

Development of Creative Economy Based on Culinary Tourism in Pasar Lama Tangerang to Enhance Competitiveness and Sustainability

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Article Information	ABSTRACT
Received: October 11, 2025 Revised: November 6, 2025 Online: December 1, 2025	<p><i>This research seeks to explore the Culinary Tourism Organization in Tangerang through the lens of Smart Branding, using the Old Market Culinary Area as a specific example. A descriptive qualitative approach is utilized for this study, collecting information via methods such as observation, interviews, and document analysis. City Branding, which can be interpreted as a city emblem in Indonesian, is an element of Smart Branding that underpins the effectiveness of Smart Cities in the tourism industry. This suggests that well-structured tourist destinations will be even more attractive, especially since culinary tourism is not the same as conventional tourism. Culinary tourism prioritizes the quality of food, satisfaction with taste, and the originality of the dishes offered. The researcher points out that there is a pressing need to address certain public amenities that fall short, like restrooms, as well as the absence of clear distinctions between halal and non-halal cuisine. These factors are seen as crucial for improving visitor comfort and adding to the visual appeal of the culinary area.</i></p> <p><i>Culinary tourism refers to a travel experience that draws people in by offering them the opportunity to taste and cook different regional foods from the places they visit.</i></p>
Keywords	<i>Creative Economy, Culinary, Tourism, Competitiveness, Sustainability</i>

INTRODUCTION

Indonesia features numerous enchanting spots for travelers. The allure of nature often stands out as the main attraction in Indonesian travel locations. Furthermore, the varied food culture found in each area adds memorable qualities to the experience. The tourism industry is vital for enhancing the country's income. This significance arises from the economic advantages seen in tourism, combined with the great opportunities that exist for generating revenue for the country. Properly managed tourism potential will draw in more tourists, particularly in the realm of food tourism, which offers special experiences. Food tourism goes beyond mere sustenance; it showcases not only flavor enjoyment but also unique presentation and distinctive tastes of the meals.

City Branding, commonly known as "City Branding," plays an essential role in the Smart Branding idea that is vital for the prosperity of smart cities in the tourism sector. In this setting, City Branding involves the strategies employed by cities to develop a unique identity, which might include emblems, trademarks, or brands that highlight their specific features and qualities. The goal is to achieve recognition and attractiveness for particular cities among both the local population and tourists.

(Putro, 2014) Additionally, city branding is a marketing concept for an urban area, akin to how a business advertises its goods, implemented through different mediums. (Pandansari, D.A., Purnomo, E.P., & Kasiwi, A, 2020)

The process of establishing a brand for a location differs significantly from that of branding a product, mainly because places are abstract and more difficult to handle than physical items. Furthermore, a location is subject to multiple influences and involves a wide range of participants, such as government agencies, businesses, and investors. The input of local inhabitants is also essential and must be factored in during the branding efforts for a location. This branding idea highlights the value of the creativity present in human capital, along with the intellectual ownership they hold. By utilizing the skills of these individuals, the goal is to create a unique competitive edge that cannot be easily copied. By harnessing the power of digital technology and providing attractive and meaningful branding visuals, this component is crucial to effective marketing strategies.(Isdarmanto, 2020)

Culinary tourism refers to a travel experience that draws people in by offering them the opportunity to taste and cook different regional foods from the places they visit. (Fadhila, et, 2023). According to the UNWTO in their 2012 Global Report on Food Tourism, food tourism is defined as a travel experience focused on regions that boast a variety of culinary delights, intended for leisure or pleasure. This form of tourism encompasses trips to major and minor food producers, culinary fairs and showcases, local markets, cooking sessions and presentations, premium food tasting experiences, alongside a range of other food-related tourism activities.

Culinary tourism is a branch of travel that has experienced significant expansion lately. This form of tourism focuses not just on natural or cultural landmarks but also showcases local cuisine as a key aspect that represents the character of an area. Culinary tourism includes exploring destinations that provide diverse culinary experiences, such as dining areas, food events, eateries, or other unique venues.(Pramezvary, A., Juliana, & Hubner, 2021). Food experiences have transformed from being an additional element of travel to a leading draw for tourists participating in recreational activities. While enjoying these activities, visitors can relish meals tailored to their tastes.(Krisnadi,A,R & Natalia, 2020). Culinary tourism goes beyond merely satisfying hunger; it provides an opportunity to immerse oneself in culture by tasting and discovering traditional foods from various areas. (Alhamdi, 2022)

Culinary tourism in Indonesia has become quite a well-known idea. The food culture showcases delightful dishes and unique tastes. Additionally, it mirrors the distinct characteristics of particular areas, customs, or ethnic communities. In Indonesia's case, culinary tourism involves visiting food venues or dining locations in a specific region. This nation is renowned for the deliciousness and distinctiveness of its food offerings. Since the year 2012, the Tangerang City Government has taken steps to improve the Old Market area, turning it into a destination for culinary tourism. While this project has been active for some time now, the ongoing management continues to yield positive effects, drawing in numerous visitors. The advantages stemming from these organizational initiatives remain visible today, offering a wonderful experience for those who appreciate the ambiance of the Old Market area. Behind its status as a culinary gem, the Old Market has an intriguing historical story and symbolizes the cultural unity that emerges from the integration of Indonesian and Chinese communities in Tangerang City.

The growth of food-focused travel has developed a routine of exploring the distinct tastes of regional cuisine, making it a significant aspect of daily life. Buying and enjoying meals and drinks where they are made is more than just meeting fundamental necessities; it represents a form of self-expression in one's community. In today's world, eating is no longer solely about quenching hunger but also a means to connect with worldwide movements and a cause for individual satisfaction. In a rapidly advancing era of globalization, food tourism has become a means to engage with modern trends and lifestyles. As a result, many consumers are willing to travel great distances just to savor a particular dish at a location that could be hundreds of kilometers away from their homes, demonstrating their active involvement in activities that are considered "current."

The government of Tangerang City is enhancing the Pasar Lama Culinary Area by leveraging its current strengths and transforming it into a lively hub with engaging parks. Most of the guests at Pasar Lama are young individuals who enjoy their weekends indulging in their favorite foods. Nevertheless, there is a significant group of older visitors who come to savor local dishes and soak in the historical ambiance. For many people from Jabodetabek, especially those in Tangerang, Pasar Lama is a familiar name. Situated on Jalan Kisamaun, RT 001 RW 006, the Pasar Lama in Tangerang District has developed into a key attraction for those eager to taste its iconic dishes. Its easily accessible location helps maintain the strong allure of Pasar Lama in Tangerang City even today. Thanks to its ideal location, the Tangerang City Government has launched a revitalization initiative, transforming it into a sought-after culinary tourism spot for the local residents and nearby areas.

However, there are several issues that have been identified in the field. Among these problems are the scarcity of public toilet facilities, the disorganized parking arrangement that leads to traffic congestion, the regulation of vendors which has become a point of contention between local authorities and food sellers, and the lack of a clear distinction between halal and non-halal food. Public toilets are quite significant and should be given attention. The organization of parking in the culinary tourism area remains a challenge, especially since there are no designated parking spots for visitors. This results in traffic jams, as vehicles are parked only in front of shops or nearby retail spaces of the old market tourism. Meanwhile, the placement of vendors continues to spark debate between the sellers and local authorities because vendors are concerned that their products will not be as visible or appealing if arranged by officials. Additionally, having a separation between halal and non-halal food would undoubtedly provide an added value for visitors. The issues mentioned are facilities that enhance visitor comfort and add aesthetic value to the culinary hub. Providing high-quality services from business operators is believed to boost customer satisfaction.

Upload IconUnggah Dokumen. Customer satisfaction reflects how well a product's quality aligns with the expectations of the public. To attain this satisfaction, businesses adopt various strategies, one of which is delivering outstanding customer service." (Kuntari, B. D., Kumadji, S., & Hidayat, 2016)

In 2022, Tangerang City's tourist spots attracted a total of 1,034,683 visitors. This significant visitor interest calls for focused attention. Consequently, organizing and enhancing the culinary tourism district is essential to establish a strong brand identity for Tangerang City. The quality of the site and its amenities should appeal to tourists from both within the country and abroad. The Pasar Lama Tangerang Culinary Tourism Area offers a wide variety of food options.

METHODS

Conducting a review of this study, we applied the literature research method, which involves a critical and thorough analysis of various relevant literature materials, such as books and journals that are worthy of reference. According to Miqzaqon T and Purwoko, literature research is a type of research aimed at collecting data and information by utilizing various sources available in the library.

Researchers using this method begin by clearly and precisely defining the scope of the research. This stage aims to identify the research theme or question to be examined and to narrow the focus of the study in accordance with the researcher's goals and interests. Once the scope has been determined, the next step is to gather relevant literature related to the research topic, including searching for and reviewing books, journals, articles, research reports, official documents, and other related sources. Next, the researcher evaluates the collected information sources by assessing their reliability, validity, relevance, and credibility. Sources that meet these criteria are then selected for further analysis. In the following stage, the researcher analyzes and integrates information from these sources with the goal of identifying patterns, findings, trends, theories, methodological approaches, and conclusions that emerge from the reviewed literature.

Finally, the application of this literature research method results in a research report that summarizes the main findings from the literature review, presents the analysis and synthesis of the information, and draws conclusions relevant to the research topic.

RESULTS

Normality Testing

This normality test is used to determine whether, in the regression model, the disturbance variables or residual values are normally distributed. Using a Normal Probability Plot, the results are presented in the form of data distribution and points along the diagonal axis of the graph as a basis for decision-making. If the data is evenly spread around or follows the direction of the diagonal line, then the data in the regression model is considered to meet the normality assumption.

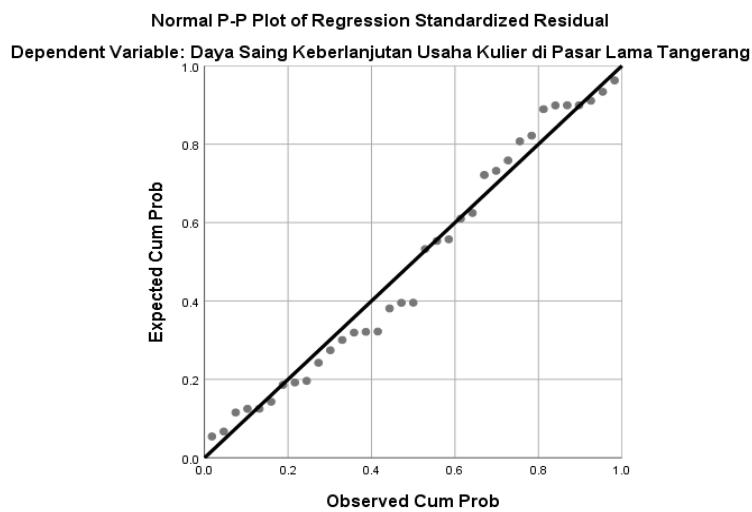


Figure 1

Figure 1 shows that the data is evenly distributed from the bottom to the top along the diagonal line and follows a certain pattern in the same direction as the line. This pattern indicates that the data is normally distributed, meaning that the model used meets the normality assumption.

Multicollinearity Test

An indication of multicollinearity in a variable can be identified through a high Variance Inflation Factor (VIF) value in the independent variables of the regression model.

Table 1

Multicollinearity Test Results

Variabel	Tolerance	Variance Inflation Factor (VIF)
Smart Branding (X ₁)	.148	6.744
Wisata Kulier (X ₂)	.071	14.156
Ekonomi Kreatif (X ₃)	.106	9.475

Based on Table 1, the Variance Inflation Factor (VIF) values for the variables smart branding, culinary tourism, and creative economy are around 1, specifically 6.744, 14.156, and 9.475, respectively. Meanwhile, the tolerance values for these three variables are also above 0.10, at 0.148, 0.071, and 0.106. Therefore, it can be concluded that there is no indication of multicollinearity in the regression model.

Heteroscedasticity Test

This test is conducted by observing the distribution pattern on the Scatter Plot graph. If no specific patterns such as waves, widening, or narrowing of data points are observed, then the regression is considered free from heteroscedasticity issues.

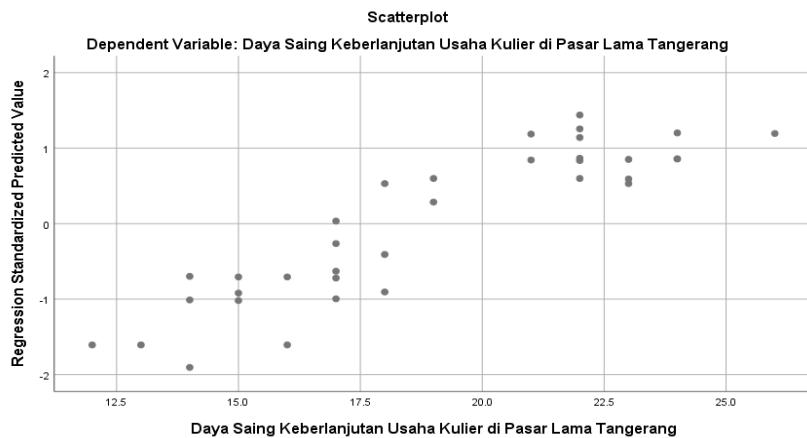


Figure 2.

Scatterplot Graph

This figure shows that no specific pattern of point distribution is formed in the data processing, indicating that the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 2

Variabel	Koefisien Regresi Linier Berganda	T _{hitung}	Tingkat Signifikansi
Constant	.680	.411	.684
Smart Branding (X ₁)	1.013	4.301	.000
Wisata Kulier (X ₂)	.986	2.697	.011
Ekonomi Kreatif (X ₃)	.935	3.447	.002
F test: 94.925			
Tingkat Signifikansi : 0,000			
R ² (Adjusted R Squared) : 0,815			
R (Multiple R) : 0,903 ^a			

The multiple linear regression equation is:

$$Y = 0.680 + 1.013 X_1 + 0.986 X_2 + 0.935 X_3 + \dots \beta$$

has meaning

1. The regression coefficient for the dependent variable (Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang) is 0.680, indicating that when other factors such as Smart Branding (X₁), Culinary Tourism (X₂), and Creative Economy (X₃) are held constant, the value of the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang (Y) is 3.409.

2. Each one-unit change in the Smart Branding variable (X1) will cause a change of 1.013 in the dependent variable (Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang). A positive b_1 value indicates that if the value increases, the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang is predicted to increase as well; conversely, if the value decreases, the Sustainability Competitiveness is also expected to decline.
3. Each one-unit increase in the Culinary Tourism variable (X2) will cause a change of 0.935 in the dependent variable (Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang). The positive coefficient b_2 indicates that if Culinary Tourism increases, the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang is also expected to increase. Conversely, if Culinary Tourism decreases, the Sustainability Competitiveness is predicted to decline as well
4. Each one-unit increase in the Creative Economy variable (X3) will cause a change of 0.935 in the dependent variable (Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang). The positive coefficient b_3 indicates that if the Creative Economy increases, the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang is also expected to increase. Conversely, if the Creative Economy decreases, the Sustainability Competitiveness is predicted to decline as well.

Individual testing (t-test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.680	1.653		.411	.684
	Smart Branding	1.013	.236	.862	4.301	.000
	Wisata Kulier	.986	.365	.783	2.697	.011
	Ekonomi_Kreatif	.935	.271	-.819	3.447	.002

Dependent Variable: Competitiveness and Sustainability of Culinary Businesses in Pasar Lama Tangerang

- a. The Smart Branding variable (X1) individually has a positive and significant effect on the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang. This is indicated by the calculated t-value of Smart Branding at 4.301, which is greater than the critical t-value of 1.68957, and a probability value of 0.0000, which is less than 0.05.
- b. The Culinary Tourism variable (X2) individually has a positive and significant influence on the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang, as indicated by a t-value of 2.697, which is greater than the t-table value of 1.68957, and a probability value of 0.011, which is less than 0.05.
- c. The Creative Economy variable (X3) individually has a positive and significant effect on the Sustainability Competitiveness of Culinary Businesses in Pasar Lama Tangerang, as indicated by a calculated t-value of 3.447, which is greater than the critical t-value of 1.68957, and a probability value of 0.0002, which is less than 0.05.

Simultaneous test (F test)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	393.602	3	131.201	45.627	.000 ^b

Residual	89.141	31	2.876		
Total	482.743	34			

a. Dependent Variable: The Sustainable Competitiveness of Culinary Businesses in Tangerang's Old Market

b. Predictors: (Constant), creative economy, Smart Branding, culinary tour

F count = 45.627 probability value = 0.000 then F count > F table (45.627 is greater (>) 2.87 probability value 0.000 is smaller (<) 0.05, it is concluded that the independent variables simultaneously have a positive relationship that influences the dependent variable on the Competitiveness of Culinary Business Sustainability in Pasar Lama Tangerang

CONCLUSION

1. Based The independent variables partially (individually) have a positive relationship and influence on the dependent variable in the Old Market of Tangerang City, where the t-value of Smart Branding is 4.301 greater. (>) t-table 1.68957 and the probability of .0000 is smaller (<) 0.05, the t-value of Culinary Tourism is 2.697 greater. (>) t-table 1.68957 and the probability of 0.011 is smaller (<) 0.05 and the t-value of Creative Economy is 3.447. greater. (>) t-table 1.68957 and the probability of 0.002 is smaller (<) 0.05
2. F count = 45.627 probability value = 0.000 then F count > F table (45.627 is greater (>) 2.87 probability value 0.000 is smaller (<) 0.05, it is concluded that the independent variable simultaneously has a positive relationship that influences the dependent variable on the Competitiveness of Culinary Business Sustainability in Pasar Lama Tangerang.
3. The multiple determination value R² is 81.5% of the Competitiveness of Sustainable Culinary Businesses in Pasar Lama Tangerang explained by independent variable factors and the remaining 100%-81.5% = 18.5% outside the independent factors

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