

ANALYTICAL STUDY OF PUSH AND PULL FACTORS INFLUENCING CULINARY TOURISM IN YOGYAKARTA

Aditya Firdaus¹, Elyzabeth C. F. Roring²

Tourism Study Program, Faculty of Cultural Sciences, Gadjah Mada University¹⁻²

Email: adityafirdaus@mail.ugm.ac.id

Abstract

This analytical study explores the push and pull factors influencing culinary tourism in Yogyakarta, a city renowned for its cultural and culinary heritage. Culinary tourism, also known as food tourism, has emerged as a significant segment of global tourism, allowing travelers to engage deeply with local food traditions, ingredients, and cultural practices. To investigate the motivations behind culinary tourism in Yogyakarta, a field survey was conducted with a non-probability sampling method, distributing questionnaires to 300 respondents who had prior culinary experiences in the city. This study examines push and pull motivations by calculating the mean agreement level for each statement and assessing the internal consistency of responses using Cronbach's Alpha. Data were recorded in Google Spreadsheets and analyzed with SPSS software to ensure statistical accuracy. The findings reveal a near-equal influence of push and pull factors, with 51% of respondents driven by internal motivations (push factors) such as seeking new experiences and escaping daily routines, while 49% were motivated by external attributes (pull factors) like Yogyakarta's authentic cuisine, high-quality service, and unique dining atmosphere. This balance highlights the importance of both types of motivations in tourists' decisions to visit culinary destinations. The study suggests that enhancing the promotion of Yogyakarta's culinary attractions and creating more immersive dining experiences could further strengthen its appeal to visitors. By examining the role of push and pull factors, this research provides valuable insights for developing targeted marketing strategies and effective tourism management. The study advocates for sustainable culinary tourism practices that support local economic growth, preserve cultural heritage, and enhance tourist satisfaction, positioning Yogyakarta as a competitive culinary destination in the global tourism market.

Keywords: Culinary Tourism, Tourist Motivation, Push and Pull Factors, Yogyakarta Gastronomy.

A. INTRODUCTION

Tourism research has progressed significantly to understand better the complexities of tourists' motivations, preferences, and behaviors in selecting destinations. This understanding is crucial for identifying and predicting travel decisions as well as consumption behaviors among tourists (Uysal et al., 2009). Tourism itself refers to the practice of traveling for leisure, education, or business purposes. However, it involves more than the physical act of travel; it also encompasses tourists' personalities, attitudes, values, and lifestyles. Tourism includes the pursuit of new

experiences and interactions with diverse people, places, traditions, and cultures (Šimková & Holzner, 2014).

In this context, tourists' motivations for visiting destinations are often explained through the concepts of push and pull factors. This framework, first introduced by Dann (1977), proposes that two primary factors influence travel motivation. Push factors refer to internal socio-psychological motivations experienced by individuals, such as the need for rest, relaxation, adventure, and escape from routines, as well as the drive to seek new experiences and enhance personal knowledge. Conversely, pull factors are external attributes that attract tourists to a destination, such as natural beauty, cultural uniqueness, culinary appeal, facilities, service quality, pricing, and infrastructure provided by the destination (Dann, 1977; Klenosky, 2002).

Research on tourist motivations has a long history, with numerous studies focusing on push and pull factors. Notable studies in this field include those by Uysal and Jurowski (1994), Baloglu and Uysal (1996), Klenosky (2002), Snepenger et al. (2006), and Biswas (2008). These studies demonstrate that push factors often precede pull factors, with both representing distinct yet interrelated decisions that influence tourists' choices about whether to travel and which destination to select (Klenosky, 2002).

Yogyakarta, one of Indonesia's prominent cultural cities, serves as a compelling tourism destination with strong attractions in culture, history, and cuisine. Beyond its rich cultural heritage, Yogyakarta also offers unique culinary experiences that captivate both domestic and international tourists. Signature dishes from Yogyakarta, such as *Gudeg*, *Bakpia*, and *Sate Klathak*, are not merely foods but are also symbols of local identity and cultural pride. These dishes attract tourists with their authentic flavors and provide a unique culinary atmosphere unavailable elsewhere. This phenomenon demonstrates that culinary tourism is no longer viewed as a secondary component of travel but has evolved into a specialized sector that significantly influences tourists' destination choices (Stone & Migacz, 2016 in Stone et al., 2018).

Given the rising interest in culinary tourism, particularly in Yogyakarta, there is an urgent need to understand the motivations driving tourists, including the push and pull factors that lead them to choose this city as a culinary destination. This study analyzes the push and pull factors influencing tourists' decisions to select and enjoy culinary experiences in Yogyakarta. A deep understanding of these motivations is expected to support efforts to enhance Yogyakarta's competitiveness in national and international tourism markets and to promote local economic sustainability through the development of its culinary industry.

B. RESEARCH METHOD

Data Collection

This study focuses on measuring the rating scale of tourists engaged in culinary tourism in Yogyakarta by examining push and pull factors through a descriptive quantitative approach. Data collection was conducted in June 2024. This period facilitated sampling but also posed a limitation, as responses were gathered only within this specific timeframe. The target population includes tourists visiting Yogyakarta, and primary data was collected via an online survey distributed through Google Forms. Respondents could access the survey via a link and QR code, enhancing efficiency in data collection. The use of Google Forms enabled automatic data tabulation, helping to prevent missing data and ensuring validity.

A non-probability sampling method was employed, targeting tourists at five restaurant and culinary market in Yogyakarta, yielding a total of 300 respondents. The questionnaire was divided into two sections: the first gathered demographic information, while the second included questions

on motivational factors, organized into push and pull dimensions. In the second section, respondents rated their agreement with statements on a five-point Likert scale: “strongly disagree,” “disagree,” “neutral,” “agree,” and “strongly agree.”

Data Analysis

The analysis examined dimensions and aspects of push and pull motivations by calculating the mean level of agreement for each statement. To determine the internal consistency of survey responses, Cronbach’s Alpha was calculated for both the push and pull dimensions. Responses were recorded in Google Spreadsheets and analyzed using the Statistical Package for the Social Sciences (SPSS) software to ensure accuracy and precision. Responses were scored on a five-point Likert scale: strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, and strongly agree = 5. These values were used to calculate the mean scores for each aspect and dimension of the push and pull factors.

$$CI = \frac{\text{Range}}{\text{Number of Classes}} = \frac{5-1}{5} = \frac{4}{5} = 0,8$$

CI = Interval Class/interval class width

Range = Range of values based on answer categories (highest answer value - lowest answer value)

Number of Classes = Number of categories to be determined

Based on this calculation, an interval class width of 0.8 was determined, defining the scoring range for each aspect examined in this study.

Table 1. Categories and Aspects of Interval Class Assessments

No	Category	Rating Scale
1	Very Low	1,0-1,8
2	Low	1,9-2,6
3	Moderate	2,7-3,4
4	High	3,5-4,2
5	Very High	4,3-5,0

C. FINDINGS AND DISCUSSION

Demographic Profile

The study surveyed a total of 300 respondents, classified into distinct demographic categories as displayed in Table 2. In terms of gender, 97 respondents identified as male, representing 33% of the sample; 199 respondents identified as female, accounting for 66%; and 4 respondents identified as non-binary, constituting 1% of the total sample. Regarding age distribution, the majority of respondents were over 45 years old, with 128 individuals in this group, or 42% of the total sample. This age distribution indicates that older demographics are particularly engaged in culinary tourism in the area, suggesting a strong appeal among mature visitors.

Employment data revealed that students were the most represented group, constituting 21% of respondents. This was followed by entrepreneurs, who made up 18% of the sample, and government employees, who comprised 16%. This distribution suggests a diverse range of participants, with notable interest from younger, educationally engaged individuals as well as self-employed and public sector professionals. In terms of geographic origin, the majority of respondents were from the island of Java, with a particularly high representation from East Java, which accounted for 40% of the sample. This concentration implies a regional attraction to Yogyakarta’s culinary tourism, possibly the logistical ease of travel. The survey also gathered data

on daily expenditures for culinary tourism. A significant portion of respondents, 62%, reported daily spending below Rp 500,000, indicating Yogyakarta's accessibility as a budget-friendly destination. This affordability factor likely broadens the city's appeal, attracting a wide array of tourists across demographic segments seeking an economically accessible culinary experience.

Table 2. Demographic Background of Respondents

Variable	Category	Frequency	Percentage
Age	< 18	11	4%
	18-24	60	20%
	25-34	21	7%
	35-44	80	27%
	> 45	128	42%
Gender	Male	97	33%
	Female	199	66%
	Non binary	4	1%
Employment	Student	63	21%
	Government employee	47	16%
	Private employee	44	15%
	Education employee	39	13%
	Entrepreneur	55	18%
	House wife	26	9%
	Others sector	26	9%
Place of origin	Central Java	72	24%
	East Java	120	40%
	West Java	49	16%
	Jakarta	34	11%
	Sumatra	15	5%
	Bali	6	2%
	Others	4	1%
Daily expenses for culinary tourism	< Rp 500.000	185	62%
	Rp 500.000 - Rp 1.500.000	73	24%
	Rp 2.000.000 - Rp 3.000.000	17	8%
	> Rp 3.000.000	18	6%

Analysis of Push and Pull Factors Influencing Culinary Tourism in Yogyakarta

This section presents an analysis of the motivational aspects related to push and pull factors among culinary tourists in Yogyakarta, as shown in Table 3. The study employs a descriptive quantitative approach to provide an overview of these motivational factors. As such, the primary aim is not to generalize findings across broader tourism contexts but to focus on identifying and evaluating key push and pull factors within the study's defined scope. Push factors, representing intrinsic motivations, include elements such as relaxation and recreation, exploration and

adventure, cultural experiences and etc. These factors are considered internal drivers that encourage tourists to engage in culinary tourism. Pull factors, on the other hand, relate to external attributes specific to Yogyakarta's culinary scene, including the culinary diversity, image and reputation, affordable pricing and etc. The study also initiates a broader examination of push and pull factors in the general tourism context by calculating agreement levels and Cronbach's Alpha for the push and pull dimensions to assess their reliability. This framework supports to finding and understanding of how both intrinsic and extrinsic motivations influence culinary tourism in Yogyakarta.

Table 3. Push and Pull Factors and Aspects that Influence Culinary Tourism

Dimension (Cronbach's α)	Aspect of motivation	Mean	Standard deviation	Agreement level
Push Factors (0,76 = Acceptable)	Relaxation and Recreation	4,06	0,81	High
	Exploration and Adventure	4,24	0,59	High
	Cultural Experience	3,96	0,69	High
	Taste Satisfaction	4,30	0,54	Very High
	Social Experience	4,13	0,61	High
	Knowledge and Skill Development	3,37	1,01	High
	Nostalgia and Memories	4,00	0,83	High
	Status and Prestige	3,88	0,75	High
	Hobbies and Interests	3,80	0,82	Very High
	Psychological Needs	4,00	0,65	High
Pull Factors (0,84 = Good)	Culinary Diversity	4,15	0,63	High
	Image and Reputation	3,97	0,79	High
	Social Influence	4,07	0,70	High
	Promotion and Discounts	3,69	0,91	High
	Location and Accessibility	4,13	0,67	High
	Atmosphere and Ambience	4,38	0,56	Very High
	Service Quality	4,41	0,61	Very High
	Events and Festivals	3,76	0,87	High
	Affordable Pricing	4,18	0,72	High
	Authenticity and Tradition	4,06	0,67	High

Findings of the Analysis

A reliability test was conducted in this study using Cronbach's Alpha on a sample of 300 respondents to assess internal consistency as shown in Table 4. According to George & mallery (2003), the range of reliability and the corresponding coefficients of Cronbach's Alpha are classified as follows: a coefficient above 0.90 is considered excellent, 0.80-0.89 is good, 0.70-0.79 is acceptable, 0.60-0.69 is questionable, 0.50-0.59 is poor, and below 0.59 is unacceptable. The push factors yielded a Cronbach's Alpha of 0.76, indicating an acceptable level of reliability, while the pull factors showed a higher coefficient of 0.84, reflecting a good level of reliability.

The results of the analysis indicated that the pull factors had a slightly greater influence on culinary tourism in Yogyakarta compared to the push factors. Specifically, the pull factors accounted for 51% of the total motivational influence, with an average score of 40.78, while the push factors represented 49%, with an average score of 39.73. This suggests that the external attractions of Yogyakarta's culinary offerings, or pull factors, play a more dominant role in

motivating tourists than the intrinsic motivations associated with push factors. Consequently, it can be concluded that pull factors have a stronger influence on culinary tourism in Yogyakarta than push factors.

Table 4. Comparison of the Dimensions of Push and Pull Factors

Dimension	Cronbach's α	Mean	Standar Deviation	Percentage
Push Factors	0,76	39,73	79,0	49%
Pull Factors	0,86	40,78	69,7	51%

Discussion: Aspects of Push and Pull Factors Influencing Culinary Tourism in Yogyakarta

The push-pull framework, introduced by Graham Dann, is foundational in understanding the dual motivations driving tourist decisions. Push factors, being intrinsic motivations, lead individuals to seek new destinations, while pull factors are the external attractions that make a specific location desirable. According to Dann, the presence of push factors is essential, as they trigger the desire to travel, which is then shaped and influenced by pull factors. This theoretical framework was used to examine the motivations of tourists visiting Yogyakarta for culinary tourism.

In this study, the push factors were analyzed, and two aspects were categorized as "very high" in terms of influence on tourists visiting Yogyakarta for culinary tourism. The first significant push factor identified was *Taste Satisfaction*. This indicates that seeking satisfaction from food flavor is a major motivator for tourists choosing Yogyakarta as a culinary destination. Previous research has shown that taste plays a pivotal role in customer satisfaction, which, in turn, affects customer loyalty (Ashari et al., 2023). The quality of food, particularly flavor and presentation, has a direct influence on customer satisfaction and their future behavioral intentions (Namkung & Jang, 2007). The high score for *Taste Satisfaction* emphasizes that the quality and taste of food are the primary driving forces for tourists. For culinary businesses and destination managers in Yogyakarta, it is essential to continue improving food quality and diversifying menus to meet the expectations of tourists seeking exceptional culinary experiences. Succeeding in these areas can significantly contribute to Yogyakarta's appeal as a culinary destination and encourage repeat visits.

The second major push factor is *Hobbies and Interests*, which indicates that the exploration of new and unique foods is a significant motivator for tourists. The desire to experience new cultures, views, and adventures is positively correlated with travel interest, influencing travel intentions (Mohsin et al., 2017). Tourists with a strong interest in local gastronomy are found to have the greatest appreciation for local foods, leading to the most substantial economic impact on the region (Nicoletti et al., 2019). The high score for *Hobbies and Interests* in culinary tourism reflects that tourists are eager to explore the diverse and unique food offerings in Yogyakarta. In this context, destination managers and culinary operators need to continually innovate by creating unique and attractive menus, ensuring they meet the interests of tourists who are looking to satisfy their curiosity about different culinary experiences.

On the pull factors side, two aspects were also categorized as "very high," making them significant considerations for tourists when choosing Yogyakarta as a culinary destination. The first pull factor is the *Atmosphere and Ambience* of culinary establishments. This factor highlights that a pleasant and inviting atmosphere at culinary venues is a crucial external draw for tourists visiting Yogyakarta. The atmosphere in tourism, including sensory stimuli such as visuals, sounds, smells, and touch, significantly affects emotional reactions and cognitive evaluations of customers (Mattila

& Gao, 2017). Additionally, the destination's atmosphere can influence word-of-mouth recommendations and overall satisfaction (Loureiro et al., 2021). Therefore, creating a comfortable, welcoming atmosphere at culinary locations in Yogyakarta is a critical factor in attracting and retaining tourists.

The second important pull factor is *Service Quality*. Friendly and professional service in culinary establishments has a profound impact on tourists' decisions to choose Yogyakarta as a culinary destination. Service quality is a key determinant in the tourism sector, influencing customer satisfaction and their overall evaluation of the experience (Park & Jeong, 2019). In a competitive tourism market, offering exceptional service can create a lasting impression, leading to stronger brand loyalty and customer retention.

D. CONCLUSION

This study underscores the significant influence of both push and pull factors in driving culinary tourism in Yogyakarta, with a slight edge attributed to external motivations (pull factors). The appeal of Yogyakarta's culinary scene, highlighted by Atmosphere and Ambience and service quality, plays a crucial role in attracting tourists. These pull factors are instrumental in shaping positive tourist experiences, indicating the importance of continually enhancing the quality and diversity of culinary offerings, along with improving service standards to meet growing demand.

For tourism stakeholders in Yogyakarta, these findings highlight key areas for strategic focus. By investing in the quality of food, diversifying available cuisine options, and creating a welcoming atmosphere, local businesses can better capture the interests of culinary tourists and ensure repeat visits. This approach aligns with the increasing demand for rich, immersive food tourism experiences and can help position Yogyakarta as a premier culinary destination.

While this study provides valuable insights into the dynamics of culinary tourism in Yogyakarta, it also opens avenues for further research. Future studies could investigate specific cultural and environmental elements that enhance Yogyakarta's culinary appeal. Expanding this research to include a comparative analysis with other regions would offer a broader understanding of how push and pull factors vary in different cultural contexts.

REFERENCES

- Ashari, M. F., Siregar, Z. M. E., & Halim, Abd. (2023). The Influence of Service Quality, Taste, and Perceived Price on Customer Loyalty by Mediating Customer Satisfaction. *Quantitative Economics and Management Studies*, 4(3), 474–485. <https://doi.org/10.35877/454RI.qems1631>
- George, D., & mallery, paul. (2003). *SPSS for Windows Step by Step: A Simple Guide and Reference*. Allyn and Bacon.
- Klenosky, D. B. (2002). *The "Pull" of Tourism Destinations: A Means-End Investigation*. <https://doi.org/10.1177/004728750204000405>
- Loureiro, S. M. C., Stylos, N., & Bellou, V. (2021). Destination atmospheric cues as key influencers of tourists' word-of-mouth communication: Tourist visitation at two Mediterranean capital cities. *Tourism Recreation Research*, 46(1), 85–108. <https://doi.org/10.1080/02508281.2020.1782695>
- Mattila, A. S. & Gao Lisa (Yixing). (2017). Atmospherics and the Touristic Experience. In *Design Science in Tourism Foundations of Destination Management* (pp. 151–160). Springer. <https://doi.org/10.1007/978-3-319-42773-7>
- Mohsin, A., Lengler, J., & Chaiya, P. (2017). Does travel interest mediate between motives and intention to travel? A case of young Asian travellers. *Journal of Hospitality and Tourism Management*, 31, 36–44. <https://doi.org/10.1016/j.jhtm.2016.08.003>

- Namkung, Y., & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387–409. <https://doi.org/10.1177/1096348007299924>
- Nicoletti, S., Medina-Viruel, M. J., Di-Clemente, E., & Fruet-Cardozo, J. V. (2019). Motivations of the Culinary Tourist in the City of Trapani, Italy. *Sustainability*, 11(9), 2686. <https://doi.org/10.3390/su11092686>
- Park, J., & Jeong, E. (2019). Service Quality in Tourism: A Systematic Literature Review and Keyword Network Analysis. *Sustainability*, 11(13), 3665. <https://doi.org/10.3390/su11133665>
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>
- Uysal, M., Li, X., & Sirakaya-Turk, E. (2009). Push–pull dynamics in travel decisions. In *Handbook of Hospitality Marketing Management* (pp. 412–439). Routledge.