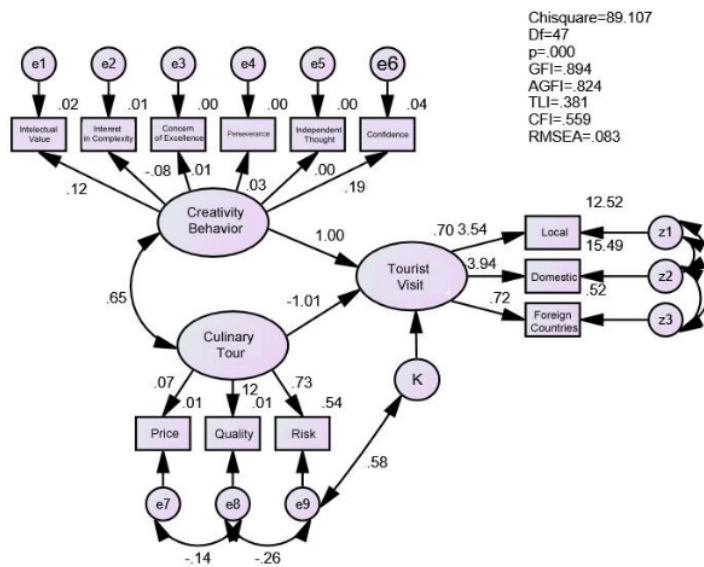


Figure 1. Structural Equation Analysis of Research Model Results

Based on the research model and the results of previous analyzes, the comparison of research results based on the Goodness Of Fit (GOF) criteria required for the analysis of the suitability of the model include the following:

Table 6. Test Results of Research Models

Goodness of Fit (GOF) Index	Cut Off Value	Research Result	Model Evaluation
Chi Square	Small	89.107	Small
Probability	$\geq 0.05$	0.000	Poorly
GFI	$\geq 0.9$	0.894	Poorly
AGFI	$\geq 0.9$	0.824	Poorly
TLI	$\geq 0.95$	0.381	Poorly
CFI	$\geq 0.95$	0.559	Poorly
RMSEA	$\leq 0.080$	0.083	Poorly

Source: Primary data processed, 2020

Some indices still do not meet GOF such as Probability, GFI, AGFI, TLI, CFI and RMSEA, so the model must be modified so that all indexes meet the specified criteria.

#### 4.2.2. Model Modification

Modification of the model is carried out in accordance with suggested software modifications (modification indices), namely connecting several constructs with covariance lines so that there are relationships between constructs. After the modification, the research model can be seen in the following figure:

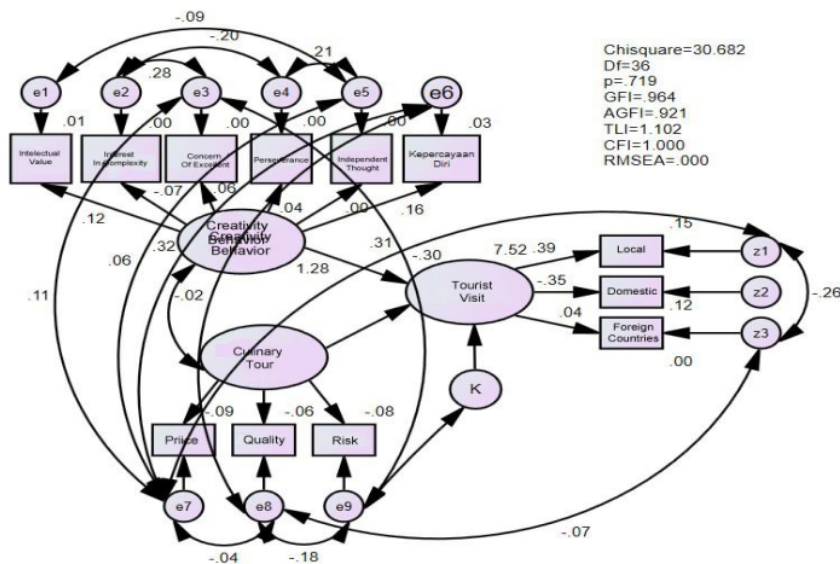


Figure 2. SEM model that has been modified

Based on the modified research model, the comparison of research results based on the Goodness Of Fit (GOF) criteria required for the suitability analysis of the modified model include the following:

Table 7. Test Results of Research Models

Goodness of Fit (GOF) Index	Cut Off Value	Modified Research Model	Model Evaluation
Chi Square	Small	30.682	Small
Probability	≥ 0.05	0.719	Good
GFI	≥ 0.9	0.964	Good
AGFI	≥ 0.9	0.921	Good
TLI	≥ 0.95	1.102	Good
CFI	≥ 0.95	1.000	Good
RMSEA	≤ 0.080	0.000	Good

Source: Primary data processed, 2020

4.2.3. Hypothesis Test

After the research model meets the GOF criteria, the next step is to test the hypothesis to test the proposed hypothesis is accepted or rejected. Hypothesis testing is done by observing the CR and Sig values of the studied variables based on maximum

likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR value of the variable is ≥1.96 and the probability is <0.05.

The results of the influence test between the variables tested based on the research model are shown in the following table:



**Table 8. Effect Test Results**

		Factor Loading	Standar d Error	C.R	P	Conclusion
Tourist Visit	← Creativity Behavior	3.855	2.88	1.339	0.181	H <sub>0</sub> Received
Tourist Visit	← Culinary Tour	1.335	1.759	0.759	0.448	H <sub>0</sub> Received

Source: Primary data processed, 2020

Based on the table above, the hypothesis test results are as follows

- a. The variable of creativity behavior does not have a significant influence on tourist visits because the value of CR (1,339) <1.96 and probability (0.181) <0.05 so that H<sub>0</sub> is accepted.
- b. The culinary tourism variable does not have a significant influence on tourist visits because the value of CR (0.759) <1.96 and probability (0.448) <0.05 so that H<sub>0</sub> is accepted.

## 5. DISCUSSION

The results showed that creative behavior and culinary tourism did not have a significant effect on tourist visits because both variables gave CR values < 1.96 and probabilities > 0.05. These findings are not in line with research conducted by (Supangkat, 2008) and (Hjalager and Richards, 2002) which state that creative behavior and culinary tourism have a significant influence on tourist visits.

The findings of this study are due to the data taken from respondents in the condition of the COVID-19 pandemic, that creative behavior and culinary tourism do not have a significant influence on tourist visits regarding government appeals to provide limits in traveling in and out of an area. Every person tends to pay attention to safety, security and health factors in making a tour (Ministry of Home Affairs, 2020). The COVID-19 pandemic (Coronavirus Disease that was discovered in 2019) is a corona virus disease discovered in December 2019 which is part of a large family of viruses that cause diseases that occur in living things (animals and humans).

The COVID-19 pandemic is a global epidemic that allows people as social beings to interact with one another directly resulting in the rapid spread of the COVID-19 pandemic. So with the Covid-19 pandemic, tourists tend to pay more attention to the safety and health factors as well as Small and Medium Industries in creativity and culinary tourism obeying the government's appeal social distancing, physical distancing, stay at home and work from home. But in this condition Small and Medium Industries are still able to make business opportunities to develop creative behavior by taking into account environmental factors (Putra and Jazuli, 2013).

Similar experiences also occur during outbreaks such as bird flu, SARS and other outbreaks that occur throughout the world, and are reported to reduce the number of tours to an area (Basuno, 2008). This illustrates that the pattern of tourist visits to an area can change along with an outbreak or pandemic in a particular area.

## 6. CONCLUSION

This study found that creativity behavior did not have a significant influence on tourist visits and culinary tourism did not have a significant effect on tourist visits in the COVID-19 pandemic conditions because the government placed restrictions on traveling in and out of an area as an effort to spread the COVID-19 pandemic is not accelerating. Everyone tends to pay attention to the safety, security and health factors in conducting travel as well as the creative behavior of Small and Medium Industries and culinary tourism. Suggestions for further researchers can add to the repertoire of this research relating to the variables of social capital, trust and social networks can be considered as an

effort to attract tourist visits in addition to IKM can be creative as well as culinary tourism.

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