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BETAWI LAKSA AS A CULTURAL CULINARY TOURIST ATTRACTION IN JAKARTA: THE ROLE OF PRODUCT QUALITY AND CONSUMER PERCEPTIONS

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Abstract

This study aims to analyse the role of product quality and consumer perception in sustaining Betawi Laksa as a cultural culinary tourism attraction in Jakarta. A qualitative approach with a case study method was employed, involving seven informants consisting of consumers and culinary practitioners. Data were collected through in-depth interviews and documentation, and analysed using data reduction, data display, and conclusion drawing techniques. The findings reveal that product quality, particularly authentic taste, is the main strength of Betawi Laksa, while consumer perception tends to be positive but not yet translated into consistent consumption behaviour. This indicates a gap between perception and actual consumption. Furthermore, external factors such as modern culinary trends, visual appeal, and limited promotion influence consumer preferences. The study highlights the importance of balancing intrinsic values (authenticity and cultural meaning) with extrinsic values (presentation, accessibility, and promotion). This research contributes to culinary tourism studies by proposing an integrative perspective between cultural preservation and adaptive innovation in traditional food development.

Keywords: Product Quality, Consumer Perception, Betawi Laksa, Tourist Attraction

1. INTRODUCTION

Indonesia is known as a country with a rich and diverse traditional culinary heritage and holds great potential as a tourist attraction. Culinary tourism serves not only to satisfy consumption needs but also as a means of preserving local culture and identity (Idris & Modjo, 2025). In this context, traditional cuisine holds high historical and cultural value as it reflects local wisdom and the cultural acculturation processes occurring within society. Therefore, the preservation and development of traditional cuisine are crucial as part of the tourism industry (Gozali & Wijoyo, 2022).

However, in its development, the existence of traditional cuisine has begun to decline. Changes in people's lifestyles which tend toward practicality and increasing competition with modern foods have led to a decrease in interest in traditional dishes (Dewantara, 2021). This situation poses a serious challenge, particularly in efforts to

ensure the sustainability of traditional cuisine amid the increasingly competitive dynamics of the culinary industry (Imaniar et al., 2023).

One traditional dish with high cultural value is Laksa Betawi, a signature dish of Jakarta that forms part of the Betawi community's culinary identity. Laksa Betawi reflects cultural acculturation through the fusion of local flavors and influences from other cultures, giving it a unique character distinct from other traditional dishes (Ismail et al., 2024). However, Laksa Betawi is now increasingly rare and less known among younger generations. This situation indicates challenges in both the preservation and development of traditional cuisine as a tourist attraction (Joanda & Ritonga, 2024).

From a consumer behavior perspective, product quality is one of the primary factors influencing purchasing decisions. Product quality can be defined as a product's ability to meet consumer expectations, encompassing aspects of taste, authenticity, cleanliness, and presentation (Kristiana et al., 2023). Previous research indicates that product quality, particularly taste and authenticity, significantly influences consumer preferences when selecting traditional foods (Hendradewi et al., 2026). Additionally, consumer perception plays a crucial role in determining the appeal of a culinary offering. Consumer perception relates to how individuals evaluate and interpret a product based on experience, knowledge, and information obtained (Ardiansyah & Silmi, 2022).

In the context of tourism, a positive perception of traditional cuisine can enhance a region's tourist appeal. This is evident in the Betawi cultural area, which has successfully attracted tourists through the uniqueness of its cuisine and the cultural values it embodies (Nurannastasya & Yulianti, 2025). Nevertheless, managing product quality and fostering positive public perception remain major challenges in the development of traditional-based culinary tourism (Resmayasari et al., 2025). Taste quality, authenticity of ingredients, hygiene, and presentation must be maintained so that traditional cuisine is not merely viewed as a cultural heritage but can also compete with modern cuisine, which is more readily accepted by today's consumers (Untung et al., 2021).

Previously, while various studies have addressed culinary tourism and consumer behavior, research specifically integrating product quality and consumer perceptions to explain the sustainability of traditional culinary products as tourist attractions remains limited. Most studies tend to address traditional cuisine from the perspectives of cultural preservation, tourism promotion, or general consumer satisfaction, without deeply examining how product quality and consumer perceptions can shape the appeal and sustainability of a traditional dish. Furthermore, research focusing on Laksa Betawi remains scarce, despite this dish possessing strong cultural value and tourism potential as part of Jakarta's culinary identity.

Given this gap, this study offers a novel approach by examining Betawi Laksa through the integration of product quality and consumer perception within the context of cultural culinary tourism. The uniqueness of this study lies in its effort to understand Betawi Laksa not only as a traditional food product but also as a tourist attraction influenced by both intrinsic and extrinsic values. Intrinsic values include taste, authenticity, ingredients, and presentation quality, while extrinsic values relate to perceptions, cultural image, consumer experience, and its appeal as a regional specialty. Thus, this study seeks to explain the gap between consumer perceptions of Betawi Laksa and actual consumption behavior amid the declining popularity of this traditional dish.

Therefore, research is needed to examine in greater depth the relationship between product quality and consumer perceptions of the appeal of Betawi Laksa as a culinary tourism attraction in Jakarta. This study aims to analyze the influence of product quality

and consumer perceptions on the sustainability of Betawi Laksa as a culinary tourism attraction, with the hope of contributing to efforts to preserve traditional cuisine while enhancing its competitiveness within the tourism industry.

2. LITERATURE REVIEW

2.1 Culinary Tourism Attractions

Tourism attractions are elements that possess uniqueness, value, and appeal capable of encouraging tourists to visit a destination. In the tourism industry, attractions play a central role in influencing tourists' travel decisions and overall destination competitiveness. Within the context of culinary tourism, attractions are not limited to food consumption but also encompass cultural, historical, and experiential values that allow tourist to engage with local traditions and lifestyles (Miranti & Murdana, 2025).

Traditional cuisine has become an increasingly important component of destination attractiveness because it reflects local identity, heritage, and authenticity. Culinary experiences enable tourists to gain a deeper understanding of a destination through its food culture, making gastronomy an essential element of cultural tourism. Chendraningrum & Suryana (2025) found that culturally rooted cuisine contributes significantly to tourist engagement, satisfaction, and destination attractiveness by creating meaningful cultural experiences and emotional connections between tourist and destinations.

Furthermore, Thio et al. (2024) revealed that tourists' behavioral intentions toward local food are influenced by the perceived value of culinary products and their attitudes toward food experiences. Their findings indicate that authentic and high quality local cuisine can encourage positive behavioral responses, including destination visitation and recommendation intentions.

Recent studies also emphasize that the attractiveness of culinary tourism is strengthened by the uniqueness of local cuisine and the storytelling embedded within gastronomic experiences. Culinary products that communicate cultural narratives and local heritage are more likely to create memorable experiences and differentiate destinations from competitors (Nurwitasari et al., 2024).

Despite the growing body of research on culinary tourism, many studies primarily focus on destination development, marketing strategies, and tourist experiences. Research specifically examining how internal product attributes, such as taste quality, authenticity, and consumer perceptions, contribute to culinary tourism attractiveness remains relatively limited. Therefore, further investigation is needed to understand how these factors influence tourists' perceptions and enhance the attractiveness of traditional culinary products as tourism attractions.

2.2 Taste Quality

Taste quality is one of the key dimensions of food product quality that plays a crucial role in shaping consumer satisfaction and preferences. Taste quality encompasses sensory attributes such as palatability, aroma, texture, the authenticity of seasonings, and flavor consistency. In the context of traditional cuisine, taste quality serves as a primary indicator reflecting the authenticity and identity of a dish (Aria & Hidayanti, 2024).

Research by Saragih (2020) indicates that taste quality has a significant influence on customer satisfaction. The better the taste perceived by consumers, the higher the level of satisfaction and the likelihood of repeat purchases. This finding is reinforced by

Hendradewi et al. (2023), who state that taste quality is the dominant factor in consumers' decisions to choose traditional food compared to other factors such as price or location.

Nevertheless, most previous studies have primarily treated taste quality as a factor influencing customer satisfaction and have not extensively examined its role in directly enhancing the appeal of culinary tourism, particularly for regional specialties like Laksa Betawi. In the context of regional specialties such as Laksa Betawi, taste quality is a crucial aspect because it relates to distinctive characteristics, such as the use of spiced coconut milk, the aroma of spices, and traditional flavor profiles. If taste quality is not maintained, the dish's authentic value may diminish, potentially reducing its appeal as a culinary tourism destination.

2.3 Consumer Perceptions

Consumer perception refers to the cognitive process through which individuals select, organize, and interpret information to evaluate a product. In the culinary context, consumer perception is influenced by various factors, such as direct experience, information from the media, social recommendations, and the cultural image associated with the food (Syahrul et al., 2025).

Research by Fernanda & Dewantara (2025) indicates that consumer perception has a significant influence on visitation interest and consumption decisions in culinary tourism. Additionally, Gayatri & Widhiyani (2025) found that positive perceptions of local food can enhance a more meaningful travel experience and encourage tourists to recommend it to others.

Nevertheless, most studies still discuss consumer perceptions within the context of general purchasing behavior, and few have directly linked them to the appeal of culinary tourism based on local culture. In fact, consumer perceptions of traditional cuisine are crucial in determining how such foods are viewed, accepted, and sought after by both the local community and tourists.

3. RESEARCH METHODS

This study employs a qualitative approach using descriptive methods. This approach was chosen to gain an in-depth understanding of product quality and consumer perceptions of Betawi Laksa as a culinary tourism attraction. Qualitative methods allow researchers to explore informants' experiences, perspectives, and subjective interpretations more comprehensively, particularly within the context of traditional cuisine, which possesses diverse cultural and historical values as well as varied consumption preferences.

The research was conducted in the Jakarta area, specifically in the Condet district, which is known as one of the Betawi cultural hubs and is closely associated with traditional Betawi cuisine, including Laksa Betawi. This location was chosen based on Condet's relevance as a social and cultural space for the Betawi community, as well as the presence of culinary practitioners who still preserve traditional foods as part of local identity. Informants in this study were selected using purposive sampling, a technique that intentionally selects informants based on specific criteria aligned with the research objectives. Informant criteria included individuals who had consumed Betawi Laksa, had experience with traditional Betawi cuisine, or possessed knowledge of Betawi Laksa as part of local culinary tourism. The study involved seven respondents, comprising consumers and relevant stakeholders deemed capable of providing relevant, in-depth information aligned with the research focus.

Data collection was conducted through semi-structured interviews and documentation. Semi-structured interviews were used to ensure the data collection process followed interview guidelines while still allowing informants to express their opinions, experiences, and perspectives more broadly. Interview questions covered aspects of consumer perception, product quality including taste, authenticity, cleanliness, and presentation as well as informants' views on the potential of Betawi Laksa as a culinary tourism attraction. Meanwhile, documentation was used as supporting data in the form of location photos, field notes, and references relevant to the research subject.

The data obtained was then analyzed using descriptive qualitative analysis techniques through three main stages: data reduction, which involved selecting, simplifying, and grouping data relevant to the research focus. Data presentation was conducted in the form of descriptive narratives to facilitate the researcher's understanding of the patterns emerging from the interview and documentation results. Subsequently, conclusions were drawn by interpreting the data to identify meanings, relationships, and trends related to product quality and consumer perceptions of Betawi Laksa as a culinary tourism attraction.

Data validity in this study is ensured through source triangulation and cross-verification among informants. Source triangulation involves comparing information obtained from various informants, including both consumers and relevant stakeholders, ensuring the data is not derived from a single perspective. Additionally, cross-verification was conducted to assess the consistency of information across informants' responses, particularly regarding aspects of taste, authenticity, presentation, and the appeal of Laksa Betawi as a traditional dish.

To enhance the precision of the research, this study also employed the member checking method, which involves re-checking the findings with informants to ensure the researcher's interpretations align with the participants' perspectives. Through this method, the researcher can minimize misinterpretations and ensure that the data presented truly reflects the informants' experiences and views. Thus, the research results are expected to have a high level of validity and provide an accurate picture of the product's quality as well as consumer perceptions of Betawi Laksa as a potential culinary tourism attraction in Jakarta.

4. FINDINGS AND DISCUSSION

4.1 Overview of Laksa Betawi

In general, laksa is known as one of Southeast Asia's signature dishes, with diverse variations across various regions, such as Malaysia, Singapore, and several areas in Indonesia. Each region has its own distinct characteristics whether in terms of ingredients, spices, broth types, garnishes, or cooking techniques resulting in a wide range of flavors. Generally, laksa is synonymous with a spicy, broth-based dish that uses rice vermicelli or noodles as its base, combined with protein sources such as chicken, seafood, or eggs. The broths used are also diverse, ranging from coconut milk-based broths to fresher, tangy broths, along with various toppings. These variations demonstrate that laksa is a culinary product that has evolved through a process of adaptation to local cultures and regional contexts.

In Indonesia, laksa has also evolved into various regional variations, one of which is Betawi laksa. In the Indonesian context, Betawi laksa stands as one such adaptation with distinctive characteristics. Betawi laksa is known for its thick coconut milk broth, a dominant savory flavor, and a robust blend of spices. Additionally, the use of

accompaniments such as rice vermicelli, eggs, and basil leaves and occasionally raw bean sprouts serves as a distinctive feature setting it apart from other types of laksa. The combination of coconut milk broth, spices, and these accompaniments creates a unique flavor profile and reinforces Betawi Laksa's identity as a traditional dish of the Betawi community.

Betawi Laksa is not merely a dish but also a cultural representation of the Betawi people. This dish reflects the process of cultural acculturation occurring within Jakarta society. The use of spices, coconut milk, and local ingredients mirrors the richness of the archipelago's culinary traditions. Meanwhile, the form of the Laksa dish also reveals cross-cultural influences that have been adapted to suit the tastes of the Betawi people. Thus, Betawi Laksa holds greater value because it not only offers flavor but also preserves cultural stories, history, and local identity deeply rooted in the Betawi community. Compared to other more popular variations of laksa, Betawi Laksa tends to be less well-known, particularly among younger generations. Based on the research findings, Betawi Laksa is viewed as a unique dish with cultural value. Despite its advantages in terms of taste and cultural significance, its appeal remains underutilized. This is attributed to several factors, such as a lack of innovation in presentation, limited promotion, and the perception that the strong coconut milk flavor may be too heavy for some modern consumers.

In this context, this study offers a novel perspective by presenting a more comprehensive view of Betawi laksa, not merely as a culinary product but also as a component of culinary tourism appeal. The first novelty lies in the effort to integrate product quality, consumer perception, and culinary tourism appeal into a single analytical framework. This approach provides a more comprehensive understanding of the factors influencing the sustainability of Betawi laksa.

The second novelty is the discovery of a gap between perception and consumption behavior. This study shows that although consumers have a positive perception of Betawi laksa, this does not directly drive high consumption. This finding indicates that external factors, such as modern culinary trends and visual appeal, play a significant role in shaping consumer behavior.

Furthermore, the novelty of this research also lies in the identification of intrinsic and extrinsic value concepts in Betawi laksa. Intrinsic value encompasses the authenticity of flavor, the uniqueness of spices, and inherent cultural value, while extrinsic value includes aspects of presentation, promotion, and accessibility. The imbalance between these two values is the primary factor causing Betawi laksa to be less widely popular, despite its high-quality flavor.

Finally, this study emphasizes the importance of an adaptive approach in the preservation of traditional cuisine. Betawi laksa must not only be preserved in its original form but also developed through innovations aligned with modern consumer preferences, such as more appealing presentation and digital-based promotional strategies. Thus, the novelty of this study lies in its effort to bridge the gap between cultural preservation and the need for adaptation within the ever-evolving culinary industry.

4.2 The Identity and Authenticity of Betawi Laksa

Interview findings show that respondents consistently associate Betawi Laksa with its distinctive coconut milk broth and strong spice aroma. All respondents described the dish as having a unique flavor that sets it apart from other traditional foods. Several respondents specifically highlighted the savory taste of the broth, while others

emphasized the combination of spices and complementary ingredient as important characteristics of the dish.

The result indicates that Betawi Laksa possesses a clear culinary identity that is easily recognized by consumers who have previously tried it. Respondent 2 described it as a unique regional dish with a flavor different from other laksa varieties, while respondent 4 considered it one of the culinary products that represents Betawi heritage. These responses suggest that consumers associate Betawi Laksa not only with taste but also with its regional origin.

However, the interviews also revealed differing reactions toward some ingredients. Respondent 3 stated that the use of raw bean sprouts was interesting because it was something unfamiliar, while at the same time suggesting that the dish would be more appealing without raw vegetables. Similarly, several respondents considered the coconut milk broth flavorful but relatively heavy. These findings demonstrate that while the original characteristics of Betawi Laksa are appreciated, certain elements may not fully align with contemporary consumer preferences.

This finding supports Andih et al. (2025), who argue that local food experiences are strongly influenced by product uniqueness and cultural meaning. In the case of Betawi Laksa, its distinctive ingredient and preparation style contribute to its identity, making it recognizable among consumers despite its limited popularity.

4.3 Product Quality and The Flavor Profile of Betawi Laksa

Product quality emerged as one of the strongest themes during the interviews. Most respondents evaluated Betawi Laksa positively, particularly in relation to its taste. Five respondents described the dish as savory, flavorful, and rich in spices. The coconut milk broth was repeatedly mentioned as the main component contributing to the overall dining experience.

Respondents 1 explained that the savory broth stimulates appetite, while respondent 4 highlighted the creamy texture and strong spice profile. Similarly, respondent 5 emphasized that the broth and spices represent the primary attraction of the dish. These responses indicate that sensory attributes, particularly flavor and aroma, play a major role in shaping consumer evaluations.

Although respondents generally appreciated the taste, several weaknesses were also identified. Three respondents noted that the broth could feel heavy because of its coconut milk content, while others suggested that the visual appearance of the dish remains relatively simple. Four respondents stated that the presentation is ordinary and less attractive compared to contemporary food products promoted through social media.

These findings suggest that the main challenge is not the quality of the flavor itself but the overall product experience. While consumers value the taste, visual presentation appears less capable of attracting first time consumers. This observation supports Burhanuddin & Romadhan (2025), who found that visual perception contributes significantly to the attractiveness of culinary products in tourism settings.

Therefore, maintaining flavor consistency should remain a priority while improvements can be directed toward presentation aspects, including plating techniques, serving equipment, and visual branding. Such improvements may increase consumer interest without altering the original recipe.

4.4 Consumer Perceptions and The Consumption Behavior Gap

The interview revealed an interesting discrepancy between positive evaluations and actual consumption behavior. Although respondents generally described Betawi Laksa positively, all of the respondents admitted that they only eat that dish occasionally. Most stated that they eat it only once or twice a year, during culinary festivals, visits to cultural areas, or special occasions.

Several respondents expressed interest in the dish because of its unique taste and traditional character. However, this interest does not necessarily translate into frequent consumption. Respondent 5 explained that although the dish is appealing, the availability of alternative culinary options reduces the likelihood of choosing Betawi Laksa regularly. Similarly, respondent 4 stated that Betawi Laksa is interesting but rarely becomes a primary food choice.

Another consistent finding concerns popularity among younger consumers. Five respondents believed that Betawi Laksa is less popular among younger generations because modern and viral food receive greater exposure through digital media. Respondents also highlighted limited promotion and low public awareness as factors contributing to its reduced visibility.

The findings indicate that favorable perceptions alone are insufficient to encourage regular consumption. Accessibility, visibility, and social influence appear to play an important role in shaping consumer behavior. This supports Harsana (2021), who argues that positive perceptions do not automatically generate consumption interest when external supporting factors are lacking.

Overall, the results demonstrate that Betawi Laksa is generally viewed positively by consumers. However, the dish faces challenges related to market exposure and accessibility. Increasing public awareness, improving product visibility, and strengthening promotional efforts may help transform positive evaluations into more consistent consumption behavior.

4.5 Betawi Laksa as a Culinary Tourism Attraction

The interview findings indicate that Betawi Laksa has considerable potential to be developed as a culinary tourism attraction. Four respondents explicitly stated that the dish is worthy of being promoted as part of Jakarta's culinary tourism offerings. Respondents highlighted its distinctive flavor, regional identity, and uniqueness compared to other traditional foods.

Respondent 1 considered Betawi Laksa suitable for consumers from various backgrounds because of its enjoyable taste. Respondent 2 emphasized that the dish represents a unique regional specialty that can attract visitors seeking local culinary experiences. Similarly, respondent 4 stated that Betawi Laksa possesses characteristics that distinguish it from other foods and therefore deserves greater recognition among tourist.

Several respondents also mentioned that Betawi Laksa provides more than a dining experience. The dish introduces consumers to local ingredients, cooking traditions, and culinary practices that have developed within the Betawi community. These elements contribute to the attractiveness of the product as part of Jakarta's culinary landscape.

Despite this potential, respondents identified several factors limiting its appeal. Limited promotion, restricted availability, and relatively simple presentation were repeatedly mentioned during the interviews. Respondent 5 stated that Betawi Laksa remains difficult to find compared to other popular local foods, while respondent 3 noted

that many consumers may perceive it as similar to lontong sayur and therefore overlook its uniqueness.

These findings suggest that the attractiveness of Betawi Laksa depends not only on the quality of the product itself but also on how effectively it is introduced and communicated to consumers. This observation is consistent with previous studies emphasizing the importance of visitor experience, product differentiation, and promotional activities in culinary tourism development.

Therefore, efforts to strengthen the position of Betawi Laksa as a tourism product should focus on increasing visibility through festivals, tourism events, culinary centers, and digital platforms. Greater exposure may help consumers better understand the uniqueness of the dish and encourage trial among potential visitors.

4.6 Challenges in Preserving and Revitalizing Betawi Laksa

One of the most prominent findings from the interviews concerns the declining visibility of Betawi Laksa among younger generations. Five respondents believed that the dish is less popular than modern culinary products currently promoted through social media and digital platforms.

Respondent 4 explained that contemporary consumers are often attracted to foods that are visually appealing and widely shared online. Similarly, respondent 2 observed that younger consumers tend to prefer modern or fast food options that are more accessible and heavily marketed. These responses indicate that changing consumption patterns present a significant challenge for traditional culinary products.

Another issue identified by respondents relates to availability. Respondent 3 mentioned that Betawi Laksa is rarely encountered in everyday settings, while respondent 5 noted that the limited number of vendors reduces opportunities for consumers to experience the dish. This lack of accessibility contributes to low public familiarity and reduces repeat consumption.

The interviews also highlighted concerns regarding generational continuity. Several respondents emphasized the importance of involving younger people in preserving and promoting Betawi Laksa. Respondent 6 suggested introducing the dish to younger audiences through broader public exposure, while respondent 4 recommended using social media as a tool for increasing awareness.

These findings indicate that preservation efforts should extend beyond maintaining recipes and cooking techniques. Long term sustainability also depends on the ability to attract new consumers, encourage business continuity, and maintain relevance within a rapidly changing culinary environment.

Consequently, revitalization initiatives should focus on strengthening public awareness, encouraging youth participation, and increasing opportunities for consumers to access the product. Such efforts may contribute to preserving Betawi Laksa as an active component of contemporary culinary culture rather than solely as a historical food heritage.

4.7 Development Strategies for Betawi Laksa

Based on the interview findings, several strategic priorities can be identified for the development of Betawi Laksa. The first priority is maintaining flavor quality. Most respondents regarded taste as the primary strength of the dish, particularly the savory coconut milk broth and rice spice composition. Therefore, preserving flavor consistency should remain a central objective for producers.

The second priority is improving visual presentation. Four respondents commented that the current appearance of Betawi Laksa is relatively simple and less attractive compared to modern culinary products. While respondents did not suggest altering the recipe, many believed that improved plating, serving methods, and food presentation could increase consumer interest.

The third priority is strengthening promotional activities. Almost all respondents identified limited promotion as one of the main reasons for the dish's low popularity. Respondents repeatedly suggested the use of social media, digital content, culinary influencers, and food reviews to increase public awareness. These findings indicate that promotion represents one of the most immediate opportunities for expanding market reach.

The fourth priority is improving accessibility. Several respondents noted that Betawi Laksa is not widely available outside specific cultural areas or culinary events. Expanding distribution through restaurants, culinary centers, food delivery applications, and tourism destinations may increase consumer exposure and encourage more frequent consumption.

The fifth priority is strengthening connections with tourism activities. Respondents believed that Betawi Laksa has the potential to become part of a broader tourism experience. Integrating the dish into cultural festivals, heritage tours, and culinary tourism programs could enhance its visibility while introducing visitors to aspects of Betawi culture.

Finally, youth involvement emerged as a crucial factor for future development. Respondents emphasized that younger generations can contribute through content creation, digital promotion, entrepreneurship, and innovation. Their participation may help ensure that Betawi Laksa remains relevant to contemporary consumers while preserving its distinctive characteristics.

Overall, the findings suggest that successful development requires balancing product preservation with market adaptation. Maintaining the original flavor remains important, but improvements in presentation, promotion, accessibility, and youth engagement are equally necessary to support long term growth.

4.8 Scientific Contributions

This study contributes to the literature on traditional culinary tourism by providing empirical evidence regarding consumer evaluations of Betawi Laksa. The findings demonstrate that consumers generally appreciate the dish for its distinctive taste and regional identity, indicating that product quality remains an important factor in shaping positive evaluations.

Another contribution of this study is the identification of a discrepancy between consumer evaluations and consumption behavior. Although respondents expressed favorable opinions regarding Betawi Laksa, all participants reported consuming it only occasionally. This finding suggests that positive attitudes alone are insufficient to encourage regular consumption when accessibility, visibility, and promotion remain limited.

The study also highlights the interaction between internal and external factors influencing the sustainability of traditional culinary products. Internal factors involve presentation, accessibility, and promotional exposure. The findings indicate that strong product attributes may not achieve optimal outcomes without adequate market support.

Furthermore, this research provides practical insights for culinary tourism development. The interview results consistently emphasize the importance of digital promotion, visual presentation, and youth participation in enhancing public awareness. These findings offer useful guidance for culinary entrepreneurs, tourism stakeholders, and policymakers seeking to strengthen the competitiveness of local food products.

Overall, this study demonstrates that the sustainability of Betawi Laksa depends not only on preserving its traditional characteristics but also on improving its ability to respond to contemporary consumer preferences and market conditions. The findings therefore contribute to a broader understanding of how traditional culinary products can remain relevant within modern tourism and food industries.

5. CONCLUSION

This study aimed to analyze the attractiveness of Betawi Laksa as a culinary tourism product through the perspectives of product quality and consumer perceptions. Based on the interview findings, Betawi Laksa is generally perceived positively by consumers due to its distinctive taste, savory coconut milk broth, and rich spice composition. These characteristics are considered the main strengths that differentiate Betawi Laksa from other traditional dishes and contribute to its uniqueness as a local culinary product.

The findings also indicate that product quality, particularly taste, plays an important role in shaping positive consumer evaluations. Most respondents highlighted the flavor of the broth and spices as the most appealing aspects of the dish. However, several respondents noted that the rich coconut milk content can be perceived as too heavy for some consumers. In addition, the relatively simple presentation was identified as a weakness that may reduce its attractiveness, especially among younger consumers who are strongly influenced by visual aspects of food.

Regarding consumer perceptions, the study found that respondents generally recognize Betawi Laksa as a unique and valuable culinary product. Nevertheless, positive perceptions do not necessarily lead to frequent consumption. All respondents reported consuming Betawi Laksa only occasionally. This finding reveals a gap between consumer appreciation and actual consumption behavior. Limited accessibility, low promotional exposure, and competition from modern culinary products were identified as the main factors contributing to this situation.

The study further demonstrates that Betawi Laksa has significant potential to be developed as a culinary tourism attraction in Jakarta. Respondents considered the dish worthy of being promoted to visitors because of its distinctive flavor and regional identity. However, this potential has not yet been fully optimized due to limited public awareness, restricted availability, and insufficient promotional activities.

Several challenges were identified in preserving and revitalizing Betawi Laksa. These include the declining familiarity of younger generations with traditional foods, the dominance of modern culinary trends, and the limited number of vendors offering the dish. Therefore, preservation efforts require not only maintaining the original recipe and flavor but also adapting to changing consumer preferences and market conditions.

Based on the findings, several development strategies are recommended. These include maintaining flavor consistency, improving visual presentation, strengthening digital promotion, expanding accessibility, integrating Betawi Laksa into culinary tourism programs, and encouraging greater involvement of younger generations in promotional

and entrepreneurial activities. Through these efforts, Betawi Laksa can strengthen its position as both a traditional culinary product and a culinary tourism attraction.

In conclusion, Betawi Laksa possesses strong potential as a representative culinary product of Jakarta due to its distinctive flavor and local identity. However, its long-term sustainability depends on the ability of stakeholders to balance preservation with innovation, ensuring that the dish remains relevant and appealing to contemporary consumers while retaining its original characteristics.

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